

Rotterdam Festivals



2022
Annual Report

Annual Report Rotterdam Festivals

Festivals

The year 2022 was a year of extremes for Rotterdam Festivals. At the beginning of 2022 the country was still in lockdown due to the Coronavirus pandemic. Later on in the year, when the restrictions eased, festivals and events came back in full swing. Unfortunately, there were difficult external factors again in 2022 and major challenges, including high inflation rates and rapid price increases as well as hesitant visitors. To deal with these uncertainties, a number of organisers received a financial guarantee from Rotterdam Festivals. Thanks to the resilience and the initiative of the festival sector, the year 2022 turned out to be a successful year for events in the end. A few highlights are: the successful Rotterdam Rooftop Walk, a sold-out NN North Sea Jazz Festival, a wonderful Rotterdam Unlimited, a great anniversary edition of Wereldhavendagen (World Port Days) and many well-attended festivals.

New festivals in 2022 were mainly held in the area of Merwe-Vierhavengebied in Rotterdam. A raw part of the city where more and more exciting things are happening. New and innovative programming attracted visitors to this area.

In the year 2022, a total of 2.067.699 visitors came to all the events in Rotterdam. The average overall score of the general public gave the festivals and events in Rotterdam was an 8.1.

Visitors

2022
2.067.599

We see that the cultural celebrations are becoming more professional in Rotterdam. We at Rotterdam Festivals offered knowledge and advice about permits, organisation and production. An important development in 2022 was the

new umbrella review of the zoning plan for events. This set of rules about where and when events can be organized in the city of Rotterdam was implemented. It caused a fierce debate in society about city life: peaceful and quiet or vibrant and lively? Rotterdam Festivals took part in this debate, clearly and openly expressing its informed opinions.

Average overall score general public

2022
8,1

Rotterdam Festivals allocated part of the 2022 budget to making events more sustainable. The Sustainable Events & Festivals Deal (*Duurzame Deal Evenementen en Festivals*) was signed. In a pilot, 12 organisers have been given time and money to make their festivals greener. The themes of inclusion and accessibility are also becoming increasingly important in the events sector. Rotterdam Festivals wants events and festivals to create and encourage an environment in which everyone is equal, so without one specific group determining the codes.

Culture participation

Both cultural institutions and organisers of events and festivals need to have a good understanding of their audience. This is why Rotterdam Festivals developed the Culture Target Audience Model a few years ago. This model is now being increasingly used in many other cities and regions outside Rotterdam. In 2022, Rotterdam Festivals investigated in a number of ways how the Culture Target Audience Model can be further developed. For example, data about brand power and repeat visits were studied, and the use of information sources about means of transport

and spending patterns were looked at. To be able to apply this model in medium-sized cities outside the largest cities in the west of the Netherlands, it was explored whether the target group *'Proevende Buitenwijkers'* (Suburban Sampler) could be divided into two sub-groups. In addition, Rotterdam Festivals carried out an in-depth study with the aim of further improving the knowledge about and insights into each cultural segment.

Rotterdam Festivals also shared its knowledge and experience about the cultural sector by organizing 10 webinars and knowledge sessions about a wide range of topics.

Marketing & Communication

Our public brand Rotterdam Uitagenda and our corporate brand Rotterdam Festivals were more clearly positioned and described in 2022.

Rotterdam Festivals is the corporate brand we use to communicate with professionals and business partners, the makers, organisers, cultural institutions and public administration (the government). The new visual identity is important here: a new house style and a new website were developed. This new style is characteristic for the role and identity of Rotterdam Festivals: we work as a curator in the city, in the space in between the audience, the makers and the local government.

More than 12 million private individuals were reached with our public brand Rotterdam Uitagenda in 2022. This was achieved through the website Rotterdam Uitagenda, the UIT e-mail newsletters, and the magazine 'UITagenda Rotterdam' which is published 6 times a year with a circulation of 50,000 copies.

Rotterdam Festivals also organised two campaigns in 2022. The first campaign was *Hier gebeurt 't* (It's happening here) to warm up the citizens of and visitors to Rotterdam for the festival season in the summer. The campaign created by Snip Snap on Social was successful and even won a marketing award: the Grand Prix Award. The jury was full of praise about its creative, well-integrated and cross-media approach. The second campaign was called *Hartverwarmend* (Heart-warming), which was developed at the end of the year 2022 to warm up the citizens and visitors

during the winter months, inviting them to attend the winter programming, mainly in theaters and on the various stages in the city of Rotterdam.

Financial results

The financial results of 2022 were fundamentally different compared to the financial results of 2021. This is mainly due to the Coronavirus pandemic restrictions being lifted. Many more events were able to go ahead in 2022 compared to 2021. We see this, for example, in the growing turnover of Culturele Affichering Rotterdam (Cultural Posters Rotterdam) (CAR). There were many more posters on display in the city of Rotterdam in 2022 compared to the previous year. We also see that organisers are facing an increase in their costs. This is why, in addition to the standard festival contributions, we also made additional contributions or gave financial guarantees. All this results in a total turnover of EUR 10,437,460 in 2022.

Credits

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Partners, thank you so much!

Where would we be without you? We were able to organise all these events thanks to the municipality of Rotterdam, our most important partner. For 29 years now they have trusted and supported us, so we can look ahead and achieve results. We are also grateful to the close collaboration with all our partners who initiate events, with organisers, cultural institutions both in and outside of Rotterdam, entrepreneurs, educational institutions, enterprising services and advisors. All of us together are making the city of Rotterdam more beautiful, both for the citizens of Rotterdam and for visitors.

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Rotterdam Festivals brings the city to life

Rotterdam Festivals supports and promotes festivals and cultural events that are in line with the city's DNA: raw, international and enterprising. In close cooperation with creative festival organisers and culture makers, we make sure that Rotterdam continues to be a fascinating metropolis. There is always something special to enjoy for everyone. We are at the heart of the cultural landscape; we know what is happening and we are the first to spot new trends. This is our expertise and we advise the local government of Rotterdam about cultural events in the public domain. We also study our festival audience, their expectations and needs, to obtain valuable knowledge.

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