

# Marketing Opportunities



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1.678 km\_ **LONDRES**

1.498 km\_ **PARÍS**

3.777 km\_ **MOSCÚ**

2.863 km\_ **BERLÍN**

**NUEVA YORK** \_5892 km

**JOHANNESBURG**

**MÉXICO D.F.** \_9.132

**SÃO PAULO** \_8.030 km

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# Team



# Who are we?

## Inspiring travel and lifestyle platform

Since 2002, our dedicated team has offered travellers inspiration and ideas for city breaks to cities both large and small all around the world. We do so by creating extensive city guides and by writing inspirational blog posts based on our own experiences. Both our website and our app offer our readers high quality content on the things they can do during their city break. In addition, our website and our app also provide travellers with information on destinations they may want to put on their bucket list and on how to reach these destinations. Our strength lies in composing a complete profile of a city which includes a city's highlights as well as its hidden gems which often take travellers off the beaten track.

## What is it that makes us unique?

It is hard to stand out in an ever changing and very competitive digital world where everyone could start a travel blog should they wish to do so. With our niche market and our focus on providing state of the art technical applications, we maintain one of the top positions in digital travel media. Our website, which is optimised for all screens, lets visitors compose their own city guide by selecting only the items that fit their interests (for free!). In addition to these personalised city guides we also have an app available for iOS which is optimised for use on iPhone and iPad. This app can even be used offline during a city break and is easy to use due to its integrated GPS.

## Conquering Europe

For over 14 years, CityZapper has been a reliable partner in the promotion of destinations in both the Netherlands and in Belgium. In the summer of 2016 we expanded our platform with an English-language and German-language version enabling us to reach even more travellers with our inspiring services and products! However, we won't rest on our laurels as there's even more to come in the near future!



The cooperation with CityZapper is excellent. The team is friendly, fast and very efficient. The site is well designed and visitors are informed about everything. I enjoy working with CityZapper!

**Diana Riepenhoff**

*Osnabrück Marketing und Tourismus GmbH*





# What do we reach?

## More than 185,000 visitors

On average we reach **185,000 unique visitors** every month. This, together with approximately **720,000 page views** per month, makes us the leading city portal in the Netherlands.

## More than 37,500 app downloads

Our app was launched in 2015 and its group of users has been increasing ever since. In summer 2016 we optimised the app for use on iPad incorporating special features which make it very user-friendly. The total number of people that use our app is approximately **37,500**.

## A dedicated newsletter community

In our high-quality newsletter database we have approximately 82,000 subscribers that have a big interest in city breaks. Our newsletter has a high impact with an average opening rate of 20-25% and a CTR of 4-8%.

## Increased social media reach

In addition to our website and our app, social media plays a very important role in setting out our promotional strategy. As of 2016, we're investing in expanding our reach and engagement with our target groups by means of four different social media channels. We currently have more than 10,000 followers on Facebook, Twitter, Instagram and Pinterest combined.

## Over 100 city guides

Many travellers are reached via our platform which features more than 100 travel guides. We added 20 new destinations in 2015 alone which has resulted in an even more increased variety of users and potential travellers.

## Daily updates and new inspiration

Our editors create new city guides and inspirational blog posts on a daily basis thereby seeking to increase engagement with the target groups via social media. Both city guides and blog posts are based on our own favourite cities and on our own experiences. We publish **four blog posts every week** and **twenty new city guides every year**. Our entire selection of cities is updated once a year.

## New travellers via Google

About **80% of our visitors and readers** reach CityZapper by using search engines such as Google. This means that we are strategically placed in Google's search engine resulting in CityZapper constantly reaching new groups of interested visitors in search of travel inspiration and travel experiences.

# Who do we reach?



## 62% female

Via our website and app, we mostly reach women. They make up 62% of our target group.



