



Appendix 4. City Attractiveness



 **Utrecht**
Marketing



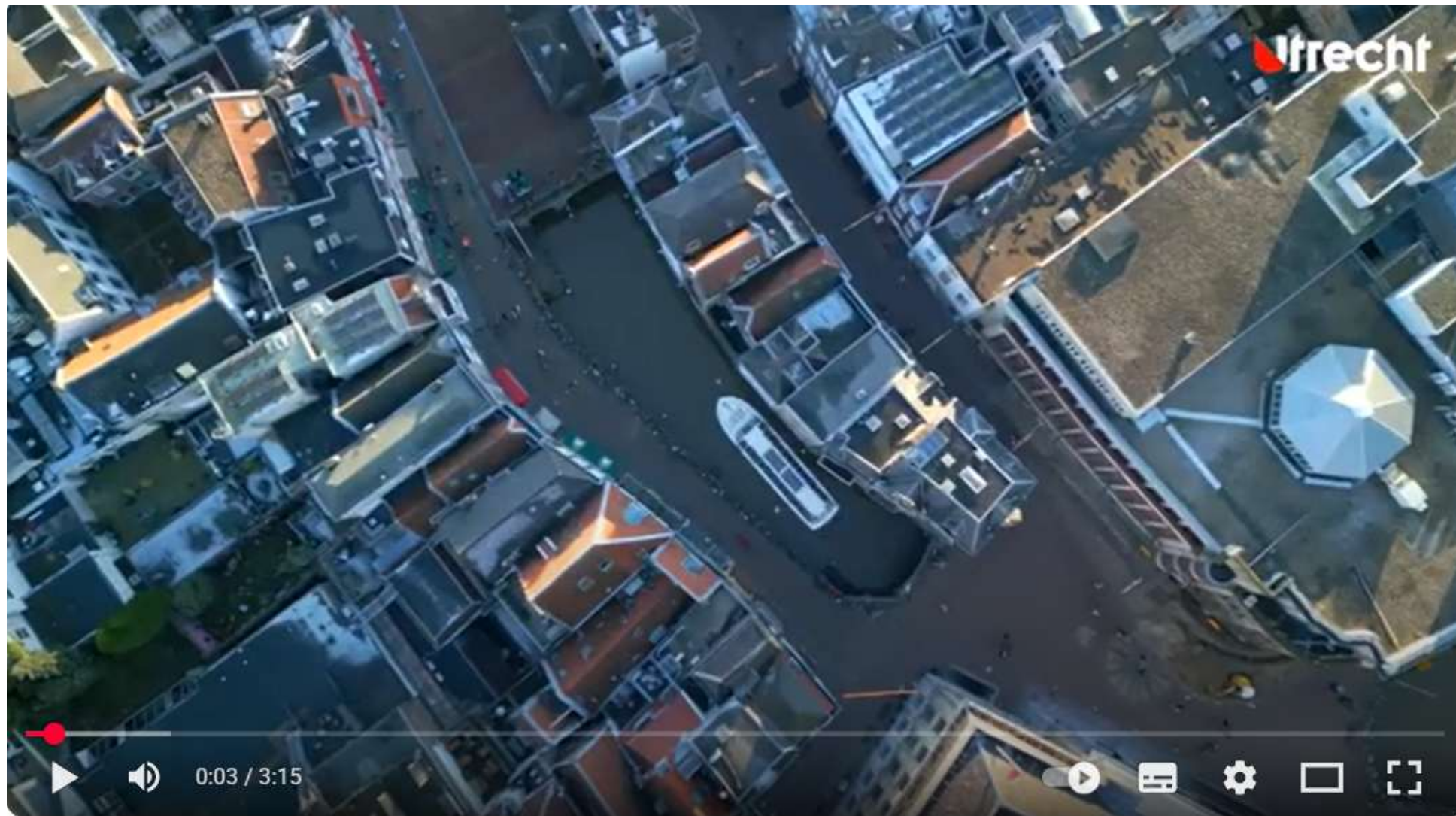
Centrum
management
Utrecht

Always On – Bezoekerscampagne



0:23 / 2:07





Morgen Mooier Maken: meer levendigheid in de stad





Campagneconcept Neem je tijd - Utrecht Marketing





'Als ik je mijn Utrecht zou laten zien...'







