

Economic Benefits and Effects via Culture & Tourism

Succes stories in the world, istanbul

2013, oct

Björn Stenvers

Official Amsterdam Museums (OAM)/ Amsterdam Heritage

Yurtta Bans, Dünyada Bans

M.K. Atatürk



DUBBLE DUTCH?

16M - 11.5M - 5.5M - 10M - 10M - 40



DUBBLE DUTCH?

Facts & figures OAM

UPDATE NETHERLANDS

RIJKS MUSEUM OPEN – NEW KING







GLOBAL TOURISM TRENDS



WHO RUN THE WORLD?



WHO RUN THE WORLD?

GIRLS: 2013 >



International study cases

MINISTER OF CULTURE (NETHERLANDS 2013): JET BUSSEMAKER



International study cases

DESIGN MUSEUM (MOSCOW 2012): SASHA SANKOVA



International study cases

MUSEUM OF BROKEN RELATIONSHIPS (ZAGREB 2008>): OLINKA V.



International study cases

DEV. DIRECTOR JEWISH MUSEUM (MOSCOW 2013>): NATALIA FISHMAN



International study cases

MUSEUM NIGHT DIRECTOR (AMSTERDAM 2013): SARAH



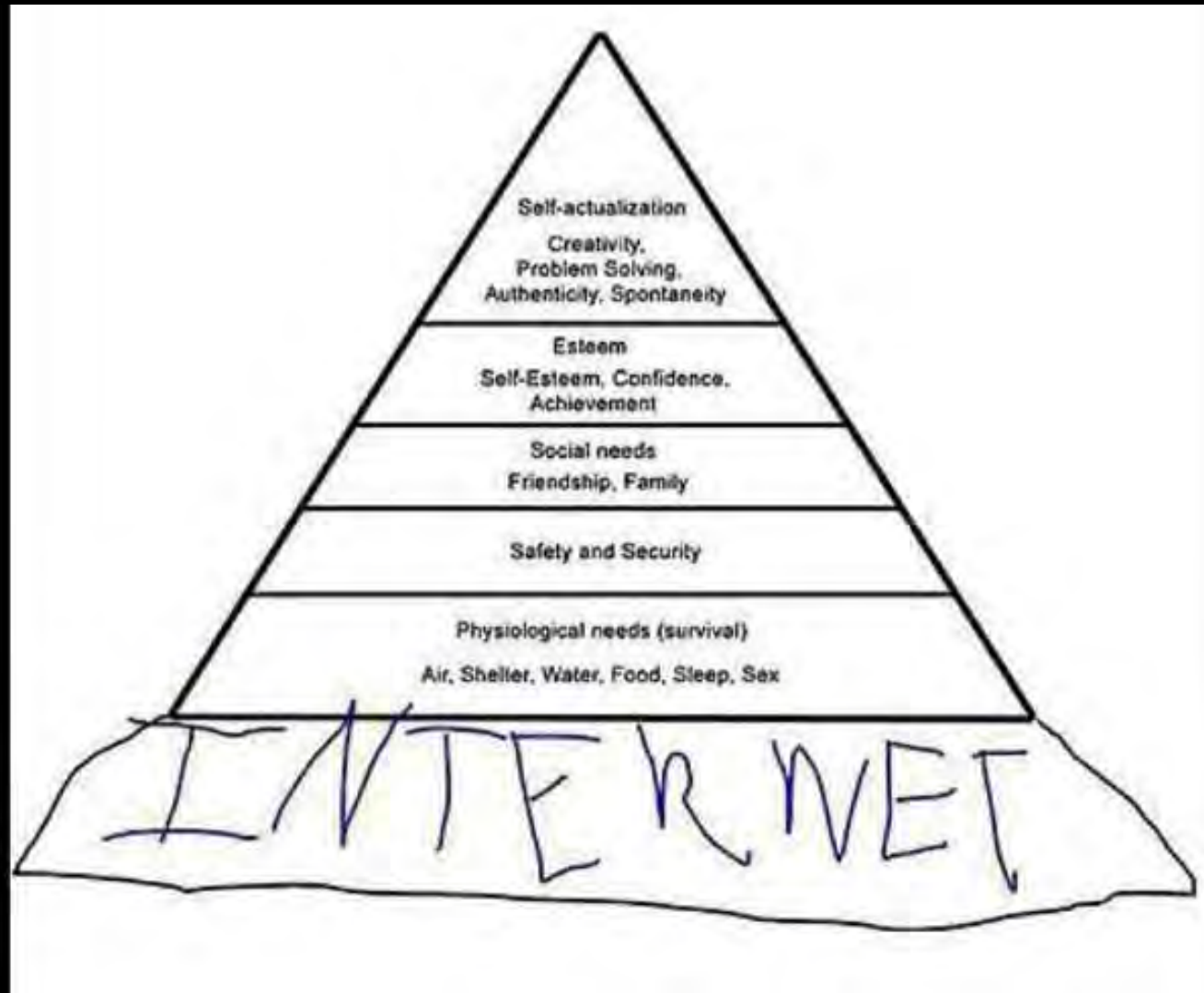
Museum Night (@n8)

AMSTERDAM – BRUSSELS – PARIS - CHISINAU: 2013



WHAT DO YOU CHOSE?

STUDENTS/YOUNG PROFESSIONALS TELL IN RESEARCH: 2000 - 2013









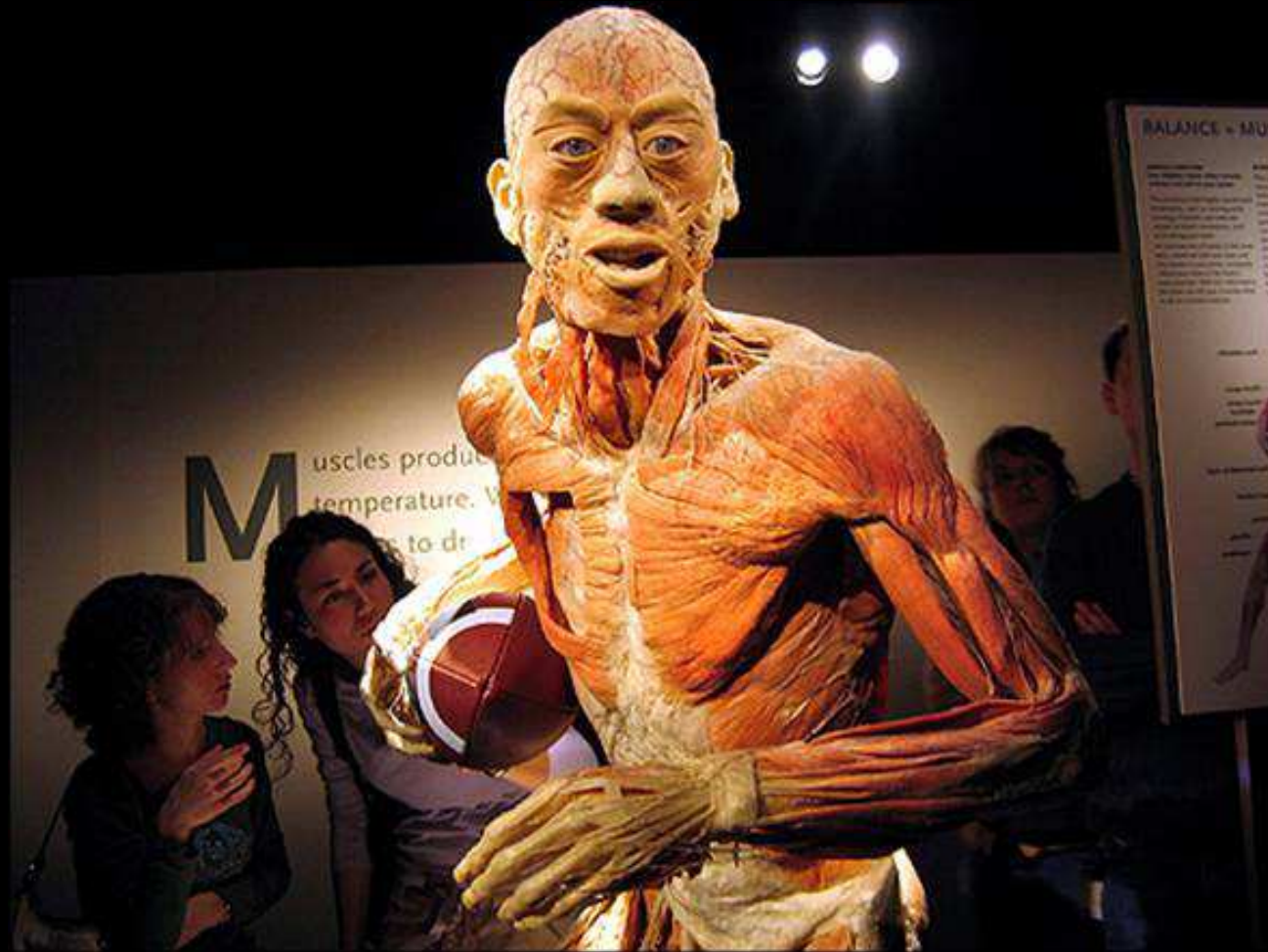
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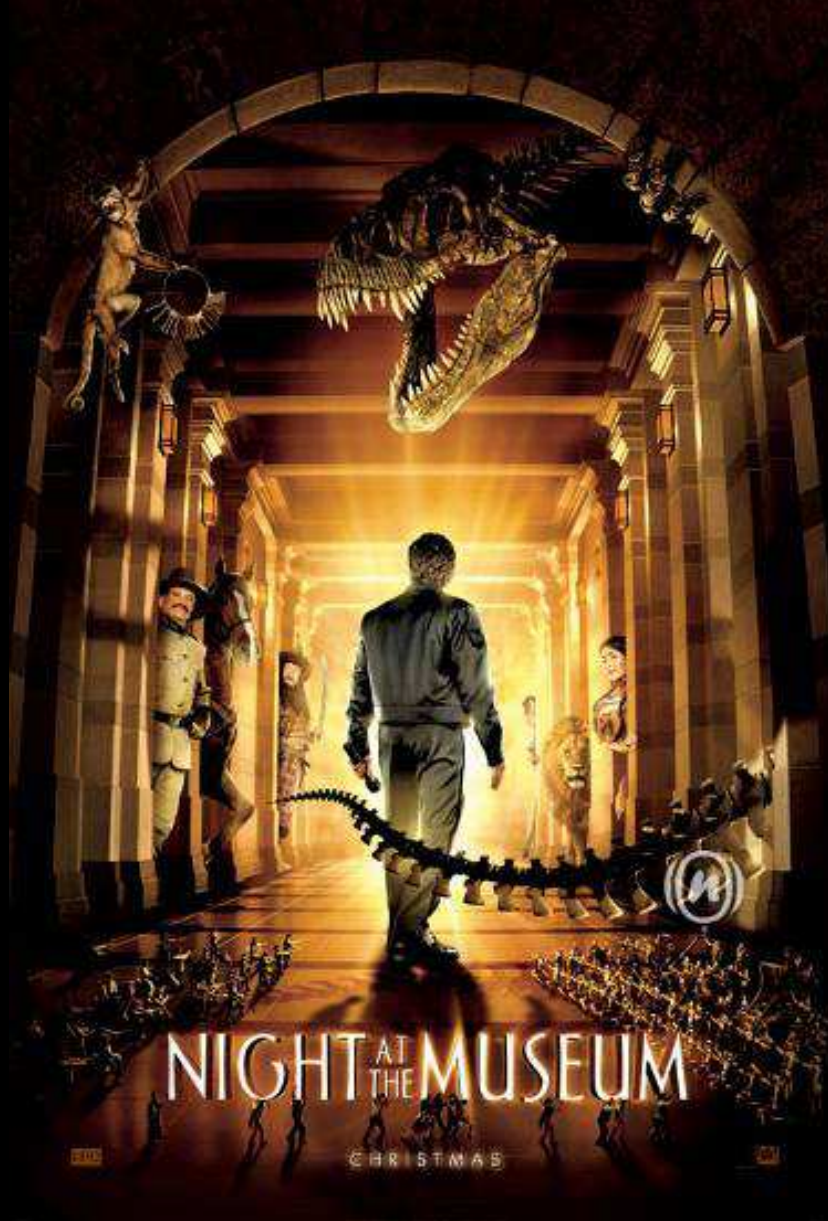
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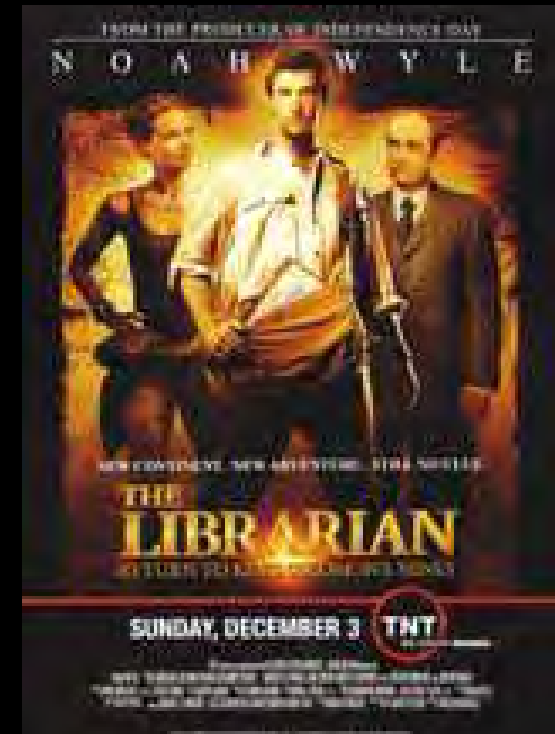
WHAT DO YOU CHOSE?

