

International Advisory Board Rotterdam

Findings of Expertpanel with local stakeholders from the leisure/tourism sector



Those present:

- Brenda Kamphuis (De Rotterdam Tours)
- Karin van de Berg (Hilton)
- Christoffel Wielders (Wielders Management)
- Ozgur Eylen (Ibis)

- Marie Therese Marcusse (RP)
- Sander de Iongh (RP)
- Maarten Jeuring (RP)

A few observations

- Things are going very well; leisure tourism is expanding considerably. It shows from the hotel occupancy rates (Hilton, Ibis)
- The cultural offerings are already very good
- Excellent alternative offerings (off the beaten track, e.g. Kunstblock);
- 'classical' museum collections are fewer in numbers;
- Growth of the sector is lagging behind the growth of the city
- Lack of cultural offerings aimed at families
- A nurturing geared to the future appears to be missing
- Rotterdam is a young city/a city of youngsters
- Online marketing is absent in the sector

Potential/strength/principles for success

- The current offer isn't all that bad
- Its strength is in young/grass roots/off the beaten track;
- Focus on millennials (they will be our visitors in 10 years time)
- Focus on a combination of bravado, innovation and experiment
- Something special every year
- Connection between culture (focus on street art) and architecture
- The current vibe in and around Rotterdam

Actions / recommendations

- The current offerings can be characterized as good, but they should be marketed better
- The current offer/collections should see higher visitor numbers for the museums. More focus required on sales & marketing
- Culture/architecture must be included more in the brand of Rotterdam
- Ensure that the offering distinguishes itself from that of other cities
- Improve Sales & Marketing of the cultural institutions: be more visible internationally (e.g. online ticketing)
- Monitor digital developments closely
- Signposting in the city can be improved significantly. Cultural routes
- The city will have to keep innovating! The Staircase last year was fun, but did not attract international visitors. The Collectiegebouw ("Collection Building") will be interesting
- Further emphasis on the green character of the city. Think Central Park New York.
- Do not forget what we have already got!
- Ensure top hospitality on all fronts! Teach each other about offerings!
- A better positioning of Rotterdam Unlimited > make it more international and aim for a multi-day visit
- Rotterdam Festivals must become a(n) (inter)national pull as well; currently the focus is rather

regional

- There is a worry about the future. What will be the new icons? What do you want to achieve in 10 years time?
- Involve young programme makers in the established institutions
- Involve young people in sales & marketing too
- Open up museums to tour operators for one day (together with RP)

Any other business

- Hotels have offered to help cultural institutions by thinking about the same issues

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