



EST. 1873

Heineken[®]
EXPERIENCE



THE NETHERLANDS VS TAIWAN

★ THE NETHERLANDS ★ TAIWAN

Population	17,000,059	23,508,362
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Area	41,543 km ²	36,193 km ²
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呼乾啦
PROOST





HEINEKEN

- ★ TRULY GLOBAL BREWER
- ★ # 1 EUROPE
- ★ # 3 WORLDWIDE
- ★ PRESENT >70 MARKETS
- ★ OVER 250 BRANDS
- ★ 81,000 EMPLOYEES
- ★ PROUD HISTORY
- ★ FROM FAMILY BUSINESS TO WORLD'S MOST INTERNATIONAL BREWERY



CHAMPION THE MATCH



MORE THAN A RACE



THE HERITAGE STORY

HEINEKEN FAMILY



★ Gerard Adriaan
Heineken
1841-1893
Founder of Heineken



★ Henry Pierre
Heineken
1886-1971
Former director and
son of the founder



★ Freddy Heineken
1923-2002
Former director and
grandson of the
founder



★ Charlene de
Carvalho-Heineken
1954
Great-grand daughter

THE HERITAGE STORY

BRAND DEVELOPMENT







HEINEKEN EXPERIENCE

DIRK LUBBERS

★ CAREER

HEINEKEN EVENT SERVICES 2002-2010

HEINEKEN Experience 2010-PRESENT

★ GUILTY PLEASURES

MILLI VANILLI

FROZEN

BROS

★ QUALITY

MANIPULATING AND TEASING PEOPLE

HEINEKEN EXPERIENCE

TIMELINE

- ★ 1867 FIRST BUILT BREWERY
- ★ 1930 RENOVATION
- ★ 1988 BREWERY CLOSED
- ★ 1991 FIRST TOUR ON SITE
- ★ 2001 FIRST EXPERIENCE
- ★ 2008 RENOVATION