STUDENTS/YOUNG PROFESSIONALS TELL IN RESEARCH: 2000 - 2013



WHAT DO YOU CHOSE?

STUDENTS/YOUNG PROFESSIONALS TELL IN RESEARCH: 2000 - 2013



CHINA

- 01.01.2014 (3.500 MUSEUMS)





Smart Parking

Smart Outdoor Light



City WiFi



Smart Living



**Beacons,
Dynamic Public Info
& Navigation**



**Smart Work,
SWC, Public TP
Smart Offices**



Waste Collection



Learning Hubs



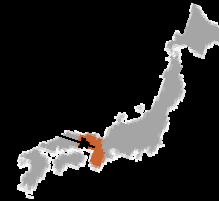
**Connected
Healthcare**



Smart Grid

MUSEUM OPEN TIMES CHANGE

CURATOR + STAFF: 24/7 EXTRAVERT



Kawaii museum Japan 3.800.000 fans



N@TM 1.200.000 fans



MoMa 1.400.000 fans

MUSEUM OPEN TIMES CHANGE

TATE MODERN 10-22 – VANGOGH MUSEUM 09-22 - ANNE FRANK 09-19



ARCHITECTURE IS MARKETING

RIJKS MUSEUM WILL RE-OPEN (1M > 2 M VISITORS EXP. 2013)



ARCHITECTURE IS MARKETING

MARITIME MUSEUM RE-OPEN 2012: (150.000 > 600.000 VISITORS)



ARCHITECTURE IS MARKETING

BILBAO 1900:



BILBAO 2013



ARCHITECTURE IS MARKETING

FILM MUSEUM < 2012 (80.000 VISITORS): 2012 > (250.000 VISITORS)



ARCHITECTURE IS MARKETING

STEDELIJK MUSEUM < 2012 (200.000 VISITORS): 2012 (500.000 VISITORS)



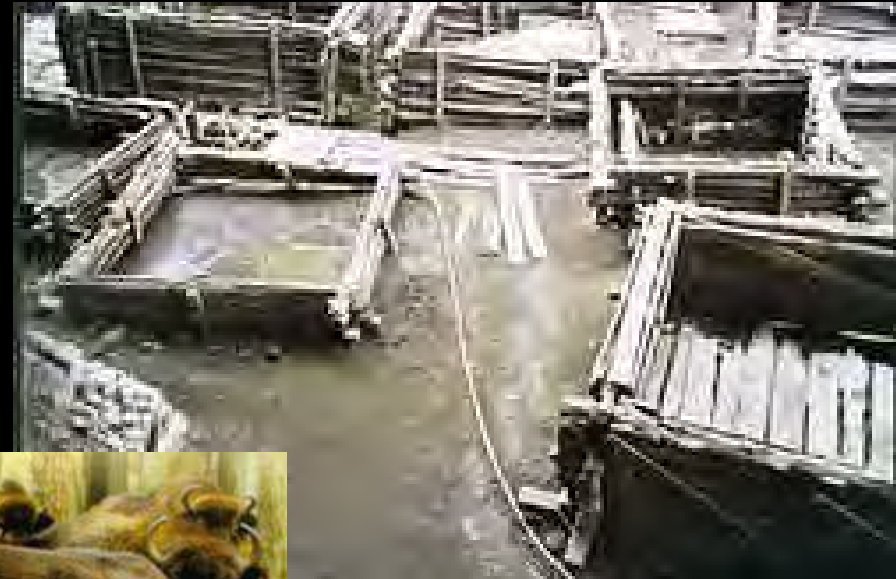
1 ORGANISATION – WORK TOGETHER INT.



