

Let's inspire each other

Official
partner

The **Hague.**

◆ The City
The Partners
The **Hague.**

Let's inspire each other

We are looking forward to 2024. together we will put The Hague on the map. We will focus on the marketing and acquisition of national and international visitors, conference organisers and foreign companies and institutes. And residents will also be kept up-to-date about the great programmes we have in store. They will be inspired to discover their own city and boost their local pride.

We will help our partners to network, share knowledge and find inspiration and peace of mind. We will continue initiatives like The Start, and also organise knowledge sessions and networking events. These may include an inspiring session on Artificial Intelligence (AI). How could you use it as a small or large organisation?

Every year, The Hague & Partners works with around 300 partners on City by the Sea and International City of Peace and Justice. Every day, these initiatives enable us to work towards a better, safe and just world. All with the ultimate goal of welcoming visitors, conferences and foreign companies and organisations to our city. This is how we can bring job opportunities to the city. And these in turn will further develop our city and increase its attractiveness.

Last year we saw the return of conferences and visitors, as well as new companies choosing to establish themselves here. Of course, nothing is ever quite fast enough for us. Especially in the off-season months, it is important to make The Hague as attractive as possible to guarantee business throughout the year. We currently have several questions in mind: Could we draw in visitors interested in events like the Tour de Femmes to discover our cycle paths? Could we use a new welcome programme to connect new companies to us and keep existing relations satisfied? Could we use attractive side programmes to draw conferences to The Hague? These are the questions that we will answer in 2024. This year, we will again carry out the Cultural Participation Survey which can enable us to gain good insights into our museums and theatres.

So let's look forward to 2024, a year of inspiration for us, our visitors, residents, conference organisations and companies. Let's make The Hague even more attractive for regular visitors or as a place to start a company. Are you ready for new inspiration?

Jolanda van Witzenburg
Head of Development



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Partner programme

1 Online package

2 Travel Trade package

3 MICE package

4 Regional package

5 Business package

Online package: Basic or Premium

With the UITagenda we offer a complete overview of everything there is to do in The Hague and the surrounding area. Round it all off with your own page on thehague.com and create extra visibility for your organisation. That's where it all begins. You can further promote your organisation to city visitors with an enticing offer with The Hague Pass.

In 2024, we will also offer all our partners the opportunity to take a free digital screen displaying the latest ins and outs of The Hague every week (subject to availability). You will get so much more out of 2024 by collaborating through our partner programme.

There are various possibilities, starting with the online package: will you go for Basic or Premium? The latter enables you to gain insight into tourism opportunities, increase your employees' knowledge of The Hague with us and clearly put what you have to offer on the map.

Complete your partnership with some additional extras. Together we will inspire people to visit The Hague, our City by the Sea, time and again.

Make an appointment to discuss the possibilities of this package via partners@thehague.com.

Partner package	Basic	Premium
	€ 415	€ 840
Knowledge		
• invitation to at least two TH&P knowledge sessions		
• invitation to annual TH&P relation event		
Service		
• free city map of The Hague from TH&P (WTC The Hague)	500 copies	1,000 copies
• inclusion in digital promotion through The Embassy of The Hague		
• The Start: your new employees get to know The Hague with one of our city guides		
• receive the corporate newsletter		
Visibility		
• own page on thehague.com		
• listing on thehague.com/partners		
• one proprietary agenda item in the digital newsletter		
• 20% discount on advertising rates		

Travel Trade package

International tourism fits with The Hague. The International City of Peace and Justice is the ultimate combination of city and sea, making it an attractive destination for a multi-night city trip. We put The Hague on the map with the travel industry, international media and press relations, so that The Hague is included in the programmes as a travel destination for a city break. Sustainability, international allure and unique gems in the city are key factors in our approach. We aim to put together an attractive and bookable selection using these guidelines.

Our national and international acquisition strategy focuses on proactive marketing in the Netherlands, Germany, Belgium and the United Kingdom. We are also increasingly looking towards the French, Scandinavian and American markets. What is happening in the world is reflected in the (im)possibilities of our market approach. We closely monitor trends and events in order to respond in good time. By sharing our knowledge of the sector and the market, involving you in the developments and connecting with each other, we can jointly position the city optimally and enable you to discover The Hague's international Travel Trade market.

Make an appointment to discuss the possibilities of this package via partners@thehague.com.

