

Competitor Analysis



B R E D A

Leiden:

<https://www.visitleiden.nl/nl/leidenenpartners>



Online Strategies:

Leiden is one of most popular student city in the Netherlands. They target their student audience via online strategies. Leiden used Instagram and TikTok to promote what the city has to offer like museums, cafes, festivals and more. They also created their one hashtag to use one Instagram to share with people.

<https://www.instagram.com/stadvanontdekkingen/>



stadvanontdekkingen

Follow

Message

...

1,723 posts

22K followers

344 following

Leiden, Stad van Ontdekkingen

De tofste Leidse plekjes, events en tips

Deel jouw foto's met #stadvanontdekkingen

Wat is er vandaag te ontdekken?

leiden.nl/uitagenda + 4



Musea



Leiden



Horeca



Hotels



Uitagenda



Trakteer jezelf



SSL

POSTS

REELS

TAGGED



Get inspired

Got a great photo or video of Leiden? Share your photos with #stadvanontdekkingen



@hetisleiden



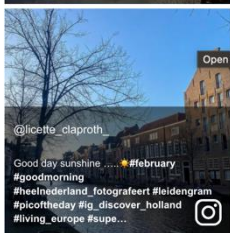
@laila_nl



@loveleiden.nl



@blinkylforte



@licette_claproth

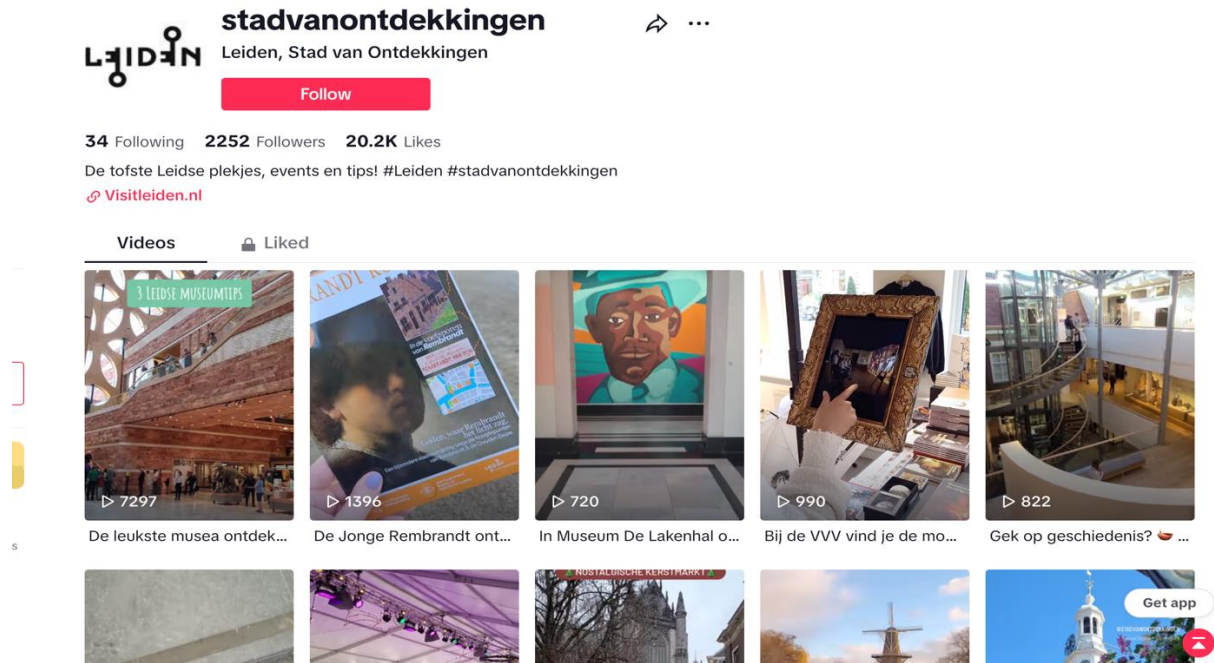
Good day sunshine... #February
#goodmorning
#heelnederland_fotografeert #leidengram
#picoftheday #ig_discover_holland
#living_europe #supe...