BREST = 1

... RAILWAY MUSEUM – FORTRESS – SMUGGLING MUSEUM – CITY

MARKETING – BERESTYLE ARCHEOLOGICAL MUSEUM - HOTELS: 2015



BELARUS = 1

MINISTER OF CULTURE: TEAM MCM 2014



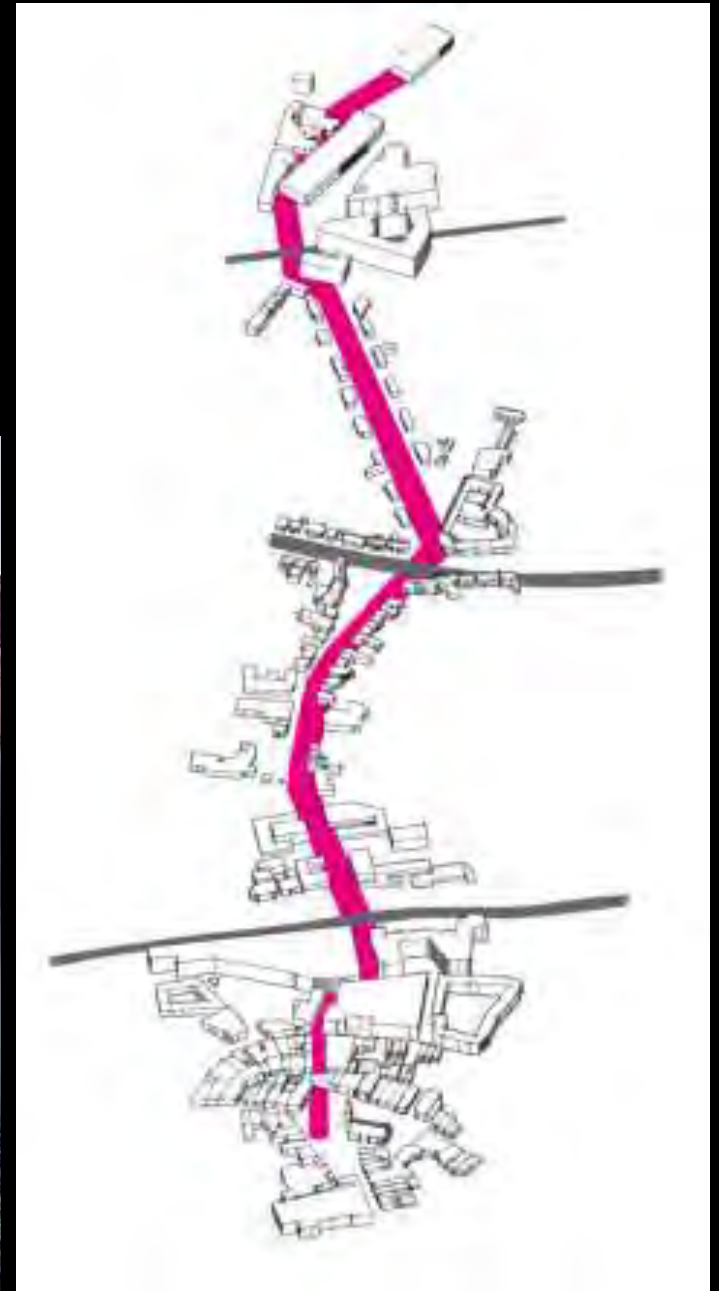
MANCHESTER = 1

CULTURAL MILE



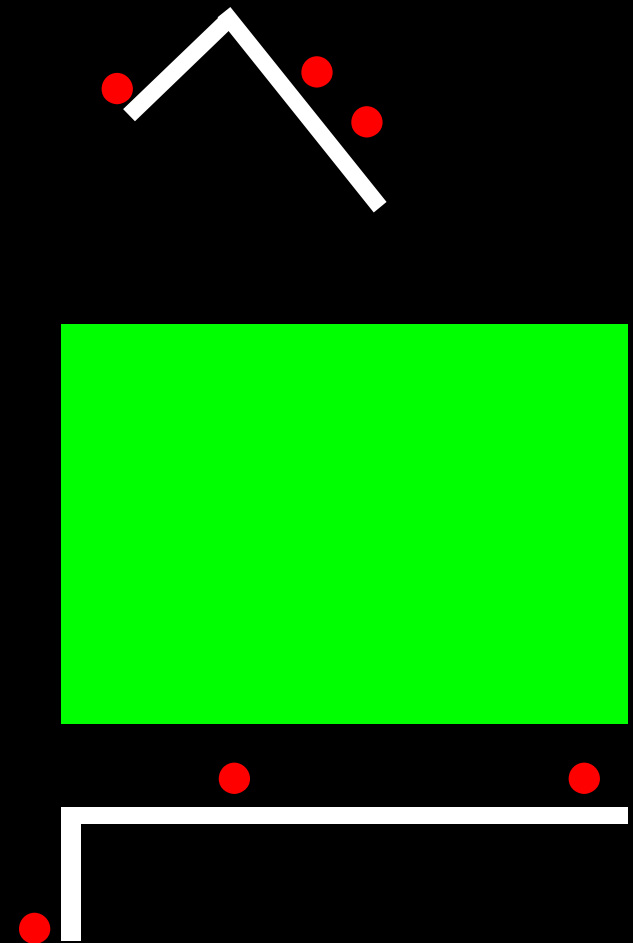
ENSCHEDA = 1

CULTURAL MILE



CHISINAU = 1

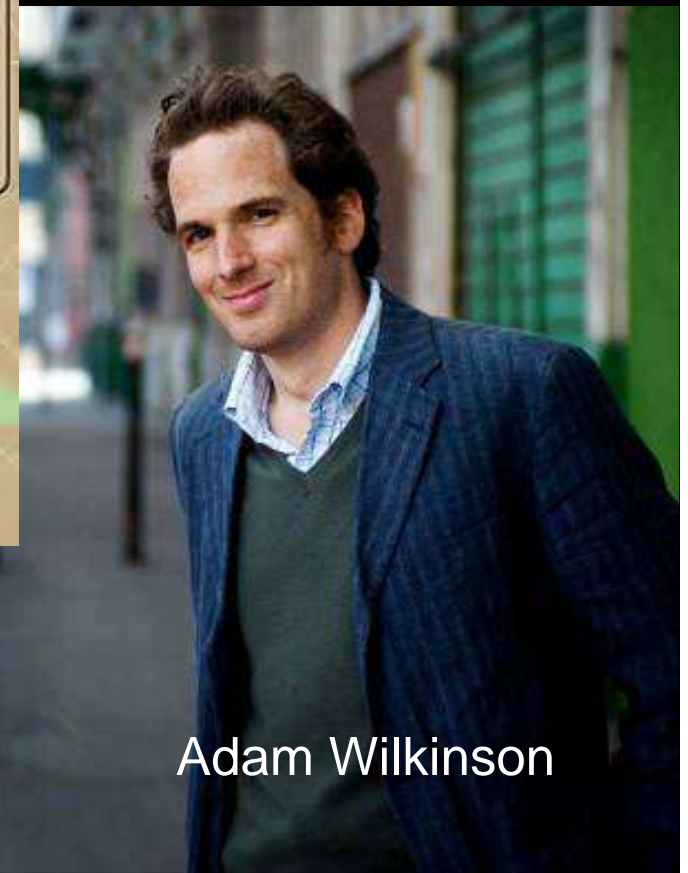
3 NATIONAL MUSEUMS OF MOLDOVA: WORK TOGETHER



EDINBURG = 1

WORLD HERITAGE: 1999

(OLD TOWN RENEWAL TRUST & NW TOWN CONSERVATION COM.)



Adam Wilkinson



NATIONAL TRUST = 1

40 MUSEUMS IN LONDON STRATEGY



1 ORGANISATION – WORK TOGETHER AMSTERDAM



We do iamsterdam.com

- Amsterdam	Plantage	2009
- Amsterdam	Heritage Museums	2010
- Amsterdam	Heritage	2010
- Unesco World	Heritage of the canal district	2011
- Amsterdam	Museums (40)	2012
- City	Marketing	+
Cultural Tourism		2013

AMSTERDAM MUSEUM BOARD (OAM)