## Between 18 and 65 years

CityZapper focuses on everyone who undertakes city breaks, whether they are 20 or 65 years of age. Statistics show that more than 50% of our visitors are between 18 and 34 years of age.



## The Netherlands vs. Belgium

On our Dutch website, 85% of visitors are from the Netherlands and 15% are from Belgium.



## Middle and high incomes

Our information on city breaks has a focus on high quality products and services with a touch of luxury. This means that, for the most part, we reach people with middle or above-average to high incomes.



## Interests

Our target groups interests lie in travel (especially cities and short breaks), culture, art, shopping, nightlife and food.



## Devices

50% of our visitors use their desktops to browse our website, 35% use their tablets and 15% use their smartphones.



## 8 on a 1-10 scale!

A survey conducted in May 2016 revealed that our readers rated our website 8 on a 1-10 scale!







# Trends in the Netherlands

City breaks are more popular than ever with consumers in the Netherlands. Key figures show that the Dutch take 3.1 million city breaks a year! 89% of all outbound holidays as well as transportation and/or accommodation were booked before setting off. The Dutch book via:

- Internet (81%)
- Travel agencies (10%)
- Telephone (6%)

Approximately 95% of all Dutch people are active on the internet. The widespread adoption and usage of smartphones and tablets in the Netherlands has resulted in an increase in mobile traffic and in a growing number of online consumers. This makes CityZapper the ideal portal to promote your destination and/or product.

*Source: NBTC (Netherlands Board of Tourism and Conventions)*



# Marketing Opportunities

Let your destination shine on CityZapper



**The best way to  
inspire our readers  
for your destination**






# City of the Month

Our premium package – City of the Month – with innovative and creative marketing strategies has been designed to create visibility and awareness for your destination. This unique package will further develop interest in your destination and you will receive:

- A full month of maximum exposure for your destination. Further rollout will be during another 11 months.
- Premium placement on our website and app with a promotional block, promotion of your city on other city pages and more.
- Creation of your destination's city guide by our editors (website and app) including sights, museums and the best hotspots that fit CityZapper's target groups.
- Your destination's city guide will be accessible free of charge to users of our app.
- Creation and publication of a billboard banner and a large rectangle banner.
- Newsletter special on your city to 82,000 subscribers.
- Advertisement blocks to be filled with offers from local partners. This is an ideal way to fund your campaign!
- Active promotion on social media.
- Direct links to your website.
- Homepage promotion via our promotional block and banners.







**Ideal to create the  
exposure you want  
for your city**

# Destination Promotion

Our Destination Promotion campaign is an ideal way to create exposure for your city (whether it's big or small). You will also be given the opportunity to create your own campaign. In addition to the extended basic package you will be able to select attractive add-ons that fit in with your strategy. The 'Destination promotion' comprises:

- Creation and publication of your city guide.
- Exposure during a 12-month period.
- A news item in CityZapper's Newsflash (82,000 subscribers).
- Five news items on your city.
- 20 direct links from CityZapper to your website.
- You will be given the opportunity to create your own campaign. You will be able to select attractive add-ons (visit from a blogger, press release, social media contest and more) to create your own unique campaign that fits your strategy.



Dutch journalists and bloggers deployed by CityZapper make qualitative and attractive content. Consultations are always flexible and professional. That makes CityZapper an attractive partner for the promotion of our cities like Liège, Namur and Brussels.

**Nikoline van der Werf**

*Toerisme België voor Wallonië & Brussel*



# Summer Campaign



In spring and summer we provide our website's visitors with inspiration for a summer city break. Our exclusive content guide and our selected tips enable us to position your destination in such a way that it will get noticed by the relevant potential consumers. Promotion is done by focussing on a special theme. An example of such a theme is informing our website's visitors how easy and adventurous it is to explore Europe by train. During the Summer Campaign we will conduct a strategy to keep the special theme on everyone's mind. We do so by applying different elements to the campaign such as:

- Creation of an inspirational city guide.
- Item in our seasonal themed newsletter.
- Premium billboard or large rectangle banner.
- Visit by a blogger.
- Contest.



