

China Marketing

Amsterdam Airport Schiphol

Schiphol

Welcome to Amsterdam Airport

Wieke Vrielink



Head of Consumer Marketing

Amsterdam Airport Schiphol

Schiphol > 100 Years, since 1916



Schiphol by numbers

Number of
Passengers?

72 mio

Max number of
air movements

500.000

Number of
Airlines?



104

Number of people
working at
Schiphol?



65.000

Number of
Destinations?

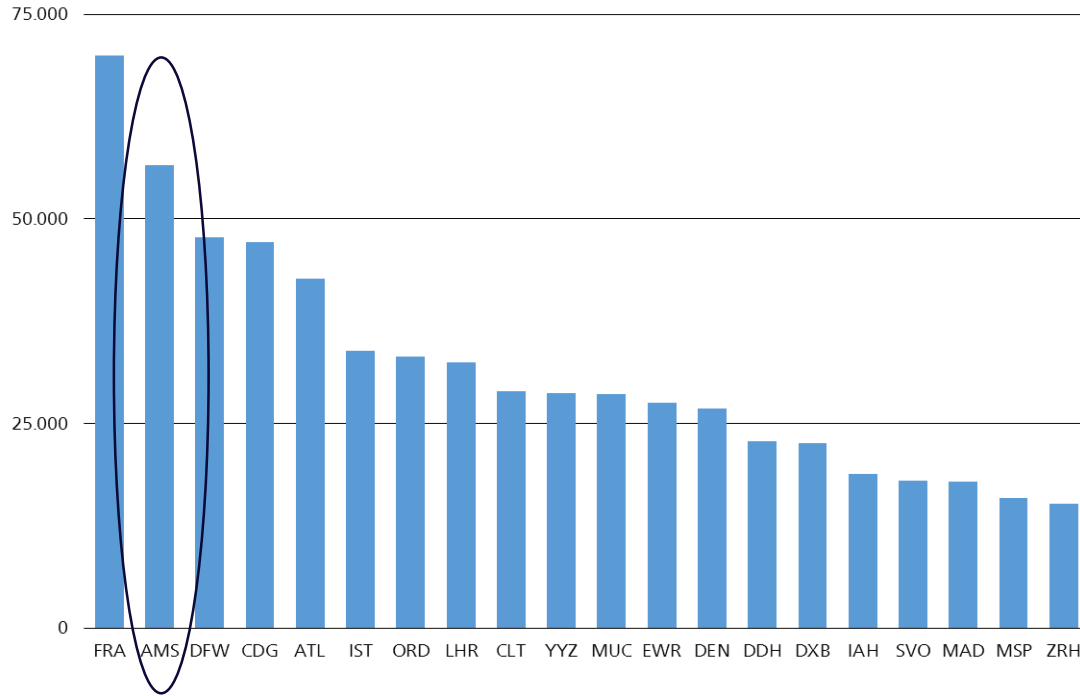


326

Total revenues
2018

1.509 bln

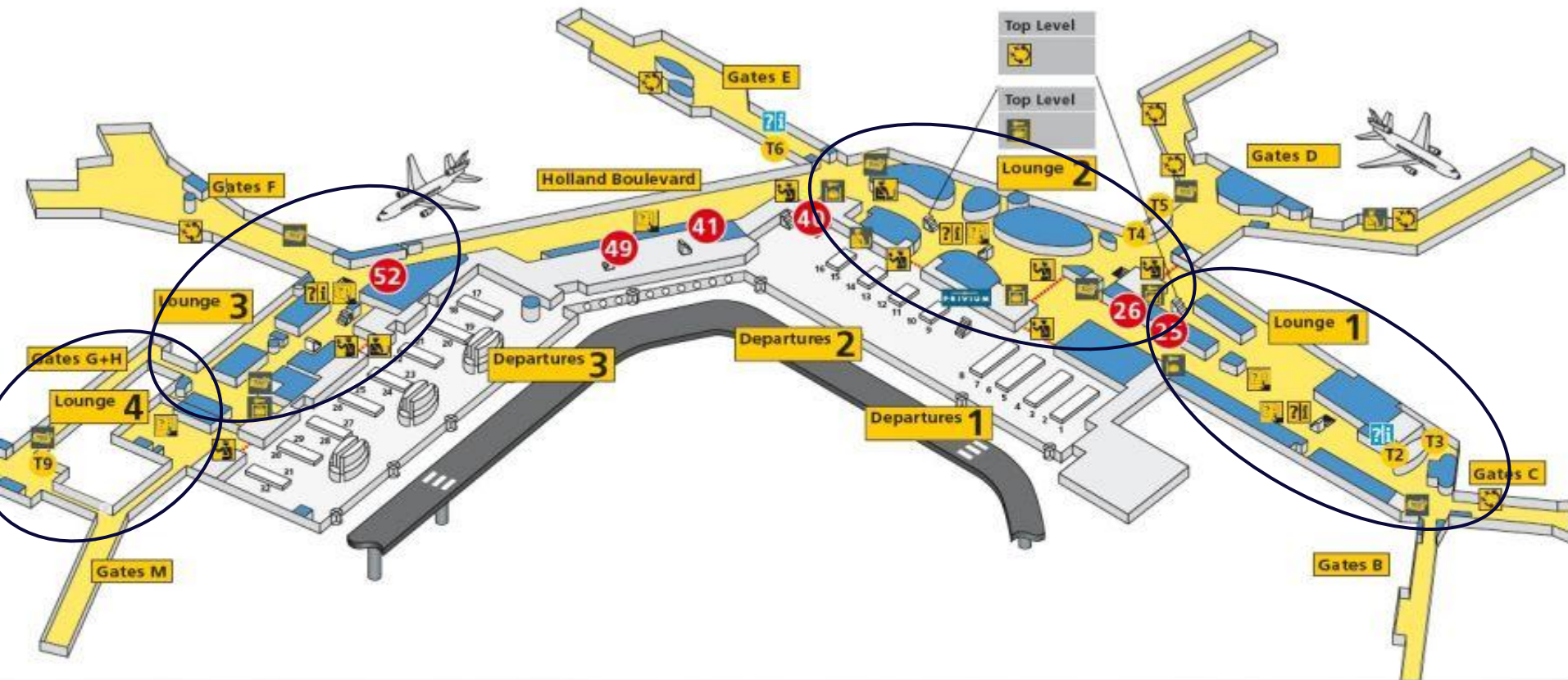
Worldwide Hub connectivity



36% Transfer passengers

Top 3
transfer
passengers?





49 ABN AMRO
40 British Airways
25 52 KLM Crown Lounge

26 41 Menzies
26 41 Servisair

Baggage lockers
Cash and change/
cash machine
Tax Free Validation
Tax Free Refunds

Information desk
KLM service centre
Passport control/
security check
PRIVIUM Privium ClubLounge

Self-service transfer
Self-service
information point
Shops, bars and restaurants
T Transfer desk

Shopping center

369 outlets Plaza & Airside (2018)

Airside: See Buy Fly Shopping Centre with a luxury world.

279 outlets (187 retail, 73 F&B, 19 other)



