

# **DO**URIST TOOLKIT

FOR PARTNERS

**#DORIST**

**#DIFFERENTKINDOFTOURIST**

**#DOROTTERDAM**

**ROTTERDAM. MAKE IT HAPPEN.**

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# THE CAMPAIGN

#DORIST

#DIFFERENTKINDOFTOURIST

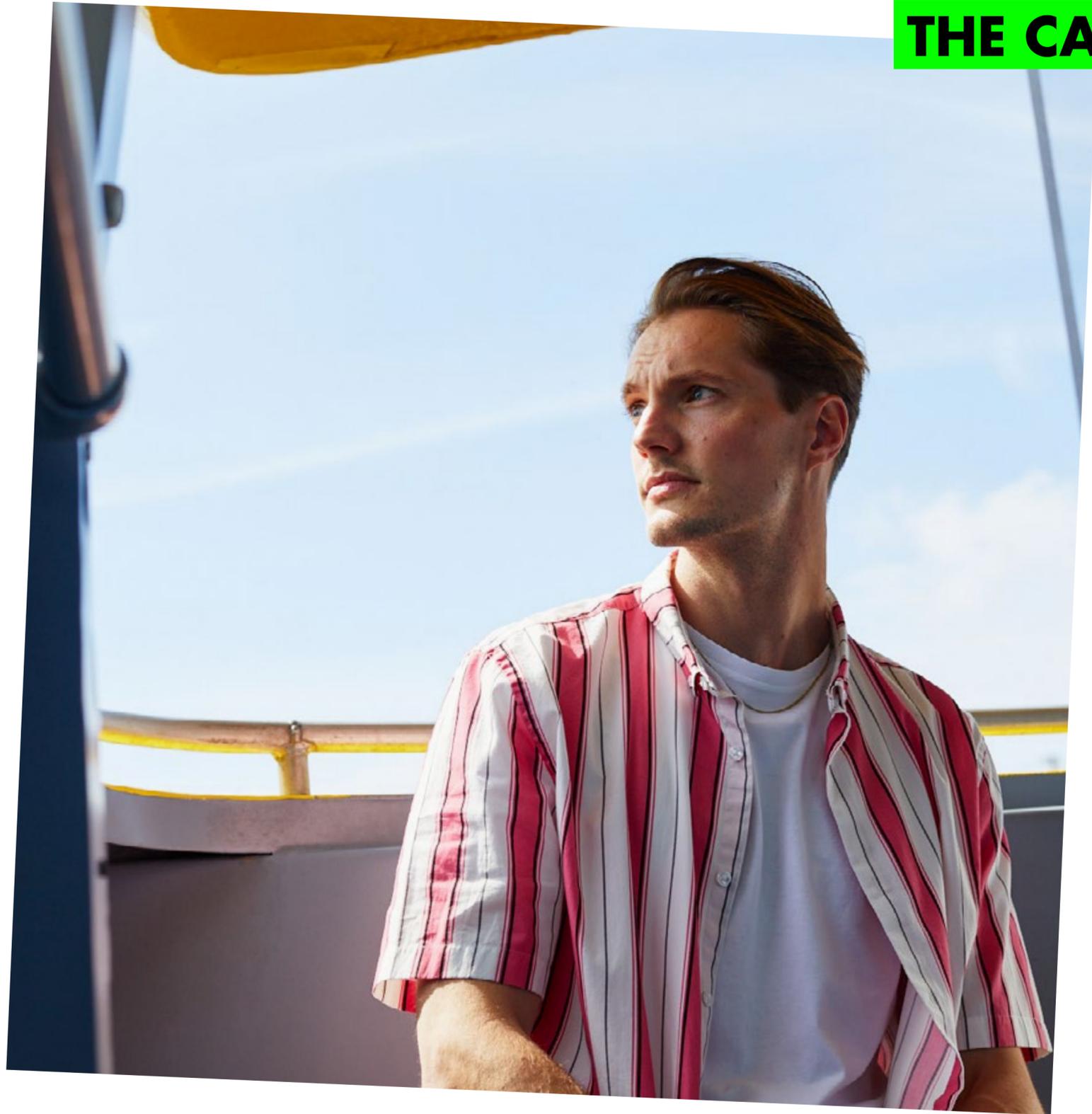
#DOROTTERDAM

**WE WILL INTRODUCE  
A BRAND-NEW TERM  
TO DESCRIBE THE TOURIST  
WHO'S JUST THAT LITTLE  
BIT DIFFERENT FROM  
THE REST!**

