



City in Balance 2018-2022

Towards a new equilibrium between quality of life and hospitality



Ambition:

The municipal executive wants to find a new equilibrium between visitors and residents. A new equilibrium between quality of life and hospitality. Visitors are welcome, but residents come first.

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1 Introduction



The municipal coalition in Amsterdam published its coalition agreement entitled 'Een nieuwe lente en een nieuw geluid' [A new spring and a new voice] in May 2018. In the chapter 'Balans in de Stad' [Balance in the City], it expressed its ambition of arriving at a new equilibrium in which the focus is on residents, but visitors remain welcome: *"Tourism is a fundamental part of Amsterdam's international character and we must continue to cherish that. But at the same time, the positive aspects of tourism, such as employment and income for the city, are increasingly being overshadowed by their negative consequences. Nuisance behaviour, crowds and excess rubbish are putting some neighbourhoods seriously under pressure."* The Implementation Programme, presented during the discussions on the Budget for 2019, provided more details of the coalition's ambition to arrive at a new equilibrium.

This programme, City in Balance, is an expansion of the coalition's administrative ambitions and combines all the individual aims and measures in the coalition agreement for the period 2018-2022. The municipal council will receive a report outlining progress on these aims and measures twice a year. During the period of the programme, it will be continually expanded with new findings, measures, motions and draft initiatives.

The City in Balance programme coordinates, unites, connects, structures and reports. It will be operationally implemented in the various policy portfolios involved. A number of studies will be conducted to monitor progress, including a study into the resilience of neighbourhoods to cope with tourism, as mentioned in the coalition agreement.

Draft initiatives, amendments and motions from the municipal council will strengthen City in Balance, as will coordination and partnerships with regional partners, current events and enhanced understanding. The programme complements area plans and expands on area agendas.

2 A city in balance: growth while retaining quality of life

Growing city

Amsterdam is a metropolis with a rich history, many international businesses and excellent cultural events. At the same time, due to its scale and its open, free-thinking character, Amsterdam is a city where people feel very comfortable and have a connection with their neighbourhood and living environment. This not only makes Amsterdam an economically successful city, but also a pleasant place to live, work and visit. Amsterdam's appeal has brought its residents economic growth and employment. However, the city has attracted so many people in recent years that the quality of life in busy areas is declining and some neighbourhoods in popular areas are at risk of losing their identity.

It is not strange that Amsterdam is changing. The city is continually developing. Sometimes that happens as planned, but often these are developments on which a city has little influence. At present, two significant developments are visible and tangible: the growth of tourism and the increasing popularity of the city for visitors, businesses and residents. This is not unique to Amsterdam. Comparable developments can be seen in Barcelona, Lisbon, Berlin, Prague and Dubrovnik.

More and more people in Europe and the rest of the world now have the opportunity to take city breaks and travel to far-away places. The group of people with both money and free time is growing considerably. In addition, transport, including flying, is becoming cheaper all the time. The development of online booking and new facilities such as holiday rental platforms ensure a more extensive and more accessible range of options¹.

And Amsterdam is popular. We cannot stop that. Many people want to live in the city, businesses are keen to set up here and the city is an attractive destination for visitors. That is reflected in a growing number of jobs in the tourism sector and in diverse cultural events and the range of culinary options. But the appeal of the city to residents, businesses and visitors also leads to scarcity in the housing and office market, causing rising prices, an increase in holiday lettings, packed streets and – in certain parts of the city – the emergence of a monotonous range of shops mainly aimed at visitors.

These developments in Amsterdam sometimes threaten to crush its free-thinking, open and international character. That crushing can occasionally be literal, if for example too many people try to squeeze through an alleyway in the Red Light District, or when a traffic jam of cyclists builds up on cycle paths. Occasionally neighbourhoods can become discontented, if for instance, residents start to suffer from the noise nuisance caused by tourists who have rented an apartment through a holiday rental platform. Amsterdam residents can feel alienated from their own neighbourhood. Shrewd changes therefore need to be made so that Amsterdam remains the city where the people of Amsterdam feel at home.

¹ 'Overtourism'? Understanding and managing urban tourism growth beyond perceptions, UNWTO et al 2019

The city council is tackling the downside of growth. There is a ban on new hotels in a large area of the city and strict rules apply to holiday rentals. No new tourist shops are permitted to open in the heart of the city, coaches are gradually disappearing from the city centre, companies offering fun rides such as the pedicab are regulated, and street cleaning services, law enforcement and the police are more active in busy nightlife hotspots. Nonetheless, there is such an increase in visitors to the city that even more drastic measures are needed.

City in Balance: equilibrium between quality of life and hospitality

Visitors will continue to come to Amsterdam no matter what. Growth will not stop. And Amsterdam must remain a free-thinking, open and international city where life is good. That is why we need to find a new equilibrium between visitors and residents: a new equilibrium between quality of life and hospitality.

To find that new equilibrium, we need to put residents' quality of life first. We need to tackle nuisance caused by visitors and revellers more stringently. Because how hospitable can you be if your doorway is regularly being vomited into? If you cannot sleep because the noise from the canals pulsates through your bedroom? Amsterdam is open and free-thinking, but that is not to say that anything goes. Freedom is not a license to cause a nuisance and behave inappropriately such that the quality of life in neighbourhoods is undermined.

Some residents of Amsterdam are paying a high price for a growing city. That is why we need to take the pressure off busy areas. We must not allow the range of shops and facilities to be dominated by tourist attractions; homes must really be used as places to live. There are no taboos. The municipal executive will do what is necessary and possible to make Amsterdam an attractive city for all its residents.

Finding a new equilibrium also makes demands on the way in which we deal with visitors and recreation. That has to be done responsibly. In an ecological sense, we are trying to ensure that the flows of traffic to our city – whether coaches or cruise ships – put as little strain as possible on the environment. Festival organisers must organise their events as sustainably as possible. Visitors to the city will be required to make a greater financial contribution. And visitors will be enticed to less busy areas.

It is simply a fact that the city will grow, change and become even busier in the next few years. The municipal executive is therefore promoting a new equilibrium between visitors and residents. The executive cannot do this alone, but needs the help of the people of Amsterdam, business owners and visitors. Everyone will have to make a considerable effort, keep an open mind and have the ability to look beyond the immediate future.