40

Allard Pierson Museum

Amsterdam Museum

Anne Frank House

de Appel

ARCAM

Artis

Museum Cromhout

special collections University

de Burcht

EYE Film Instituut Nederland

Foam

Geelvinck Hinlopen Huis

Hermitage Amsterdam

Hollandsche Schouwburg

Hortus Botanicus Amsterdam

Huis Marseille

Jewish Historical Museum

Muiderslot/ Amsterdam Castle

NEMO

Dutch Institute for Mediakunst

World Heritage Site Canal Ring

New Church

Old Church

Museum Our Lord at the Attic

Persmuseum

Rembrandthuis

Paleis op de Dam

Smoke & Pipemuseum

Rijksmuseum Amsterdam

Maritime museum

Museum Het Schip

City Archive Amsterdam

Stedelijk Museum

Tassenmuseum Hendrikje

Tropenmuseum

Van Gogh Museum

Dutch Funeral Museum Tot Zover

Museum Van Loon

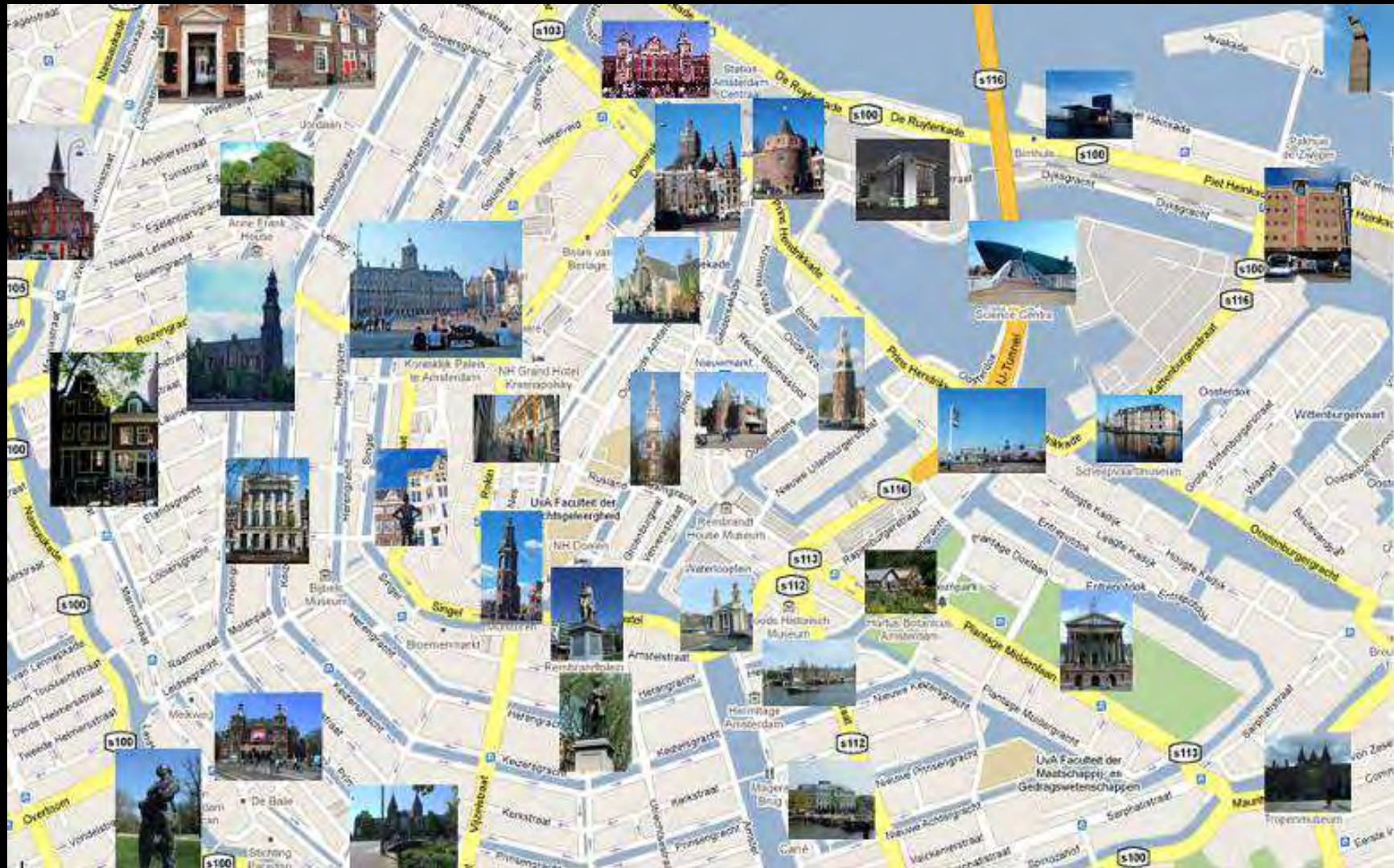
Resistance museum

Museum Willet-Holthuysen

Het Grachtenhuis

AMSTERDAM MUSEUMS = 1

40 OFFICIAL MUSEUMS OF AMSTERDAM (OAM): BJORN STENVERS





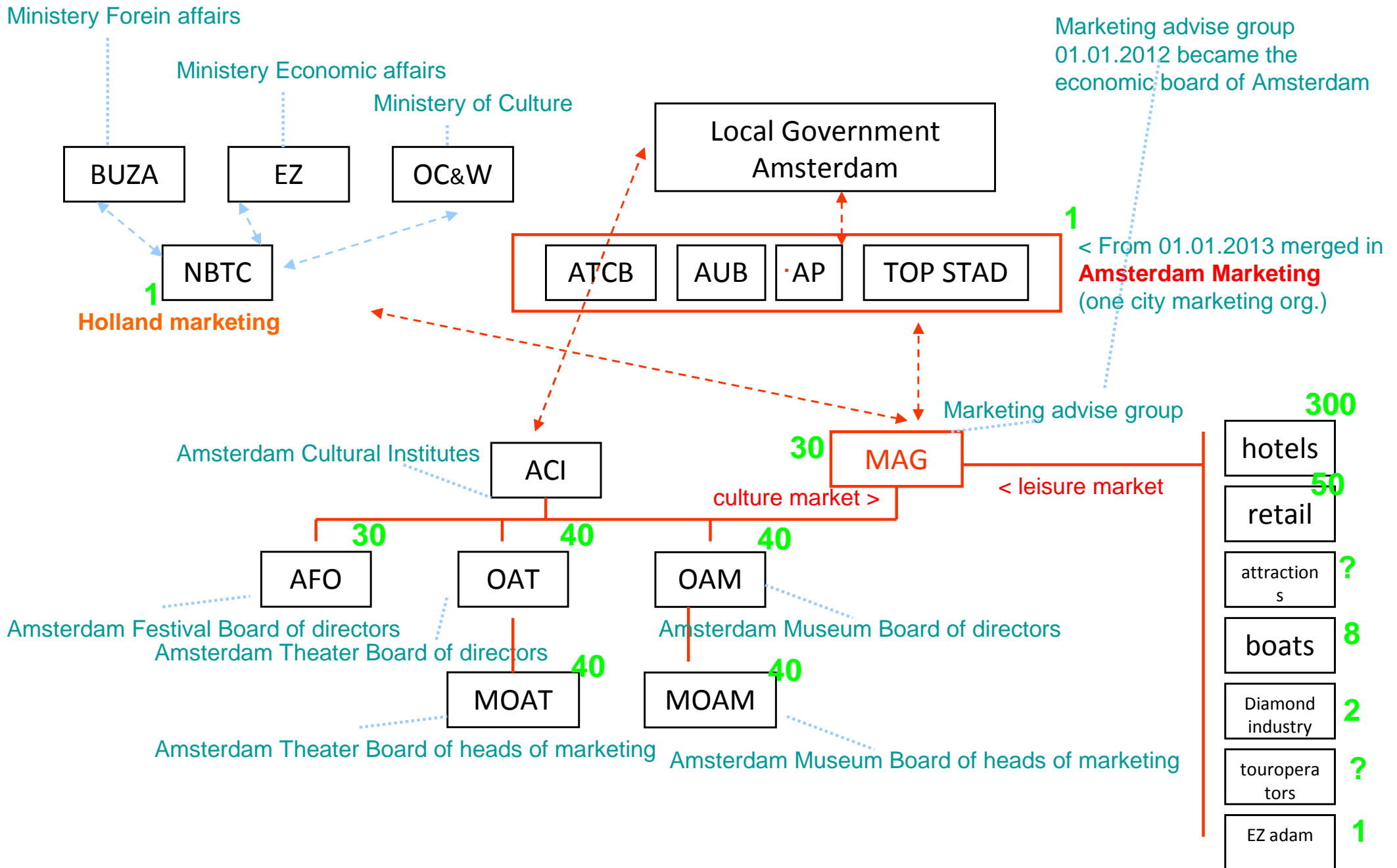
We do





Dashboard in context

<I did put explaining in these kind of texts
No. of institutes ot it too >