# THE **DO** TOURIST

**ROTTERDAM. MAKE IT HAPPEN.**

# THE CAMPAIGN



## THE DO-RIST

**A BRAND-NEW EXPRESSION  
FOR A DIFFERENT KIND OF TOURIST.**

**FROM ROTTERDAM. FOR EVERYONE.  
BECAUSE DO-RISTS ARE NECESSARY.  
THEY BEAUTIFY THE CITIES THEY VISIT.**

**SO BE A DO-RIST! SEEK THE UNKNOWN.  
THINK LOCAL. GO GREEN.**

**CELEBRATE THE NIGHT. HONOUR DIVERSITY.**

**CREATE WHAT HASN'T BEEN CREATED YET.  
TRY EVERYTHING. GO EVERYWHERE.**

**FOLLOW IN THE FOOTSTEPS OF  
ROTTERDAM'S LOCALS TO EXPERIENCE THE  
CITY AS IT REALLY IS.**

**CHECK OUT THEIR FAVOURITES  
BUT MOSTLY, FOLLOW YOUR OWN PATH.**

# ALL ABOUT THE DO-RIST

ACTIVE

OPEN-MINDED

CURIOUS

FOLLOW THEIR OWN PATH

LEADER

THINKS GREEN

PRAGMATIC

## ALL ABOUT THE DO-RIST

### WHY?

By introducing this new term, we will reach out to potential visitors to our city - both young and old - who identify with the do-rist. These kind of people are frontrunners and genuine change-makers. They would never refer to themselves as your typical tourist.

By introducing such a new term as a city, we can show that Rotterdam is once again taking the lead. Rotterdam is **BOLD**, **FORWARD** and **CULTURE**, which is why our city is the place for the do-rist.



## ALL ABOUT THE DO-RIST

### **ACTIVE**

Goes in search of the hidden gems

### **THINKS GREEN**

Shops locally, travels sustainably, also seeks out nature

### **OPEN-MINDED**

Looks for tips from locals and also likes to get out there and meet them

### **FOLLOWS HIS OWN PATH**

Prefers to discover things themselves, and not follow the crowd

### **HAS A BROAD RANGE OF INTERESTS**

Is fond of art, culture, music, architecture, innovation

### **PRAGMATIC**

Combines work trips with city breaks

### **CURIOUS**

Is quick to try out other countries' cuisines and likes to be surprised

### **LEADER**

Would rather know what will be going on tomorrow than what's happening today

Anyway, you get the picture! Which is why it's time to roll up our sleeves and give a warm welcome to the do-rist!

# WHAT DO WE WISH TO ACHIEVE?

**WHAT ARE WE TRYING TO ACHIEVE**  
**WITH THE DO-RIST CAMPAIGN?**  
**??????????**

## WHAT DO WE WISH TO ACHIEVE?



### **PUTTING OUR SHOULDER TO THE WHEEL**

Rotterdam has come out of every crisis in a stronger position, and the Covid-19 pandemic is no exception. Rotterdam Partners - just like you these days – are putting their shoulders to the wheel: after all, it is our absolute priority to stimulate the Rotterdam economy and to help our city move forward. By means of the do-ris communication strategy and campaign, we are creating awareness even before the world is allowed to take to the skies and travel freely again.