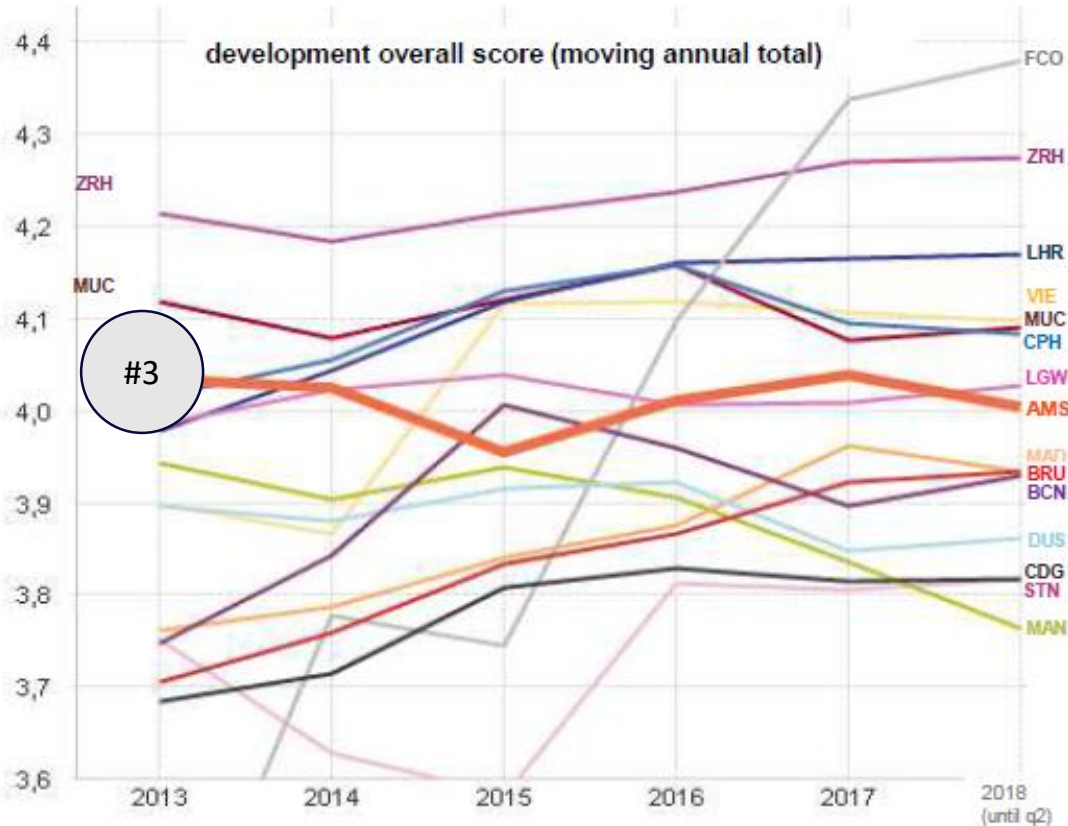
Privium



65.000 Privium members



European airport quality Benchmark



#3

#8

Marketing Strategy

Target Audiences