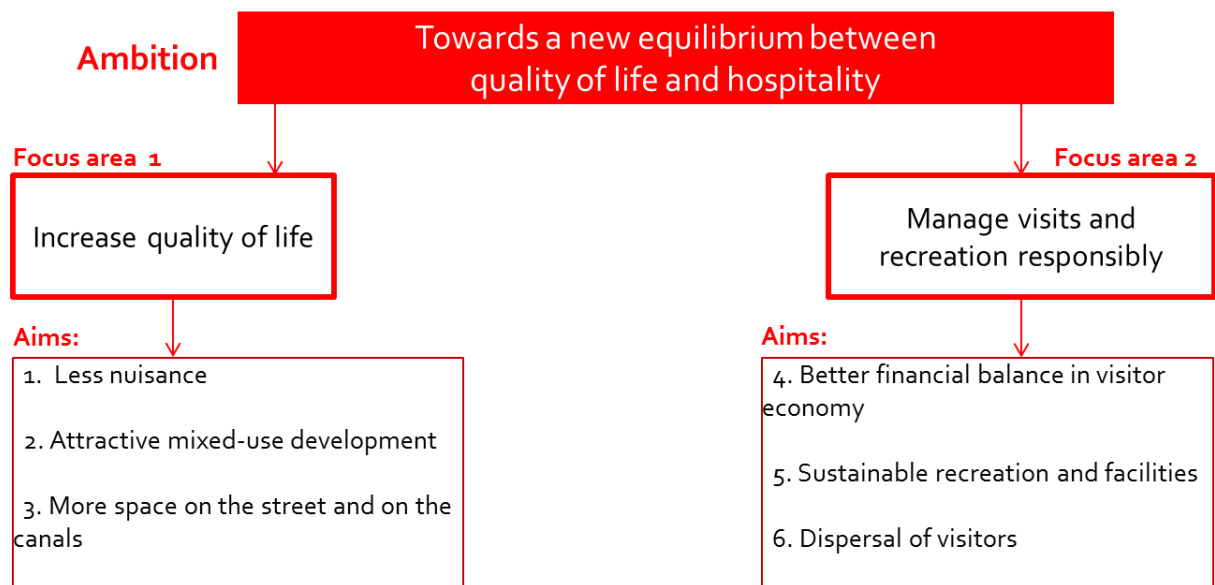
3 Ambition, goals and measures

Ambition and goals

City in Balance has the ambition to find a new equilibrium between visitors and residents: a new equilibrium between quality of life and hospitality. Visitors are welcome, but residents come first.

To realise this ambition, City in Balance is working to achieve six goals supported by two focus areas. These are the goals which will be centre stage for the next few years. Operational measures – almost 70 in total – are attached to each goal.

The figure below shows the parameters of City in Balance.



Measures

The goals show what we want to achieve, the measures show what needs to be done along the way. An indication is given of the timetable for implementing each measure and where each measure originated. For measures without a specific timetable, please refer to the memorandum which forms the basis for implementing the measures.

1. Less nuisance

Increasing numbers of visitors to the city results in nuisance: noise nuisance, public drunkenness, excess rubbish and urinating in public. Nuisance behaviour is the greatest at places known for their appeal to visitors, such as the Red Light District and nightlife hotspots. As a result, the quality of life in these neighbourhoods is put under pressure, residents feel alienated and the people of Amsterdam avoid certain neighbourhoods.

The municipal executive wants the social atmosphere to remain the same for residents or improve, despite the increasing number of visitors. That is why activities which promote nuisance behaviour will be barred from the city where possible. At the same time, good behaviour will be encouraged by communication campaigns in busy areas and, for example, by making sure that there are enough refuse bins and streets are well cleaned. A cleaner city will make visitors think twice before dropping rubbish. People who do not obey the rules can be faced with a substantial fine. Enforcing the rules is therefore always an important final element of the scheme.



Measures

What	Start	Ready	Origin
<i>Set boundaries and enforce them</i>			
1.01 Package of measures for City Centre – Red Light District, Rembrandtplein and Leidseplein <i>This plan sets out a coherent approach to safety and quality of life in the city centre (with a focus on nightlife hotspots and the Red Light District) with short- and medium-term measures. Relevant elements include enforcing rules and deploying hosts, organising and managing public spaces, crowd management, tackling congestion caused by taxis around the nightlife hotspots and collaborating with business owners.</i>		Q1 2019	New policy
1.02 Introduce authorisation scheme similar to the model used in Rotterdam <i>If there are any signs that the quality of life is being undermined, the mayor can make an area, street, building or sector subject to temporary authorisation.</i>	2019		New policy
1.03 Draw up a dashboard to identify undermining <i>Draw up a dashboard in which undermining can be predicted by data links and analytical models.</i>	2019		Continued development of existing policy
1.04 Draw up scenarios for prostitution policy <i>These scenarios will include focusing attention on overcrowding in the city centre and on the wishes of sex workers that disrespectful treatment and other forms of nuisance should be tackled.</i>		Q2 2019	New policy
1.05 Expand pilot project for the payment of administrative fines using a mobile card reader <i>After the evaluation (end of 2018) the decision will be taken on whether to roll this out throughout the city.</i>		15-1-19	Current policy
1.06 Implement Noise Action Plan <i>This action plan focuses on all sources of noise in the city, including tourism, the hospitality industry, events and pleasure cruises.</i>	Q1 2019	2023	Current policy
1.07 Exclude video advertising from the city as much as possible <i>No more video advertising may be shown on digital screens in the city centre, on Stationsplein and Damrak, at nightlife hotspots, stations and shopping centres. Outdoor video images will only be permitted in emergencies and during crowded gatherings to give people instructions.</i>		Q2 2019	Coalition agreement
<i>Improve services</i>			
1.08 Improve follow up on reports of nuisance behaviour and excess rubbish <i>Set up 24-hour Action Service Centre, develop/modify/link information systems and apply city-wide chain processes for following up on reports of nuisance behaviour in public spaces.</i>	Q3 2018	Q4 2020	Continued development of existing policy
<i>Cleaner streets</i>			
1.09 Draw up master plan for enforcement and cleaning <i>The master plan for Enforcement and Cleaning [Handhaving en Reiniging] 2020-2022 is being drafted. The plan will contain measures relating to safety and nuisance behaviour, street cleaning and traffic flows & mobility (including on canals).</i>	Q4 2018	Q2 2019	Coalition agreement
1.10 Increase number of refuse bins <i>The placing of approx. 180 bins has been budgeted. Work is being done on new positioning guidelines (brief policy framework) for green bins.</i>	2019		Continued development of existing policy
<i>Reduce nuisance on and around the water</i>			
1.11 Communication campaign for canals	Sailing		New policy