Travel Trade package - small	Travel Trade package - large
€ 625	€ 940
• visible on denhaag.com	• visible on denhaag.com
• participation in annual TH&P event	• participation in annual TH&P event
• inclusion in the Travel Trade newsletter	• inclusion in the Travel Trade newsletter
• receive the corporate newsletter	• receive the corporate newsletter
• two Travel Trade meetings	• four Travel Trade meetings
• support in customising and offering programmes	• support in customising and offering programmes
• advice on the Travel Trade industry	• advice on the Travel Trade industry
• active referrals to tour operators, travel agents, OTAs, cruise lines and other travel sales companies	• active referrals to tour operators, travel agents, OTAs, cruise lines and other travel sales companies
• participation in online inspiration sessions	• participation in online inspiration sessions
• point of contact for The Hague within the travel industry	• point of contact for The Hague within the travel industry
• part of the story of The Hague at trade fairs	• possibility of support at trade fairs through (digital) resources
• participation in FAM Trips for a fee	• 50% discount on participation in FAM Trips and inclusion in the FAM Trips programme
-	• participation in trade fairs through a shared partner stand
-	• campaign support around trade fairs
• listing on the Travel Trade website	• listing on the Travel Trade website
• potential inclusion in site visits	• inclusion in site visits
-	• articles on Travel Trade website homepage
• access to travel industry trends on the Travel Trade webpage	• access to travel industry trends on the Travel Trade webpage

Travel Trade package

What are we doing in 2024 and how can you join in?

FAM Trips

◆ City by the Sea FAM trip (June)

With beaches running for kilometres, The Hague is the only large Dutch city by the sea. This initiative sets The Hague apart. Organising this FAM trip enables The Hague & Partners to show the travel industry all the city has to offer. Travel Trade partners can enjoy this day by participating in the day programme or speed dates. This is an excellent opportunity to maintain or expand your network.

Date: June 2024

Participation price: € 500 half day; € 1,000 whole day

◆ FAM trip highlights (September)

In September, we welcome the NBTC Perspective trade fair to The Hague. In connection with the trade fair, we invite participants (buyers) on a FAM trip to see the highlights of The Hague. Travel Trade partners can enjoy this day by participating in the day programme or speed dates. This is an excellent opportunity to maintain or expand your network.

Date: September 2024

Participation price: € 500 half day; € 1,000 whole day

◆ FAM-Trip Have A Royal Winter (December)

The Hague increasingly wants to establish itself as the ultimate winter city. This FAM trip is all about letting it show. The city is rich in events and activities in the dark winter months. The Hague & Partners likes to promote this within the travel industry. Travel Trade partners can enjoy this day by participating in the day programme or speed dates. This is an excellent opportunity to maintain or expand your network.

Date: November/December 2024

Participation price: € 500 half day; € 1,000 whole day

Note: TH&P bases the FAM trip programmes on the wishes and needs of the target group.

Trade fairs

◆ ITB Berlin 2024

The ITB Berlin is the largest international B2B travel trade fair in the world with an established reputation. The trade fair is a mix of old and new elements. The focus is on the global B2B frontrunner trade visitor, representing all segments of international tourism: tour operators, carriers, OTAs, OTPs, wholesalers, travel agents and trade press. The Hague & Partners represents The Hague and presents itself at the NBTC Holland Paviljoen.

Date: 5-7 March 2024

◆ Destination Exchange Europe 2024 Londen

Destination Exchange Europe is organised by ETOA and CityDNA, having evolved from City Fair. The Hague & Partners represents The Hague in one-to-one meetings during this two-day trade fair.

Date: April 2024 (exact date not yet known)

◆ NBTC Perspective 2024

This is an annual meeting and networking event organised by NBTC/ETOA. Leading tour operators from Germany, Belgium and the United Kingdom with a focus on sustainable tourism will be attending. TH&P will be there to represent The Hague in one-on-one meetings.

Date: September 2024 (exact date not yet known)

◆ Global European Marketplace (GEM) 2024

The GEM is organised by ETOA. It is a B2B trade fair for networking and connecting with tourism companies selling the European market. This year's GEM will be held live in London with an appointment system that brings together buyers and sellers. The Hague & Partners will be there to represent The Hague in one-on-one meetings.