### **ROTTERDAM IN THE PICTURE**

We are doing our level best to get and stay in the picture among visitor target groups, which will hopefully result in increased conversion rates for you. Apart from increased visibility, we are also focusing on extra bookings for all the amazing things you have to offer.

## WHAT DO WE WISH TO ACHIEVE?

### THE ROTTERDAM MENTALITY

By focusing on local content on [dorotterdam.com](https://dorotterdam.com), and by linking to your booking widget or website we enable potential visitors to visit our beautiful city and profit from what you have to offer.

### SUSTAINABLE GROWTH

Thanks to this communication strategy and campaign, we are appealing to people who match our city, its identity and ambitions. These are mainly people who feel attracted to the typical Rotterdam mentality because they see something of themselves in it. That's why we should respond to this now by highlighting the similarities between the do-rist and Rotterdammers and their shared needs. But also by underlining what the city has to offer and how this corresponds with what the do-rist is looking for. If we can achieve this, it will enable us to attract visitors to the city who, as a result of coming here, contribute to both Rotterdam's sustainable growth and yours as partners!



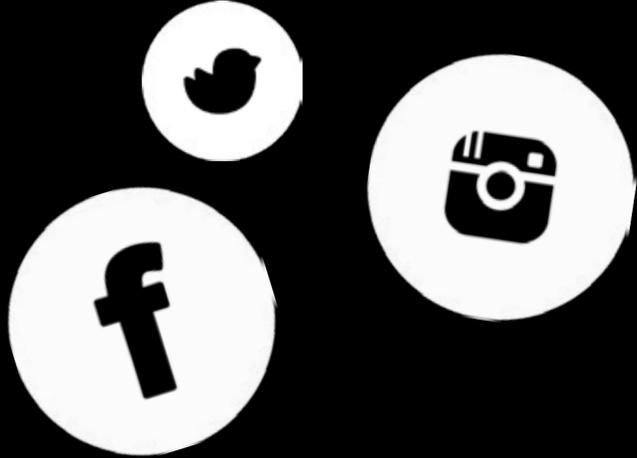
# HOW CAN I JOIN?

**#SHARE**

**INNOVATE**

## HOW CAN I JOIN?

**1. SHARE THIS STORY  
WITH YOUR FOLLOWERS!**



**2. KEEP INNOVATING! WHAT YOU HAVE  
TO OFFER MAKES THE CITY EVEN MORE  
FUN TO EXPLORE.**

## HOW CAN I JOIN?

### SHARING THE CAMPAIGN

With your help, we will launch this new term with a BIG BANG thanks to eye-catching ads, videos and interviews that we will post online on social media and Youtube. We would also love you to share the material from this toolkit with everyone you know.

### WANT MORE INFORMATION?

Go to [dorotterdam.com](https://dorotterdam.com)

Use #dorist #differentkindoftourist #dorotterdam #rotterdammakeithappen and tag @rotterdam\_info (Instagram & TikTok) or @rotterdam.info (Facebook).



# CAMPAIGN ASSETS

**ADS**

**VIDEO'S**

**LOCAL TIPS**

## CAMPAIGN ASSETS

### INTRO

The campaign is divided into three phases that will make the do-rist want to find out more and inspire him/her.

1. **Eye-catching ads**
2. **Four videos about Rotterdam**
3. **Interviews with locals**

All of these direct you to the landing page [dorotterdam.com](http://dorotterdam.com) There, locals give hundreds of tips about 'their' Rotterdam.

We also use striking campaign photography.  
[Download](#)

All campaign assets can be downloaded for use [here](#)

# SHARING ADS

#DORIST

#DIFFERENTKINDOFTOURIST

#DOROTTERDAM

#ROTTERDAMMAKEITHAPPEN

## SHARING ADS

### INTRO

With funny one-liners with a positive attitude, we play on the typical characteristics of the do-rist. Those who can relate to these will naturally want to know more about the Rotterdam phenomenon.

### SHARE

From **25 June**, the campaign will commence on various online channels, and we promise you that, thanks to this publicity, it will be impossible for anyone to ignore Rotterdam anymore. Why not help us bring the do-rist to life and create a big impact by sharing this campaign?