	<i>Proposal for a targeted campaign to encourage good behaviour among canal users and to ensure that they know the rules and which fines apply if these rules are broken.</i>	Memorandum [Nota Varen]		
1.12	Impose a curfew on the water <i>Proposal to combat the nuisance residents perceive during the night by imposing a curfew (11pm – 7am) during the next sailing season.</i>	Sailing Memorandum		New policy
1.13	Tackle nuisance at pick-up and drop-off points <i>Proposal to launch an investigation in 2019 into whether a temporary alternative pick-up point can be created at a location with fewer residents. Deploying stewards, additional enforcement and means of influencing behaviour will also be looked at.</i>	Sailing Memorandum		New policy
1.14	Combat excess drinking of alcohol on the water. <i>It will need to be clear by the second quarter of 2019 whether modifying municipal regulations on drinking alcohol will be enough or whether national regulations for the hospitality industry need to be modified.</i>	Sailing Memorandum		Coalition agreement
1.15	Strengthen enforcement <i>The proposal is to intensify enforcement in the next sailing season. The priority for enforcement is to:</i> <i>1. Increase the probability of apprehending offenders by targeted enforcement actions</i> <i>2. Reduce illegal sailing.</i> <i>3. Guarantee safety on the water.</i>	Sailing Memorandum		Coalition agreement
<i>Communication campaigns</i>				
1.16	Continue/conduct 'Enjoy & Respect' campaign <i>Behaviour campaign to make young male visitors from NL and the UK aware of what is appropriate and inappropriate behaviour on the streets in nightlife hotspots.</i>	Q2 2018	Q4 2019 onwards	Current policy
1.17	Continue/conduct the 'I live here' campaign <i>Campaign initiated and co-developed by residents of the Red Light District to make visitors aware that people live in the Red Light District too.</i>	Q3 2018	2019 onwards	Current policy
1.18	Conduct information campaigns <i>Campaigns aimed at informing the public in nightlife hotspots of the rules that apply, such as the ban on alcohol in public spaces.</i>	11-12-2018	continuous	New policy

2. Attractive mixed-use development

The municipal executive aims to promote more varied mixed-use development which appeals to residents and which matches the area's designation as a residential area. Each neighbourhood in Amsterdam has its own character and residents form an attachment to their own areas. The increasing numbers of shops that primarily target visitors make the range of facilities for residents less attractive. Added to that, the growth in residential holiday lettings is eroding social cohesion.

The street-centred approach to diversity in shops taken in conjunction with business owners and property owners will be extended. Measures announced to tackle fraudulent shops and catering outlets will also have an effect on the one-sided range of facilities in certain neighbourhoods. Regulations for holiday letting and their enforcement will be tightened up further and the quality of hotels and hostels will be improved.



Measures

What	Start	Ready	Origin
<i>Create a more diverse range of facilities</i>			
2.01 Street-centred approach in conjunction with property owners and business owners to make the range of shops more diversified <i>A variety of instruments will be used for this, such as setting out a joint street-centred strategy with a plan for a variety of shops.</i>	continuous	continuous	Current policy
2.02 Expansion of the street-centred approach to introduce diversity in the range of shops to Amsterdam West, South and East. <i>An investigation will look at whether a number of areas in Amsterdam South, East and West are experiencing touristification (fact sheets). If they are, the street-centred approach to diversity in the range of shops could also be introduced for these areas.</i>	Q1 2019	not yet available	Continued development of existing policy
2.03 Investigate how to set an upper limit on the number of large chain stores in the centre <i>We will start by analysing the problem. If a problem is identified that offers leads for tackling it by means of the spatial planning toolkit, we will investigate whether and how this can be done.</i>		Q1 2019	Coalition agreement
2.04 Improve variety of goods markets <i>After the municipal executive has adopted policy rules, the executive committees will amend planning orders and market regulations (a proposal from the Ministry of Economic Affairs, Markets Department and the district committee). These will include the city council's motion asking for instruments to be developed to discourage tourist market stalls when the market strategy is implemented.</i>	Q4 2018	Q2 2023	New policy
2.05 Retain historical vessels on the water <i>The proposal is to look at retaining diversity when applying the policy on the external appearance and when issuing permits.</i>	Sailing Memorandum		New policy
<i>Restrict growth of range of overnight accommodation options</i>			
2.06 Evaluate policy on overnight accommodation <i>The evaluation of the policy on overnight accommodation must show whether the current restrictive policy is effective.</i>		Q1 2019	Coalition agreement
2.07 Investigation into ban on holiday lettings in busy areas <i>In line with the coalition agreement, an investigation will be carried out to see whether a ban on holiday lettings is possible in neighbourhoods where the equilibrium has been upset. This investigation will probably be carried out first for the Red Light District.</i>	Q1 2019	not yet available	Coalition agreement
2.08 Continue to enforce rules on illegal lettings of housing accommodation to tourists <i>Enforcement will be continued and relates to responding to reports from the Zoeklicht hotline, closing down illegal hotels, conducting digital investigations and other techniques which strengthen enforcement.</i>	continuous	continuous	Coalition agreement
2.09 Introduce B&B volume policy based on licensing <i>The municipal executive will introduce a capacity policy for B&Bs. This will be achieved by including a license for B&Bs in the Housing Regulations and imposing a maximum number of B&Bs for each area (quota).</i>	1 Jan 2020		Coalition agreement

<i>Upgrade range of overnight accommodation</i>				
2.10	Promote improvements in quality of hotels and hostels	continuous	continuous	Current policy
	<ol style="list-style-type: none"> 1. Carry out quality test 2. Implement 'new for old' scheme 3. To improve the quality of existing hotels, the idea of hotel licensing is being proposed. The mayor has put a proposal to the municipal executive and is starting a pilot project. 			

3. More space on the street and on the canals

Amsterdam has one of the best preserved historical city centres in Europe. The city's growth means that increasing numbers of people are using public spaces. These spaces are limited due to the city's historical town planning, which was not designed for so much traffic. The large numbers of cars, coaches, taxis, cyclists and pedestrians lead to certain places becoming disagreeably crowded. This creates unsafe situations and puts pressure on the social atmosphere. The growth in numbers of visitors can also be seen on the canals. It affects the vitality, the environment, the ability of boats to proceed smoothly and safely and the quality of the canals as our historical national heritage.

The municipal executive wants to create more space on the streets and on the canals to make the city more pleasant and safer. Measures and pricing parameters will be introduced to reduce the numbers of taxis, coaches and refuse vehicles in the city. At the same time, smarter ways of using the space that is available will be implemented. Car parks will disappear in favour of green spaces, cyclists and pedestrians, and technological measures will be taken to manage traffic flows more effectively. Noise nuisance on and around the canals and the illegal renting of boats will be tackled².



² The *Nota Varen* [Sailing Memorandum] was released for public participation up to 6 February 2019 and is therefore not yet final (which also applies to the measures).