@loveleiden.nl



@by.bradley



They also attract Students by highlights what makes its education unique through stories about its teachers and talents. Together, the city, Leiden&Partners, and schools work on making Leiden known for its great learning places. They use a special set of tools to help schools bring in new talented people.

Leiden also introduced the &Culture card. The &Culture card is a unique digital pass for Leiden students, offering special discounts on cultural activities from local businesses. This effort is a result of teamwork between Leiden's city officials, student groups like the MASCQ associations, and the Local Chamber of Associations, connecting over 7,000 students each month to Leiden's rich cultural offerings

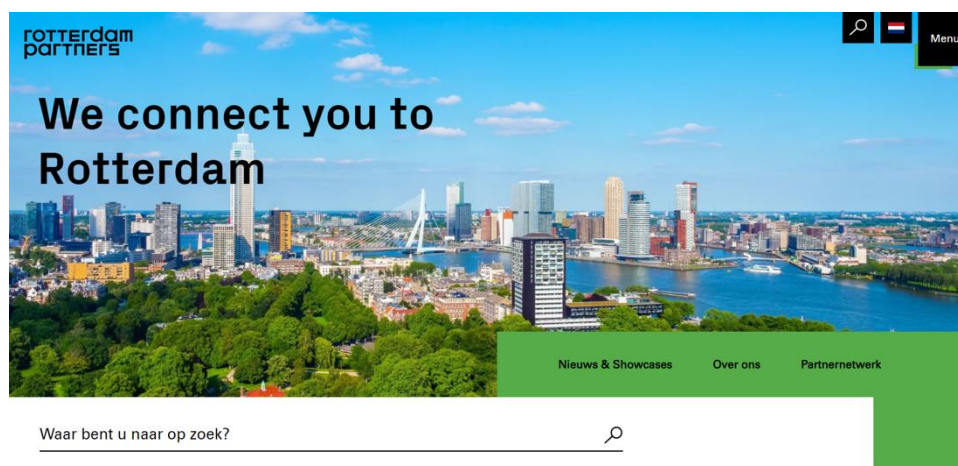
Rotterdam:

Rotterdam has an official tourism and promotion website which is managed by Rotterdam Partners. This website provides information about the city, including attractions, events, cultural activities, dining, and accommodations. It serves as a guide for tourists, international students, and business professionals interested in visiting or moving to Rotterdam.

Online Strategies:

The website offers insights into the city's architecture, its art and cultural scene, and practical information for planning a visit or move to Rotterdam. It's a good resource for anyone looking to explore what the city has to offer.

<https://rotterdampartners.nl/>



On this website there are links to sites such as LinkedIn, Instagram, Facebook and TikTok. On LinkedIn they also post posts about Rotterdam, such as about the way it tries to help the climate. This is obviously a very good way to attract visitors. There they also use hashtags to call for even more exposure.



Rotterdam Partners

21.373 volgers

3 w

🌱 Rotterdam is embracing the challenge of transitioning towards a circular economy. The end goal? By 2030, circularity will be a way of life, with a fully circular economy within reach by 2050. And if you say 'circularity' in Rotterdam, you say [BlueCity \(010\)](#). Nestled in the city center, BlueCity stands as an international beacon and national nexus for circular entrepreneurs, showcasing the transformative potential of the circular economy.

During the annual Week of the Circular Economy (March 11-16) BlueCity is packed with activities, highlighting best practices, exciting innovations and promising collaborations. More info: <https://lnkd.in/e4adZpGu>.

[#Circularity](#) [#Sustainability](#) [#NewEconomy](#) [#CircularEconomy](#) [#RotterdamMakeltHappen](#)

📷 Willem de Kam | Maarten Scheer | Rotterdam Innovation City



rotterdam
partners

Rotterdam Partners

Internationale handel en ontwikkeling

Discover Rotterdam's potential for investment, trade, congresses, events, and tourism - let us be your guide.