HEINEKEN EXPERIENCE

MISSION AND VISION



MISSION

CREATE HEINEKEN AMBASSADORS

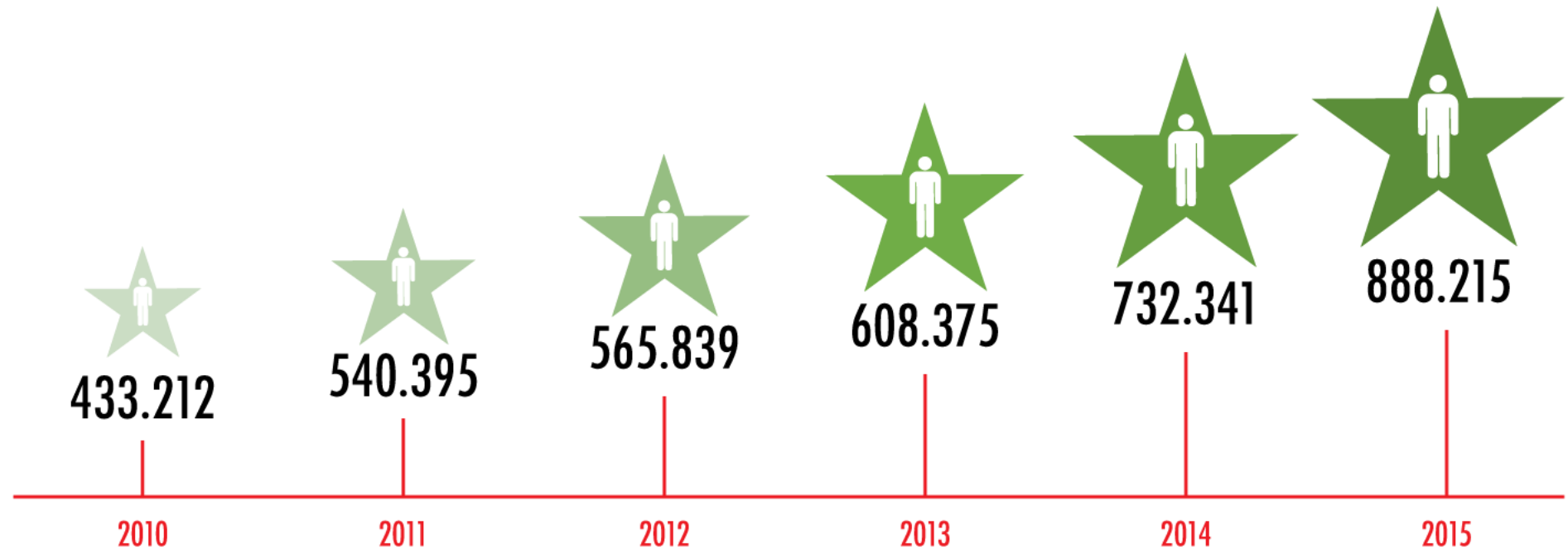


VISION

1,000,000 VISITORS AND BEST RATED ATTRACTION OF AMSTERDAM IN 2016

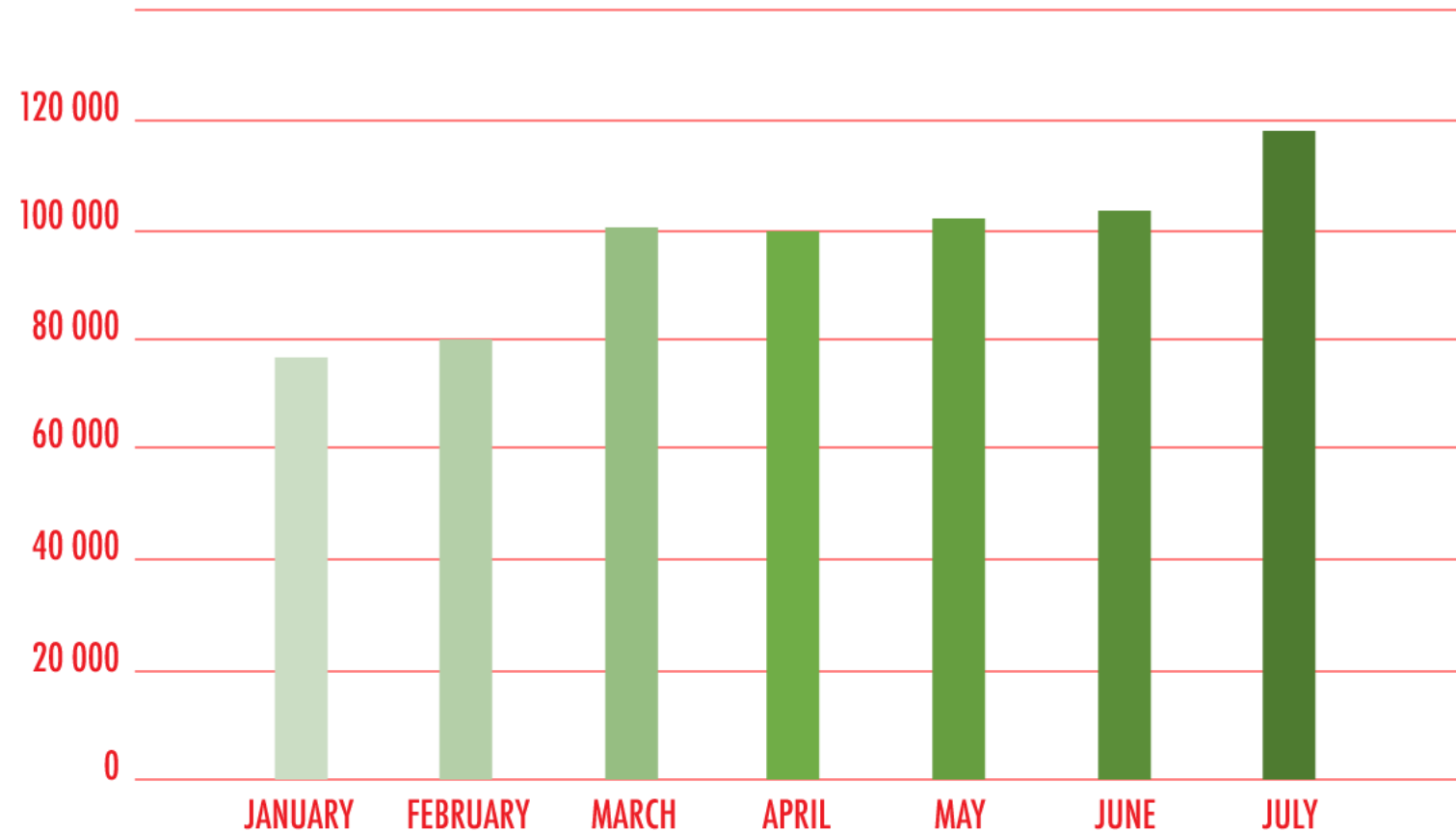
HEINEKEN EXPERIENCE

VISITOR NUMBERS 2010 - 2015



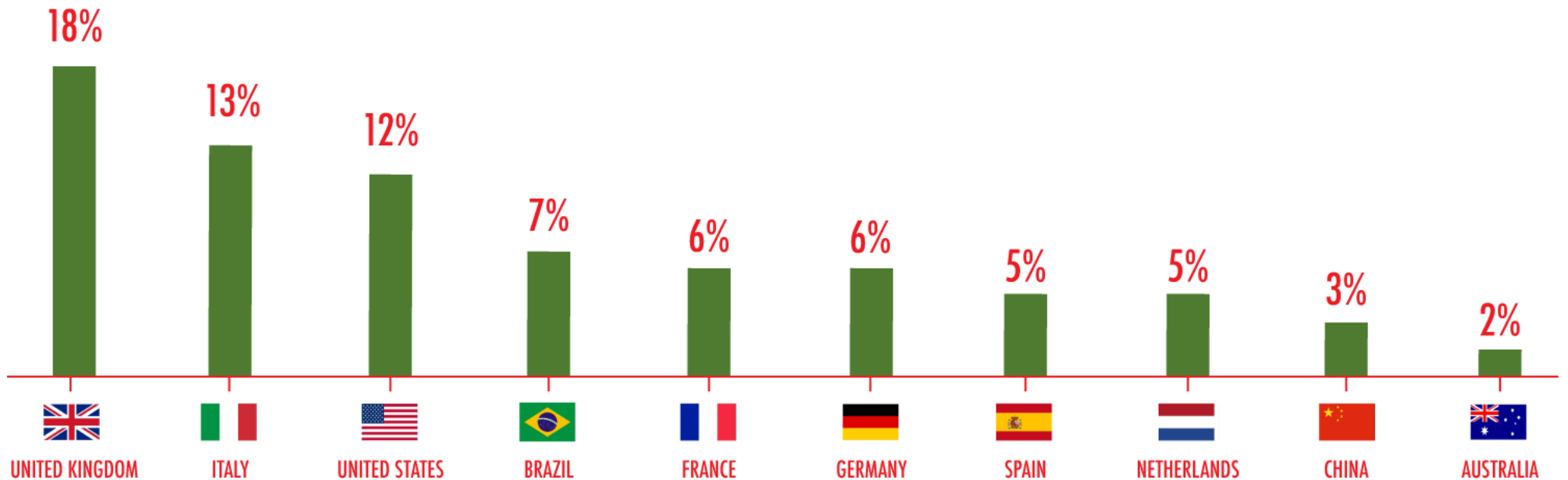