Focus on high value visitors

Adventureseekers

‘Deze eigenzinnige en creatieve bezoekers, zijn voor veel in, zolang het een nieuwe ervaring is of hen verrijkt’

Authentiek
Gek FOMO Eigenzinnig
Grensverleggend
Onafhankelijk
Uniek Hip Passie Ruimdenkend
Anders Levenslust Creatief
Verrijkend Vrijheid Prikkelend
Uitdagend Eigenwijs
Tijdelijk
Buiten Gebaande Paden

The Adventure Seeker is • Adventurous • Creative • Assertive • Self-Development Focused • Outgoing • Stubborn

Styleseekers

‘Ze gaan ervoor, zijn doelgericht, weren wat ze willen en wat ze leuk vinden, cultuur of natuur zolang her maar past bij wie ze zijn.’

Exclusief
Goed Geregeld
Geen Gedoe
Complete Ervaring
Eigen Plan Vertrouwd Voor Mij
Veiligheid
Gemak Niche
Kwaliteit
Comfort
Maatwerk
Eigen Gang Gaan

The Style Seeker is • Driven • Goal-oriented • Ambitious • Confident • Enterprising • Sporty



Drivers

Adventure seekers

Strong drivers for choosing Utrecht:

- Cultural offer, shopping offer, catering offer, hip/creative character, bicycle friendliness
- Interest in the frayed edges, alternative places in neighborhoods, alternation of culture and nature in rural areas, small-scale range of shops
- This group is in for a multitude of activities: from active to quiet, through the city, neighborhoods and/or rural areas. A mix of culture with nature, a relaxed and unique hospitality experience and (creative) retail opportunities.

Style seekers

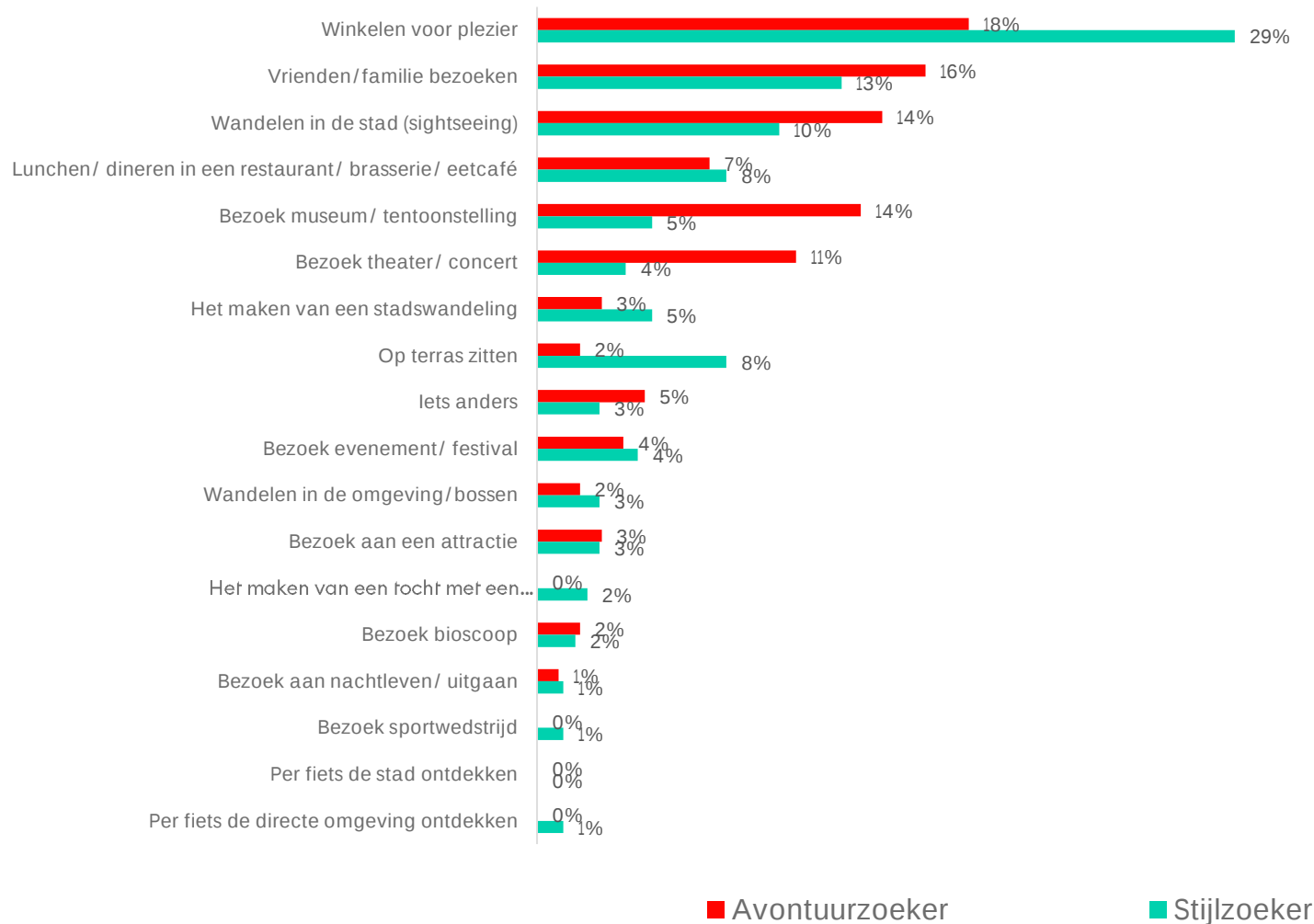
Strong drivers for choosing Utrecht:

