Explore Breda

User research on tourists
Group 5 - Fontys ICT

Strategy and Goals

Through effective marketing strategies social media marketing, content marketing, and online advertising, brands or businesses can increase their visibility and reach a wider audience. This helps in attracting potential customers who might not have found the business through other means.

Marketing to tourists requires a tailored approach to capture their attention and interest while they are in a specific location. For this project we were assigned to make traditional and online media campaign ideas for our client Explore Breda.

We will be using the following strategies for this:
- Localized content
- Social media marketing
- Online Advertising

Why did we choose tourism as our target audience?
1. **Broader Reach:** We chose to focus on tourism because it appeals to a broader audience. Anyone visiting Breda, regardless of residency, is essentially a tourist. We believe that our media campaign can cater to everyone, offering something of interest to both locals and visitors alike.
2. **Brand exposure:** When tourists share their adventures on social media and spread the word about ExploreBreda to friends and family, it gives the website more exposure. This means that more people get to hear about ExploreBreda and might decide to use it to plan their own visits to the city in the future.
3. **Cultural Exchange**: Tourism brings people together from all over, allowing visitors and locals to connect and understand each other better. By welcoming tourists, you get to show off your city's history, customs, and what makes it special. Plus, you can join in on events and parties that draw in folks from all around the globe, adding to the fun and excitement of your city.
4. **Conclusion:** Overall, targeting tourism as an audience can yield numerous benefits for both the destination and its residents, making it an attractive strategy for cities looking to promote growth, prosperity, and cultural exchange.

Research Objectives

- *Targeting Specific Tourists Segment:* Identify and target specific demographic or psychographic segments of tourists who are most likely to be interested in the city's activities and attractions.
- *Identifying Tourists Preferences:* Determine the specific types of activities and attractions that are most appealing to tourists visiting the city.
- *Assessing Visitor Behavior:* Understand how tourists currently discover and engage with activities and attractions in the city, both online and offline.
- *Evaluating Competitor Analysis:* Conduct a thorough analysis of similar websites and platforms catering to tourists in other cities to identify successful strategies.

Targeting Specific Tourist Segment

To determine the most appealing activities for tourists, it's essential to first identify the category of tourism that Breda falls into. Breda is categorized under both Domestic Tourism and Inbound Tourism. In the case of Inbound Tourism, it's worth noting that visitors to Breda often fall into the category of Multi-destinational Tourists, meaning they explore various destinations within the Netherlands, with Breda being one of their stops.

For both Domestic and Inbound Tourism, several groups are likely to visit Breda:

- Students visiting schools in Breda during open days.
- Individuals with family or friends residing in Breda, seeking to reconnect or spend time together.
- Attendees of festivals or parties hosted in the city.
- Visitors are drawn to specific stores, restaurants or certain locations known for their unique offerings or ambiance.

This insight stems from the interview we conducted within Breda. Where we asked the following questions:
1. What brought you to Breda today?
Based on the answer to this question we decided which next questions we would ask. Example: "I came here to visit my friend" we would not ask a question like "if your friends came to visit, what would you guys usually do?" because it would mean this person is a tourist and probably wouldn't know as much about Breda.
1. If your friends came to visit, what would you guys usually do?
2. What's your favorite thing to do here in Breda?

3. What are the funnest events you look forward to during the year?
4. What would you say is a "Must see" for tourists visiting Breda
5. What would you say sets Breda apart from other cities?
6. What are your favorite hidden gems or lesser-known spots in Breda?
7. If you could describe Breda in 3 words, what would those be?

Understanding these visitor profiles enables tourism stakeholders to tailor activities and experiences that cater to their interests and preferences, enhancing their overall enjoyment of Breda as a destination.

Identifying Tourist Preferences

We have identified these as preferences tourists have when visiting Breda, in Breda, tourists enjoy the following:

- **Cultural exploration** at landmarks like Breda Castle and the Grote Kerk.
- **Outdoor activities** like hiking in Mastbos forest, boating on the Mark river and picturesque views in Stadspark.
- **Gastronomic adventures** sampling local and international cuisines.
- **Festivals, parties and events year-round**, such as the Breda Jazz Festival.
- **Warm hospitality** and authentic local experiences.