Volgen

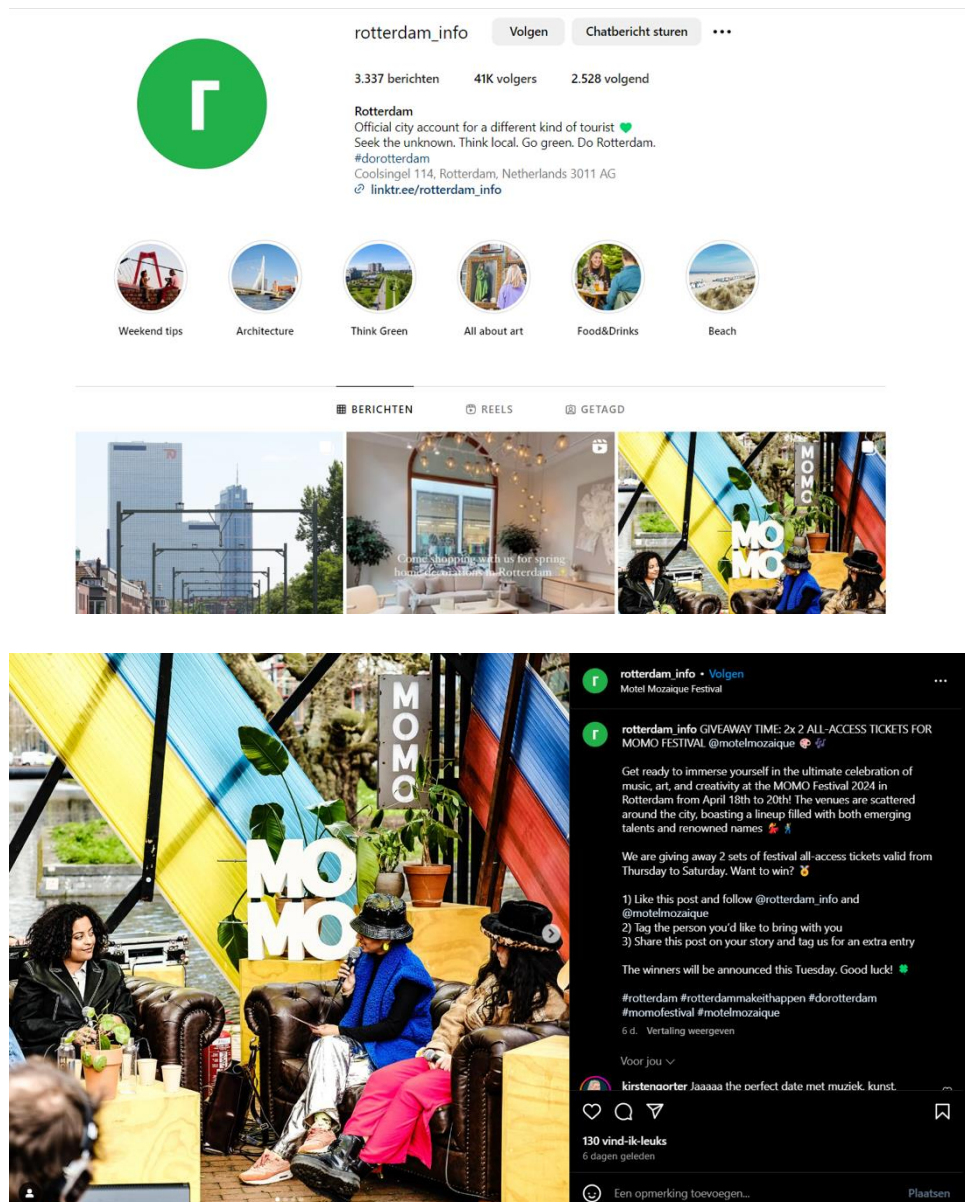


Alle 87 medewerkers
weergeven

Over ons

Rotterdam Partners is trots op Rotterdam en wil de stad vooruit brengen. Wij sturen op het imago van Rotterdam en promoten de Rotterdamse regio nationaal en internationaal. Wij openen de deuren van Rotterdam voor toekomstige bezoekers, bedrijven, bewoners en studenten. Wij enthousiasmeren, inspireren, maar overtuigen ze ook om Rotterdam te bezoeken, hier zaken te komen doen, hun bedrijf hier te vestigen, hun congres hier te organiseren, hier te komen wonen of te studeren. Rotterdam Partners is daarmee verantwoordelijk voor de citymarketing, de acquisitie, en werkt aan een beter vestigingsklimaat. Zo versterken wij de Rotterdamse economie in de breedste zin van het woord.