Leisure

67%



Business

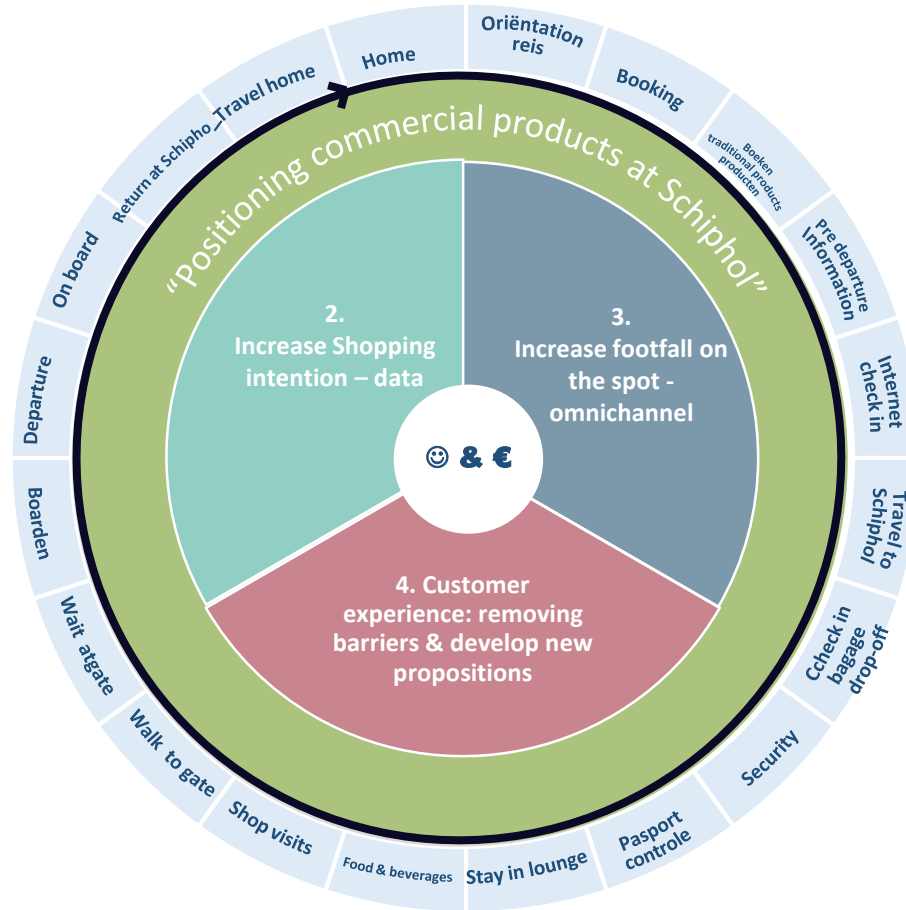
33%



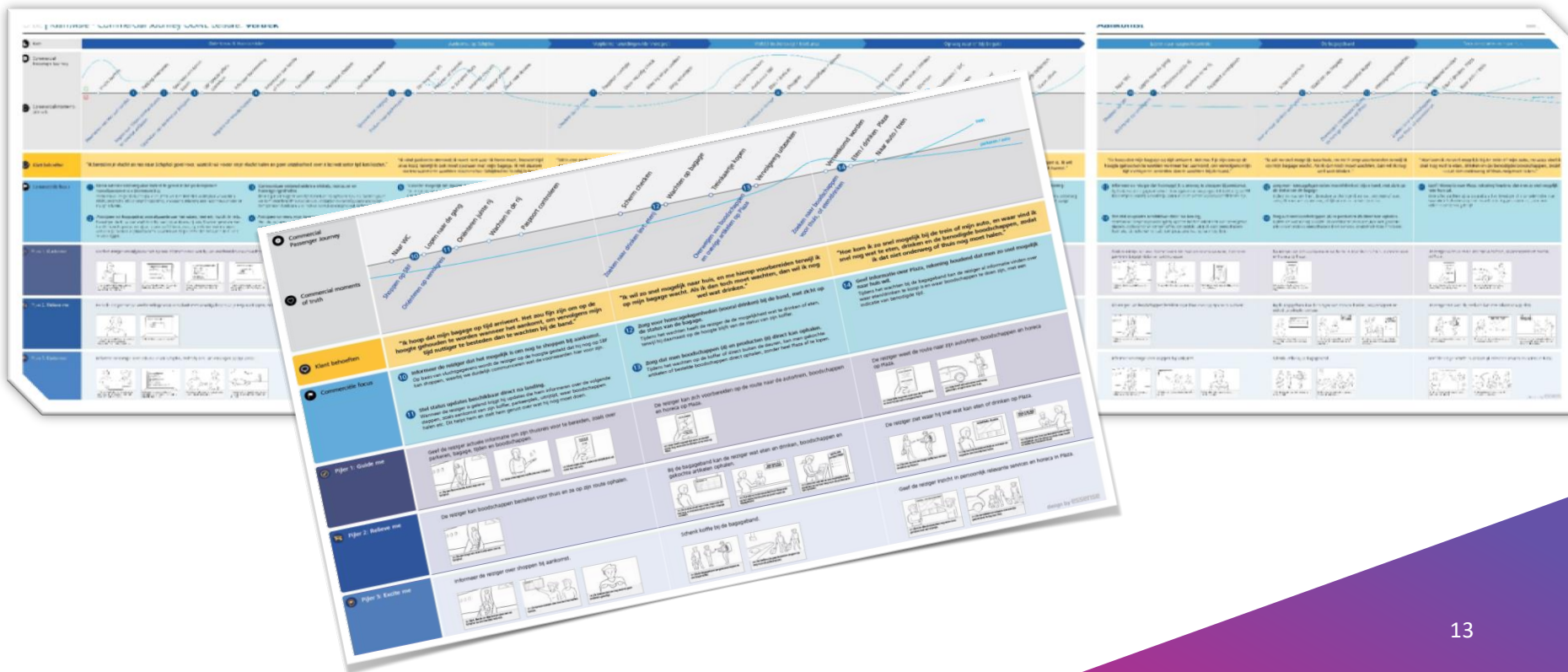
Transfer

36%

Marketing Strategy