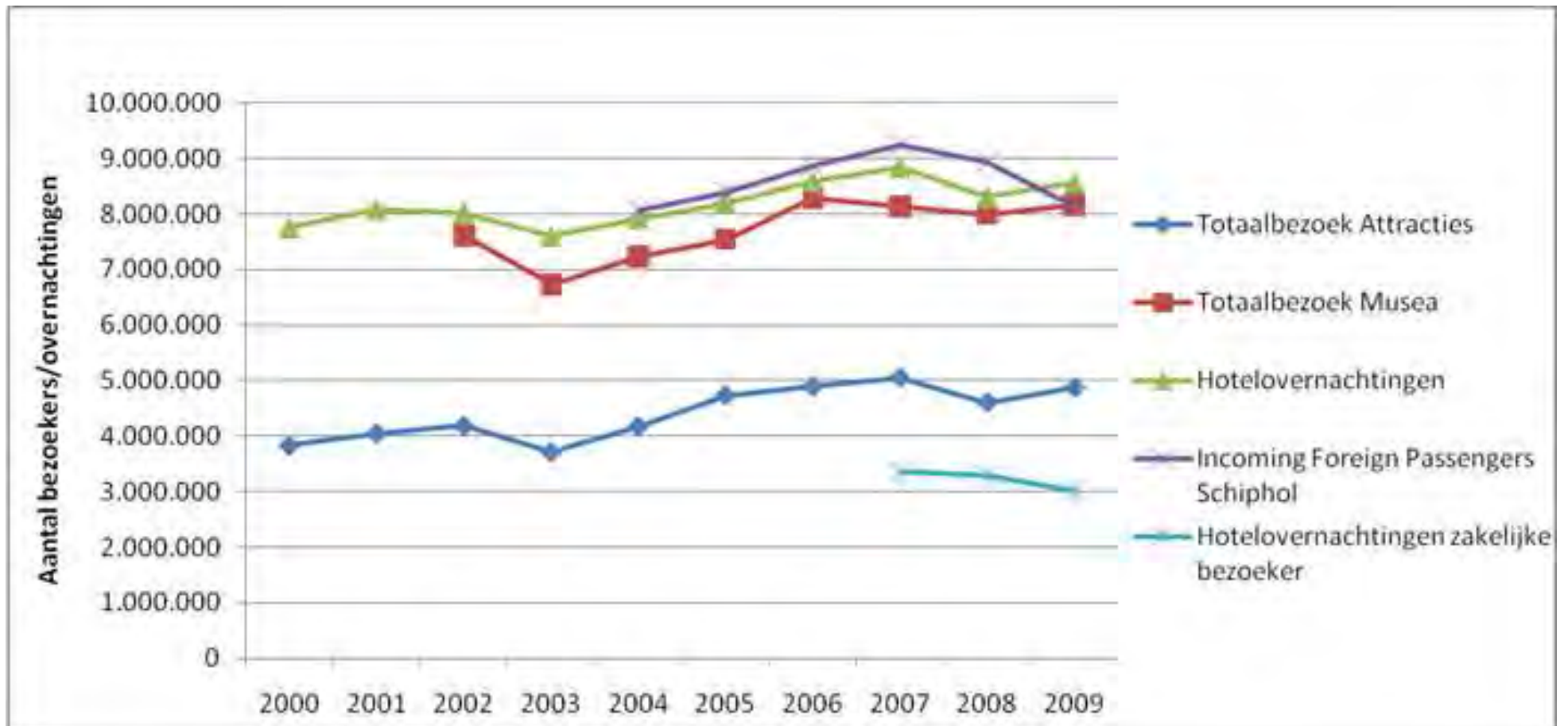
MUSEUMS & CITY MARKETING = 1

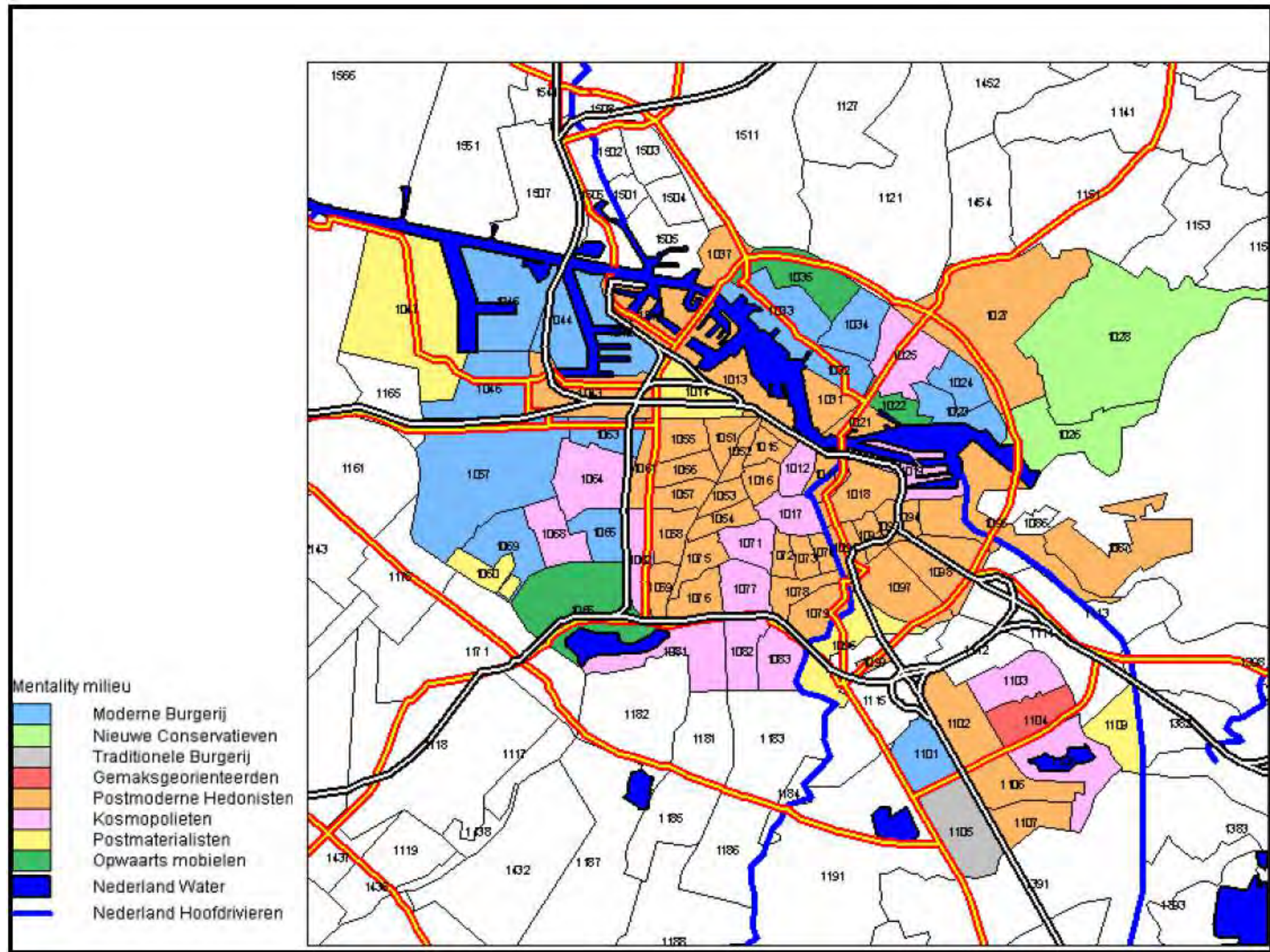






1 DASHBOARD

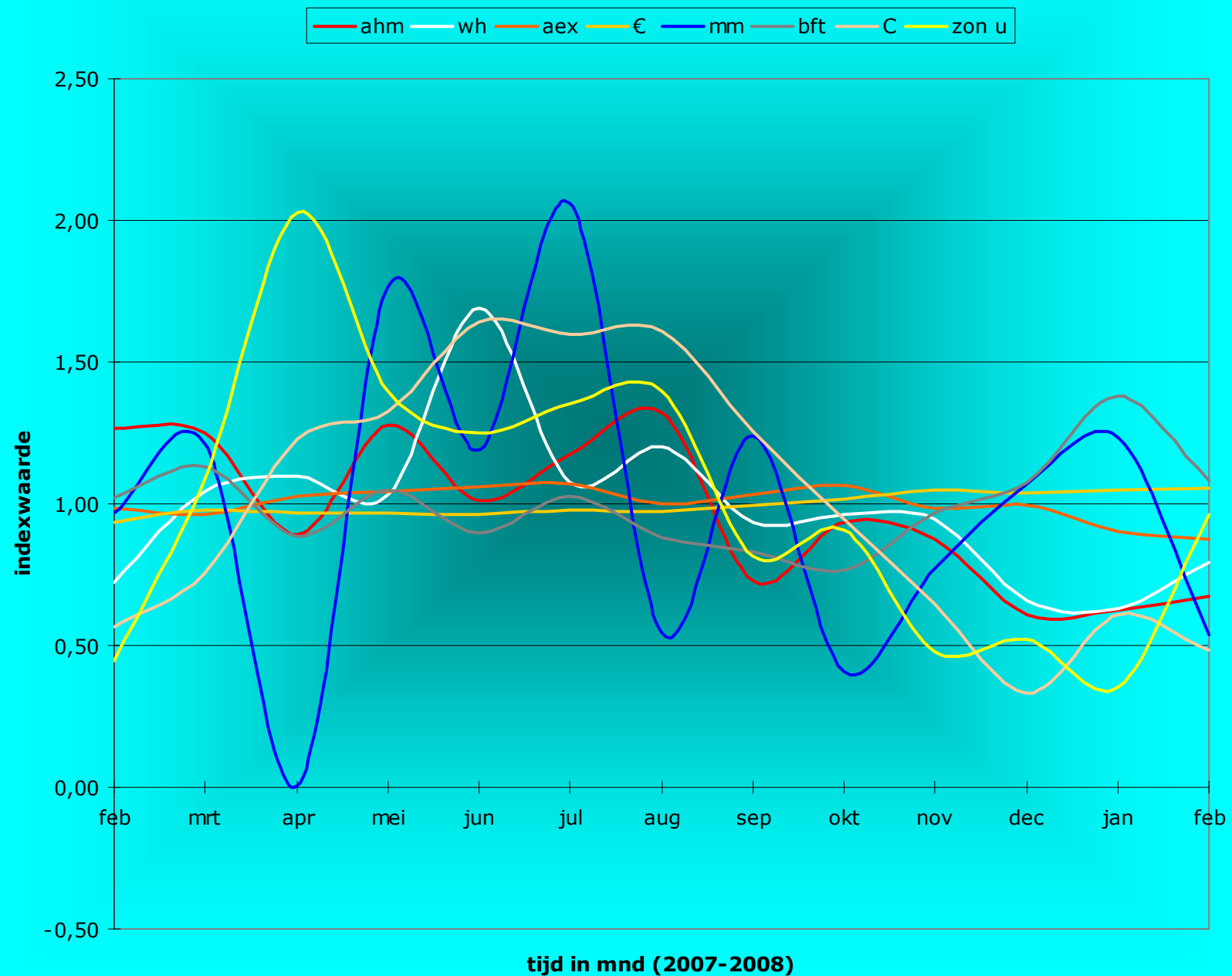




Motivaction in Amsterdam

overzicht marktfactoren

weer v. bezoekers AHM en WH
AHM©, afdeling marketing 2008



Targetgroup behaves



0*

B2C: inhabitants

0

Associations keywords

Active contribute core values

Hostmanship

B2B

0

Associations keywords

Media €
www.iamsterdam.com

new HQ's

Positioning B2B market

hostmanship Expats

B2C: tourists

0

Media € I Amsterdam
Intermediars

Ranking ECM

Visitors p. year

€ spendings p. day

Ranking Congress
Cities

LET' S BE HONEST

Inhabitants

World

Europe

The Netherlands

Amsterdam

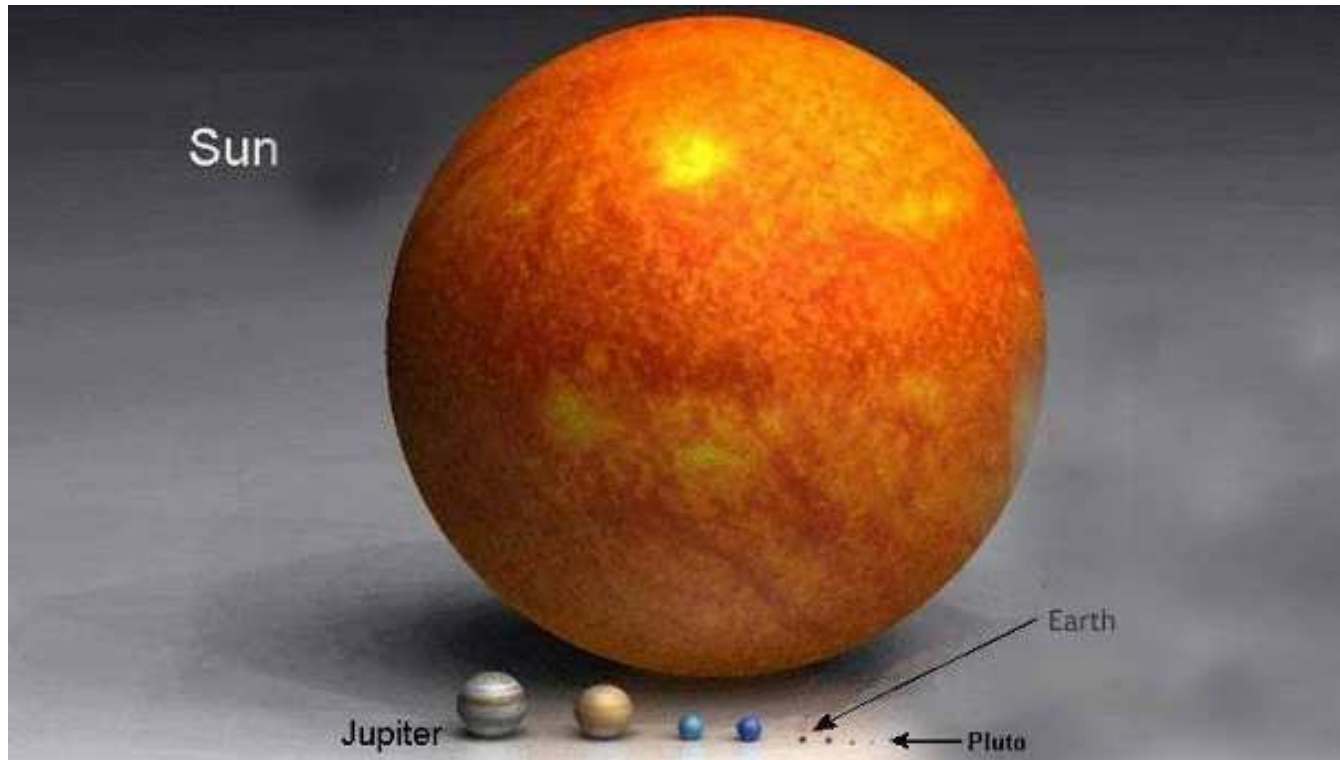
Figures

7 bil

500 mil

16 mil 15 istanbul

780.000



$$\text{Amsterdam} = 780.000 / 7 \text{ bil} = 0,0\ldots\ldots\%$$

Van Gogh paintings 206

Trams 260

Bikes 600.000

5,5 mil Tourists

Museums 42

Rembrandt paintings 22

libraries 30

Shops 5.679

Hotels 342

nationalities 173

concerts 16.000 (40 p. day)

metropolis Amsterdam 1.268.908 inhab.

