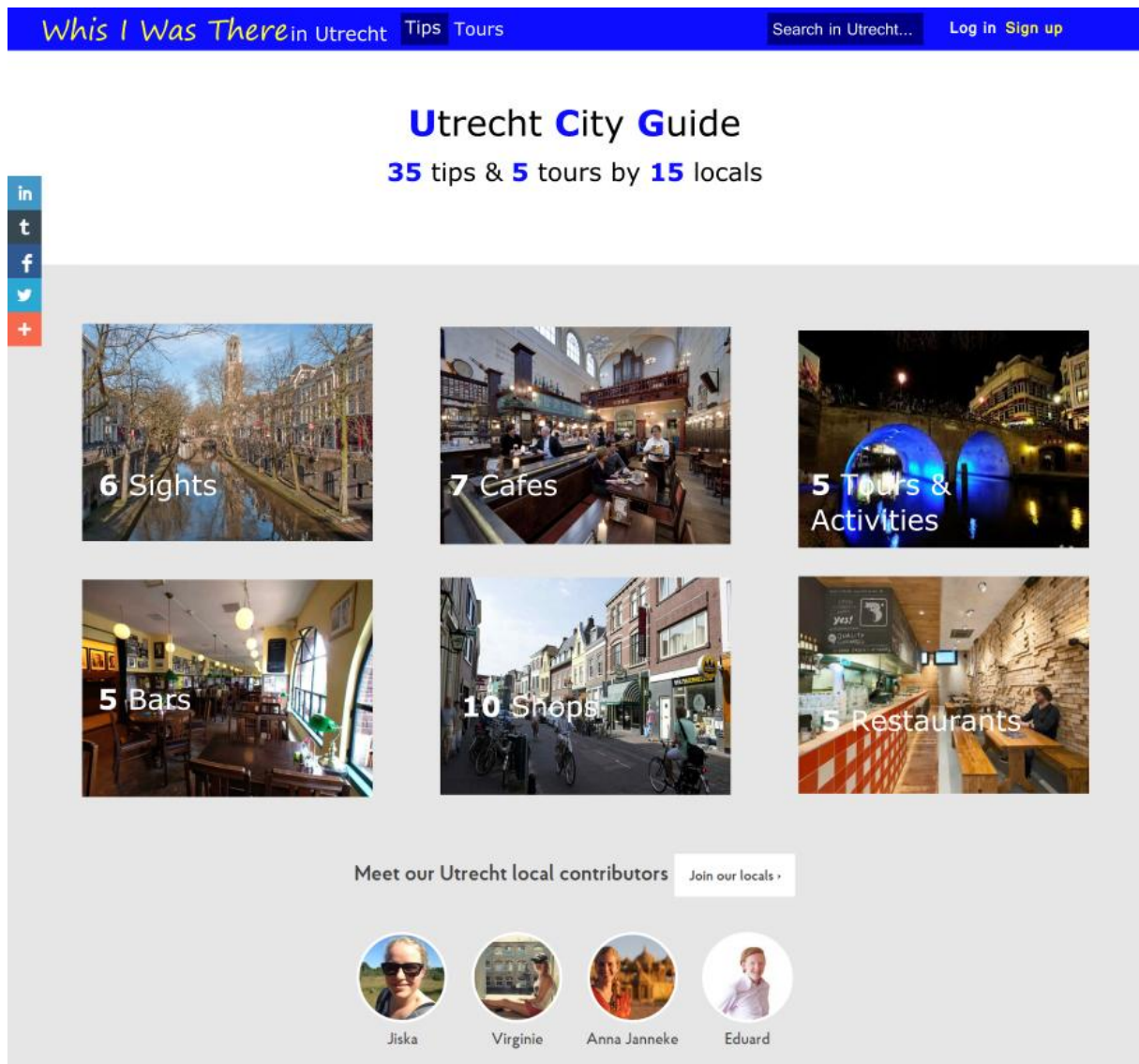


Specific site

Utrecht, The Netherlands

Visual front page



Content strategy

Goal: The aim of the website is to become the number one website for tourists visiting Utrecht wanting to experience the city "like the locals". This means besides visiting the main attractions the city has to offer, tourists want also visit places that are off the beaten path.

How to get local people to visit: In order to get local people to visit our website, we (the developers of the site) will first generate content ourselves. As we all have lived in Utrecht for a long time, we

know where to go and what places to visit. This helps us in selecting the places that are not in the tourist brochures and infrequently visited by tourist. While writing about these places, the owners of the shops/cafes/restaurants/attractions will get the opportunity to profile themselves on our site. In exchange for this they will promote their site in their store/restaurant/cafe. This will attract local people to our site.

