



THE HAGUE COCKTAIL WEEKENDER

FRIDAY 22 – SUNDAY 24 APRIL 2022



EVENT REPORT

Prepared by Nick Mosley, 25 May 2022





This year saw the 1st edition of The Hague Cocktail Weekender (22-24 April 2022) to complement the 4th edition of The Hague Cocktail Week (to run 1-9 October 2022).

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

To support the recovery of The Hague's premium bar scene, the organisers waived the venue participation fee for a third year meaning the overhead of the event was covered entirely by brand sponsors and Sharp Media NL.

There was no additional fee for brand sponsors to feature in The Hague Cocktail Weekender.

STARRING VENUES: BASAAL BLAZE & CO BLUE BLOOD @ HILTON THE HAGUE
BONOBO DE KLEINE PRINS ETHICA FRANKY'S BAR @ VILLA COUCOU
THE GYROS CLUB GOLD BAR @ HOTEL INDIGO KAAI 13 MARRIOTT THE HAGUE
MINGLEMUSH SOLO VINO GUSTO ULTRAMARIJN WONDER BAR @ VOCO

STARRING SPIRITS: BRIGHTON GIN GIN 1689 JOHNNIE WALKER BLACK LABEL METAXA
LALA TEQUILA KETEL ONE VODKA THE LEMON SPIRIT LEONISTA 100% KAROO AGAVE
LISCH SWEDISH VODKA SIX DOGS GIN STARSHIP SPIRITS THOMAS HENRY MIXERS
TANQUERAY No TEN VAN KLEEF ZACAPA RUM GINFLING.NL BELSAZAR COINTREAU
GINAMIS HERMIT GIN NOCTO MOUNT GAY RUM RÉMY MARTIN VILLA ASCENTI

**PROMOTIONAL
COCKTAIL PRICE**

€8

**NUMBER OF
FEATURED
LIQUOR BRANDS**

21

plus Thomas Henry
mixers

**EVENT
DURATION**

3 days

**TOTAL COST
TO VENUES**

FREE

The participation fee for
venues was waived for
2022 to support The
Hague's bar industry

**PARTICIPATING
VENUES**

14

**NUMBER OF
MAIN EVENTS /
ACTIVATIONS**

7

over 3 days

**NUMBER OF
€8 COCKTAILS**

66

plus bespoke cocktails
during event activations

**TOP CITIES
FOR ENGAGEMENT**

- 1 The Hague (40%)
- 2 Amsterdam (8%)
- 3 Rotterdam (4%)
- 4 London (4%)
- 5 Zoetermeer (2%)

**MOST COCKTAILS
SOLD ON 1 DAY**

1031

at The Gyros Club on
Saturday 23 April 2022

**MOST COCKTAILS
SOLD OVER 3 DAYS**

2013

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

**TOTAL COCKTAILS
SOLD OVER 3 DAYS**

3211

based on venues who
supplied sales data. We
estimate that approximately
3400 were actually sold

**TOP COUNTRIES
FOR ENGAGEMENT**

- 1 The Netherlands (79%)
- 2 UK (8%)
- 3 Germany (1%)
- 4 France (1%)
- 5 USA (1%)

**EVENT GENDER
DEMOGRAPHICS**

59/41

Social media data reflects
more women than men
engaged with promotions
(note the 2021 split was
50/50)

**EVENT AGE
DEMOGRAPHICS**

25-44

3% aged 18-24; 30% aged
25-34; 30% aged
35-44; 23% aged 45-54;
14% aged 55+ (Facebook)

**PRINTED
FLYERS**

3,000

(printed twice)
plus 50 x A2 posters

**FACEBOOK
REACH**

4,417

for week 18-24 April
2022

€8 PROMOTIONAL COCKTAILS SOLD 22-24 APRIL 2022

Please note all venues were contacted multiple times to
supply sales numbers. Some venues were unable to supply
accurate figures.