Date: November 2024 (exact date not yet known)

MICE package

With all the knowledge and culture that the city has to offer, The Hague has a strong infrastructure in which all facets for organising a successful event are present. The Hague offers perfect solutions for both small- and large-scale corporate events, both in-person and hybrid. In addition to our main mission of attracting conferences to The Hague, at TH&P we remain committed to putting The Hague on the map as the perfect conference city, positioning ourselves as a city working towards a better, safe and just world. Our work aligns with the main clusters set out in the 2030 The Hague+ Economic Vision:

- Security Delta
- ImpactCity
- Legal & Policy Capital

Our team is fully committed to generating leads, which can be turned into conversion with partners in the city. This ensures that conference locations and hotels are filled. We build and maintain sustainable relations with national and international decision makers, local stakeholders and various knowledge institutions. We partner with national and international networks to put The Hague on the map and create new business for The Hague. We are happy to share our sector and market knowledge with our partners and other stakeholders in the city and beyond to attract the international MICE market (Meetings, Incentives, Congresses & Exhibitions).

We use FAM Trips and site inspections to enthuse potential bookers and planners and convince them to stage their event

Partner rates per year*	Small	Medium	Large
	€ 680	€ 1,200	€ 1,830
Event agencies, PCOs and suppliers	< 10 FTE	10-25 FTE	> 25 FTE
Event locations	< 200 people	200-600 people	> 600 people
Theatres and stages	< 200 people	200-750 people	> 750 people
* Event locations with capacity > 600 people can be subject to a bespoke arrangement e.g. through a strategic partnership			

in our city. We help our partners collect and share market analyses, trends and developments. With the MICE package, you receive or can participate (at an attractive rate) in:

- presentation on thehague.com/conventionbureau
- inclusion in the 'Create your event' tool on the convention bureau website
- access to the CRM system partner module
- direct or indirect leads if your location and/or service fits with the wishes of the customer
- the opportunity to host TH&P events including FAM trips, sales events and partner meetings
- receive the corporate newsletter

As a MICE partner, you contribute to the unique experience of The Hague and offer your product or service free of charge during site inspections. We prefer it if your organisation is certified and works sustainably (e.g. Greenkey, ICCA, IAPCO).

Make an appointment to discuss the possibilities of this package via partners@thehague.com.





- ICCA database training
- Event Design workshop
- the impact of Artificial Intelligence on our work.

FAM Trips

◆ FAM Trip Europe/International 2024

TH&P invites international meeting planners (corporates en intermediaries) on an inspiring multi-day programme so that they can discover and experience the city for themselves. It is an excellent opportunity to expand and strengthen your international network.

Date: 2024, exact dates tbc.

Participation price: € 500 half day; € 1,000 whole day

Note: TH&P bases the FAM trip programmes on the wishes and needs of the target group.

Trade fairs

To properly represent The Hague at the various trade fairs, good preparation and research by participating parties, among others, is important. Prior to the trade fair, we will send out a request to our partners so that you can share your latest news and indicate whether you are interested in taking part in a trade fair (not possible for all trade fairs). An up-to-date contact list for the fair will be shared with the participants in The Hague and the strategic partners. Visits are concluded with a thorough follow-up.

◆ IMEX Frankfurt 2024

This international trade fair in Frankfurt with more than 9,000 international buyers, of which approximately 3,000 hosted buyers, is the centre for business buyers and the opportunity to present The Hague. The guiding principle for the Holland Stand is to position the city as a destination for business events in the broadest possible sense. The more partners attend, the greater the impact of this representation from The Hague.

Date: 14-16 May 2024

Participation price: solo participation € 9,785; duo participation: € 4,890 per partner (based on interest and availability, per two partners).

◆ IMEX America 2024

This international trade fair in Las Vegas with more than 9,000 international buyers, of which 3,000 hosted buyers, is the centre for business buyers and the opportunity to present The Hague. The guiding principle for the Holland Stand is to position the city as a destination for business events in the broadest possible sense. The more partners that attend, the greater the impact of The Hague representation.

Date: 8-10 October 2024

Participation price: solo participation € 9,785; duo participation: € 4,890 per partner (based on interest and availability, per two partners).

◆ IBTM World

IBTM World is the leading global event for the meetings, incentives, conferences and events, taking place annually in Barcelona. At IBTM World, over 3,000 destinations and suppliers will be there to meet and network with over

MICE package

What are we doing in 2024 and how can you join in?

