

# ROTTERDAM BETTER THAN EVER.

TOOLKIT APRIL 2022

**#DORIST**

**#DIFFERENTKINDOFTOURIST**

**#DOROTTERDAM**

**ROTTERDAM. MAKE IT HAPPEN.**

**VIDEO**

## **PARTNERS OF ROTTERDAM**

Yes. We all sat inside while it became silent in the city. But if there's one thing we're good at in Rotterdam, it's pushing forward and reinventing ourselves over and over again. It's why we didn't wait and didn't stop dreaming. And once again, emerged from the battle stronger than ever.

Now we're ready for the residents and curious do-rists who want to discover the city. With amazing tours, freshly brewed beers, spectacular dishes, crisp white sheets, highly accessible public transport leaving on time and much, much more.

Watch the [video](#) and feel the pride flow through your veins.



## VIDEO



Hey Do-rist.  
Don't you worry.  
We still know how to show you the city's secrets.  
How to meet your basic human needs.  
How to challenge the way you look at things.  
How to make you want to have the recipe.  
How to get you from A to ....wherever.  
And make you dream about us.  
Of course, Rotterdam is still Rotterdam.  
Only now it's even better.  
Come get inspired.

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## SHARE VIDEO

### EXAMPLE 1

We have not been idle in Rotterdam. You can see, hear and taste that in every corner of the city. Oh yeah, we're ready. How about you? #dorotterdam #differentkindoftourist #dorist #rotterdammakeithappen

### EXAMPLE 2

Are we ready for the coming year? Definitely. This city is buzzing like never before, with everyone going the extra mile. It shows in this video, but even better: come and see for yourself! #dorotterdam #differentkindoftourist #dorist #rotterdammakeithappen #rotterdammakeithappen

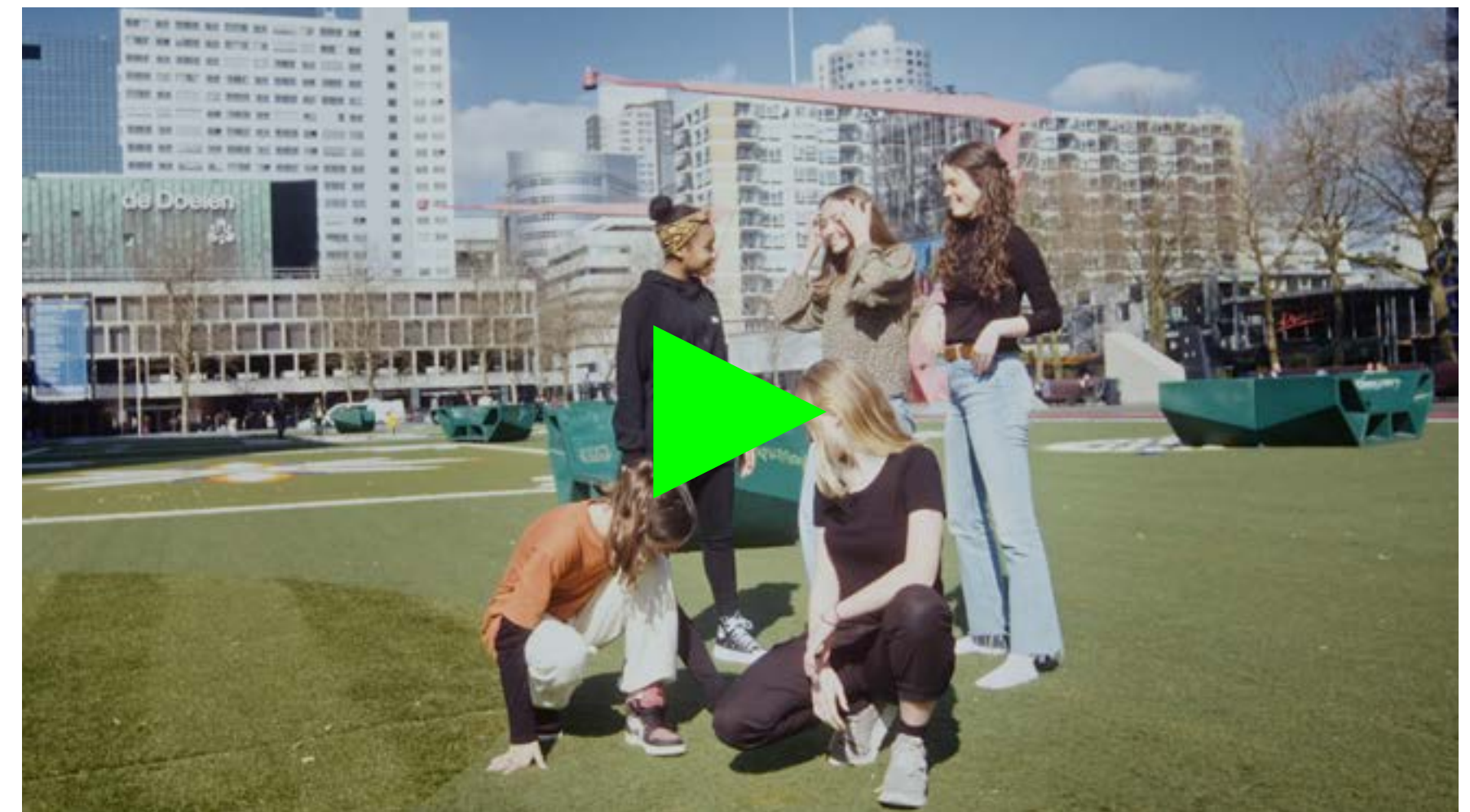
### EXAMPLE 3

Watch us take off! We've been busy lately. We really can't wait to show you why this is the most beautiful city on earth. #dorotterdam #differentkindoftourist #dorist #rotterdammakeithappen

### EXAMPLE 4

We're more than ready for you to come visit us. You don't have to take our word for it, you can see it in this video. #dorotterdam #differentkindoftourist #dorist #rotterdammakeithappen

Also #proud of Rotterdam and yearning to share the video? We've already written the accompanying texts for you; all you have to do is choose, copy and paste.



**DOWNLOAD VIDEO [HERE](#)**