Civic Guard Gallery 1

Canalboats 110

Festivals 114

I amsterdam.

amsterdam.nl p. day 12.000

Clubs 36

Colleges (hogescholen) 17

Nachtwatch 1

Royal palace 1

Animals Artis 6.100

Universiteiten 2

Studenten 66.000

Canals 165

Restaurants 755

café's & bars 1402

theaters 55

Bridges 1.281

Diamondshops 24

LONDON

I amsterdam®

MADRID

about you

berlin Berlin



I amsterdam®



I amsterdam®



I amsterdam











STOP AIDS NOW!





MUSEUMS & CITY MARKETING = 1 SERVICE PROGRAM



MUSEUMS & CITY MARKETING = 1 WIFI SERVICE PROJECT

2014: 1 YEAR – ALL MUSEUMS (40): FREE WIFI – 1 LOGIN CODE – BUDGET € 200





OUTSIDE: SERVICE









roads



cruise



train



airplane







Heritage Days Amsterdam

Grachtenfestival (Canal Festival)

Aug/ 50 sites/ 50,000 visitors/ 10 days

Open Monument days

Sept/ 4,000 sites/ 900,000 visitors/ 2 days

Tulip festival

May/ 10 sites/ 1,000 visitors/ 2 days

Museum weekend

June/ 30 sites/ 30,000 visitors/ 3 days

Open Garden Days

June/ 30 sites/ 30,000 visitors/ 3 days



City events now in front of museums



Winter event museum & city



SERVICE

SHORT TERM

NEW IS GREATCURRENT SERVICE?



CASE 1:

1 CALL CENTER MUSEUMS



lecture dinner
Breakout *session*
congress
brunch *wedding*
Coffee table lunch
Walking tour
reception
Business meeting
Combination tickets
VIP catering ***High tea***

CASE 1:

1 NEGOTIATOR < 40 MUSEUMS



SERVICE - SHOPS

STEAM – OLD O.T.M.













SUPPORT HERITAGE - ECONOMY

HERITAGE SUPPORTS ECONOMY

LOCAL MICRO-ECONOMY

HERITAGE & MICRO-ECONOMY

STUDY CASE KONIAKOW: 2009 (bad economy – local audience)- 2013



HERITAGE & MICRO-ECONOMY

STUDY CASE KONIAKOW: 2009 – 2013 (BIG economy – global reach)

Tadeusz Rucki

Koniakow.com



HERITAGE & MICRO-ECONOMY

STUDY CASE MOLDOVA 2013: WALNUT (BEFORE 2012 NO USP)



HERITAGE & MICRO-ECONOMY

STUDY CASE MOLDOVA 2013: WALNUT IN MUSEUM + AIRPORT SHOPS



HERITAGE & MICRO-ECONOMY

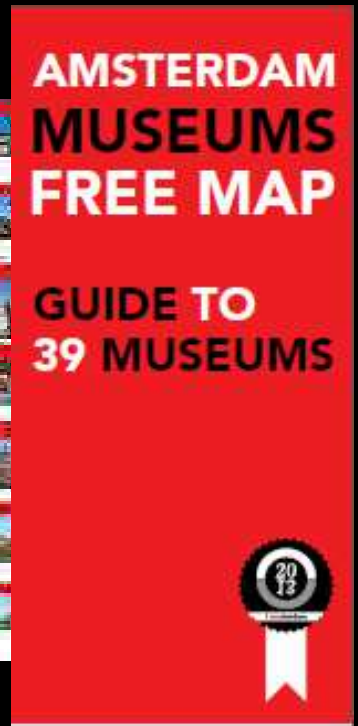
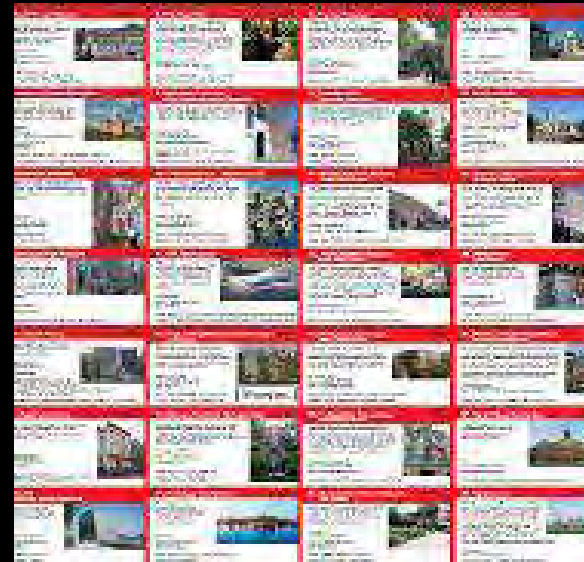
STUDY CASE BEER 2012: MUSEUMS & BREWERY



R&D

NEW PRODUCTS

BUS. DEV. PRINTS € 100K PROFIT ON ADVERTS



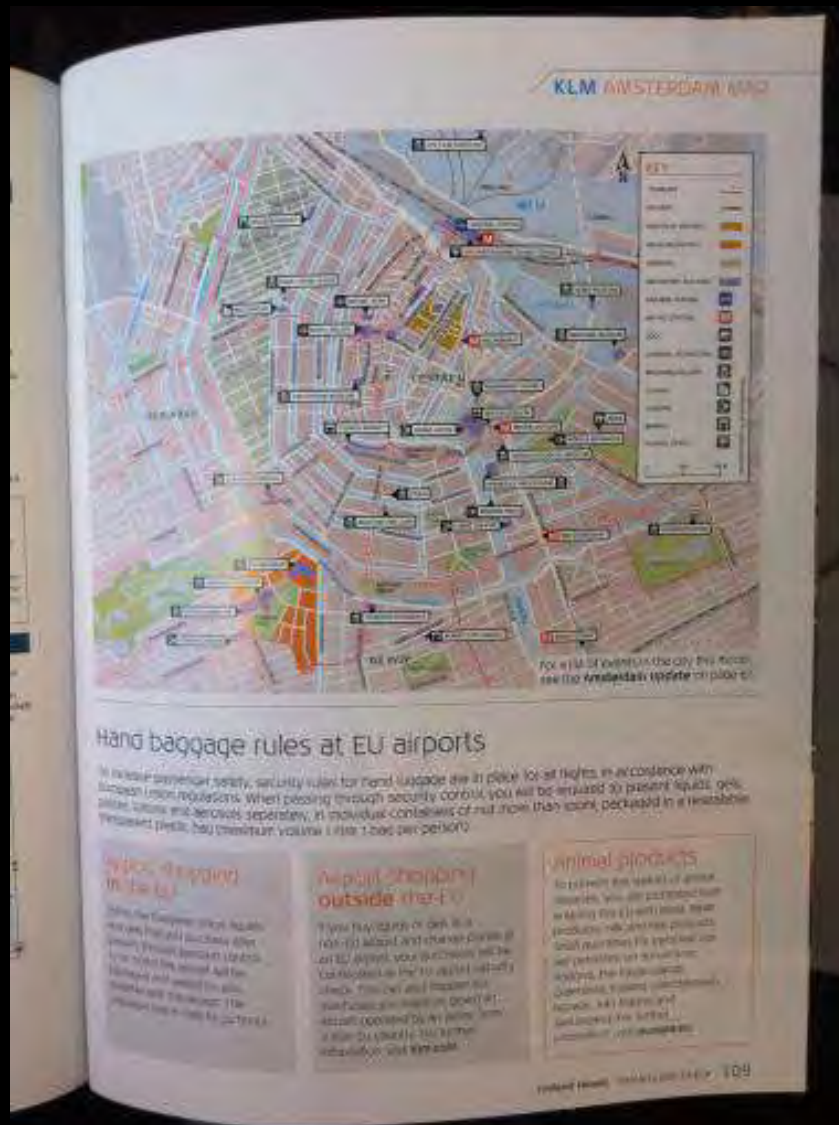
NEW PRODUCTS

KLM PARTNER: PROMOTION > KLM CATERING PLATE ON BOARD



NEW PRODUCTS

KLM PARTNER: KLM.COM SHOP + ON BOARD + HOLLAND HERALD



HOLLAND HERALD: 12 X 155.000 PRINTS PER YEAR, COSTS: € 0,00

NEW PRODUCTS

KLM PARTNER: KLM.COM SHOP + ON BOARD + HOLLAND HERALD



HOLLAND HERALD: 12 X 155.000 PRINTS PER YEAR, COSTS: € 0,00





Van Gogh Museum | AMSTERDAM

NEW PRODUCTS

KLM PARTNER: 3 X I AMSTERDAM SHOPS + MUSEUMCAFÉ @ AIRPORT



Service > Children Strategic programme



OVERLEG AMSTERDAMSE MUSEA

NEW CHILDREN PRODUCTS

KLM PARTNER: HISTORIC HOUSES GAME (KLM SHOP + ON BOARD)