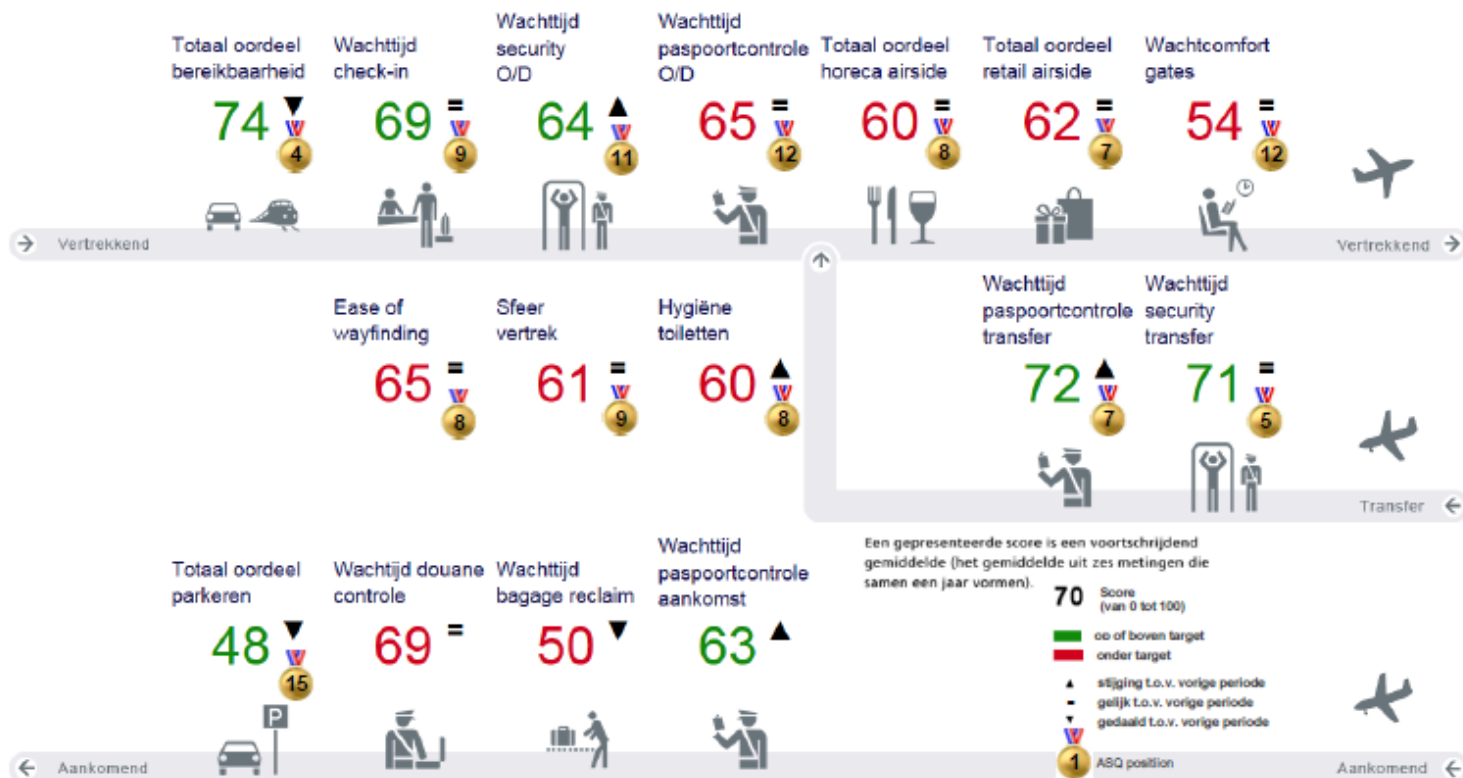


Guide me, Relieve me, Excite me



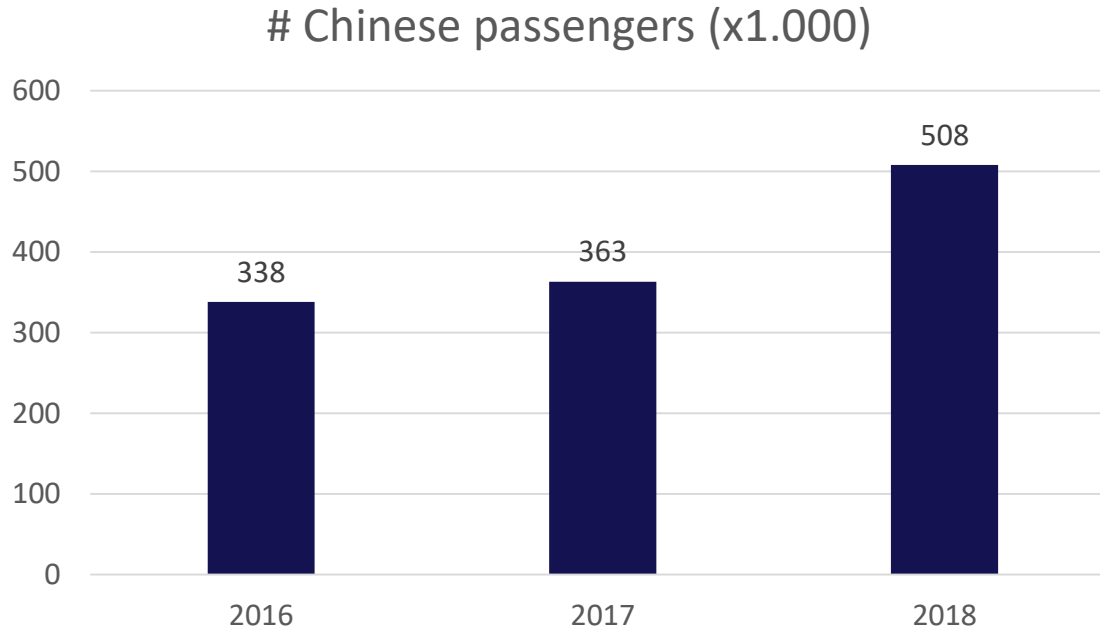
Passenger Experience combined with ASQ position

