

# VISITOR ECONOMY 2024

THE ROTTERDAM VISITOR ECONOMY IS SHAPED BY DIFFERENT TYPES OF VISITORS - FROM BUSINESS TO LEISURE. THE VISITOR ECONOMY IS AN IMPORTANT ECONOMIC FACTOR FOR THE CITY AND EXPERIENCED GROWTH AGAIN IN 2024.



## OVER 1.1 BILLION

potential readers were reached through **free publicity**. Our marketing efforts (earned & paid) generated **37.5 million digital impressions**.

## VISITOR SPENDING PATTERN (PER DAY)<sup>1</sup>

- € 51 Day visitor, no overnight stay
- € 180 International tourist
- € 349 Business visitor
- € 389 Conference visitor



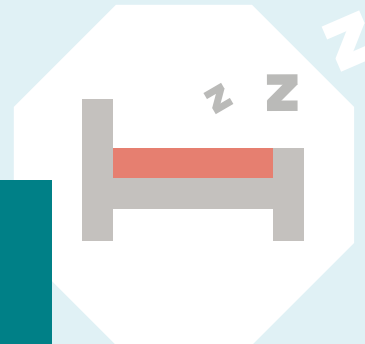
## 155 PARTNERS

in the city were part of our **Connect to Rotterdam & Partners network** by the end of 2024, including 70 leisure and hospitality partners, 48 MICE partners (Meetings, Incentives, Conferences & Events), and 37 partner hotels.



# 24.400 JOBS

in Rotterdam in the **Recreation & Tourism** sector. This represents **6.5%** of the total number of jobs in Rotterdam.<sup>2</sup>

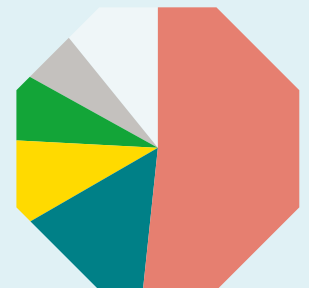


## 2,812,000 OVERNIGHT STAYS<sup>3</sup>

generated by 1,608,000 hotel guests. The average length of stay is 1.75 nights.

## ORIGIN OF HOTEL GUESTS<sup>3</sup>

- 51.8% Netherlands
- 15.1% Germany
- 9.2% Belgium
- 7.2% United Kingdom
- 6.0% France
- 10.7% Other countries



ROTTERDAM PARTNERS

# INTERNATIONAL COMPANIES 2024

ROTTERDAM IS HOME TO MANY INTERNATIONAL COMPANIES.

OVER THE PAST YEAR, 35 NEW COMPANIES FROM VARIOUS

SECTORS ESTABLISHED THEMSELVES IN THE CITY WITH OUR HELP.

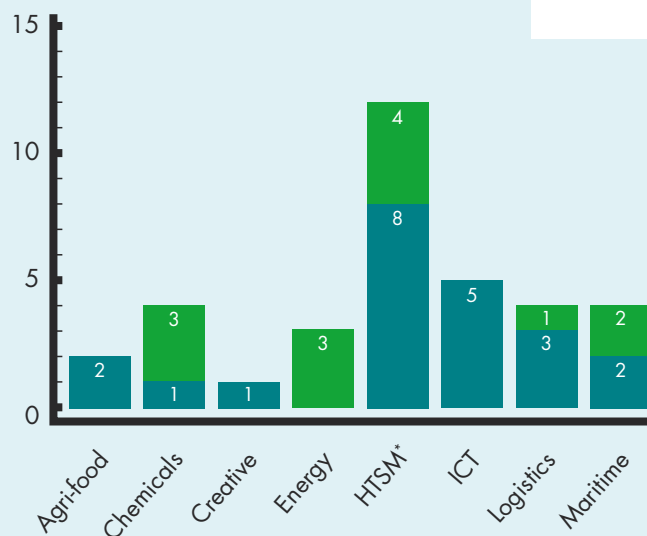
## TOGETHER, THEY ACCOUNT FOR 467 JOBS

(after 3 years), with 33% linked to the energy transition. **6,452 internationals** were assisted by Rotterdam International Center, our one-stop shop for international employees, which also welcomed **38 business service providers** in our Connect to Rotterdam & Partners network.



## SECTORS IN WHICH THESE COMPANIES OPERATE

■ Energy transition



\*High-Tech Systems & Materials

# 35

## NEW INTERNATIONAL COMPANIES

of which 37% are related to the energy transition.

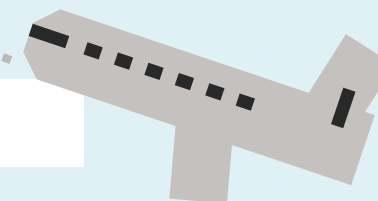
## €238.9 MILLION IN INVESTMENTS

(after 3 years), of which 79% is related to the energy transition.



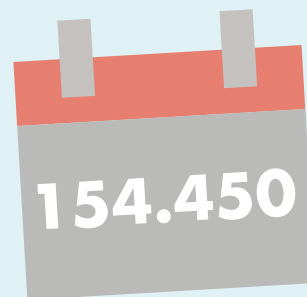
## COUNTRY OF ORIGIN

57.1% Asia  
28.6% Europe  
8.6% North America  
2.9% Africa  
2.9% Australia & Oceania



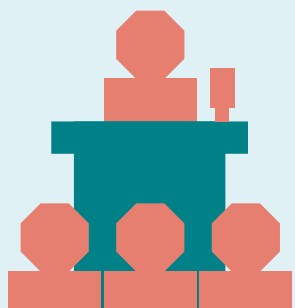
# BUSINESS VISITORS 2024

IN 2024, BUSINESS TRAVELLERS ONCE AGAIN FOUND THEIR WAY TO ROTTERDAM.  
THEY COME TO ACQUIRE AND SHARE KNOWLEDGE. OVER THE PAST YEAR,  
WE SECURED 29 NEW CONFERENCES FOR THE CITY.



## TOTAL OF 154,450 PARTICIPANT DAYS

For example: a 3-day conference with 5,000 participants accounts for 15,000 participant days.

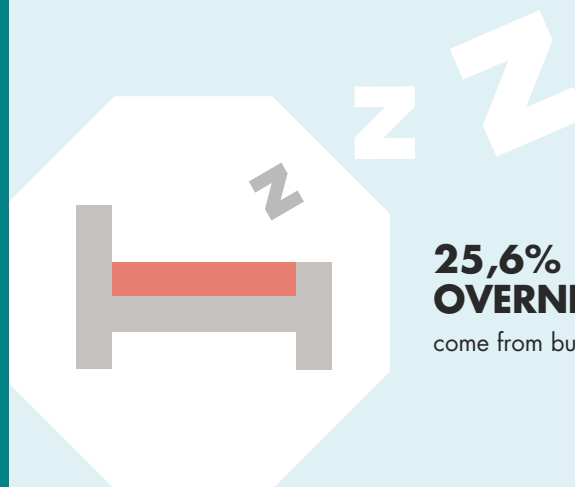


## 29 NEW CONFERENCES

across various sectors.

## ECONOMIC SPIN-OFF: OVER €59 MILLION

expected from accommodation, food & beverages, conference venues, transportation, arts & culture, and retail. International conference visitors have the highest average spending among all visitor types.



## 25,6% OF OVERNIGHT STAYS<sup>1</sup>

come from business visits.