WE ARE
HEINEKEN
HEINEKEN | GLOBAL BREWER

THE WORLD’S MOST INTERNATIONAL BREWER
- NO 1 IN EUROPE
- NO 2 IN THE WORLD
- PRESENT IN >70 COUNTRIES GLOBALLY

GROUP BEER VOLUME*
IN 2014: 198.8 MILLION HL
AMSTEL, SOL, TIGER AND MORE

COMPLEMENT OUR GLOBAL BRAND PORTFOLIO

OVER 250 BRANDS

HEINEKEN | BREWING GREAT BEERS
HEINEKEN | A FAMILY BUSINESS
Heineken® Experience | TIMELINE

- 1867: First built brewery
- 1930: Renovation first built brewery
- 1988: Brewery closed
- 1991: First tour on site
- 2001: First experience
- 2008: Renovation
- Amsterdam, home of Heineken
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 | MISSION & VISION

MISSION
CREATE HEINEKEN AMBASSADORS

VISION
BEST ATTRACTION IN AMSTERDAM AND BIGGEST IN VISITOR NUMBERS AFTER RIJKSMUSEUM, VAN GOGH AND ANNE FRANKHUIS
Heineken® Experience | RATING

VISITOR RATE 2015

> 8.7
Heineken® Experience | TRIP ADVISOR RATING

TRIP ADVISOR RATE

4.8
OUT OF 5
Heineken® Experience | VISITOR NATIONALITIES

- UNITED KINGDOM: 18%
- ITALY: 13%
- UNITED STATES: 12%
- BRAZIL: 7%
- FRANCE: 6%
- GERMANY: 6%
- SPAIN: 5%
- NETHERLANDS: 5%
- CHINA: 3%
- AUSTRALIA: 2%
Heineken® Experience | VISITOR NUMBERS

- 2010: 433,212
- 2011: 530,395
- 2012: 565,839
- 2013: 608,375
- 2014: 732,341
- 2015: 888,215
Heineken® Experience | STAFF

- SELECTION
- TRAINING
- EVALUATION
- INCENTIVES
BOTTLE WITH A MISSION
Heineken® Experience | OUR SUCCESSES
We pour 1217 litres of Heineken® beer every day
Heineken® Experience | OUR SUCCESSES
The #HeinekenExperience is used on social media 150x every day
Heineken® Experience | WE CELEBRATE SUCCESSES!
The Heineken Experience Team at Texel
THANK YOU | The Heineken® Experience Team