May– June 2018



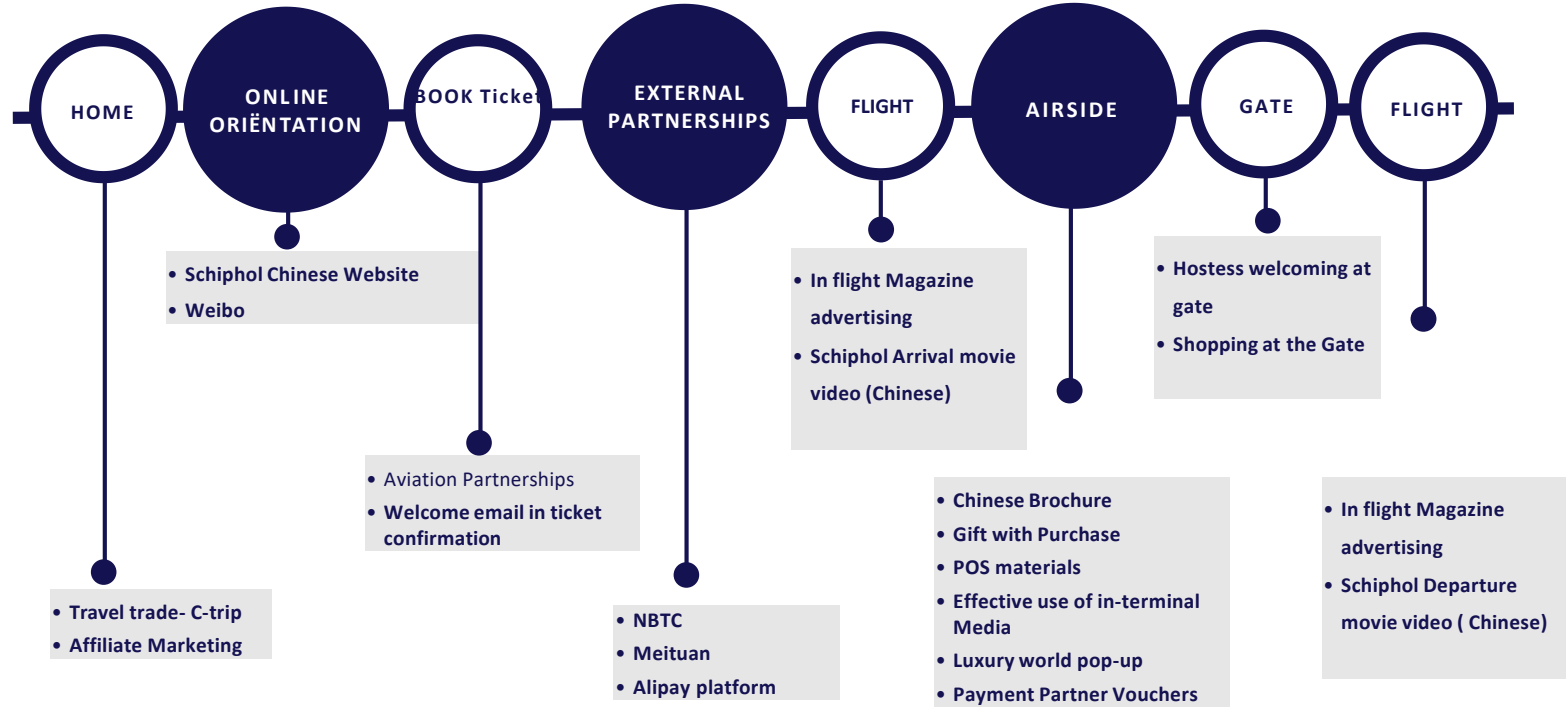
China journey

Continuous growth of Chinese passengers @Schiphol Airport



- 56% transfer
- 1,4% of total passengers

CHINESE PASSENGER JOURNEY



Our China Journey



Chinese New Year Partnership Van Gogh Museum



- Known Dutch brand
- Exclusive IP
- Gift with Purchase in partnership Unionpay
- 360 Experience campaign