# Winter Campaign



Give our visitors inspiration for a city break in your magical winter city! Our integrated promotion package will give great exposure to your wonderful city and its enchanting sights and highlights during winter. Promotion is done by focussing on a special theme. An example of such a theme is informing our website's visitors about your destination's Christmas markets and its unique atmosphere at this time of the year. The campaign period will run from November until February and promotion includes but is not limited to:

- Creation of an inspirational city guide.
- Creation of a special app on this theme.
- Item in our seasonal themed newsletter.
- Premium billboard or half page banner.
- Contest.
- Visit by a blogger.



# Social Media Contest



By means of a social media contest we can actively promote your destination to our target audience. A contest for our visitors is the perfect way to increase awareness for your destination and to reach its target group! We have considerable experience in organising successful contests such as the give-away of tickets, overnight stays in luxury hotels and more. Promotion includes but is not limited to:

- Inclusion of relevant tags, mentions, links and/or logos.
- Promotion via social media, our website's homepage, our app (including push notifications and sliders on the app's homepage) and our newsletter.
- The contest's theme and character will be decided in consultation with your organisation.



# Sponsored Story



Attractive from an editorial point of view and interesting from a commercial point of view. That is how CityZapper's sponsored stories are written and positioned. We ensure that the message will meet your wishes while at the same time being relevant to our platform. With these articles we will highlight multiple themes/destinations and we will create maximum exposure.

“

Through the cooperation with CityZapper, we can present Frankfurt as a travel destination to a young and travel-enthusiastic audience. The work with the staff of CityZapper has always been very professional and a great experience to work with people passionate about what they are doing. There are always new and creative ideas and marketing opportunities to promote a city in its best way.

**Mareike Vöhl**

*Tourismus+Congress GmbH Frankfurt am Main*



# Hotel Advertorial



CityZapper's hotel advertorials will inspire our visitors to book a stay at your hotel. The integration in the content, the small selection of exclusive hotels and personal approach makes sure your hotel is presented in the best way possible. Promotion includes but is not limited to:

- Extensive article on your hotel featured during a 12-month period.
- Request form which can be used by our website's visitors to request more information or to make a booking. This request form will be sent directly to the hotel.

# Newsletter



Our newsletter is sent to our 82,000 subscribers. The newsletter offers two promotion possibilities:

- **Dedicated Newsletter:**  
Put the best sights and events your city has to offer in the spotlight with a newsletter-special dedicated entirely to your city. This newsletter will only contain information on your destination. This way our target audience will be given an overview of all the activities taking place in your city.
- **Single Item:**  
This concerns a content item in our lifestyle and travel newsletter. This means that one item in the newsletter will be dedicated to information on your city or destination.



# Vakantiebeurs

For ten years now, CityZapper has been an active participant of the Benelux's biggest travel and tourism fair. The Dutch Tourism Expo welcomes more than 120,000 visitors annually. CityZapper has its own stand at the fair which is used to reach and inspire our target audience with our website and our app.

## You can join us with your city or destination!

Our attractive package will offer you a desk in our stand. You will also be able attend the fair's B2B days. If you don't want to be present on the consumer days, then CityZapper will happily represent your city or destination on your behalf. This could save you time and money (by mutual agreement). Please note that availability is limited for this attractive proposition.



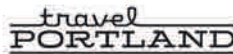
We are now working in the second year together with CityZapper for the marketing in the Dutch market, which is of particular importance to us. With CityZapper, we found a reliable partner due to their very competent support, sharing knowledge and the vision for a modern city tourism. We are looking forward to a continued good cooperation.

**Stefanie Sprenger**

*KTG Karlsruhe Tourismus GmbH*

# Partners

A selection of the partners we work with:



When a lot of other partners trust their budget with us, why shouldn't you?

