



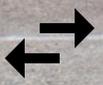
T W I N S   T H A T   T R A V E L

# CASE STUDY

W W W . T W I N S T H A T T R A V E L . C O M



**Claire**



**Laura**



**TWINS\_THAT\_TRAVEL**

# Rotterdam Partners

Campaign objective: To increase awareness of Rotterdam as a city to visit, building on Lonely Planet's recent publicity for Rotterdam as 'Best in Travel for 2016'

**Focus: Instagram #loverotterdam**

Visited March 2016 for three days, two nights





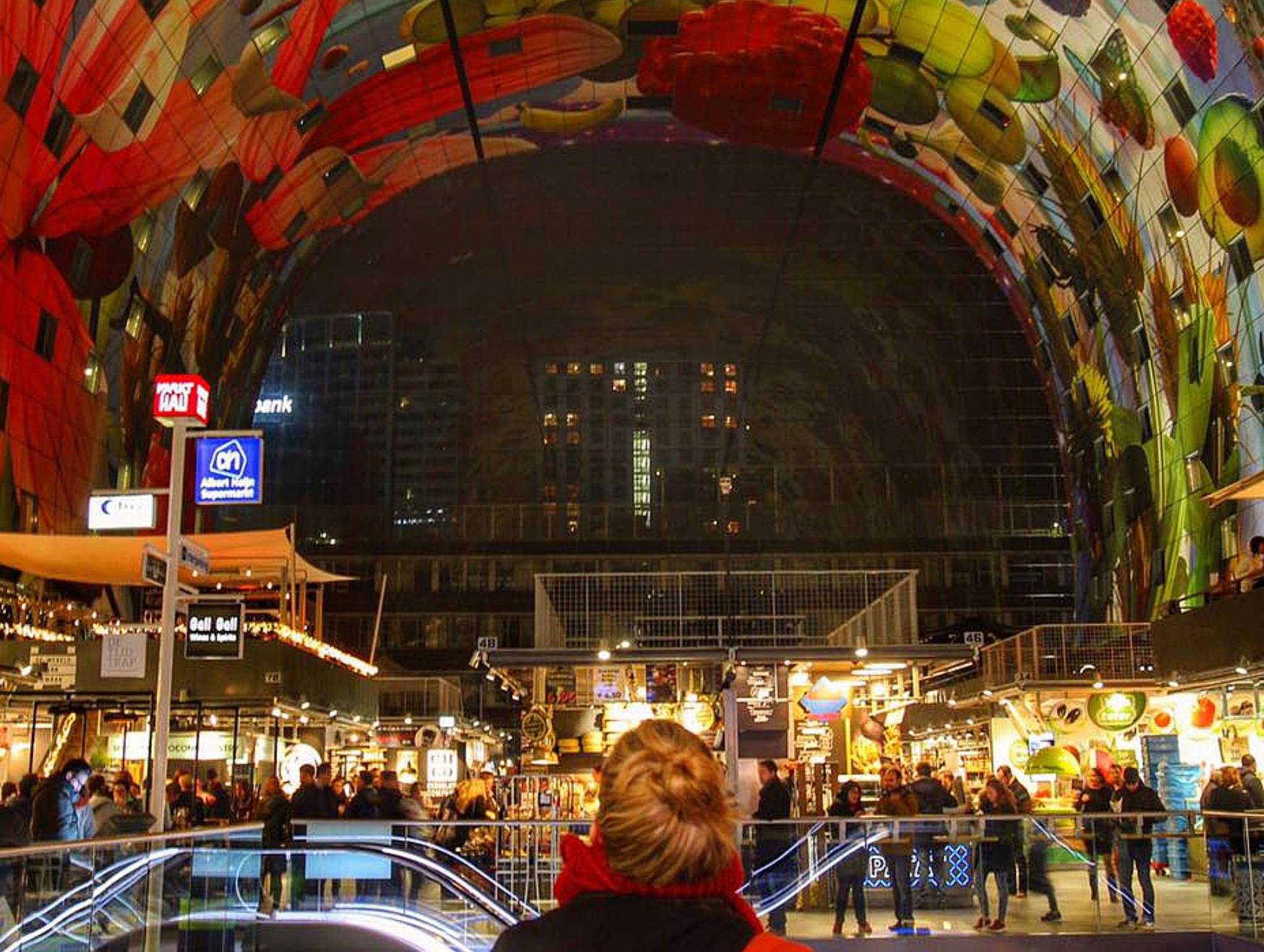
PH 1005

BUNNY  
CANDY

Red graffiti tag

KOLA

SW



MARKET  
HALL

Bank

Albert Heijn  
Supermarkt

City

Call Call  
Wines & Spirits

43

45

Pizza

# Results

Instagram likes (reach): **11,785**

Most popular Instagram photo: **1,032**



“It looks beautiful :) I always thought I wouldn't like Rotterdam, but looking at your photos I'm starting to think I should do a day trip to Rotterdam”

# Blog posts

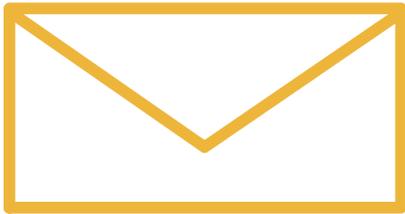


[Rotterdam Food and Leisure \(click me\)](#)

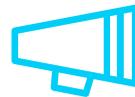
Exploring Rotterdam's architecture (click me)



Impressed? Want to know  
more? Just curious?



[hello@twinsthattravel.com](mailto:hello@twinsthattravel.com)



As social media influencers we can help you reach a global audience of engaged and active travellers through vibrant, inspiring photography and professional writing. Let us help you to put your destination or brand on the map.