



# THE HAGUE COCKTAIL WEEK

FRIDAY 1 – SUNDAY 10 OCTOBER 2021



## EVENT REPORT

Prepared by Astrid Philipsen, Owen O'Brien and Nick Mosley









# THE HAGUE COCKTAIL WEEK

FRIDAY 1 - SUNDAY 10 OCTOBER 2021

The third edition of The Hague Cocktail Week ran from 1-10 October 2021 at 18 bar venues across the city. The event was organised by Sharp Media NL which has over 14 years of experience running major food and drink events in Europe and internationally, including cocktail weeks in London, Brighton and the Channel Islands.

The core objectives of the event were:

- To showcase the emerging cocktail scene of The Hague and highlight the various bar styles and high quality offering within the city
- To reflect The Hague as a dynamic place to live and visit
- To connect and create a sense of unity between bars, bartenders and brands

2020-21 have clearly been a hugely challenging years for the hospitality industry across the globe. To support the The Hague's premium bar scene, the organisers waived the venue participation fee for a second year meaning the overhead of the event was covered entirely by sponsorship and Sharp Media NL.

**THE VENUES:** THE GYROS CLUB SKY BAR MARRIOTT THE HAGUE  
STEAM BLEYENBERG GOLD BAR CAPRIOLE PAVLOV THE COURT  
ULTRAMARIJN WONDERBAR BRICKS DE KLEINE PRINS BASAAL  
ETHICA SPUI 180 @ MERCURE MINGLEMUSH HOFHOUSE KAAI 13

**SUPPORTERS:** GINFLING.NL | NOCTO

**THE SPIRITS:** TANQUERAY NO. TEN QUEEN'S RUM GIN 1689 VAN KLEEF  
STARSHIP SPIRITS JOHNNIE WALKER KETEL ONE TALISKER 10  
LEONISTA BRIGHTON GIN RUMMIECLUB & THOMAS HENRY MIXERS

**PROMOTIONAL  
COCKTAIL PRICE**

€8

**NUMBER OF  
FEATURED  
LIQUOR BRANDS**

12

plus Thomas Henry  
mixers

**EVENT  
DURATION**

10 days

**TOTAL COST  
TO VENUES**

FREE

The participation fee for  
venues was waived for  
2021 to support The  
Hague's bar industry

**PARTICIPATING  
VENUES**

18

**NUMBER OF  
MAIN EVENTS /  
ACTIVATIONS**

6

2021 posed more challenges  
than 2020 for creating,  
promoting and delivering events

**NUMBER OF  
€8 COCKTAILS**

54

plus bespoke cocktails  
during event activations

**TOP CITIES  
FOR ENGAGEMENT**

1 The Hague  
2 Amsterdam  
3 Rotterdam  
4 London

**MOST COCKTAILS  
SOLD ON 1 DAY**

365

at The Gyros Club on  
Saturday 9 October  
2021

**MOST COCKTAILS  
SOLD OVER WEEK**

2204

at The Gyros Club  
who supplied a daily  
breakdown of €8  
cocktail sales

**TOTAL COCKTAILS  
SOLD OVER WEEK**

7076

extrapolated from the bars  
who responded to the online  
B2B survey (to compare,  
October 2020, 3275 cocktails)

**INSTAGRAM  
PAGE IMPRESSIONS**

17,652

from 1-10 October

**EVENT GENDER  
DEMOGRAPHICS**

50/50

Facebook stats show a  
gender balance in 2021  
(2020 event was more  
female led)

**EVENT AGE  
DEMOGRAPHICS**

25-34

9% aged 18-24; 42% aged  
25-34; 25% aged  
35-44; 18% aged 45-54;  
6% aged 55+ (Facebook)



**FACEBOOK  
PAGE FOLLOWS**

886

with 769 page Likes

**INSTAGRAM  
FOLLOWS**

1,099

organically generated

**CITY CENTRE  
BILLBOARDS**

7 SITES

10 second digital advert  
on 24 hour rotation  
for 14 days (our thanks to  
The Hague Marketing Bureau)

**PARTICIPATING VENUES**

Bleyenbergh  
Bricks  
Capriole  
The Court  
De Kleine Prins  
Gold Bar @ Indigo  
The Gyros Club  
Kaai 13  
The Hague Marriott

Hofhouse  
Minglemush  
Pavlov  
Restaurant Basaal  
Ethica  
Sky Bar  
Spui 180 @ Mercure  
Steam Scheveningen  
Ultramarlijn Wonderbar