Measures

What	Start	Ready	Origin
<i>Reduce crowds in public spaces</i>			
3.01 Implement the administrative order 'area-specific policy for commercial activities in public spaces'	2018	Q2 2019	New policy
<i>Actions relate to developing area-specific policy for commercial activities in public spaces and setting out pricing parameters for commercial activities in public spaces.</i>			
3.02 Extend licensing requirement for tour guides beyond the Red Light District	2016	2020	Coalition agreement
<i>Investigation into extending exemption system.</i>			
3.03 Draw up new policy for pavement cafés	Q3 2018	Q4 2019	New policy
<i>As part of the administrative order, develop 'area-specific policy for catering establishments and pavement cafés'.</i>			
3.04 Implement Long-term Cycling Plan 2017-2022	2017	2022	Continued development of existing policy
<i>Actions aimed at improving the flow of cycling traffic, creating more places to park bicycles to address space on pavements, tackling cyclists' behaviour and improving enforcement of bicycle parking.</i>			
<i>Amsterdam as a low-traffic zone</i>			
3.05 Develop Amsterdam Low-Traffic Zone Agenda	Q4 2018	Q4 2019	Coalition agreement
<i>Develop Amsterdam Low-Traffic Agenda in conjunction with relevant parties in and outside the city.</i>			
3.06 Create more space for pedestrians, cyclists, public transport, accommodation and essential facilities such as refuse skips and places for loading and unloading.	Q3 2018	2025	Coalition agreement
<i>Examples of actions to create space include removing between 7,000 and 10,000 on-street parking spaces, issuing fewer parking permits, increasing parking charges, introducing more 30-km limit roads, excluding coaches from the city centre as far as possible, excluding large and heavy goods vehicles from the city centre.</i>			
3.07 Area-specific organisation of traffic flows and parking	2019	2025	New policy
<i>Appropriate measures for and organisation of traffic flows and parking will be decided for each individual area.</i>			
3.08 Innovative regulation and enforcement	2019	2025	New policy
<i>Regulation and enforcement will be made as simple as possible, for example by making use of sensors and cameras.</i>			
<i>Reduce numbers of coaches and lorries</i>			
3.09 Implement 9 straatjes [nine streets] pilot project	1-8-2019	2024	Current policy
<i>The municipality will use European Union government procurement to award contracts for the collection of commercial and household waste. This will reduce the number of heavy refuse lorries in the area as well as reduce the amount of refuse on the street.</i>			
3.10 Develop strategy on pick-up and drop-off points	ongoing	Q3 2019	Current policy
<i>A strategy is currently being developed for pick-up and drop-off points between coaches and canal, river and sea cruises.</i>			
3.11 Creation of Pick-Up and Drop-Off Point Coaches and Canal Cruises (TTR)	ongoing		Current policy
<i>A pick-up and drop-off point will be created away from the centre for coach passengers transferring to canal boats. This action results from the Coach Transition Plan for the city centre and the Water Strategy.</i>			

3.12	Fewer coaches within the A10 ring road and south of the River IJ <i>A new transition plan will be drawn up to exclude coaches as much as possible from the area within the A10 ring road south of the River IJ. To do so, compulsory locations and routes will be designated and the environmental zone will be made more restrictive.</i>	Q3 2019	Q1 2022	Coalition agreement
<i>Reduce nuisance caused by taxis</i>				
3.13	Extend public transport to run at night <i>Agreements will be made with the Amsterdam Transport Authority and carriers about night services from nightlife hotspots and events. A study will be carried out into requirements to be imposed on event organisers relating to accessibility of events.</i>	Q3 2019	Q1 2022	New policy
3.14	Develop volume policy for taxis <i>A study will be carried out into the legal and technical possibilities of giving taxis dynamic access to the city. Digital technology will be used to regulate selective access to areas, for example on the basis of emission limits, available space at taxi ranks or demand for taxis.</i>	Q3 2019	Q1 2022	Coalition agreement
<i>Combat overcrowding</i>				
3.15	The use of technological interventions for volume policy and managing traffic flows <i>Routinely measuring numbers and density of pedestrians in the Red Light District by means of smart measuring systems (Crowd Monitoring System Amsterdam – CMSA).</i>	2018-2019	2022	Coalition agreement
3.16	Develop, introduce and evaluate crowd management scenarios <i>The development, introduction and evaluation of crowd management scenarios for the Red Light District in conjunction with the Centre district committee, Supervision & Enforcement and the police. The aim of the scenarios is to combat overcrowding and increase the flow of pedestrians in certain places.</i>	Q2 2018	continuous	Continued development of existing policy
<i>Reduce the amount of entertainment transport on the canals and on land</i>				
3.17	Tighten up the policy on alternative passenger transport <i>Stop issuing licenses to providers of alternative passenger transport on or next to the road (horse-drawn carriages, pedicabs and electric vehicles such as tuk tuks). Further investigations will be carried out into the possibilities of regulating privately hired taxis, such as Uber or Viavan.</i>	1-4-2020	continuous	Coalition agreement
3.18	Tighten up permit policy for pleasure craft <i>Proposal to make residents who own boats eligible for annual permits. People who want to visit Amsterdam in their own boats can apply for a day ticket. The proposal is to set a limit on the number of permits and to increase the price.</i>	Sailing Memorandum		New policy
3.19	Restrict growth of passenger craft <i>The proposal is to introduce a licensing system with a licensing ceiling for each segment.</i>	Sailing Memorandum		New policy
3.20	Ban more than 12 passengers on board <i>The proposal is to forbid boats to carry more than 12 passengers.</i>	Sailing Memorandum		New policy

4. Better financial balance in visitor economy

Research conducted by SEO³ shows that Amsterdam received some 18 million visitors in 2016, who spent a total of 6.3 billion euros in the city. Around half of the total number of visitors came from abroad. These visitors bring economic growth and employment. However, the growing numbers of visitors also make many demands on the city in terms of management, street cleaning and enforcement. The municipal executive therefore wishes to put a fairer charge on visiting the city. This will restore a better balance between costs and benefits in the visitor economy.



³ SEO: Impact of the visitor economy on Amsterdam, October 2017

Measures

What	Start	Ready	Origin
<i>Fairer charge for using the city as a place to visit and for recreation</i>			
4.01 Increase tourist tax <i>The tourist tax rate will be increased to 7% for all providers in the city from 2019. The tourist tax system will be reviewed and introduced – after consulting the sector – in 2020.</i>	Q3 2018	2019 (Q4)	Coalition agreement
4.02 Investigate introducing VMR (entertainment charges) for guided tour groups <i>The investigation into the introduction of entertainment charges for guided tour groups is part of a package of measures to increase visitors' contributions from 2021.</i>	Q1 2019	2019 (Q3)	Coalition agreement
4.03 Investigate expanding and increasing VMR <i>The possible increase in entertainment charges and possible expansion of the levy is part of a package of measures to increase visitors' contributions from 2021.</i>	Q1 2019	2019 (Q4)	Coalition agreement
4.04 Reintroduce advertising tax <i>The advertising tax will be reintroduced from 2020 to reduce the number of advertisements in public spaces.</i>	Q3 2018	2019 (Q4)	Coalition agreement
4.05 Continue frontage tax for pavement cafés <i>Frontage tax for pavement cafés will be continued. The municipal executive wishes to increase revenues and a new differentiated rate structure will reflect the amount of pressure pavement cafés put on public spaces.</i>	Q1 2019	2019 (Q4)	Coalition agreement
4.06 Higher prices for using canals and quaysides <i>The proposal is to increase fees and the cost of permits for pleasure and passenger craft. Another proposal is to investigate whether a frontage tax is desirable for canal cruisers' berths.</i>	Sailing Memorandum		New policy

5. Sustainable recreation and facilities

More and more hotels, restaurants, theatres, conference centres and events in Amsterdam are operating sustainably. This is a development the municipal executive wishes to continue. To further reduce visitors' ecological footprint, the municipal executive aims to promote sustainable festivals, sustainable transport, sustainable cruises and electric taxis and coaches.