Another way used to get local people to our site is through a targeted social media campaign. On Facebook a promotional campaign will be held aimed at local people living in Utrecht. Aim of this campaign is to attract local people to visit our site.

How to get people to sign up: Once people are on the website, they will be incentivized to sign up through a loyalty points system. Upon subscription, local people will receive a small discount at one of the bars/restaurants/attractions on the webpage. This let them explore new places within their own city that they do not yet know but that people like them are visiting as well.

How to get local people to contribute: Local people who have signed up will be incentivized to sign up by being offered loyalty points. These points can be used at any of the participating places to receive some kind of discount (will vary for each participating organization). Each new contribution will award them with new point. These can then be used to explore new parts of the city they are familiar with.

Benefits of participation: locals benefit from participating in this initiative by being offered loyalty points. With these they can experience their city in new ways. For participating organizations the web site is beneficial as it will allow them to route new customers to their place.

Start-up activities: In order to start the platform professional local bloggers will be hired to produce interesting content for the site. This should last for less than 1 year after which the site should be crowd sourced.

Popular leisure activities

Place 1: the Dom tower, <http://www.domtoren.nl/>, visited 8-8-2015

Place 2: Louis Hartlooper Complex <http://www.hartlooper.nl/>, visited on 8-8-2015

Place 3: Tivoli Vredenburg, <https://www.tivolivredenburg.nl/nl/>, visited on 8-8-2015

Place 4: Klein Berlijn, <http://www.kleinberlijn.de/kleinberlijn.php>, visited on 8-8-2015

Place 5: Florin Utrecht, <http://www.florinutrecht.nl/>, visited on 8-8-2015

Demographic information

Geography: Utrecht is a medium sized city in the middle of the Netherlands

Population size/density: 335.089 people (3552 people/km²)

GDP for the region: 4600000000

Average yearly income/person € 13.600

Average age: somewhere between 20-29

Average education: As a university town, Utrecht has plenty of highly educated people. This year about 1/5 people in Utrecht are students resulting in an well educated population.

Source: [https://nl.wikipedia.org/wiki/Utrecht_\(stad\)](https://nl.wikipedia.org/wiki/Utrecht_(stad)), visited on 9-8-2015

Competitive landscape

The main websites that are popular in this field are the Like a Local site and the local bureau of tourism. Besides this, sites as Airbnb, Bookin.com and Yelp were considered as competitors as they offer related services. These sites were found by performing a Google search using the Local, trips and Utrecht as search keys. Competitors were defined as websites offering an overview of activities in the Utrecht area.

Potential opportunities for further expansion and future value will be in offering booking functionality besides the information. From these bookings, a fee can be collected (like booking.com).

Strengths of the current focus is the locally sources information using a crowd funded model. This allows the collection of local stories, activities and places that locals feel passionate about. Weaknesses of this model is that it requires a base of locals to actively participate in the community in order to create the full experience for tourists.

Target audience

Segmentation: the segmentation used in this project is based on generations. The website targets an audience that is part of the millennial generation. This generation consist of 7 million people worldwide. This segment is more and more interested in local experiences ([source](#)) making them the ideal customer for the website.

Demographics: Demographics are likely the same for local residents as visitors as they are the ones providing the local stories. Furthermore, if tips are received by peers visitors are more likely to trust them than when they are received by people who they do not identify with.

Persona: John is a young professional working for an international organization. Due to his demanding job he is not able to do extensive research on places he wants to visit during his holiday. Looking for an content aggregator, he uses the Wish I was there site to quick and easy find interesting places to visit during his vacation.

Where does the information come from: trends reports by various consulting firms (see sources in text).

Content generation plan

Target audience: The site is more geared towards actual travelers but does not exclude armchair travelers. Actual travelers are more interesting in the long run as the site wants to offer booking opportunities in the future.

Value proposition: Provide travelers with local experiences everywhere around the world.

Purpose: The site is both utilitarian and inspirational. Utilitarian as it provides practical information for tourists visiting Utrecht and inspirational as the side will inspire potential travelers to go to Utrecht

Business setup: An outsource model will be used as this allows for a greater diversity of content to be provided. Starting with a base of freelance writers, the aim is to go fully crowd sourced within a year.

Internal organization: Besides hiring external bloggers, the internal organization will consist of 2 community moderators.

Update frequency: Update by the paid bloggers will be Once a week, updates by the community will be on an ad-hoc basis.

Crowd source plan: The plan is to initially work with paid bloggers to create a stable base of content. Using social media, influencers will be identified and approached to provide content.