On Instagram they post about specific facilities and shops. They even do giveaways for certain events that take place in Rotterdam. If you want to enter the giveaway you have to tag your friends and follow their account, this will bring a larger audience to them.

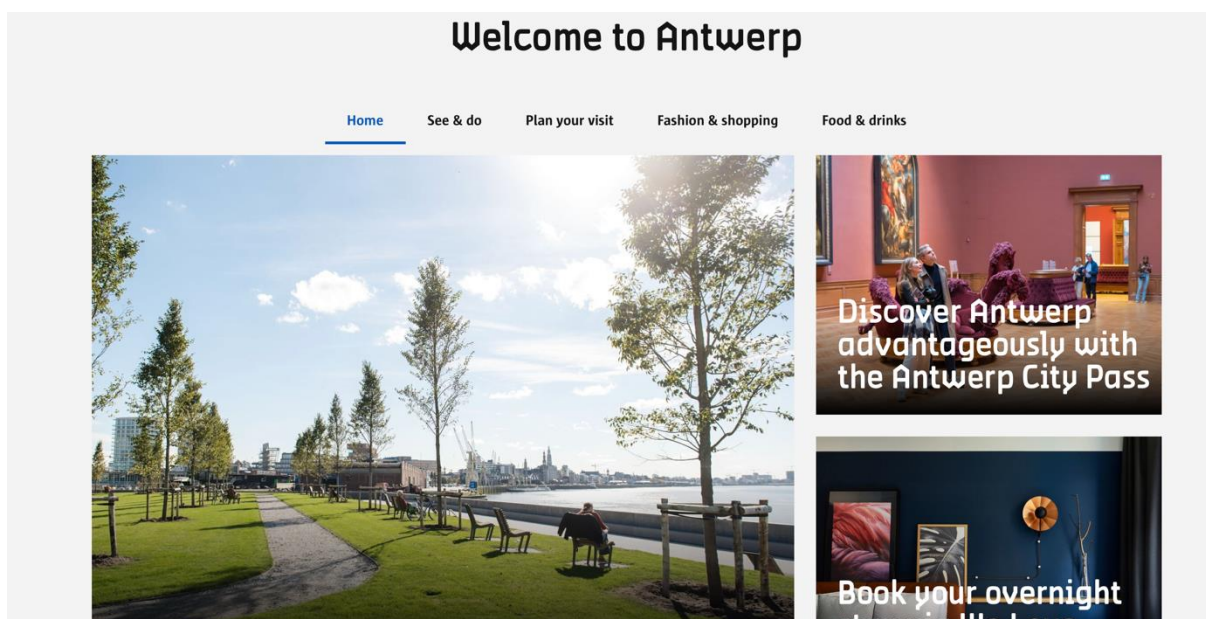


Antwerp:

<https://visit.antwerpen.be/en>




Antwerp's website and Instagram profile are centered around catering to tourists. Their primary focus is on delivering comprehensive information about the city, including recommendations on things to do, places to eat, insights into the local fashion scene, and tips for planning a visit. They offer curated top lists featuring the best terraces, fashion streets, restaurants, and captivating guided tours, among other attractions and experiences.



They present their content in a lively and engaging manner, featuring an abundance of captivating images paired with attention-grabbing titles.

Their Instagram feed is adorned with the hashtag #antwerp, showcasing an array of picturesque snapshots. Additionally, they utilize Instagram Stories, incorporating interactive polls to foster engagement and enjoyment among their followers. Their collection also includes delightful videos and reels showcasing the vibrant essence of the city. Moreover, they have categorized their stories into highlights, covering diverse topics such as food, events, attractions, and more, ensuring easy navigation and exploration for their audience.



antwerpen

Follow

Message

+&

...

2,499 posts

93.5K followers

1,554 following

Visit Antwerp

Local & travel website

Official Instagram account of Visit Antwerp

Tag us with #visitantwerp & @antwerpen

[lnk.bio/visitantwerp](#) + 2

Followed by [zsofiapatak](#)

Polls

Insta spots

Attractions

Events

Food & drinks


Museums

Shopping

POSTS

REELS

TAGGED



929

11