# SHARING ADS

**TIP!** What do I write as a one-liner? Well, in order to help you out, we've already made a start. As you can see, we always finish with a link to the website. Copy the text or get inspired.

All campaign assets can be downloaded for use [here](#)

A **DO**RIST  
WANTS TO  
BLEND IN  
TO REALLY  
STAND  
OUT

DOROTTERDAM.COM

### Example text 1:

We're ready to give a warm welcome to the do-rist. A brand-new term, for Rotterdam for everyone. Want to know more about this kind of tourist who's just a little bit different from all the others? Check out [dorotterdam.com](#) #dorist #differentkindoftourist #dorotterdam #rotterdammakeithappen

A **DO**RIST  
NEEDS A  
HOLIDAY  
AFTER A  
CITY BREAK

DOROTTERDAM.COM

### Example text 2:

Our city has come up with a new term for the type of traveller that the locals are only too delighted to see coming. Why don't you sit in the passenger seat for a change! [dorotterdam.com](#) #dorist #differentkindoftourist #dorotterdam #rotterdammakeithappen

A **DO**RIST  
GETS LOST  
FIRST,  
THEN FINDS  
HIDDEN  
GEMS

DOROTTERDAM.COM

### Example text 3:

It takes courage to be a do-rist. If you think you've got what it takes, why not come to Rotterdam?. Would you like to follow in the footsteps of the do-rist? [dorotterdam.com](#) #dorist #differentkindoftourist #dorotterdam #rotterdammakeithappen

# SHARING VIDEOS

**WITH A BIG BANG**

**WITH A BIG BANG**

**WITH A BIG BANG**

## SHARING VIDEOS

### INTRO

In four short videos, we make the link between what Rotterdam has to offer and what the do-rist is looking for. Each of these videos promotes a different typical Rotterdam theme and, at the same time, amazes the viewer time and time again.

### SHARE

Share the four videos online and help us launch the do-rist with a BIG BANG.

All campaign assets can be downloaded for use [here](#)



# SHARING VIDEOS

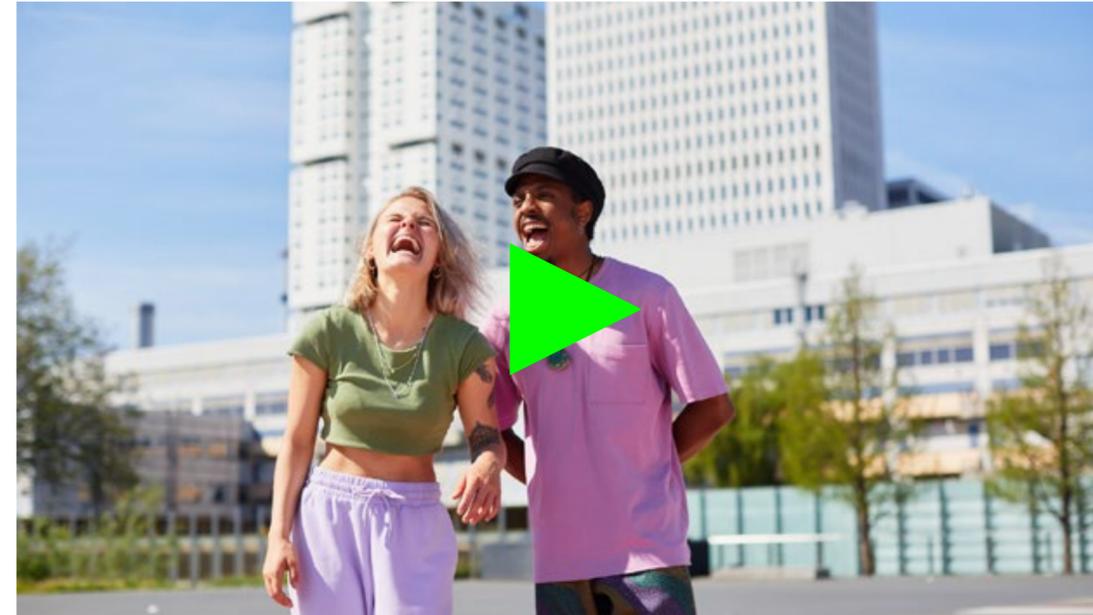
**TIP!** Wat schrijf je bij de video? Wij hebben alvast een aanzet gedaan. Zoals je ziet sluiten we altijd af met een #hashtag. Neem de tekst over of laat je inspireren. #handig