Sharing knowledge

TH&P would like to inform its partners about the latest trends and developments. That's why we are planning at least four knowledge sessions in 2024 to discuss various topics and expand knowledge. The following sessions are scheduled for 2024:

- introductory sessions on the role of TH&P for new employees (The Start)

15,000 industry professionals from over 100 countries around the world.

Date: 19-21 November 2024

Participation price: solo participation € 9,785; duo participation: € 4,890 per partner (based on interest and availability, per two partners).

◆ M&I Forums

TH&P takes part in several M&I Forums. These forums feature one-on-one meetings in the form of speed dating. All meetings are pre-scheduled and sent for review in advance. At the event, you sit at your own table and then the buyers on your schedule come to visit you at the agreed times.



At each M&I event, you will have the opportunity to participate in unique destination-themed activities to foster the relationship with the business partners. Dates and prices tbc.

Where do we get our information about trends and developments?

The following trade fairs, conferences and activities are for information purposes. As a partner, you cannot register for them through TH&P:

◆ ICCA Destination Marketing Business Workshop Small

During an intensive three-day programme, 15 associations and 15 convention bureaus get to know each other and during one-on-one meetings, they have the opportunity to explore a future collaboration and possibly take a first step. TH&P presents the city and our partners during these meetings. Only decisionmakers from associations are present at this event which is aimed at international conferences with a minimum of 500 participants.

◆ ICCA Association Expert Seminar

Prior to IMEX Frankfurt, ICCA is organising a seminar in which ICCA members and associations discuss current topics in the industry. The purpose of the meeting is to jointly raise issues and identify solutions that will improve collaboration. Actively participating will put The Hague on the international map. The number of participants is limited for this activity. If you are an ICCA member (like TH&P) you can register directly with ICCA as a partner.

◆ ICCA Congress 2024

During the ICCA Congress 2024, international associations, CVBs, locations and various suppliers network and share their knowledge aimed at the future of the MICE industry. It is a unique opportunity to get in touch with them directly, allowing us to maintain and expand our network, gain new knowledge and generate leads for The Hague. The congress will take place in Abu Dhabi (UAE) from 20-23 October 2024.

◆ ICCA Forum

Every year, ICCA organises a forum where ICCA members and associations discuss current topics in the industry. The purpose of the meeting is to jointly raise issues and identify solutions that will improve collaboration. The number of participants is limited for this activity. If you are an ICCA member (like TH&P) you can register directly with ICCA as a partner.

◆ PCMA Convening EMEA 2024

Every year, PCMA's European event, Convening EMEA, takes place in a European city. This event is in the planning phase. During this event, trends and developments in the business event industry will be discussed.

Memberships and Networks

During the year, we visit various network meetings, organised by the following network organisations of which The Hague & Partners is a member. This clearly expands our network so that more companies and institutions know how to find us when it comes to using The Hague as a destination for their events. You can also become a member of these organisations yourself. If interested, please feel free to contact our team.

◆ Cvent

TH&P has an annual membership with Cvent. This membership provides access to the CSN (Cvent Supplier Network), which connects event professionals and marketers to more than 28,000 hotels, venues and CVBs. Cvent supports planners in simplifying and automating the planning process. Users of this system include HelmsBriscoe. It generates RFPs and ultimately new business for The Hague.

◆ CLC VECTA

The promotion of interests, the positioning of the medium of live communication and the further professionalization of the industry are important for every entrepreneur in the industry. A strong network of members willing to invest in collaboration, research, lobbying and knowledge sharing forms a sound basis. Become a member so that we can continue this work. You will be part of this network and can use all the benefits, products and services that come with membership.

◆ ICCA

ICCA (International Congress and Convention Association) represents the main specialties in the organisation of, transport to and accommodation of international meetings. ICCA has approximately 1,150 members and the organisation is located in 100 countries. ICCA has a database of 50,000 meetings worldwide available for its members.

◆ MPI

MPI Netherlands is the Dutch division of Meeting Professionals International. With a community of over 60,000 meeting professionals, of which approx. 18,000 are active members, MPI is the world's largest and most active trade association for the meeting and events industry. MPI Nederland has three pillars (Knowledge, Community, Industry Voice), all of which contribute to the advancement of our industry and everyone who is active in it. Within the MPI Nederland community of over 1,500 meeting professionals, including around 100 active members, we represent meeting planners, suppliers, the next generation and teachers.