**PRINTED  
FLYERS**

2000

(printed twice)

**PRINTED  
A2 POSTERS**

100

plus venue specific A1  
and A0 posters

**PARTICIPATING BRANDS**

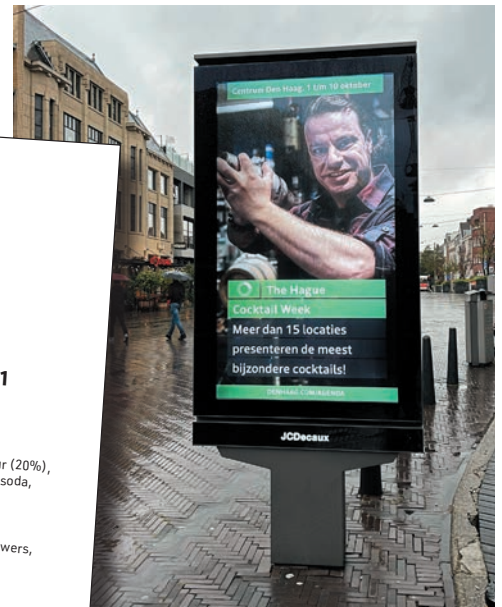
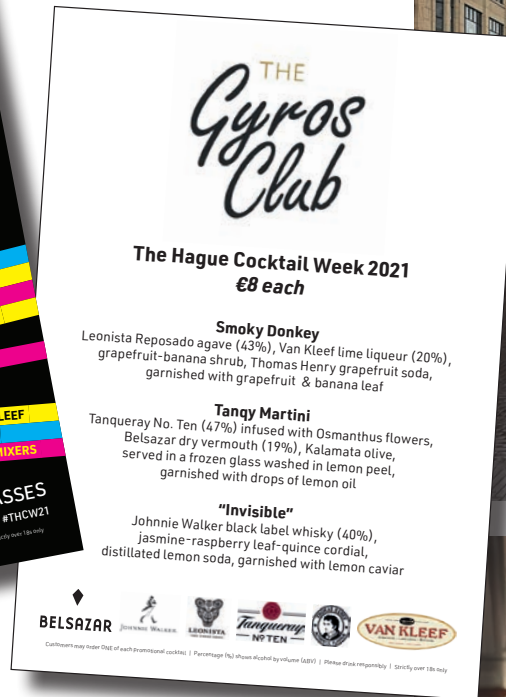
Diageo (Tanqueray No  
Ten, Johnnie Walker,  
Ketel One, Talisker 10)  
Thomas Henry mixers  
Van Kleef  
Brighton Gin

Gin 1689  
Leonista Spirits  
Rummieclub  
Starship Spirits  
Queens Rum  
Ginfling.nl









Venues received 50-100 bespoke printed A5 menus



Examples of social media posts



## MARKETING & PR

- Print and social media marketing activities
- THCW21 featured in Esquire, In De Buurt, Omroep West TV
- THCW21 was promoted by numerous social influencers, Amsterdam Cocktail Week, Nocto and The Hague & Partners

Top: City centre digital billboards  
Middle: Activation-specific marketing  
Bottom: A2, A1 and A0 posters

# THE HAGUE COCKTAIL WEEK 2021 ONLINE SURVEY

An online survey was sent to all venues and brand sponsors in order to get a statistical overview of the successes and challenges of The Hague Cocktail Week. Twenty businesses responded to the survey in November 2021.

**Indien je hebt meegedaan aan eerdere edities, hoe vond je de editie van dit jaar in tegenstelling tot eerdere jaren?** If you participated in previous editions of The Hague Cocktail Week, overall how does the 2021 edition compare?



4/5

**Hoe beoordeel je het aanbod van de deelnemende locaties?** How do you rate the range of participating venues?



4/5

**Hoe beoordeelt je het aanbod van deelnemende sponsors van sterke drankmerken?** How do you rate the range of participating liquor brand sponsors?



4.1/5

**Hoe beoordeel je het aanbod aan evenementen en activiteiten?** How do you rate the range of events and activations?



3.8/5

**Hoe beoordeelt je het gedrukte marketingmateriaal dat door THCW-organisatoren aan jouw locatie is geleverd?** How do you rate the print marketing materials provided by THCW organisers to your venue?