Industry trends

Industry trends: move towards a sharing economy

Consumer trends: more interest in local individual experiences over mass tourism

Content trends: The site will act as a content aggregator. Through various forms of multi-visual media customers will be informed about the multitude of possibilities Utrecht has to offer.

SEO: Terms used in SEO optimization will include: local, experience, Utrecht, unique vacation

Selection of the leisure activities

Place 1: the Dom tower, <http://www.domtoren.nl/>, The Dom of Utrecht is one of the main attractions in the city. On this page you can find all kinds of information on activities related to this place. It will attract a lot of tourist from all kinds of social layers.

Place 2: Louis Hartlooper Complex <http://www.hartlooper.nl/>, Cinema/bar/cafe thats popular with the locals. Fits into the sites scope as it gives all kinds of information on cultural events.

Place 3: Tivoli Vredenburg, <https://www.tivolivredenburg.nl/nl/>, Concert hall with a new bar hosting all kinds of concerts. Offers a lot of cultural highlights as well as opportunities for a good night out.

Place 4: Klein Berlijn, <http://www.kleinberlijn.de/kleinberlijn.php>, Hipster bar with cheap beer. Interesting to a young crowd.

Place 5: Florin Utrecht, <http://www.florinutrecht.nl/>, Typical Irish bar in the city center. Good place for a night out but out of the beaten path.

Community type

Community type: the community type focused on for this website is a passion one. The audience loves traveling and wants to be able to find interesting places wherever they are going. In order to inspire themselves where to go they will look up places and, based on their stories will take action (start travelling).

Positioning: the site positions itself as an expert. By using local experts, the site aims to provide high-quality content and the latest new hotspots.

Objectives: The objectives is to become a well-known website in the field of local travel expertise. This will be measured through by the number of page visits, number of tips and activities on the site and the number of new tips/activities.

Types of content: To engage the audience we will use personal stories from bloggers alongside detailed descriptions of the locations they visit. Using both mobile and desktop platforms will allow us to engage our audience wherever they are.

Success measures

Metrics

- Page visits

- Number of tips & trips
- Number of local experts

Goals

- Page visits: 50000
- Number of tips & trips: 1000
- Number of local experts: 75

Tracking

- Page visits: Google analytics
- Number of tips & trips: website database
- Number of local experts: website database

Design and styling

Differences with competitors: Different to our competitors, we will integrate the possibility to book directly from our site while also providing quality information to tourist.

Explanation of design choices: User experience is enhanced by directly showing interesting sites for them to visit.

Layout choices: The layout was fostered by a clean and trendy look. This includes showing the main categories of attractions and the most important contributors on the landing page from which more in depth information can be displayed. Branding is done through the navigation bar which remains constant.

Interactive content

Multimedia: For each of the tips and activities a short movie will be produced to inspire visitors to experience this. This video will be offered alongside a description in text and images.

Gamification: Contributors will receive points for each contribution they make. These points can be swapped for activities in Utrecht or other cities. Doing so will incentive contributors to explore other sites on the Wish you were there page.

Communication plan

Channels: Using the website as the main outlet of content, other social media channels will be used to create further awareness. As described in the social media section, bloggers will be

Frequency: Weekly updates about new articles and tips will be shared on various social media channels.

Data collection: Data collection will take place through the data collection mechanisms within the social media platforms

Continuing communication: Continuing communication will take place by assigning each month a theme (for example historic March) in which a specific theme will be addressed. This will keep users coming back to the site over longer periods of time.

KPI's: Key performance metric relate to the active use of the site and are explained more in depth in section dealing with measuring success.

Social media plans

Social media strategy: Social media integration is present in the website making it easy for visitors of the site to share tips and activities. Second new tips and activities will be shared through Twitter and Facebook. These platforms are most relevant to our website audience and purpose. Local contributors will be followed to give them better exposure and indirectly grow our brand visibility.

Trending topics (9-8-2015, acquired using Tweetdeck)

- Nijntje
- Spoorwegmuseum
- Fortendag

Influencers

Virginie <https://www.likealocalguide.com/editor/utrecht/638>

Eduard <https://www.likealocalguide.com/editor/utrecht/969>

Jiska <https://www.likealocalguide.com/editor/utrecht/380>

Budget

Estimated budget 8500

- Hiring part-time bloggers 5 k
- operations 500
- My fee 3k

Research strategy

In creation of the strategy I used the resources provided in the case description and the resources related to Utrecht (see previous questions). Besides this I used my personal network of influential people in Utrecht and their ideas on interesting places in Utrecht.