◆ NBTC

As the Dutch national destination management organisation, the Netherlands Bureau of Tourism & Conventions (NBTC) provides a national vision for tourism and conferences based on relevant knowledge and insights. All for the benefit of our country as a liveable, popular and valuable destination for residents, visitors and businesses.

◆ PCMA

PCMA is a professional organisation with more than 7,000 members in 37 countries in North America, Europe, Asia, the Middle East, Australia and New Zealand. PCMA is based in Chicago (USA) and organises various international events aimed at the association and corporate market.

Hotel covenant

TH&P has made an arrangement for the 3-, 4- and 5-star hotels in The Hague to join it in representing the city. The annual partner contribution is determined by the covenant. This is the unique way for 3-, 4- or 5-star hotels to work with us. Invoicing takes place through TH&P. What we do for the hotel sector beyond our main remit is agreed annually with the board at the beginning of the year. The activities stated in the MICE package, the Online Basic package and the small Travel Trade package apply to the hotel covenant. Each year, some of the board go on an inspiration trip to a partner DMO.

Where will you see us in 2024?

- We present the latest results at the hotel consultation (four times a year);
- we organise an inspirational information session for the sales managers to meet three times a year;
- new employees at the hotels can take part in The Start, a unique way to get to know the city of The Hague;
- your account manager provides you with regular updates;
- we use online masterclasses to inspire you and share knowledge.



Regional package

The Hague attracts many (international) visitors to the city with the 'Girl with a Pearl Earring', the Peace Palace, the magical world of Escher, The Pier, Madurodam and other activities. Once in the city, the surrounding places are easily accessible for those (international) visitors. To connect the wider Hague region with the city, you can showcase your city or municipality and the most important attractions on thehague.com. Here, you can present your city or municipality and list the various activities available. Using our social media and newsletters not only do you increase your

visibility among visitors to The Hague, but you also increase visibility among The Hague residents so they can easily take a trip to the neighbours.

Connecting also means exchanging knowledge, learning from each other and getting synergy out of activities. Working together also presents plenty of opportunities for business. These might include helping companies to open new offices, running a side event at a conference or facilitating part of it.

The benefits at a glance:

- page on thehague.com: a landing page for your own location with your own content and text (including attractions, venues and events);
- 4 items per year in the consumer newsletter;
- 2 highlight items on the homepage of thehague.com
- invitation to the annual TH&P relation event;
- invitation to at least two online or hybrid TH&P knowledge sessions;
- inspiration trip within the Netherlands or abroad to a partner city (a small additional fee may apply);
- knowledge session on acquiring foreign companies and helping local businesses to export abroad;
- invitations to business community sessions;
- receive the corporate newsletter;
- new employees at your company may take part in The Start, a half day spent with one of our city guides getting to know the latest ins and outs of The Hague..

Rate: € 4,500 per year.

Make an appointment to discuss the possibilities of this package via partners@thehague.com.



Business package

In recent years we have helped hundreds of international companies to set up and expand their activities in The Hague. Our investor relations team maintains daily relations with key strategic accounts and companies. This network of existing customers grows by an average of 10% each year. On a local level, we actively collaborate with four hubs and one accelerator: Yes! Delft, The Hague Humanity Hub, World Startup, The Hague Tech, Titaan and New Farm and Security Delta. We keep our finger on the pulse of what's going on in our clusters.

Work with us and you will have access to our growing high-quality business network on a local and global scale. We also offer opportunities for further collaboration to achieve greater visibility for your company.

When enabling foreign companies, entrepreneurs and NGOs to land and open offices in and around The Hague, new partners are needed for every step of the way. It's about all aspects of corporate service provision, from finance to human resources, housing to schools. As a partner, you will likely have information about your company and service available in English. The guiding principle is for you to get energised by collaborating with other partners who might otherwise be regarded as competitors. Together we can provide a top service and welcome to The Hague.

