



BIOGRAPHY

Cees Kikstra – EVP Marketing & Strategy

As Executive Vice President for Marketing & Strategy, Cees Kikstra focuses his efforts on leveraging the unique combination of intellectual property, heritage, and physical assets of each property in the StarParks Group and evaluating attractive properties against StarParks' strict criteria for potential acquisition. His work is supported by nearly twenty-five years of extensive experience in marketing and strategic planning for such market leaders as the Efteling, Disneyland Paris, and Center Parcs.

From his early career in corporation communications for tourism, industrial and consumer markets Kikstra helped Gran Dorado (later renamed Center Parcs) expand their marketing into international territories through a complete re-branding and re-positioning the organization through its new name, identity, house style, advertising, pricing, etc. Along the way, he introduced direct marketing and helped create an on-line reservation system for tour operators.

Kikstra's successes at Center Parcs led to his position as Director of European Marketing and Sales Offices for Disneyland Paris Resort in charge of all marketing and sales cast members outside France . To improve synergy within the company and across the region, he was also named to the German Board of The Walt Disney Company. During his five year tenure, Kikstra helped increase visitors to the park and hotel occupancy through targeted, in-country advertising, promotion and public relations efforts, as well as improved efficiency and new incentives to a wide variety of tour operators. He was selected to Disney Dimensions, the company's demanding executive-orientation program in the US.

When the opportunity arose in the mid-80s to work with the classic Dutch theme park, Efteling, Kikstra took the opportunity to help them create new advertising and communication strategies. For the longer term, he developed a strategic plan around a year-round business that included accommodation and prepared extensive creative and financial plans for the future accommodation and entertainment expansion, The Efteling Village.

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