HEINEKEN EXPERIENCE

VISITOR NUMBERS 2016



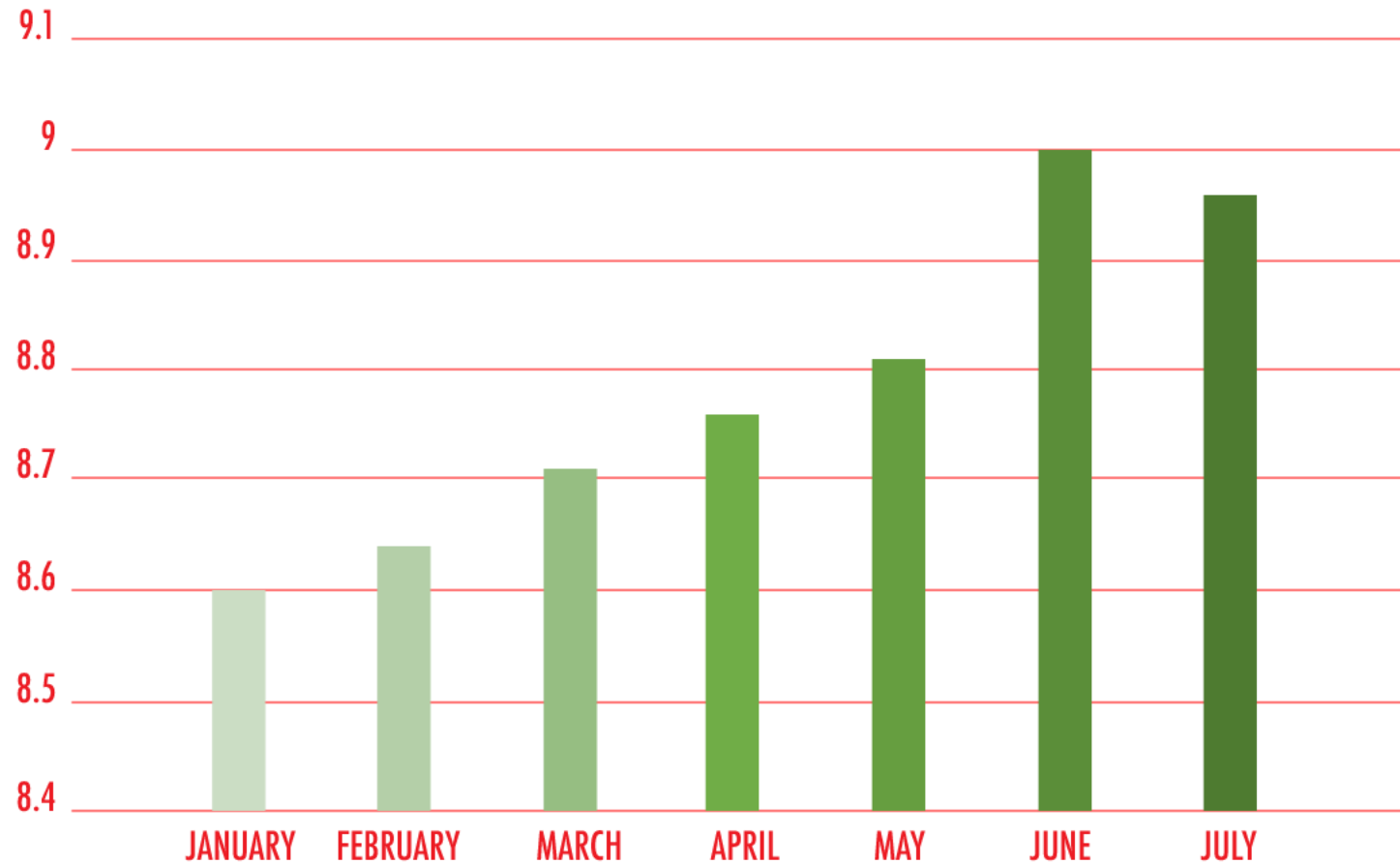
HEINEKEN EXPERIENCE

VISITOR DEMOGRAPHICS



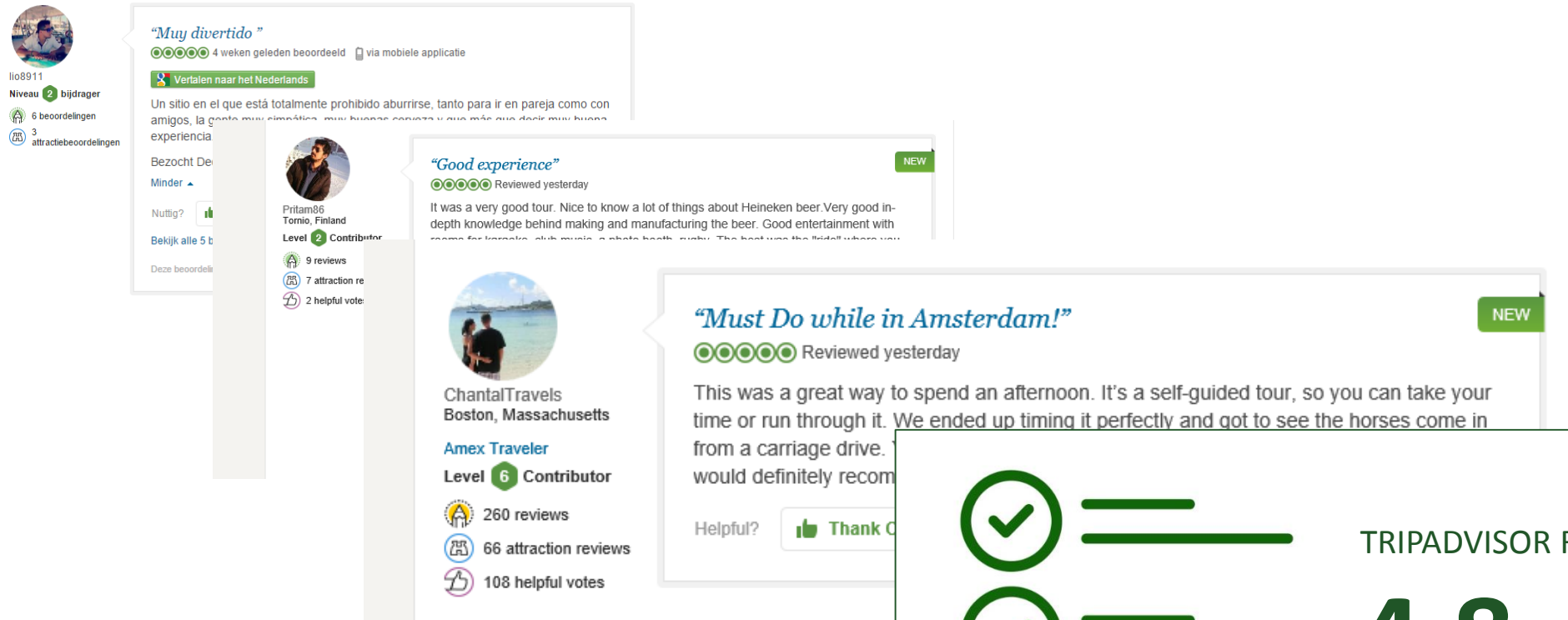
HEINEKEN EXPERIENCE

VISITOR RATING SURVEY 2016



HEINEKEN EXPERIENCE

TRIPADVISOR



TRIPADVISOR RATE

4.8

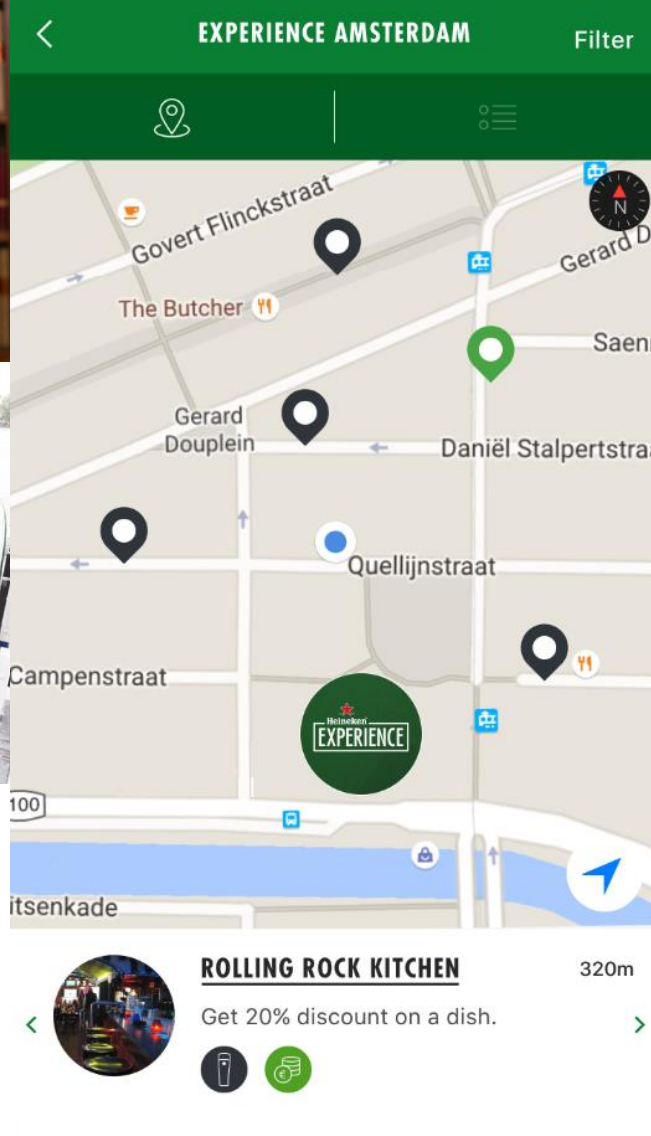
OUT OF 5