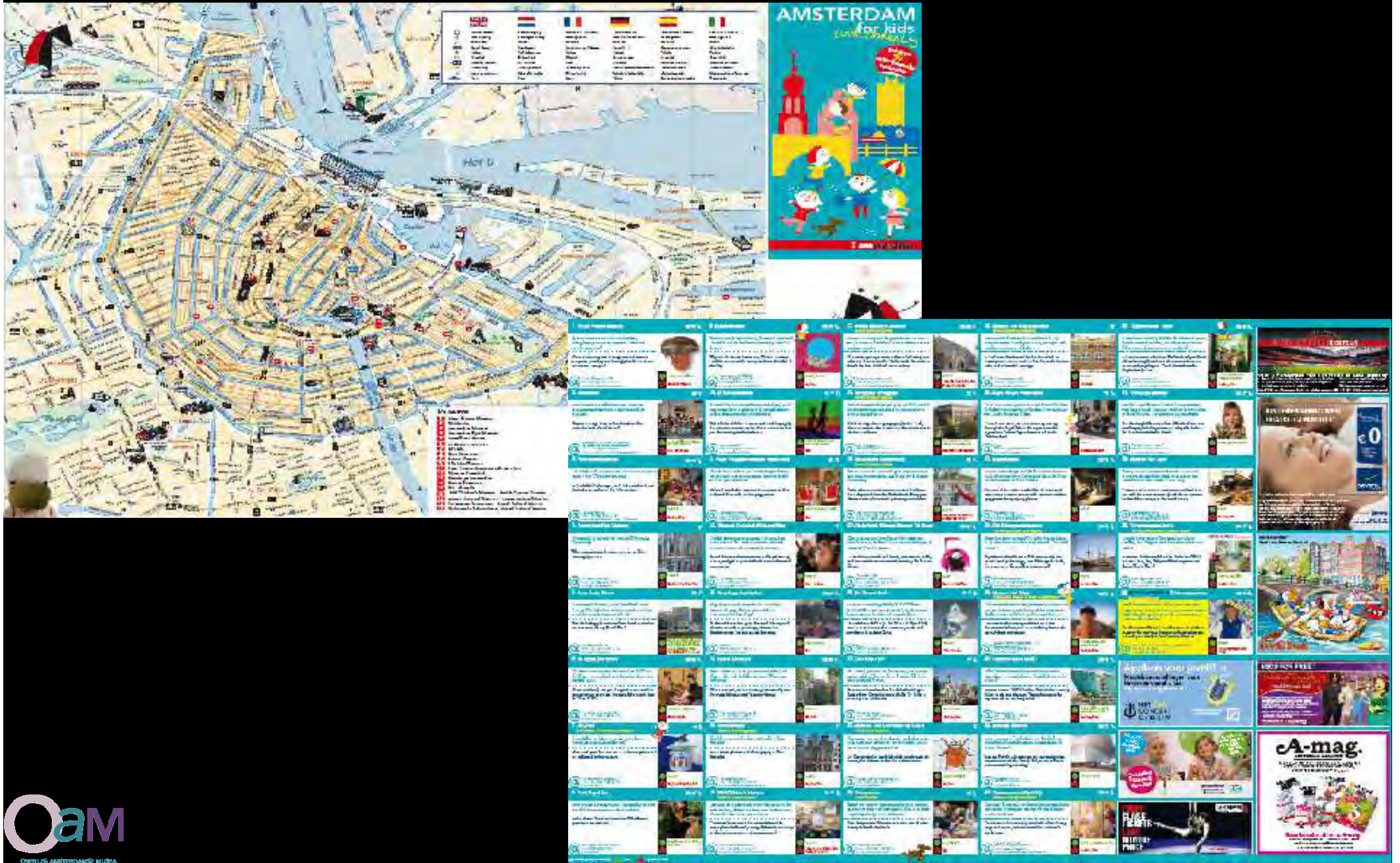
NEW CHILDREN PRODUCTS

CLAIM DATE FOR MUSEUMS > 27 OCT: MAYOR + CHILDREN



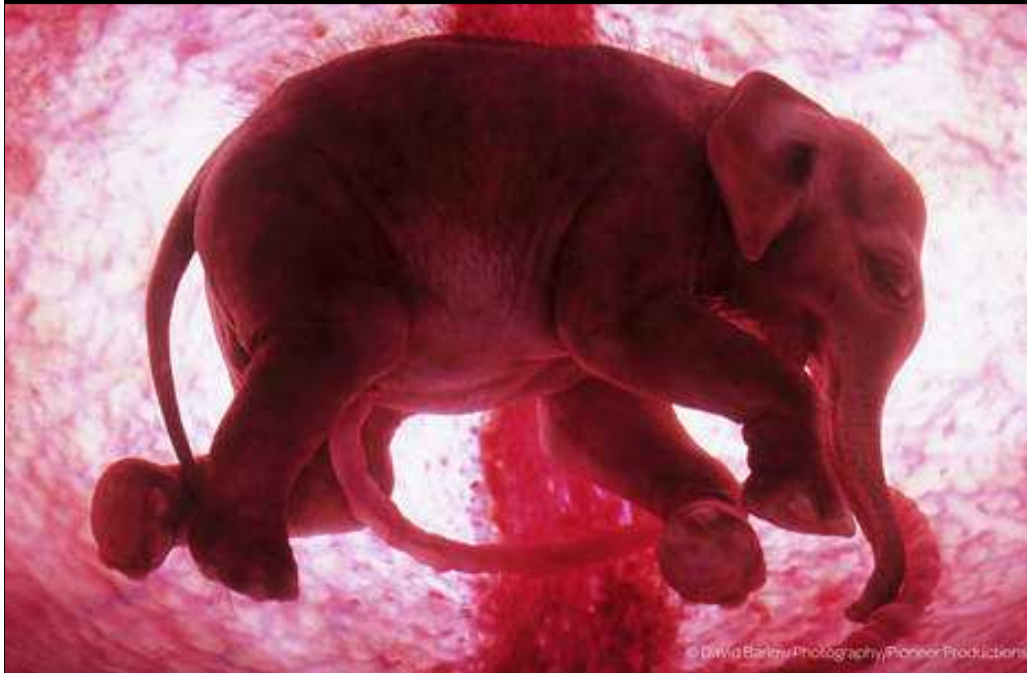
NEW CHILDREN PRODUCTS

COMS PARTNER: CHILDRENS MAP COSTS € 0 > PROFIT € 10K



NEW CHILDREN PRODUCTS

PARTNER: SUPPORT MASCOTS



NEW CHILDREN PRODUCTS

PARTNER: SUPPORT MASCOTS


facebook Search for people, places and things

Shaw's Corner - National Trust Photos

The adventures of Socks the Cat

Updated about 3 weeks ago · Taken at Shaw's Corner · 18

Many years ago, Socks decided that she wanted to be a National Trust cat, indeed a theatre cat, and we're lucky enough that she decided to stay with us! She greets all the visitors, and welcomes staff every morning. She regularly enters stage left (and right) at the outdoor theatre, as well as making frequent incursions into the house!



PARTNER SHIP DISNEY

OAM & SANOMA (DUTCH PUBLISHER DISNEY)



EXTRA TARGET AUDIENCE (CHILDREN):

READING (330.000), MEMBERS (130.000), MEDIA VALUE: € 12.500, COSTS € 0,00

DONALD DUCK CLUB ACTIE



Gratis door de grachten



+ gratis toegang tot een museum naar keuze

De Amsterdamse grachtengordel bestaat 400 jaar! Vanwege dit jubileum mag jij als abonnee gratis een rondvaart maken van een uur door de beroemde grachten. En dan mag je ook nog gratis naar een van de onderstaande musea!

DE ACTIE LOOPT VAN 11 APRIL T/M 30 JUNI 2013

DE ACTIE LOOPT VAN 11 APRIL T/M 30 JUNI 2013

1. Amsterdam Museum
2. Museum Willek
3. Houthuisen
4. Crouwelhuizen
5. Museum Onze Lieve Heer op Solder
6. Museum Geelvinck
7. Hinkopenhuis
8. Verzetmuseum
9. Dierpark Museum
10. Museum 't Schip
11. Oude Kerk
12. Hermitage Amsterdam
13. Muider slot

BON DONALD DUCK RONDVAART

Tegen inlevering van deze bon en op verzoek van je Donald Duck Clubpas krijg je GRATIS toegang tot een rondvaart met Holland International. Op- en afstappen bij de Centraal Station Amsterdam bij Holland International. Niet te gebruiken in combinatie met andere acties en/of aanbiedingen. Niet inwisselbaar tegen geld. Prijsjes vanuit het Donald Duck Clubhuis worden geaccepteerd.

Naam: / m

BON DONALD DUCK MUSEUMBON

Tegen inlevering van deze bon en op verzoek van je Donald Duck Clubpas krijg je GRATIS toegang tot één van bovengenoemde 11 musea. Niet te gebruiken in combinatie met andere acties en/of aanbiedingen. Niet inwisselbaar tegen geld. Prijsjes vanuit het Donald Duck Clubhuis worden geaccepteerd.

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BON RONDVAART CANAL COMPANY

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Naam: / m

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Naam: / m

MUSEUMS (40): PROMOTIONAL DISCOUNTS

EXTRA TARGET AUDIENCE (CHILDREN):

READING (330.000), MEMBERS (130.000), MEDIA VALUE: € 12.500, COSTS € 0,00



LEISURE MARKET (CULTURE – COMMERCIAL & GOVERNMENT INSTITUTES)

EXTRA SERVICE: NEW PRODUCT: 1 CITY COLOURING PICTURE, COSTS € 0,00



LEISURE MARKET (CULTURE – COMMERCIAL & GOVERNMENT INSTITUTES)

EXTRA SERVICE: NEW PRODUCT: 1 CITY COLOURING PICTURE, COSTS € 0,00



Donald Duck
EEN VROLIJK WEEKBLAD



Gemeente Amsterdam
Alle Amsterdammers
Amsterdam Marketing
Amsterdam Noord
Bureau Wereld Nieuw
Stad school Centrum
Form Follows Function Amsterdam
Museum De Gevelink
Amsterdam Hotel Nieuw
Amsterdam Museum
Amsterdam Museum
Anne Frank Huis
Nederlands Instituut voor Medische Geschiedenis
Verzamelmuseum Amsterdam
Museum Willem III - Huis ten Bosch
Grachtenhuis
Nederlands van de Amsterdamse Bijlanden
De Agorà
Passagiers Termini Amsterdam
Nederlandsche Universiteits Museum Tot Zake
NB
City Canal Cruise
Redder Kooij
GVB
Bureau Monumenten en Architectuur
Cultuurknoet
Lovers
Wereld erfgedicht en geschied
De Kruisling
Korps Buitenland Amsterdam