Measures

	What	Start	Ready	Origin
	<i>Make transport more sustainable</i>			
5.01	Make efforts to limit holiday flights and short-haul flights from Schiphol <i>In line with the coalition agreement, Amsterdam will urge the national government to stop the growth of flight movements at Schiphol Airport until 2023. Rail capacity should be increased by attracting resources for regional and national railway lines to the AMA (Amsterdam Metropolitan Mrea). Further intensify international contacts and contacts with carriers about speeding up and improving international train connections (Traffic & Transport and Public Spaces in conjunction with Amsterdam engineering office).</i>	2019 (input for Aviation Memorandum)	not yet available	Coalition agreement
5.02	Promote sustainable sea cruises <i>Sustainability ambitions which sea cruises must achieve within a certain period have been included in the regional memorandum on sea cruises in the North Sea Canal area.</i>	Sea cruises Memorandum	Q4 2019 decide policy	New policy
5.03	Promote sustainable river cruises <i>The River Cruises Memorandum 2020-2030 is in line with the draft policy on sea and river cruises 2020-2030. One of its most important points is the focus on sustainability.</i>	River cruises Memorandum	Q2 2020 decide policy	New policy
5.04	Accelerate introduction of sustainability to passenger transport on water <i>The proposal is for all new passenger vessels to sail completely emission-free from the launch of the new authorisation scheme in 2022 (with a possible transition or exemption policy for historical craft). Support facilities must also be emission-free from 2025.</i>	Sailing Memorandum	2022	New policy
5.05	Introduction of sustainability to pleasure craft and freight transport on water <i>The municipal executive will further refine the plan for an accelerated transition to emission-free sailing in the coming months (including promoting it in pleasure craft and freight transport).</i>	Sailing Memorandum part 2		New policy
5.06	Promote clean, healthy and shared transport <i>Promote the move to alternative means of transport by investing in wide pavements/cycle paths, clean public transport in the city and surrounding area and the development of hubs for parking, public transport, transhipment of goods and shared mobility.</i>	2019	2025	New policy
5.07	Electrifying taxis in Amsterdam <i>Work will be done in the next municipal executive's term on achieving an emission-free taxi sector through regulatory, incentivising and enabling measures with the aim of having only emission-free taxis by 2025.</i>		2025	Continued development of existing policy
	<i>Make leisure facilities sustainable</i>			
5.08	Draw up strategy for sustainable tourism <i>The municipal executive will draw up a strategy for making the tourism sector and visiting Amsterdam more sustainable. Its central focus will be on reducing visitors' ecological footprint.</i>	2019	Q4 2019	Announcement of new policy
5.09	Promote sustainable hotels <i>The municipality has set up a Front-Runners group of 10 hotels. They are looking at ways of achieving circular operations (wastefulness, waste, energy, logistics) and will share their experiences. Sustainability is another criterion in the policy on overnight accommodation.</i>	2017	not yet available	Current policy
5.10	Make festivals more sustainable <i>By 2020 all large events must meet the criteria in the Sustainable Events Guideline. Requirements to be met before being issued with a license focus on energy, water, waste, mobility and organisation/communication.</i>	Q1 2018	Q4 2020	Coalition agreement

6. Dispersing visitors

The number of visitors to Amsterdam rose from 11 million in 2005 to 18 million in 2016 (+64%). Almost half of these visitors come from within the Netherlands. Of all the foreign visitors to the Netherlands, 37% visited Amsterdam.

There is collaboration on a national level and within the Amsterdam Metropolitan Area (AMA) to attract visitors to the less well-known parts of the city or to go elsewhere. This will lessen the burden on the well-known crowded spots and should enable developing neighbourhoods and other regions to benefit from these economic opportunities. This will remain an important aim in years to come. Amsterdam is investigating the feasibility of new tourist attractions in less busy places and of making potential tourist attractions more accessible.

Apart from that, the policy on overnight accommodation (hotels, holiday letting, B&Bs, cruise ships) will be comprehensively examined and reconsidered in order to curb the growth in numbers of beds. Amsterdam will come to agreements with the region to avoid undesirable 'waterbed' effects.

In practice, the effectiveness of a dispersal policy has its limits. The vigorous autonomous growth of tourism means that current hotspots will continue to attract large crowds of people.



Measures

What	Start	Ready	Origin
<i>Move crowd-pullers to peripheral locations</i>			
6.01 Investigate possibilities of dispersing cultural programmes geographically <i>Feasibility studies will be conducted into the practicability of hosting new metropolitan cultural amenities on Buikslotermeerplein, the area around the Slotterplas and the ArenaPoort.</i>	2019	2025	Coalition agreement
6.02 Look for a new PTA (Passenger Terminal Amsterdam) location for large cruise ships <i>The regional policy memorandum on sea cruises in the North Sea Canal area should be available at the end of 2019 so that decisions can be made. In line with this, one or more preferred locations will be designated for a new terminal.</i>	Sea cruises Memorandum	Q4 2019 decide policy	Coalition agreement
6.03 Promote quality and dispersal strategy for river cruises <i>The River Cruises Policy 2020-2030 is in line with the draft policy on sea and river cruises 2020-2030. Its most important points are the promotion of a strategy for quality and dispersal and an investigation into the maximum number of berths and suitable locations in Amsterdam and, in the longer term, in the region.</i>	River cruises Memorandum	Q2 2020 decide policy	New policy
6.04 New pick-up and drop-off locations and berths <i>The proposal is to terminate exclusive rights (rental and user agreements for the landing stages at premium locations).</i>	Sailing Memorandum		Coalition agreement
6.05 Exclude commercially rented pedal boats and small open boats <i>The proposal is to exclude this form of passenger craft from the busiest places in the city and to investigate which routes or zones can be designated for them.</i>	Sailing Memorandum		New policy
<i>Entice visitors to less busy areas</i>			
6.06 Continue 'Visit Amsterdam, see Holland' <i>International marketing concept for attracting visitors to the Amsterdam Metropolitan Area.</i>	2017	2020	Current policy
6.07 Establish regional development framework for hotels in the Amsterdam Metropolitan Area including setting up a regional assessment team <i>New hotel initiatives must meet criteria which are intended to increase hotel quality. One of the criteria is contributing to dispersal. Amsterdam will maintain its own policy framework: the overnight accommodation policy. Amsterdam is also part of the regional assessment team.</i>	Q1 2019	continuous	Coalition agreement
6.08 City marketing aimed at dispersing visitors <i>Amsterdam&partners will focus on guiding residents and visitors to less well-known districts of Amsterdam and to the Metropolitan Area (emphasising culture).</i>	continuous	continuous	Coalition agreement
6.09 Draw up CycleSeeing marketing and promotional plan <i>The CycleSeeing project will create attractive tourist cycle routes which link the centre of Amsterdam with the region.</i>	2019	2025	Continued development of existing policy
<i>Regulate festivals</i>			
6.10 Dispersal of events <i>Dispersing and limiting events will be determined on the basis of location profiles. The Amsterdam Metropolitan Area will investigate whether dispersal is possible on a regional scale and if so, how.</i>	Q2 2018	Q4 2020	Current policy