Basaal	29
Blaze & Co	Not supplied
Blue Blood @ Hilton The Hague	Not supplied
Bonobo	Not supplied
De Kleine Prins	275
Ethica Restaurant & Bar	Not supplied
Franky's Bar @ Villa Coucou	72
Gold Bar @ Hotel Indigo	158
The Gyros Club	2013
Kaai 13	400
The Lounge Bar @ The Hague Marriott	91
Minglemush	60
Solo Vino Gusto	Not supplied
Ultramarijn Wonder Bar @ Voco	113

**INSTAGRAM
REACH**

1,088

for week 18-24 April
2022

**INSTAGRAM
FOLLOWS**

1,199

organically generated



THE HAGUE COCKTAIL WEEKENDER 2022

WRITTEN FEEDBACK

The Hague Cocktail Weekender 2022 was a new event that was entirely funded through the generous financial support of brand sponsors and the efforts of the organising team.

There was no additional fee for brand sponsors to participate in the event and – as with Year 3 (2021) of The Hague Cocktail Week – **venues weren't required to financially contribute.**

In the interests of complete transparency, below are some of the written comments – both positive and critical – from both venues and sponsor brands. We see THCW as a collaborative initiative so the organisers thank you for your candid feedback which is essential to hone the model of event. All comments received will be given due consideration in planning the main event in October 2022.

- ★ Venue: We are certainly interested with hosting masterclasses during the event, before or after.
- ★ Venue: It was a succesful weekend. Both Friday and Saturday were busy, however Sunday not so much. Could be because of our venue. Just like the opening party at Van Kleef on Friday, I would suggest a closing party on Sunday as well. It's a nice way to end a busy weekend for everyone and you are able to talk with each other of how everything went.
- ★ Venue: The team was really excited and the feedback from guests was very positive. Most of the suppliers passed by as well during the weekend and enjoyed the drinks.
- ★ Venue: It was fantastic weekend! Thank you for your support.
- ★ Venue: I appreciate the continued support and guidance with organising the event. Sadly we do not wish to continue with the upcoming event later in the year. In the end, it wasn't what we expected (organising a solo event as part of the cocktail week). This resulted in everything being more hassle that it was worth.
- ★ Venue: We barely had anyone from the Cocktail Weekender other than our guests. (note: 27 cocktails sold to walk-ins, 45 cocktails sold to pre-booked diners)
- ★ Brand: (Regarding The Spirit of The Hague) I really enjoyed being at the event. Personally I do think that such an event might be more interesting for newer brands than for us, since most of the people visiting already know our products, and hearing about something completely new is more interesting, which makes total sense. I think it is up to us as a company to see how we can make it more interesting to visit our stand in the future.
- ★ Brand: (Regarding The Spirit of The Hague) It would be great if the event was more PR focused, with more influencers and industry professionals, so it would have created a bit more of a buzz.
- ★ Brand: (Regarding the €8 promotional menus) I noticed that the concept was not very clear to all of the bars which is a bit strange to me since all the communication from your side was very clear.
- ★ Brand: (Regarding the €8 promotional menus) Many bars asked us for additional bottles because the sales went great, or because they found out they couldn't get one of the products one or two days before the event. For now this was fine, but we are unable to keep giving free bottles when the event will last for an entire week, and therefore I think it should be event more clear for the bars that the liquid support from our side is meant as a support, and not to cover all the sales for the weekend. Furthermore, if they want to work with a specific product, I would recommend asking their supplier for the availability as soon as they decide on working with the product, and not 1 day before needing the product.
- ★ Brand: All in all very cooperative and welcoming venues/ owners! Great quality of venues and inspirational bartenders. Comms started in time and the message was clear. Good networking with other participants. There can always be more in terms of advertising/media spend...
- ★ Brand: I have not seen a significant PR push in terms of local media (might be because I am based in Amsterdam).
- ★ Brand: A 'deal' with a hotel venue for hosting all participants; it would further improve networking.
- ★ Brand: (Regarding The Spirit of The Hague) It was great to experience and be there. Overall I did not had much feedback besides that I think myself should have promoted the event better and make sure more press is present that day to spread awareness.
- ★ Brand: Another BIG thank you for an event well organized! We thoroughly appreciated the opportunity to engage with the venues (and we think they were well matched) and consumers at Minglemush alike (and grateful that it did not end up a free for all party!). A really solid base from which to build on in the future.



THE
HAGUE
COCKTAIL
WEEK

SATURDAY 1 – SUNDAY 9 OCTOBER 2022

Drop us a line or an email:
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Event photos by Tom Brown @ Honking Elephant