- Cultural offerings and historic city centre
- Interest in heritage and culture in particular, followed at an appropriate distance by catering and shopping
- This group is also active outside the high season, likes crowds less, but often on the road in NL, chooses walking rather than cycling. Prefers to cycle in nature.
- The group likes to combine nature and culture. But make sure that not too much is put into a day, because this segment keeps a relaxed pace and takes a lot of time for the 'catering moment', which should not be missed



Lifestyle

Main motive for visit

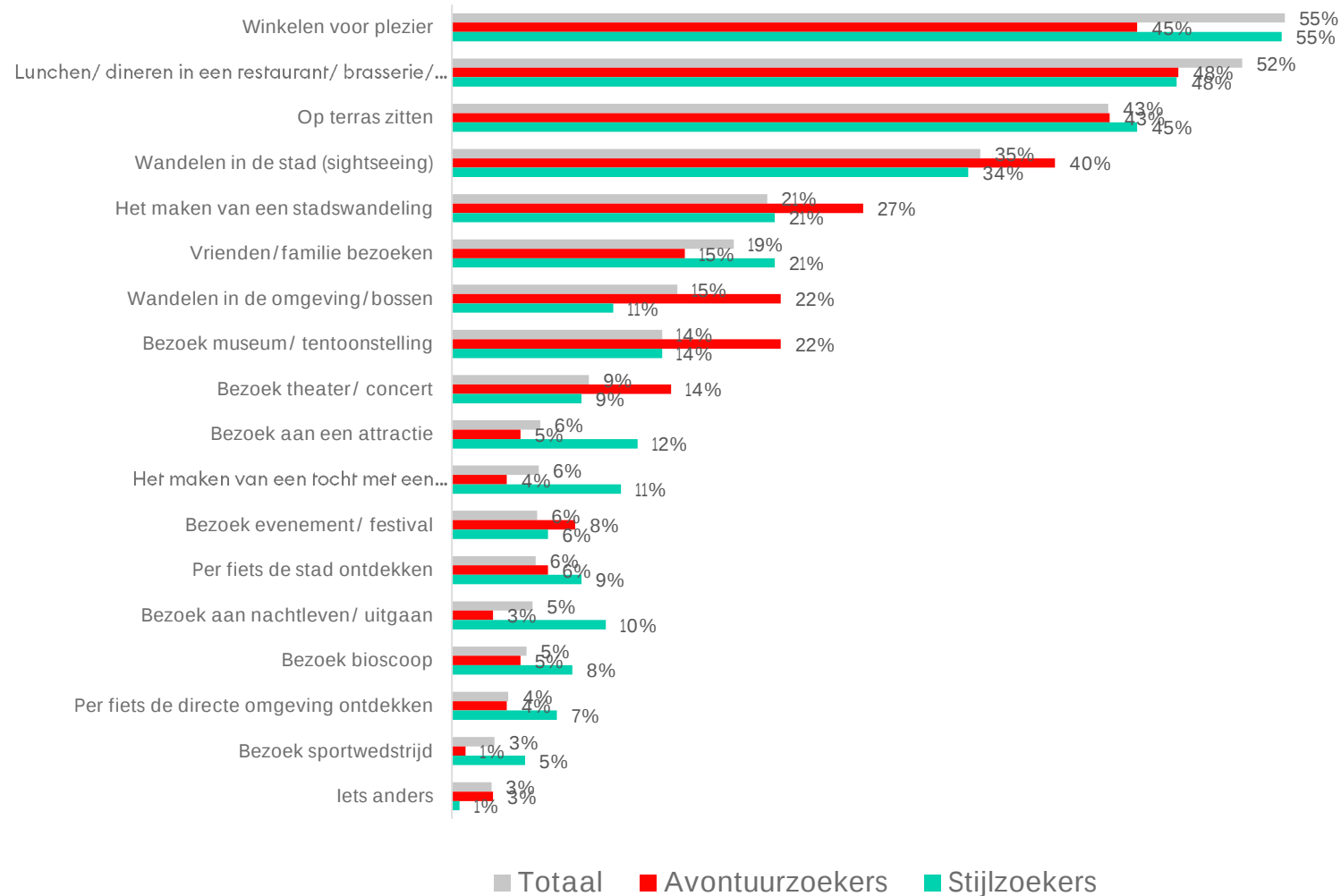


- Main motif of the Adventure Seeker
- Walking in the city
- Museum (more than Style Seeker)
- Theatre (more than Stijlzoeker)
- Main motif of the Style Finder
- Shopping (more than adventure seeker)
- Walking in the city
- Sitting on a terrace (more than Adventure Seeker)



Lifestyle

Activities undertaken



Top 3 is the same for both target groups:
shopping, catering, walking in the city

The Adventure Seeker visits more than
average:

Museum 22%
Theatre/ concert 14%
City walk 27%
For the Style Seekers, they are more than
average:
Attraction 12%
Movies 8%
Nightlife 10%
Discover the city by bike 11%
Discover the immediate surroundings by
bike 7%
Making a trip with a (tour)
boat/canoeing/supping/pedal boat 11%