4.1/5

**Hoe beoordeel je de pre-event- en eventfotografie?** How do you rate the pre-event and event photography?



3.9/5

**Hoe beoordeel je de online marketingactiviteiten van THCW-organisatoren ter ondersteuning van jouw onderneming?** How do you rate the online marketing activity provided by THCW organisers to support your venue?



4/5

**Hoe beoordeel je de media / PR-activiteit van THCW-organisatoren (pers, bloggers, digitale billboards)?** How do you rate the media / PR activity provided by THCW organisers (press, bloggers, digital billboards)?



3.7/5

**Hoe beoordeel je het gemak van contact / communicatie met THCW-organisatoren?** How do you rate the ease of contact / communication with THCW organisers?



4.4/5

**Hoe beoordeel je het gemak van contact / communicatie tussen locaties en sponsors van sterke drankmerken?** How do you rate the ease of contact / communication between venues and liquor brand sponsors?



3.3/5

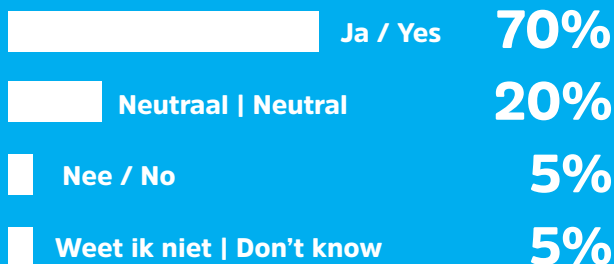
**Indien je aanwezig was, hoe beoordeel je de proeverij bij Van Kleef (5 oktober 2021)?** If you attended, how do you rate the trade tasting afternoon at Van Kleef (5 October 2021)?



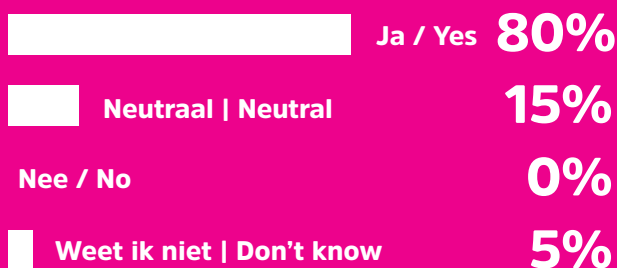
4.2/5



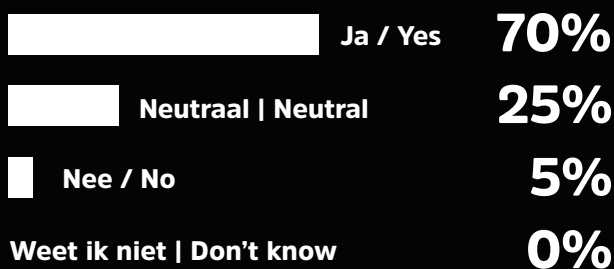
**Bent je het ermee eens dat The Hague Cocktail Week de premium barscene van de stad samenbrengt?** Do you agree that The Hague Cocktail Week brings the premium bar scene of the city together?



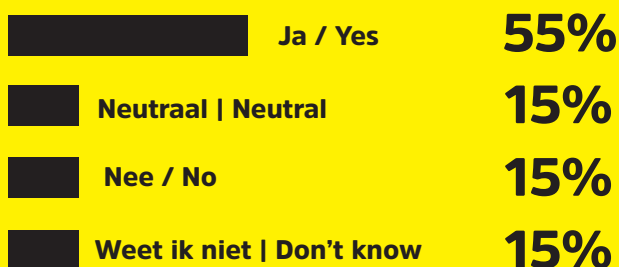
**Bent je het ermee eens dat The Hague Cocktail Week de bredere cocktailscene van de stad op de kaart zet?** Do you agree that The Hague Cocktail Week puts the wider cocktail scene of the city on the map?



**Heeft jouw deelname aan The Hague Cocktail Week het algemene profiel van jouw bedrijf vergroot?** Has your participation in The Hague Cocktail Week raised the overall profile of your business?