Postcard activation



China brochure & influencers



购物指南

阿姆斯特丹史基浦机场

荷兰大师时尚
DUTCH MASTERS FASHION

格调是一种态度
STYLE WITH ATTITUDE

孩子们的最爱
KIDS' FAVORITES

时尚达人- ANN PING
安平到访史基浦机场
TRAVEL JOURNALIST ANN PING
VISITING SCHIPHOL AIRPORT

Schiphol
Welcome to Amsterdam Airport



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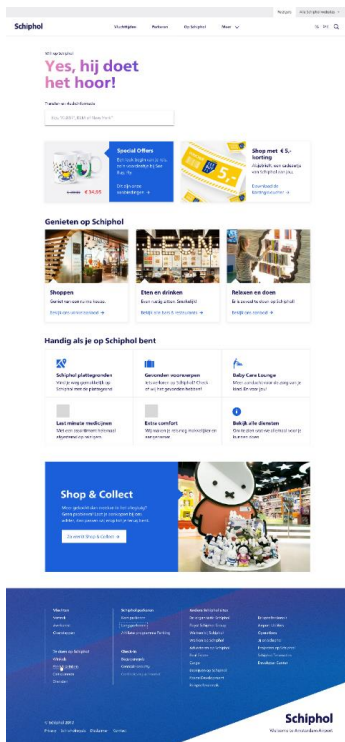
孩子们的最爱
KIDS' FAVORITES

Schiphol
Welcome to Amsterdam Airport

Happy Holidays campaign



WiFi: Chinese landingspage



- Language based
- Practical airport & Commercial information
- More use than passengers (110%)

Unionpay Partnership



- Luxury World
- Pop up selected products
- Union Pay product promotions page
- Influencers on I-pad

UnionPay Campaign Period

BOSE

寶付品牌系列
藍色真動聽
Soundport Free
Take your summer workout to the next level
with these true wireless in-ear headphones!
€179:-



GASSAN

持銀聯卡可在亞基蘭機場海山平與寶飾店，
海山平珠寶金力士最大舖，賞格禮。
凡當次以及卡幣消費滿500歐，
消費滿500歐即可獲贈禮品
“真金”海山平銀飾日表。

Pay with UnionPay cards at Gassan Schiphol
Watches & Jewelry and Diamond shops.
Watches, Omega, Moerhous, Bulgari and
Cartier Boutique at Amsterdam Airport Schiphol.
With your purchase from 500,- you will receive
a unique and brilliant special gift:
a sparkling Gassan keyring.



Neuhaus

寶付品牌系列藍色真動聽
藍色真動聽
By showing your UnionPay card
in Cafe Coco, chocolate store,
you will receive a tasting of
a Neuhaus product.



寶付品牌系列藍色真動聽
藍色真動聽
By showing your UnionPay card
in the Cocoblu store you will
receive a tasting of Mezcal.



寶付品牌系列藍色真動聽 藍色真動聽 藍色真動聽
藍色真動聽 藍色真動聽 藍色真動聽 藍色真動聽 藍色真動聽
Pay with UnionPay cards at The Fashion Gallery or at the
Fashion & Travel stores at Amsterdam Schiphol Airport.
With your purchase from 500,- you will receive a special gift:
a 3D Pop Out City of Amsterdam.



- UnionPay/Schiphol rotating banner campaign on Qunar
- KLM/Air France Boarding Pass

C-Trip Partnership



- Voucher activation
- spring festival
- Shopping guides
- Pre departure mail

Alipay partnership



- Push notification
- In store discounts
- Contact form
- personal shopping

Payment options



Since April 2015



Since December 2017



Since January 2019

Social Media campaigning

Weibo 2018



14,221,129

Views



20,615

Engagements



11,796

Followers



345

Posts

Proud: The wish of Robert



阿姆斯特丹史基浦机场

10月26日 20:18 来自 秒拍网页版 已编辑

泪目🥹 荷兰一位普通的飞机爱好者Robert，不幸身患癌症且治愈率只有20%。他生前最大的愿望，就是能看一眼A380大飞机。史基浦机场得知后联系了@中国南方航空，合力帮他如愿登上了挚爱的A380。作为史基浦机场，能帮他实现生前最大的心愿，我们感到欣慰...走好，R.I.P❤ [阿姆斯特丹史基浦机场的秒拍视频](#)



阅读 724万 推广 | 3223 | 1052 | 4973

Total views: 7.24 M

Total Engagements: 9,248

Chinese New Year Miffy Campaign



阿姆斯特丹史基浦机场

2月8日 19:36 来自 微博 weibo.com

[置顶](#) [#史基浦机场新春送独家福利#](#) 你们心心念念的米菲来了！🐰 为了庆祝即将到来的春节，史基浦机场再度联手人见人爱的荷兰国宝级人物米菲兔，为大家送来新春惊喜！我们准备了超多礼品：20个超可爱米菲钥匙扣，5个超梦幻米菲精美烛台，共25份礼物全部送给你们！2月16日至28日，我们将陆续抽出这25位幸运 ... [展开全文](#)