Trends in visits

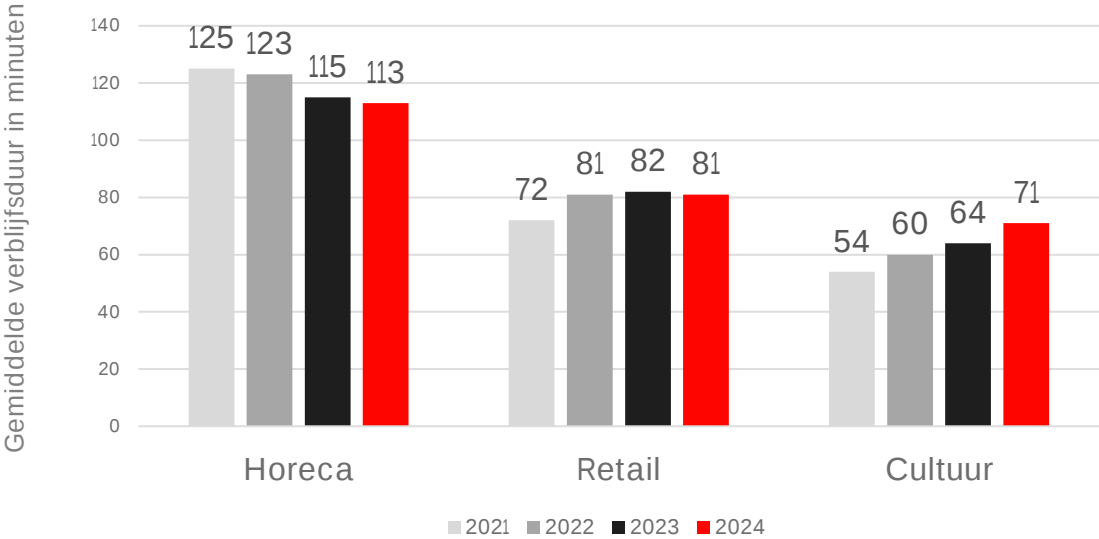
In the last few years, Centrummanagement Utrecht and Utrecht Marketing have been investing together in data and research. This enables us to proactively manage the actions, events, projects and campaigns that we carry out together.

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- The Trends in Visit monitor contains various key figures that form the basis for a constructive and fact-based dialogue with stakeholders, governments and other stakeholders.
- Contents:
- Estimate of visitor numbers
- Best visited streets
- Visits per weekday
- Hourly visits
- Stay
- Origin



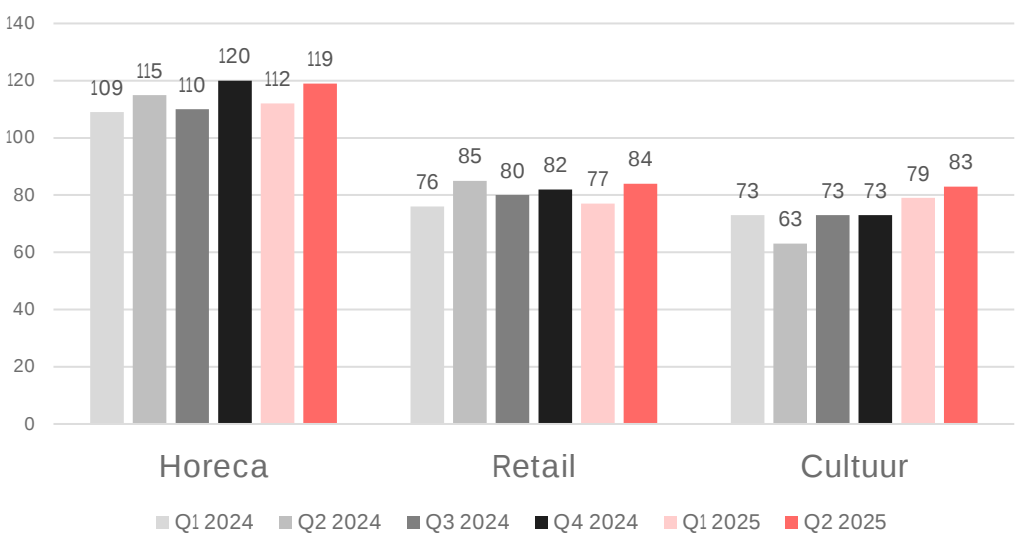
Dwell time

Per year Duration of stay in minutes



	Horeca	Retail	Cultuur
2024 versus 2023	- 2	-1	+ 7
2025 Q2 vs 2025 Q1	+7	+7	+4
2025 Q2 vs 2024 Q2	+4	-1	+20