The top advantages at a glance:

- direct recommendations of partners and their services tailored to customer needs;
- access to events like The Hague Connect, networking events Investor Relations events and TH&P events;

Partner rates per year*	Small	Medium	Large
	€ 730	€ 895	€ 1.050
FTE	< 10 FTE	10-25 FTE	> 25 FTE

** If you are already a member of The Hague International Centre, please contact us for collaboration and discount options.*

- take part in TH&P webinars and livestreams as an industry expert;
- your organisation's new employees can participate in The Start: an afternoon led by our city guide to discover the latest ins and outs of The Hague;
- opportunity to participate in foreign business trips and trade missions;
- your name, logo and information will be listed at thehague.com/businessagency;
- invitation to at least two (online) sessions aimed at sharing knowledge, expertise and trends;
- receive the corporate newsletter.

◆ Community sessions

Twice a year we invite our partners for a community session. We are happy to tell you more about the latest developments in The Hague, but we are also curious about our partners' stories.

Business package

What are we doing in 2024 and how can you join in?

Sharing knowledge

TH&P would like to inform its partners about the latest trends and developments. Therefore, we are planning several sessions in 2024 to discuss different topics and expand knowledge. The following sessions are scheduled for 2024:



◆ Ecosystem Tour

The Hague is bursting with a vibrant ecosystem, and we are proud of that. An ecosystem cannot do without communities like Humanity Hub, The Hague Tech, Apollo 14 and many more. We would like to invite our partners to get to know all The Hague hubs before a tour planned for 2024.

◆ Investor Relations

Our service does not stop once your company has settled in The Hague. This is the perfect moment for us to create added value by staying in touch and finding out where we can help. We do so by regularly checking in with all companies and organising events. As a partner, we offer you the opportunity to attend these events and build your network.

◆ Fact Finding Trips (FFTs)

Last year we organised more than 30 FFTs. These are tailor-made. We listen to the customer's needs and desires and ensure that the right people join them at the table. As a partner, you will be regularly approached if the customer is looking for one of your services.

Trade fairs

To properly represent The Hague in the various clusters, we are active at various trade fairs worldwide. Our business advisors ensure that they are well prepared to get the most out of a visit. We use our network for this. If you are interested in attending a trade fair, keep in mind that this is not possible at all trade fairs.

Ask your account manager about the options.

- ◆ MIT Solve
- ◆ ChangeNOW
- ◆ UN General Assembly
- ◆ Just Peace Month
- ◆ ImpactFest
- ◆ Money20/20
- ◆ ChangeNOW Fintech Week
- ◆ GIIN Investor Forum
- ◆ World Pension Summit
- ◆ Slushy

Memberships and networks

We are members of various international high-profile business networks. This enables us to stay connected with the market and enthusiastically put The Hague and its countless possibilities on the map. You can also become a member of these organisations yourself. If interested, feel free to contact our team and we will be happy to tell you more. You can become a member of some organisations yourself. If interested, feel free to contact our team and we will be happy to tell you more.

◆ MIT Solve

Meet the entrepreneurs who want to transform the world. MIT Solve is an initiative of the Massachusetts Institute of Technology and is a meeting place or platform for social impact innovation. Solve uses open innovation challenges to find tech-based social entrepreneurs all over the world.

◆ Port Hollandia

Port Hollandia creates the connection for companies between the Netherlands and Portugal and focuses on potential relations between the two countries. It is a group of entrepreneurs and companies from different fields doing business in both countries.

◆ NDL/HIDC

NDL helps companies in the logistics sector with the aim of promoting the Netherlands abroad as a European logistics hub.

◆ American Chamber of Commerce (AmCham)

AmCham is a non-profit organisation that helps companies to do business between the United States and the Netherlands.

The Hague International Centre

If your services are aimed at helping international staff to relocate and settle in the region of The Hague, we also strongly recommend that you become a partner of [The Hague International Centre](#). The Hague International Centre helps internationals with formalities in a pleasant way and focuses on the personal side of moving and living in the region of The Hague. We work together closely to offer a complete range of services.

Visibility and additional services



Opportunities to increase your visibility



TH&P has various communication channels, fully adapted to each target group. These help to profile The Hague and let visitors and residents know what there is to see and do in our city. As a partner, you can also use these resources.

The Hague city map

A city map is always useful for visitors. We have several options. Do you want to be visible here too?

- Free City Map: 100,000 copies (publication: May 2024)



Online advertising

The website thehague.com is the tourist and cultural portal for The Hague, Scheveningen and Kijkduin. All attractions and current tourist and recreational information can be found here. It is the place to be for organisations in The Hague. With around 2.5 million visitors on an annual basis and regular updates, there is no better platform for The Hague.