JUST LIKE BREWING BEER,
IN ORDER TO ACHIEVE
SUCCESS
YOU NEED THREE
INGREDIENTS...

BEER
ENTREPRENEURSHIP
PEOPLE







- ★ PRODUCT DEVELOPMENT
- ★ GROWTH E-TICKETING
- ★ PRECISION MARKETING
- ★ MOBILE APP > CITY GUIDE
- ★ RFID

THE INGREDIENTS TO SUCCESS
ENTREPRENEURSHIP



**RECEIVE A UNIQUE GIFT
FROM HEINEKEN®**

SHOW YOUR RIJSMUSEUM TICKET AT THE HEINEKEN
EXPERIENCE TICKET DESK WHEN YOU PURCHASE YOUR TICKET

OPENING HOURS (OPEN 365 DAYS A YEAR)

MONDAY / THURSDAY	11:00 TO 19:30 HOURS
FRIDAY / SUNDAY	10:30 TO 21:00 HOURS
21ST & 22ND AUGUST MONDAY / SUNDAY	10:30 TO 23:00 HOURS

*NOTES: LAST TICKET DATE AND OTHER 1-2 HOURS BEFORE CLOSING TIME

**Heineken®
EXPERIENCE**
AMSTERDAM

ADDRESS: STADHOUDERSKADE 78, 1072 AE AMSTERDAM



THE INGREDIENTS TO SUCCESS

ENTREPRENEURSHIP

- ★ PARTNERSHIPS
- ★ EVENTS/ ACTIVATIONS





Heineken®

EXPERIENCE

A M S T E R D A M

THE INGREDIENTS TO SUCCESS

PEOPLE

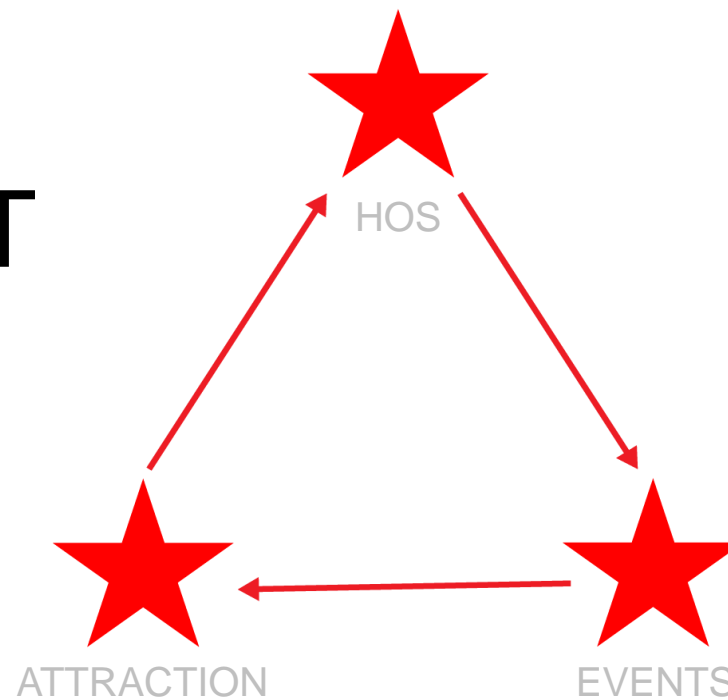
- ★ HR > selection procedure
- ★ Training
- ★ Raising Heineken Ambassadors





