

Rotterdam Festivals



Multi-Year Plan
2025 – 2028

Multi-Year Plan 2025-2028

The direction of Rotterdam Festivals in the next four years is partly determined by changes in the city and the world. We are flexible and prepared for future scenarios. We also take on the role of compass – providing a clear direction and taking people along with us on a new journey we envisage. On this new journey, we will continue to emphasize the value of art, culture and festivals to further develop the city of Rotterdam, its residents and its economy.

Together with creative culture makers and festival organisers, Rotterdam Festivals makes sure that Rotterdam continues to be a lively metropolis, where there is always something special to enjoy for everyone. The city is becoming more crowded, the space available is becoming more limited, rules and regulations are becoming stricter and festival organisers are confronted with dramatic price increases. All this means that we need to make critical choices: about time, space and budget.

We support and promote the wide range of festivals and cultural activities that are in line with Rotterdam's DNA: bold, international and proactive. We believe in excellent quality and innovation, and we give new makers plenty of room. More time and energy is made available to find, encourage, guide and facilitate new makers by going into the depths of the city to do so.

Making good use of limited space

When it comes to making good use of the increasingly limited space available, Rotterdam Festivals also aims to be a catalyst for innovation. We are finding creative solutions to successfully deal with the more densely populated city and the stricter rules and regulations. By testing unconventional locations as festival venues, we create more space for cultural activities that was not there before.

Being a compass for makers

We are proactive when it comes to meeting the future needs in our sector. Rotterdam Festivals will focus on its role as knowledge broker and advisor making this more clearly visible

to the market. It is our number one priority to collect and share knowledge as specifically as possible with culture makers in the city of Rotterdam, allowing them to apply this knowledge. Three key topics we focus on are: inclusion, sustainability and organising affordable festivals that are also open to people with special needs. We also encourage culture makers to gather more knowledge themselves by doing research and experiments as the entire sector will benefit from this.

Reaching the audience

Over the next four years, Rotterdam Festivals makes an extra effort to attract visitors to the range of cultural events and festivals offered in Rotterdam. We aim to increase the number of potential visitors who will receive Uitagenda Rotterdam, for example by using the online channels of Uitagenda even more specifically and by offering all the information in English as well. We will investigate – as requested by the sector – our options to promote the range of cultural activities and festivals in Rotterdam to a much wider national audience throughout the Netherlands. Meanwhile, we will continue to work hard to attract a local audience. We will also reach out to niche media in order to approach a new audience.

More in-depth research

Our research team will do more in-depth research in the next four years. We want to collect even more useful data, compared to what we are doing already. We also want to share this information more proactively and more specifically with the sector. We will do impact research: What is the effect of a cultural visit on the members of each cultural target audience? We will continue to develop the Cultural Segmentation Model, updating it and adding more value. Now that the Cultural Segmentation Model has been implemented throughout the Netherlands, Rotterdam Festivals as its founder and developer, will once again be the compass pointing other cities and regions into the right direction.



Rotterdam Festivals



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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