Website: At thehague.com you can promote your product with a banner, agenda item or advertorial.

Newsletter: The online tourism newsletter is published every two weeks. With the latest tips for fun trips and events in and around The Hague, we encourage visitors and residents to experience these tips for themselves. With an advertorial or banner, you bring your product to the attention of around 35,000 readers.



Make an appointment to discuss the possibilities via partners@thehague.com.

Opportunities to increase your visibility



codes from us. Your customer can then install the pass with a unique code. We will then settle the number of activated codes with you.

The Hague's many international conference visitors can also benefit from the pass in their free time, making the most of offers at the top attractions.



TheHaguePass

With the digital TheHaguePass we offer visitors and residents the opportunity to get to know The Hague in an appealing way. The pass offers special deals for restaurants, museums and events, as well as great theatre performances and activities. The pass therefore offers savings for the user and can be purchased at any time of the year. There are now approx. 5,000 pass holders. Take part with your campaign for free. Put yourself in the spotlight or sell the last tickets for a performance. Or you could give the TheHaguePass as a Christmas gift to your employees, include it in your onboarding programme or add it to a package. You can order a (custom) batch of the TheHaguePass with activation

Campaigns

Throughout the year, various themes are central to our campaigns. This is reflected on thehague.com, in editorials, on social media, outdoors and through various PR activities. On a local, regional, national and even international scale, we inform and inspire people to visit The Hague. We also

put The Hague on the map at international trade fairs.

- National/international campaign **City by the Sea**. Our main initiative receives attention in the spring and autumn (low season);
- **Shopping** campaigns. We combine these with specific events or focus on a central theme like sustainable, royal or local shops;.
- **Royal The Hague** campaign. The royal programme is the focal point in September;
- The **Have a Royal Winter** campaign is central to the winter programme in positioning The Hague as a cosy winter destination;
- **Tour de Femmes**. Focusing on The Hague as a sustainable city and place to be discovered by bike.



Make an appointment to discuss the possibilities via partners@thehague.com.

Opportunities to increase visibility



photo: Melanie Deziel/Unsplash

Research

How useful is it to know who has visited you, where they come from and what they found interesting. With that knowledge, you can further refine your marketing activities to interest the target group. You don't always have the in-house expertise to do that research.

Our team can conduct GDPR-proof surveys for you. Together, we will look at what you want to know, where your needs lie and what we need from you. We will then get to work for you with a qualitative report at the end.

You can opt for a basic survey or a more extensive version.

photo: Lukas Blazek/Unsplash



Marketing advice

If you do not have this expertise in-house, but you want to be able to rely on it from time to time, no problem. Use our campaign marketers as interlocutors or to develop your entire campaign. Our knowledge of The Hague is solid. You can use the images we have at our disposal free of charge. We'd be happy to discuss a proposal over a cup of coffee to find out what you want and what costs are involved.

Digital screens

In addition to the screens around the city, you can also find digital screens at several partner locations. Each week, these display the latest ins and outs of The Hague. In 2024, these screens are available free of charge for partners of TH&P (subject to availability).



Make an appointment to discuss the possibilities via partners@thehague.com.

Facts about communication tools

Social media

We communicate our message through various social media channels. For **tourist visitors**, we use Facebook (approx. 70,000 followers) and Instagram (approx. 32,000 followers) to share information and inspiration on a daily basis.

We keep our **business target group** informed about what is going on in The Hague and where we represent the city on LinkedIn (approx. 13,000 followers).

Newsletters

The **tourism newsletter** reaches approx. 35,000 consumers every week and shows what is coming up in The Hague.

The **corporate newsletter** is a strong channel for sharing information with stakeholders and partners. This newsletter is sent to approx. 5,000 relations once per month.