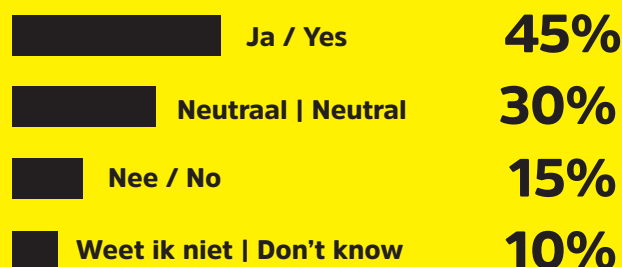
**Heeft jouw deelname aan The Hague Cocktail Week nieuwe klanten opgeleverd voor jouw bedrijf?** Has your participation in The Hague Cocktail Week generated new customers for your business?



**Heeft jouw deelname aan The Hague Cocktail Week jouw bestaande klanten geboeid?** Has your participation in The Hague Cocktail Week engaged your existing customers?



**Heeft jouw deelname aan The Hague Cocktail Week gezorgd voor nieuwe mediakansen voor jouw bedrijf/merk?** Has your participation in The Hague Cocktail Week facilitated new media opportunities for your venue/liquor brand?



**Alleen locaties: kunt je ons een schatting geven van het aantal promotiecocktails dat je tijdens The Hague Cocktail Week hebt verkocht?** Venues only: can you give us an approximate figure on the number of promotional cocktails you sold during The Hague Cocktail Week?

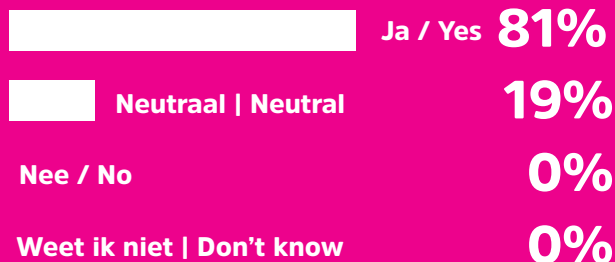
	TOTAL
Gold Bar @ Indigo	312
Ultramarijn @ VOCO	350+
Pavlov	30
Kaai 13	300
The Court	260
De Kleine Prins	300
The Hague Marriott	100
Hofhouse	30
The Gyros Club	2204
Minglemush	75

Based on an extrapolation of the venues who responded to the survey, we estimate the following total number of €8 sold during THCW21:

7076



**Werkt de opzet van The Hague Cocktail Week voor jouw bedrijf (promotiemenu's van 3-4 gesponsorde cocktails)?** On balance, does the format of The Hague Cocktail Week work for your business (promotional menus of 3-4 sponsored cocktails)?



**Alleen locaties: Dit jaar (en vorig jaar) werd The Hague Cocktail Week volledig gefinancierd door sponsormerken en door de inspanningen van THCW-organisatoren. Wil je als locatie graag een financiële bijdrage leveren aan het evenement in 2022?** Venues only: This year (and last year), The Hague Cocktail Week was funded entirely by sponsor brands and the efforts of THCW organisers. As a venue, would you be happy to make a financial contribution to the event in 2022?



**Heb je interesse om in 2022 deel te nemen aan:**

Would you be interested in participating in the following in 2022:

Proposed event for 2022	Ja Yes	Neutraal Neutral	Nee No	Weet ik niet Don't know
<b>The Hague Cocktail Week (4e editie, voorlopige data zaterdag 1 t/m zondag 9 oktober 2022)</b> The Hague Cocktail Week (4th edition, provisional dates Saturday 1 - Sunday 9 October 2022)	80%	10%	0%	10%
<b>The Hague Cocktail Weekender (1e editie van een nieuw concept, voorlopige data donderdag 21 t/m zondag 24 april 2022)</b> The Hague Cocktail Weekender (1st edition of a new concept, provisional dates Thursday 21-Sunday 24 April 2022)	80%	5%	0%	15%
<b>The Hague Bar Awards (nieuw stadsbreed evenementen concept)</b> The Hague Bar Awards (new citywide event concept)	65%	10%	0%	25%
<b>Meer handelsproeverijen/netwerkevenementen in Den Haag het hele jaar door.</b> Further trade tasting/networking events in The Hague across the year	74%	16%	0%	10%

# THE HAGUE COCKTAIL WEEK 2021 WRITTEN FEEDBACK

The Hague Cocktail Week 2021 was entirely funded through the generous financial support of liquor brand sponsors and the efforts of the organising team – Astrid, Owen and Nick with unswerving support from Tom. As with Year 2 (2020), venues weren't required to contribute towards Year 3 (2021).

In the interests of transparency, below are some of the written comments from both venues and sponsor brands. The organisers thank you for your candid feedback which is essential for us hone the model of THCW in 2022. All comments received will be given due consideration in planning next year's schedule of events.