阅读 40.1万 推广 | 1050 | 376 | 171

Total views: 401k

Total Engagements: 1,597

Influencers for Chinese Independent travelers: #Me@schiphol#

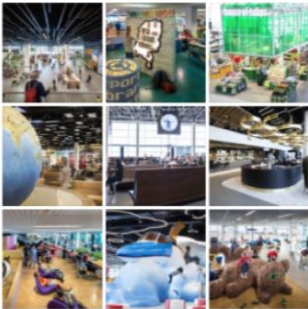


阿姆斯特丹史基浦机场  

2018-10-16 21:39 来自 微博 weibo.com

📸 晒史基浦机场合影，领米菲惊喜礼物！
即日起至11月15日，凡是来到史基浦机场并晒出合照的朋友，就有机会领取米菲限量行李牌和钥匙扣！
如何参与呢？👉

1. 在史基浦机场放松转转，探索你喜欢的拍照打卡地！
2. 完成机场摆拍，记录下你与史基浦机场的合影（越多越好）！
3. 用微博发布照片，并加上话 ... [展开全文](#)



Total views: 764k

Total Engagements: 538



Some results

Best performing categories

- 1) Perfumes & Cosmetics**
- 2) Liquor & Tobacco & Chocolates**
- 3) Fashion & Travel**

Results Chinese passengers



Shopping intention
30% (vs avg 24%)

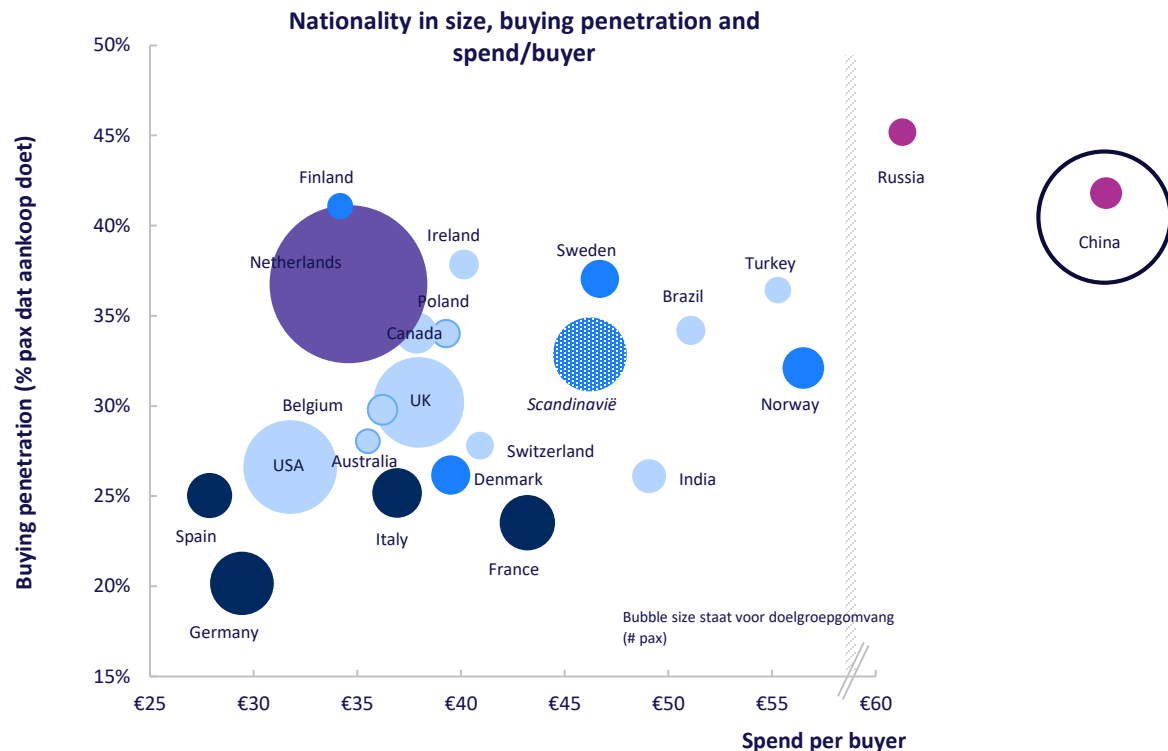


Visit penetration
52% (vs avg 47%)



Sales increase
+7% total
+12% Lounge 2 & 3

Spend per nationality



- Average spend per buyer: €71
- Average spend per transaction: €125 (+6%)

Thank you!

<https://nl.linkedin.com/in/wiekevrielink>

Schiphol

Welcome to Amsterdam Airport