Websites

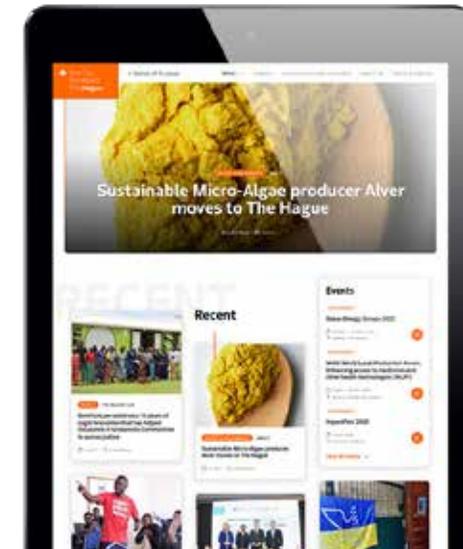
TH&P adapts its use of various online platforms according to the target group in mind:



- The **tourism website** thehague.com has over 2.5 million visitors a year.
- The **corporate websites** (thehague.com/conventionbureau and thehague.com/businessagency) have around 10,000 unique visitors per month.

- Read stories that are all in some way connected to The Hague clusters on the online platform **storiesofpurpose.thehague.com**. Are your organisation or services a near-perfect match? Contact g.guarguaglini@thehague.com. Maybe we could share a nice story.

To give your sustainable initiatives a platform, check out **sdgsthehague.com**. Send your initiative or impactful activities to partners@thehague.com and we will display them on the website.



Make an appointment to discuss the possibilities via partners@thehague.com.

2024 Strategy



Target groups and guiding principles

TH&P's primary task is to stimulate the prosperity and wellbeing of the residents of The Hague through marketing and acquisition of visitors, companies and conferences. We are working on achieving an attractive living, working and social climate for residents and locals of The Hague. We are committed to the image of City by the Sea and International City of Peace and Justice where thousands of people are working towards a safe, better and just world.

Our target groups:

- Visitors: international, national, regional;
- Residents;
- International conference organisers;
- International companies and institutions.

City by the Sea: We focus on the quality visitor who appreciates the city and contributes to the image of the city. A visitor who circulates, makes an economic impact and disrupts in a positive sense.

City of Peace and Justice: For the business market, the guiding principle is that we attract international congresses and companies that match with our aim of working towards a safe, better and just world. And spearhead clusters? We have these too. Impact, Security, Legal & Policy, Rule of Law and Humanity. Companies or congresses that see themselves in these are a perfect fit for us.

Our method

◆ Include



◆ Connect



◆ Inspire



◆ Reassure



Our focus

Our focus The focus in 2024 is on regaining business visitors, international companies and conferences which align seamlessly with the DNA of our city and the clusters. And we want to encourage visitors from neighbouring countries to stay in The Hague for longer.

In 2024, we will reload the 'City by the Sea' and 'City of Peace and Justice' initiatives. The idea of The Hague as a winter city will also flourish again in 2024. Unique events will appeal to visitors from far and near. And the Tour de Femmes will provide a nice opportunity to promote The Hague as a cycling city. We will focus on repeat visits from local and regional visitors and overnight stays from national and international guests. The focus of our international marketing is still on the neighbouring countries.

For the business market, our main focus is on attracting international congresses and companies that match our profile as a city that works towards a safe, better, just world. The international position of The Hague is getting stronger and stronger. An International Media Coordinator will actively communicate this positioning to the outside world. The profile clusters of The Hague are key here: Legal & Policy, Security, ImpactCity, Humanity and Rule of Law. We will continue to help congress organisers to identify their legacy. What impact can a conference have on the city, not just at the time, but also in the long run? We will discuss this together. When recruiting foreign companies and institutions, we will continue on the path we started and which has since been endorsed nationally by the Invest in Holland network: from quantity to quality. We do this in a programmatic, tripartite collaboration with the municipality and InnovationQuarter.

The Hague facts

City by the Sea 	City of Peace and Justice 	2nd UN city after New York 
49 museums 	Royal City 	300 institutes and NGOs 
1,100 bars and restaurants 	11 kilometres of coastline 	174 hotels / overnight accommodation 
Number of overnight hotel stays: 2.211.000** 	Congresses in The Hague: 122* 	115 embassies 
Average number of days of a congress: 3,5* 	Average number of participants per congress: 290* 	Top 3 tourist origins** 1. Germany 2. Belgium 3. United States

* data from 2022 ** source: CBS 2022

Contact

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Useful information: delivery specifications of materials (including images and text) can be found **here**. For the terms and conditions of the partner packages, visit **here**.

Information?

If you would like to know more about what TH&P can offer you, we would be happy to meet virtually, at our office or at your location.

Team Business Development



Shirley Kreffer



Marjolein Lalleman



Peter Schaaff



Jolanda van Witzenburg