Berlin Museum
 Biedersteiner collection UVA
 De Burcht
 DEUTSCHE Film Institut, München
 Film und literarische Schenkung
 Film für alle
 Joods Historisch Museum
 Kaderlot
 KINO
 Nieuw Kerk
 Oude Kerk
 Perlmuseum
 Rotterdam Film &
 Podium op de Dam
 Project 2010 inst.
 Rijksmuseum
 Rotterdam
 Museum Het Schip
 NRCM
 Tuitum
 Mediamatic

Bijle don't
OEA
Bed achteraf Amsterdam
Bij de dagelijkse Maas
To zien museum Houdt bij
Nieuw straatjes
Klein struct
Romben grondplan
Rock in
Zeven brug en Korte
Centrum Monument
NBTC
DIVY
Wat d'at enged centrum
Eet training en
Tro permutasiem
Van Gogh Museum
Museum Van Loon
Huis met de Hooftden

LIVA
Cossum Postprint
Costa di Neri
Coral Company
Coulter International
Cruel Bus
Mac White
Moc Biko
Korvo
Wig & Acid
Nile Plantage Amsterdam
Amsterdam City
Amsterdam
Musumplein
Volcanierslaan
Artillerie
Uitmarkt
Gilde Amsterdam
Open Monumentdag
Amsterdam Herengedays
Amsterdam Herengedays
Amsterdam Herengedays
Amsterdam Herengedays

Golden tijmen angst
Goyards
Gipsen Laveit
Groenkransmuseum Amsterdam
NBS
Museum Ons' Lieve Heer
Publieke Omroep Amsterdam
Kinder westhuis
Amsterdam Light Festival
Kontanten binet
Groenland festival
A. A. den Dungen & Modemini
Schicht en bewegwijze den
Koninklijke Horeca Amsterdam

Namens ons allemaal welkom in Amsterdam



Amsterdam.

LEISURE MARKET (CULTURE – COMMERCIAL & GOVERNMENT INSTITUTES)

EXTRA SERVICE: NEW PRODUCT: 1 CITY COLOURING PICTURE, COSTS € 0,00



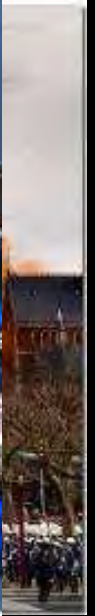
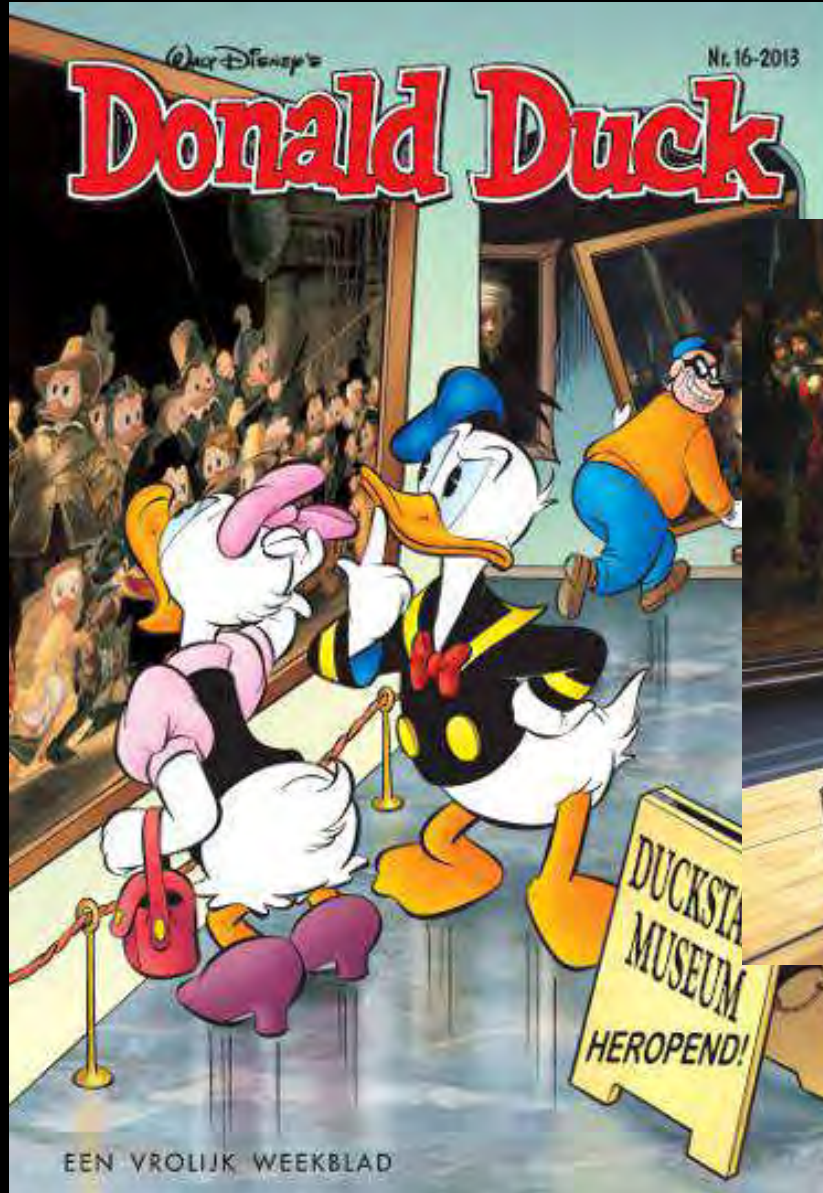
RE-OPENING RIJKS MUSEUM (12 APRIL 2013) – *one day before the Queen*

READING (330.000), MEMBERS (130.000), MEDIA VALUE: € 100.000+, COSTS € 0,00



RE-OPENING RIJKS MUSEUM (13 APRIL 2013)

READING (330.000), MEMBERS (130.000), MEDIA VALUE: € 100.000+, COSTS € 0,00



PRESS LAUNCH: ALL DUTCH MEDIA (TV, RADIO, PRINT & SOCIAL MEDIA)

RE-OPENING RIJKS MUSEUM (13 APRIL 2013)

READING (330.000), MEMBERS (130.000), MEDIA VALUE: € 100.000+, COSTS € 0,00



NIGHTWATCH – REMBRANDT >

< DUCKWATCH - DISNEY

PRESS LAUNCH: ALL DUTCH MEDIA (TV, RADIO, PRINT & SOCIAL MEDIA)

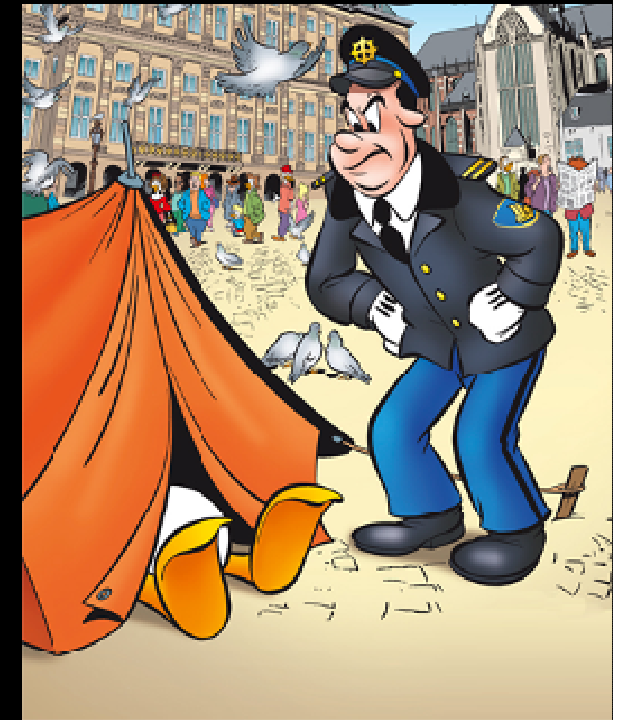
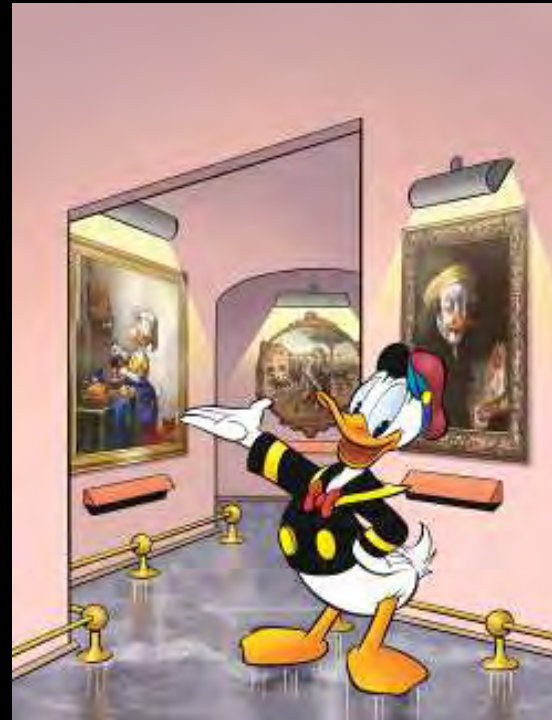
NEW KING & QUEEN IN PALACE MUSEUM (30 APRIL 2013)

READING (330.000), MEMBERS (130.000), MEDIA VALUE: € 100.000+, COSTS € 0,00



NEW KING & QUEEN: LAUNCH @ NEW CHURCH NEXT TO ROYAL PALACE

READING (330.000), MEMBERS (130.000), MEDIA VALUE: € 100.000+, COSTS € 0,00



Thank you

FACEBOOK

BJORN@AMSTERDAMMUSEA.ORG LINKEDIN



SPECIAL THANKS TO



Cultural Heritage Agency
Ministry of Education, Culture and Science