6.11	Set up parks monitor	Q1 2018		Current policy
	<i>The municipality will provide event organisers with up-to-date recommendations on green spaces and soil. It will include points for attention and minimum protection requirements with regard to flora, fauna and soil in order to prevent damage to parks. Knowledge of parks will grow and be exchanged through evaluating and monitoring events.</i>			
<i>Extend green spaces</i>				
6.12	Link green spaces to parks	2019	2022	Coalition agreement
	<i>Create networks of green city streets and green connections</i>			
6.13	Make green spaces outside the ring road more easily accessible	2019		Coalition agreement
	<i>Green strategy (early 2020 in the municipal council): connect green spaces and make green spaces accessible.</i>			

4 Cooperation

The municipal executive is committed to finding a new equilibrium between residents and visitors. Many people who live in Amsterdam, business owners, cultural and knowledge institutions and other authorities are also working on this and have expertise and ideas. That is why it is important to continue to talk to each other and, where possible, act together.

Residents

Talks with residents or residents' organisations are aimed at:

- Gathering ideas: which solutions do residents regard as workable, what do they feel does not work and what do they miss in our policy?
- Learning more about how communications from the city council about growth and crowded streets come across and how they should be addressed.
- Keeping a finger on the pulse: how are crowded streets and nuisance behaviour perceived?

Administrators and officials are in talks with people from the network, such as the *Denktank Stad in Balans* [Think Tank City in Balance], *Vereniging Vrienden van de Amsterdamse Binnenstad* [the Association of Friends of the Centre of Amsterdam]), *Amsterdam in Progress*, *Wij Amsterdam* and individual residents. In addition, themed meetings will take place organised by various departments and districts to involve residents in the development of new policy, such as policy on events, bicycle boulevards and visitors' contributions. Where desirable, the standard agenda will be extended to include talks on City in Balance as a whole. This will happen in consultations (for example, the *Integraal Burgwallen Overleg* (IBO)) and various residents' evenings or residents' panels.

Business owners

Meetings with business owners or their representatives are aimed at:

- Hearing from business owners about their experiences with crowded streets and possible solution strategies to achieve a new equilibrium.
- Informing them about the municipality's policy and plans for the next few years.
- Verifying whether business owners can agree with this and which features they consider important.
- Urging and enticing them to accept some responsibility for this by informing and motivating their rank and file.
- Motivating them to come up with proposals for ways they can contribute to finding a new equilibrium between the advantages and disadvantages of leisure time and visitors, and between quality of life and hospitality.
- Learning more about how communications from the city council about growth and crowded streets come across and how they should be addressed.

Consultations on the programme will be held with network parties. Regular consultations already take place with the PACT parties, consisting of Amsterdam City, Vereniging Vrienden van de Amsterdamse Binnenstad and Koninklijke Horeca Nederland which represents hospitality businesses.

In addition, regular consultations also take place in the context of Centrum XL, a partnership consisting of the city council, the Amsterdam SME department, the Amsterdam section of *Koninklijke Horeca Nederland* and Amsterdam City.

The public-private foundation Amsterdam & partners is another partner. Among other things, it is in charge of implementing the dispersal policy, including by means of the campaign 'Visit Amsterdam, See Holland'. Incidentally, this and other specific city marketing activities for the Amsterdam Metropolitan Area have been consistent with the parameters of City in Balance for a number of years. Among other things, that means that Amsterdam & partners no longer focuses on attracting more visitors.

Amsterdam & partners is also the organiser of the meetings with the Tourism Taskforce. Cultural institutions, tourist attractions, canal boat companies, diamond merchants and a few hoteliers also take part in these consultations.

There is a public-private collaboration to promote a safe business climate through the Platform *Veilig Ondernemen* (Conducting Business Safely). In addition to the city council, the other participants are: the municipalities of Amstelland, the police, public prosecutor and organised business (sector organisations and employers' associations).

Talks are also taking place with travel organisations, Business Investment Zones (BIZ), employers' associations in crowded areas (street managers) and housing corporations. Property owners, including 1012 Inc. and NV Zeedijk are an important group for restoring diversity in the shopping landscape.

Authorities

Administrative and official consultations are held with other authorities. The Amsterdam Metropolitan Area (AMA) is an important partner in these consultations. The AMA is a partnership of 27 municipalities and two provinces. The dispersal policy and the AMA Agenda for Tourism 2025 are two of the topics discussed in the regional Tourism Working Group.

In 2017, the AMA adopted the 'Strategic agenda for tourism in the AMA 2025'. The partnership focuses on accommodating growth by relieving busy spots and dispersing visitors across the region. This will also help to spread economic benefits such as employment across the entire region. The national approach to this will be implemented by NBTC Holland Marketing.

Consultations are also held with the G4 and there is a constructive partnership with the Dutch Ministry of Economic Affairs and Climate. The Ministry is also the portal to various EU consultations, such as within the EU, OECD and UNWTO.

The police are an important partner for combatting nuisance behaviour and improving the quality of life. Close coordination with parties such as *Handhaving* [Enforcement] makes the partnership as efficient and effective as possible.

Knowledge institutions

The City in Balance programme collaborates with a number of knowledge institutions including Amsterdam University of Applied Sciences, InHolland, NHTV Breda University of Applied Sciences and AMS.

The programme also participates in SCITHOS. SCITHOS stands for Smart City Hospitality and is a partnership between NHTV Breda University of Applied Sciences, the University of Vienna, Worldline Iberia SA, the West Norway Research Institute and six European cities: Amsterdam, Belgrade, Darmstadt, Göteborg, Stavanger and Valencia.

SCITHOS is developing Smart City Hospitality guidelines and instruments for cities to develop sustainable tourism further, including giving residents and other groups an active role. The underlying principle is that urban tourism must not only bring social and economic benefits to visitors and residents but also to the environment.