Quarterly Duration of stay in minutes



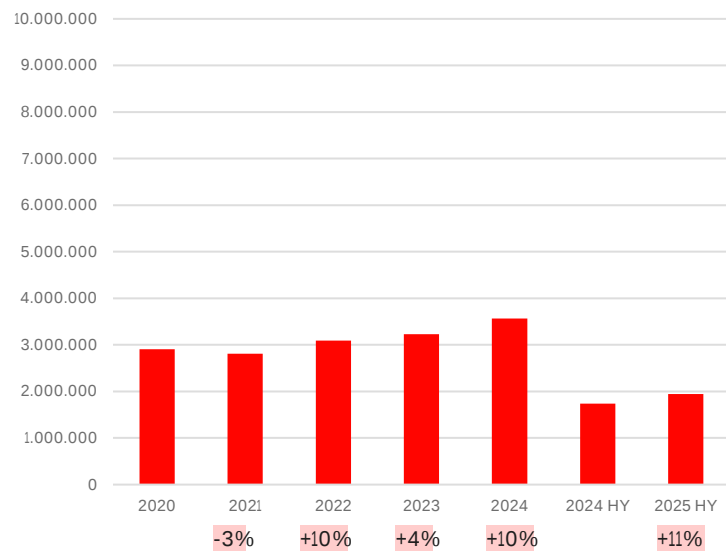
Legenda	
> +10 min	
+ 2 / + 10 min	
-1 to 1 min	
-2 / -10 min	
> -10 min	



Trends in visits

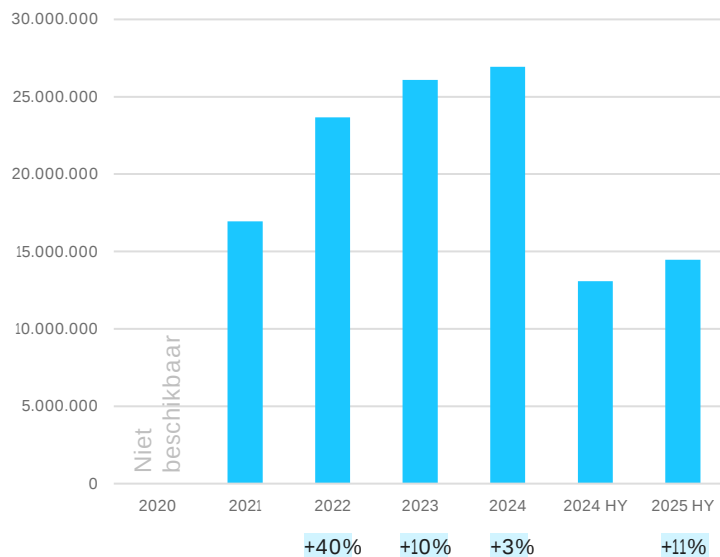
Horeca

Aantal bezoeken



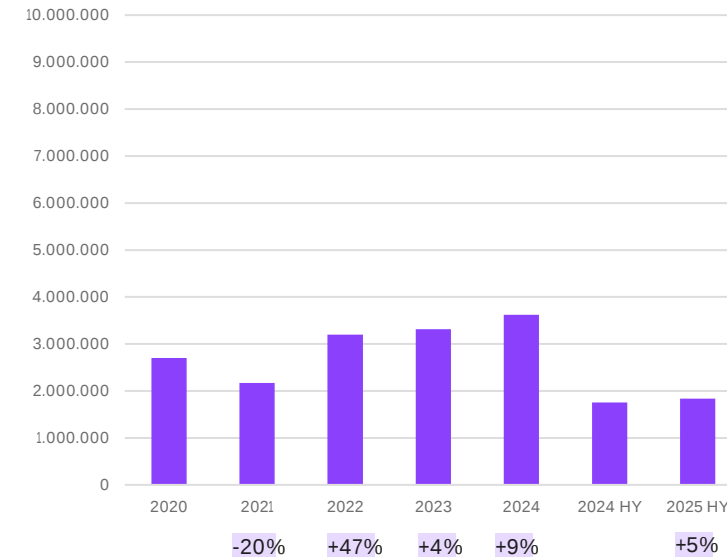
Retail

Basis data: tijdvak 08:00-21:00 uur
Aantal bezoeken



Cultuur

Aantal bezoeken



Spending per person in Utrecht