Assessing Visitor Behavior

Online Sources:

-**Tourism Websites**: Official tourism websites for Breda provide comprehensive information about attractions, events, accommodations, and dining options. Tourists often visit these websites to plan their itinerary and learn about the cities offerings-

-**Social Media**: Platforms like Instagram, Facebook, TripAdvisor and Tiktok are popular sources for discovering activities and attractions in Breda. Tourists may follow city-specific accounts, hashtags, or review pages to find recommendations and insights from other travelers.

-**Travel Blogs and Forums**: Travelers often seek inspiration and advice from blogs, forums, and review websites. Personal narratives, tips, and recommendations shared by fellow travelers can influence their decisions on where to visit and what to do in Breda.

Offline Sources:

-**Visitor Centers**: Tourist information centers in Breda provide brochures, maps, and personalized assistance to visitors. Tourists can obtain up-to-date information on attractions, events, and local services, as well as receive recommendations from knowledgeable staff.

-**Concierge Services**: Hotels, hostels, and accommodations often offer concierge services to assist guests with planning their stay. Concierge staff can provide insights, make reservations, and arrange tours or activities based on tourists' interests.

-**Local Recommendations**: Tourists may also rely on word-of-mouth recommendations from locals, hotel staff, or fellow travelers they meet during their visit. Personalized suggestions and insider tips can enhance the overall experience and lead to unique discoveries in Breda.

By leveraging both online and offline resources, tourists can access a wealth of information and guidance to tailor their Breda experience according to their interests, preferences, and travel style.

Evaluating Competitor Analysis

Evaluating the competitor analysis for tourists marketing among Dutch cities requires looking at how various cities position themselves to attract visitors, their key attractions, unique selling propositions, and their strategies for engaging potential tourists. Here's a brief overview of the typical aspects you might consider in a competitor analysis of tourist marketing in key Dutch cities such as Amsterdam, Rotterdam, The Hague, Utrecht, and Breda (so we can see how Breda is currently being marketed in comparison to other cities):

- **Market Positioning**
- Amsterdam is often marketed as a city of freedom and creativity, known for its canals, museums, and vibrant nightlife.
- Rotterdam positions itself as a hub of modern architecture, innovative design, and maritime heritage.
- The Hague offers a blend of international diplomacy with cultural depth, boasting numerous museums and the seat of the Dutch government.
- Utrecht is promoted as a charming university city with rich medieval history and lively student culture.

- Breda highlights its rich history, cultural vibrancy, and natural surroundings.

- **Market Positioning**

Each city showcases specific attractions in their promotions.

- Amsterdam focuses on the Anne Frank House, Van Gogh Museum, and its historic canals.
- Rotterdam emphasizes its architectural icons like the Cube Houses and the Erasmus Bridge.
- The Hague markets its political landmarks and the North Sea coastline.
- Utrecht capitalizes on its central medieval tower, the Dom Tower, and quaint canals with terraces.
- Breda promotes its historic sites such as Breda Castle and the Grote Kerk, along with green parks and forests.

3. Marketing strategies

- Digital presence: Cities like Amsterdam and Rotterdam have robust digital marketing strategies that include highly interactive websites, strong social media presence, and partnerships with international travel influencers and bloggers.
- Cultural Events: Promoting local festivals and events in common; Breda with its Jazz Festival, and Rotterdam with its International Film Festival.
- Sustainability Initiatives: Cities like Amsterdam and Utrecht highlight their green policies, cycling culture, and sustainable tourism practices to attract environmentally conscious travelers.
- Target Audience: Each city may target different segments; for example, The Hague might target political scientists and international law students, while Amsterdam may focus more on young tourists seeking cultural and nightlife experiences.

4. Strengths and Weaknesses

- Cities Like Amsterdam benefit from international recognition but suffer from overtourism, which can lead to a negative experience for visitors.

- Rotterdams modernity is a strength, but it may lack the "typical Dutch" historical allure that many tourists seek.
- Smaller cities like Breda can offer a more authentic Dutch experience without the crowds but might struggle with lower brand awareness.