## VIDEO 1- BLEND

In Rotterdam, everything and everyone blends in. Allow us bring you along to the Museumpark, a place that's green, new, old, as well as futuristic and raw all at once. Here you can become one with the city. #dorist #differentkindoftourist #dorotterdam #rotterdammakeithappen

## VIDEO 2 - RETHINKING SPACE

Are you into smart use of space? Just leave that to Rotterdam. Here you can have a rooftop dinner, have business meetings at the bottom of a swimming pool or take in the sun immersed in a work of art. We just dare you not to be amazed by all of this! #dorist #differentkindoftourist #dorotterdam #rotterdammakeithappen



DOWNLOAD VIDEOS [HERE](#)

# SHARING VIDEOS

## VIDEO 3 – DARE

Rotterdam's rawness is something many cities around the world could learn from. Our city is constantly changing, which is why you always find something different to write home about. Especially if you manage to get lost every now and then. #dorist #differentkindoftourist #dorotterdam #rotterdammakeithappen



## VIDEO 4 – CAN DO

In need of inspiration? In Rotterdam, we even got cows floating on water, 'cause to us, water is just a different type of land. #dorist #differentkindoftourist #dorotterdam #rotterdammakeithappen



DOWNLOAD VIDEOS [HERE](#)

# INTERVIEWS

**DO IT LIKE OUR LOCALS DO**

**DO IT LIKE OUR LOCALS DO**

# INTERVIEWS



## INTRO

The do-rist wants to get to know our city as it really is and find out about what's going on in Rotterdam now.

And who knows the city better than the locals? Exactly! That's why we've asked them to tell us more about their Rotterdam and why they've come up with loads of tips for us on [dorotterdam.com](https://dorotterdam.com)

**SHARE!** Have you been mentioned as a tip? Or do you have lots more tips of your own? Why not share them?

Check all interviews with local tips [here](#) and don't forget to share them!

# DO-RIST PRODUCT DEVELOPMENT

**SURPRISING LOCATIONS**

**BOLD COMBINATIONS**

**DARING OFFERS**

## DO-RIST PRODUCT DEVELOPMENT

As you can see, do-rists follow their own path, are active, curious, open-minded, think green and are looking for unique experiences in our city. And what you have to offer, for instance, can help in creating such fantastic and special experiences. Wouldn't it be great if we, as Rotterdam, could provide a wide range of products that matches the character traits of the do-rist? Imagine, for example, bold combinations, or temporary and extremely daring offers, or crazy locations etc.

We see ourselves as being in this for the long run! We, of course, have already incorporated what Rotterdam has to offer into the communication strategy that's aimed at the do-rist, but we still have time to come up with fantastic things for itwith you. So that what's on offer now can continue to grow in conjunction with our strategy and the do-rist will continue to want to keep coming back here to discover new things.

Have you got any fresh ideas that you would like to contribute? Feel free, of course, to brainstorm at any time with your Rotterdam Partners' account manager or drop your ideas at [dorist@rotterdampartners.nl](mailto:dorist@rotterdampartners.nl) In addition, we will make sure that you're kept well informed of the developments within this longterm campaign.



# LET'S INTRODUCE THE **DO**URIST

**ROTTERDAM. MAKE IT HAPPEN.**

Campaign by [Rotterdam Partners](#) & [XYZ Creative Agency](#)