- ★ It's good value for money. [As a brand] my experience was that there was very little engagement from the venues.
- ★ The set-up of Cocktail Week as it is today is tricky. [As a venue] it was not immediately clear which brands were linked. In addition, some brands seem excluded, which means that collaborations that already exist in the bar cannot continue during this week. As a result, interesting events cannot be realised.
- ★ [As a venue] something went wrong with the flyers and the delivery from one the liquor brand sponsors, so we couldn't start on time. Also I found the 'cocktails' more like mixed drinks with garnishes.
- ★ The sponsors just don't follow through. [As a venue] I only received a box of Thomas Henry tonic and Queens Rum.
- ★ [As a brand] let's talk, cause I got some ideas I would like to share with you.
- ★ [As a venue] for a relative small fee, participation delivers value for money. The festival is still small but growing step by step and professionally run. Of course, if the fee would be higher then my expectations would be much higher, ie. more exposure and certainly more visitors.
- ★ [As a venue] I've certainly had people into the bar who had never been, so great! I would abolish the one cocktail per person rule; that is not an encouragement to stay.
- ★ The event photographer coming in for photos without an appointment in advance of the week did not happen. During the pandemic period, its difficult for all of us. Congratulations for what was delivered. The events on social media showed bar and brand entrepreneurs working together.
- ★ Not all brands are consistent in their sponsoring. Some brands are generous, while others offered almost nothing.
- ★ We have listed all the independant brands that were featured in THWC at GinFling.nl and now have new relationships with the distilleries, brand ambassadors and bartenders. It was a great opportunity for us to network, to learn and hopefully for some mutually beneficial sales and future projects.
- ★ We achieved better relationships with media and our company.
- ★ I got to know new people at new venues, various brand owners and expanded my network. Not all necessarily commercially beneficial in the short term, but possibly in the long term.
- ★ You did great! I didn't get everything out of it that I could have because I was unwell, but you did great.
- ★ This event offers us some exposure and our employees feel involved in new challenges.
- ★ On balance of everything, the sponsored stock provided a net profit to our venue. This would have been achieved even with a venue subscription fee.
- ★ It was a great event! Thank you guys! We're looking forward to next year!
- ★ We are definitely keen to support for 2022. We can look at some customer benefits with discount codes/savings at GinFling.nl for the participating brands and happy to help with awareness on the lead-up to events. It was fun to participate in the Atomic Gin 'n' Tonic night at Minglemush and would be happy to participate again.
- ★ Probably a long weekend – ie. from Wednesday until Sunday – would be long enough. One thing to consider is to include Rotterdam as well to make the event bigger; what with both cities connected anyway. Just a idea! Well organised guys.
- ★ [As a brand] being new to the bar scene – but a homegrown Haagse – the key is to make it as hyperlocal as you can. For example, get the hardcore The Hague bars and bartenders as well to participate somehow. Also more activations/music events (with local artists etc) would be a recommendation. Area bar tours (ie. Bierkade tour/ crawl of selected bars) could be an interesting add-on. The idea of cocktails for €8 is great, as the perception of cocktail bars in The Hague/everywhere remains to have the ongoing obstacle of being a big fancy night out / old people / expensive drinks. This clearly isn't the case in 2021.
- ★ [As a venue] my only real thought is that the longer week would maybe benefit from the hotter weather? In terms of volume of sales, we have at least twice as much business in the summer months and people are more likely to part with their money after a cocktail or two in the sun.
- ★ It was a fantastic week and well organised.

**The organisers will share plans for The Hague Cocktail Week 2022, The Hague Bar Awards 2022 and The Hague Cocktail Weekender 2022 in January 2022. If you have any further feedback then please do contact us!**









**SAVE  
THE  
DATES**

# **THE HAGUE COCKTAIL WEEK**

**NEW! The Hague Cocktail Weekender, 21-24 April 2022**  
**The Hague Cocktail Week, 1-9 October 2022**  
**NEW! The Hague Bar Awards 2022**



Drop us a line or an email:

Astrid Philipsen 06 24 98 96 66 / Owen O'Brien 06 21 13 15 00  
Nick Mosley 06 36 53 03 39 / [hello@thehaguecocktailweek.com](mailto:hello@thehaguecocktailweek.com)

Event photos by Honking Elephant and Owen O'Brien