5 Communication

Key message:

Tourism is part of Amsterdam's international character. The positive side of visitors to the city has been increasingly overshadowed in recent years by the negative consequences, such as nuisance behaviour, crowds and excess rubbish. As a result, the quality of life in some neighbourhoods is under pressure. The municipal executive is keen for Amsterdam to remain a free-thinking, open and international city. That is why it is essential to find a new equilibrium between visitors and leisure seekers on the one hand and residents on the other. Visitors are welcome, but residents come first.

Communication to residents

Crowds are a topic that affects many Amsterdam residents. Consequently, all municipal channels and resources are being mobilised to inform residents about the measures the municipal executive is taking to achieve a new equilibrium between quality of life and hospitality.

Communication through the website, digital newsletters and social media informs residents about new measures and the results they produce. Residents are consequently involved in the development of the city and the way in which a new equilibrium is being pursued.

Communication to visitors

The foundation Amsterdam&partners has a key role in monitoring the reputation of the Amsterdam Metropolitan Area and in hospitably welcoming and guiding (and dispersing) visitors, residents and businesses throughout Amsterdam and the Metropolitan Area. It does so by providing information about things to do in the city and the surrounding area.

New communication channels, such as an artificially intelligent chatbot provide visitors and residents with tips that match their needs and those of the city.

Furthermore, communication to visitors is increasingly targeting those who cause nuisance: visitors who primarily come to the city to party like there's no tomorrow. Amsterdam must make it clear that it is not a place where anything goes. Freedom is not a license to cause a nuisance or behave and act inappropriately such that the quality of life in neighbourhoods is undermined.

Awareness and behaviour campaigns such as 'I live here' (Red Light District) and 'Enjoy and Respect' (nightlife hotspots) will therefore be continued and expanded, possibly in a revised form. In addition, information about what is and is not permitted will be emphasised, such as the current information campaign in the Red Light District on the alcohol ban in public spaces. These will be conducted in close alignment with the relevant people in nightlife hotspots.

6 Research and reporting

Research

Research announced in the coalition agreement will be conducted on the basis of the programme. It will focus on:

- Research into neighbourhoods' resilience to tourism and the quality of life in these neighbourhoods (2019): long-term monitoring of the quality of life in districts where many tourists congregate and of these districts' resilience to tourism. This research will be combined with the City Questionnaire on Crowds and Balance, which will investigate how, when and where the people of Amsterdam experience crowds and what they think the causes and consequences of this are.
- Tourism Prognosis (2019): an investigation into forecasts of numbers of visitors to Amsterdam in 2025, with a preview through to 2030. This research will be a collaborative undertaking by the municipality, Amsterdam&partners and NBTC Holland Marketing. In the light of the forecasts, the municipal executive will explore the impact of the growth of tourism on the living environment, mobility, safety and sustainability in the city. In so doing, the municipal executive is delivering on motion 1032 proposed by Councillor Boutkan.

In line with the Start Mobility programme, a Crowd Radar will continue to be developed in the coming period to produce innovative solutions to mobility issues. The Crowd Radar will link various data sources to predict crowds. The city council will be periodically kept informed of progress by means of Smart Mobility reports.

The specific effects of the measures in the City in Balance programme will be monitored by the various departments and district committees, such as the City Centre monitor: cleanliness, safety, coaches, taxation, large groups in the Red Light District and crowd management. Where desirable and possible, the impact of the measures on the quality of life in the city will be examined at the same time. In doing so, the municipal executive is delivering on motion 1173 proposed by Councillor Bakker which asked the municipal executive to map the effects of measures on quality of life in the city, as part of City in Balance.

Progress reports

A progress report will be issued twice a year. It is intended for the city council, residents of Amsterdam, business owners and other partners of City in Balance.

The progress report will report on the status of implementing the measures in the programme. This information is the same as that reported by the individual programmes, departments or districts; there will be close alignment and coordination. The progress reports will also contain the status of proposals for draft initiatives, amendments, motions and other current developments. New evidence, from research for instance, and any new measures taken will also be mentioned in the progress reports.

7 Legal and financial conditions

New measures must be proportional, effective and in line with the European Services Directive. The necessity of regulating services by means of an authorisation scheme or other requirements must be motivated with specific reference to 'overriding reasons of public interest'. Recognised overriding reasons of public interest include road safety, protection of the urban environment and the quality of life.

There are funds available in the current budget for a core team to have an operating budget for overarching activities in 2019. The measures deriving from the programme will be funded from the main budget.

8 Administrative organisation

The entire city government is responsible for implementing the programme. The summary below lists the portfolio holders who are most intensively involved and their corresponding dossiers. The coordinating Alderperson reports twice a year to the city council on behalf of the municipal executive .

Mayor:

- Enforcement is a major priority, especially in nightlife hotspots and on and around the canals (in conjunction with Alderpersons for Public Spaces and for Traffic and Water);
- A specific approach for the city centre, including the Red Light District (in conjunction with the Alderperson for Economic Affairs and for the Centre);
- Quality and dispersal of festivals.

Alderperson for Finance and Economic Affairs:

- Fairer charge for using the city as a place to visit and for recreation;
- Investigate tourism resilience and the quality of life in districts where many tourists congregate;
- Develop a more diverse range of facilities (with the Alderperson for Spatial Development);
- Extend licensing requirement for tour guides beyond the Red Light District;
- Dispersal of tourism throughout the city and into the surrounding areas (in conjunction with the Alderpersons for Art & Culture and Spatial Development);
- Evaluate policy on overnight accommodation;
- Look for an alternative location for a second Passenger Terminal for Amsterdam (PTA) in the surrounding area (in conjunction with the Alderperson for Spatial Development);
- Make efforts to reduce holiday flights from Schiphol.

Alderperson for Spatial Development and Sustainability:

- Develop a more diverse range of facilities (in conjunction with the Alderperson for Economic Affairs);

- Green city streets and green connections to link green spaces and parks together better;
- Make green spaces outside the ring road easier to get to and more accessible (in conjunction with the Alderperson for Traffic and Transport);
- Make hotels more sustainable.

Alderperson for Traffic and Transport, Water and Air Quality:

- Implement Sailing Memorandum;
- Implement strategy on pick-up and drop-off points;
- Exclude coaches within the A10 ring road and south of the River IJ;
- Fewer cars in the city centre;
- Reduce nuisance caused by taxis in the city centre;
- Make sea cruises, river cruises, passenger and pleasure craft sustainable;
- Crowd management.

Alderperson for Housing, Building and Public Spaces:

- Implement the administrative order 'area-specific policy for commercial activities in public spaces';
- Enforcement and street cleaning;
- Tackle illegal holiday letting;
- Limit holiday letting and implement volume policy for B&Bs;
- New policy for pavement cafés;
- Frontage tax on pavement cafés (in conjunction with the Mayor and Alderperson for Finance);
- Focus attention on crowds in parks and green spaces during festivals.

Alderperson for Art and Culture:

- Promote geographical dispersal of the range of cultural activities.