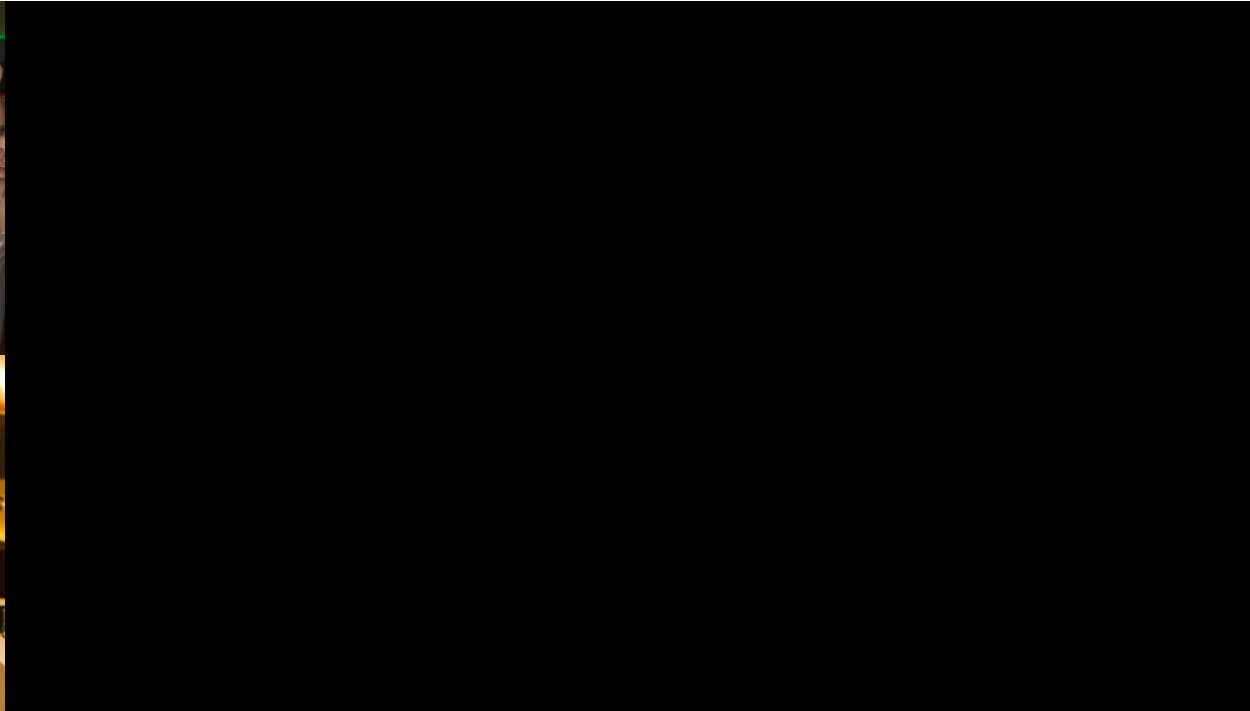
THE INGREDIENTS TO SUCCESS

INCENTIVE MANAGEMENT



THE INGREDIENTS TO SUCCESS

FUN & SURPRISE MANAGEMENT





We serve smiles