Appendix I Definitions

The programme makes a distinction between visitors and leisure seekers. These terms are explained below. They correspond to the definitions used in national research conducted by Statistics Netherlands, among others.

Visitors	<p>1. Visitors who stay overnight</p> <p>Visitors who stay overnight in a hotel, hostel, housing accommodation arranged through holiday letting or a B&B, on a campsite, or on a cruise ship. They may be visiting for leisure or for business, and can come from the Netherlands or abroad.</p> <p>Examples: a bachelor party from Leeds, someone attending a conference from New Orleans, a couple from the Dutch province of Limburg having a weekend in Amsterdam.</p>
	<p>2. Day trippers</p> <p>Visitors for whom Amsterdam is not their 'usual environment' who come from outside Amsterdam to the city for a day trip or an evening out (> two hours) and do not stay overnight.</p> <p>Examples: a group of young people from the Veluwe region of the Netherlands who are having a night out on Leidseplein and will return home afterwards, two sisters from Groningen who come to Amsterdam to go shopping, a group of Chinese tourists who visit Amsterdam for one day as part of their tour of Europe.</p>
Leisure seekers	<p>3. Leisure seekers</p> <p>Residents of Amsterdam or the surrounding area (not day trippers), who spend their leisure time away from home in the city, for example to go shopping, have a night out or visit an event.</p> <p>Examples: a group of friends who live in Amsterdam and go to Westerpark for a barbecue, a couple who live in Amsterdam and walk around Leidseplein after going to see a film, a mother and daughter who live in Diemen who go shopping for an hour in Kalverstraat.</p>

The definitions imply that the groups listed below are not considered to be visitors or leisure seekers.

- Students and people who are studying or working in Amsterdam.
- Lorry drivers, couriers, plumbers.
- Carers, grandparents who babysit every week.
- A resident of Amstelveen who comes to Amsterdam to do grocery shopping or go to a sports club.
- A resident of Rotterdam who regularly visits his mother or girlfriend in Amsterdam.

The United Nations World Tourism Organisation (UNWTO) uses the following definition for tourists: "Tourists are people who travel to places outside their usual environment, who stay for no more than one consecutive year for leisure, business and other purposes and who are not remunerated for their activity there."

This definition implies that tourists can be visitors who stay overnight and/or people on a day trip.

Appendix II Facts & Figures

Crowds in the City: facts and figures

Residents

The population of Amsterdam has grown in the last five years by almost 11,000 residents a year.

	2013	2014	2015	2016	2017	2018
Population	799,400	811,200	822,300	834,700	845,000	854,300
Development		1.5%	1.4%	1.5%	1.2%	1.1%

Source: Jaarboek OIS (Research, Information and Statistics Yearbook), 2018

The population forecast for Amsterdam indicates that the population will grow by 17% between 2018 and 2040. It is expected that the size of the population will exceed 1 million residents between 2035 and 2040.

Source: Municipality of Amsterdam, Ruimte en Duurzaamheid [Space and Sustainability]/OIS, 1 January 2018

Businesses

The number of businesses in Amsterdam has increased by over 20,000 in the last five years. This translates to 20% growth. The number of people⁴ working in Amsterdam grew by 13% in the same period. The number of jobs in the tourism sector has grown by 27% since 2014.

	2014	2015	2016	2017	2018	Development 2014-2018
businesses	99,980	105,030	109,810	114,100	120,210	20%
employed people	484,600	493,400	509,900	527,000	545,300	13%
working in tourism	54,620	57,070	61,390	65,610	69,200	27%

Source: Jaarboek OIS (Research, Information and Statistics Yearbook), 2018

⁴ People who work 12 or more hours a week.

Visitors

Visitors who stay overnight

Hotels in Amsterdam had 8.3 million guests in 2017, 990,000 more than in 2016 (+14%). On average, they stayed 1.92 nights in the city. This produces a total of 15.9 million overnight stays. The number of overnight stays by foreign guests (+14%) and by domestic guests (+12%) both increased. Approximately 17 million overnight stays in hotels can be expected for the whole year of 2018.

	2013	2014	2015	2016	2017
Overnight stays (x 1,000)	11,300	12,500	12,900	14,000	15,900
Guests (x 1,000)	6,000	6,700	6,800	7,300	8,300
Development		11.7%	1.5%	7.4%	14%

Source: Jaarboek OIS (Research, Information and Statistics Yearbook), 2018

Top five places where overnight visitors came from in 2017

Country of origin	Guests (x 1,000)	%
1. Netherlands	1,480	18%
2. Great Britain	1,270	15%
3. Germany	840	10%
4. France	400	5%
5. Italy	350	4%
Total for Europe (exc. Netherlands)	4,500	55%
Elsewhere	2,290	28%
Total	8,260	100%

Source: Jaarboek OIS (Research, Information and Statistics Yearbook), 2018

The number of Asian guests who stayed overnight grew most strongly between 2013 and 2017. Visitors from China make up the largest group of Asian guests who stayed overnight.

Accommodation

Hotels

	2014	2015	2016	2017	2018
Total hotels	421	436	459	479	501

Source: Jaarboek OIS (Research, Information and Statistics Yearbook), 2018

Airbnb

Airbnb counted almost 20,000 advertisements for accommodation in Amsterdam in July 2018. As a comparison: there were only 7,000 in the summer of 2014. Estimates are that there were 2.5 million overnight stays in Airbnb accommodation in 2017.

Source: Report on Airbnb letting of homes for tourism purposes, Municipality of Amsterdam, July 2018.

Cruises

Amsterdam received 134 sea cruises in 2017. The number expected for 2018 is 187. The number of sea cruise passengers rose from over 281,900 in 2016 to almost 333,000 in 2017. There was a drop in the number of river cruise passengers in 2017.

Amsterdam	2014	2015	2016	2017
Sea cruise ships	126	139	125	134
River cruise ships	1,685	1,769	1,876	1,946
<i>Sea cruise passengers</i>	<i>253,092</i>	<i>280,169</i>	<i>281,907</i>	<i>332,999</i>
<i>River cruise passengers</i>	<i>420,820</i>	<i>447,420</i>	<i>485,000</i>	<i>406,949</i>

Source: Port of Amsterdam. Facts & Figures 2017.

Attractions

Top five attractions in 2017

	Number of visitors in 2017
1. Canal cruises	3,753,420
2. Van Gogh Museum	2,255,010
3. Rijksmuseum	2,160,000
4. Artis	1,411,910
5. Anne Frank's House	1,266,970

Source: NBTC Holland Marketing, 2017

A canal cruise is the biggest tourist attraction in Amsterdam in terms of numbers of visitors.

Events

Number of events in public spaces (excluding events on King's Day)

	2017	2018
Number of licenses issued	1023	952
Number of licenses issued for major events (> 2,000 visitors)	135	135