

A dark blue silhouette of the Amsterdam skyline, featuring a windmill on the left, various historic buildings with gabled roofs, a bridge in the center, and a church spire on the right.

TOURISM IN AMSTERDAM

Today and tomorrow





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Sound analysis, inspiring ideas

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INTRODUCTION

Background and objectives

The tourism sector in Amsterdam has grown considerably in recent years. This creates a lot of jobs and revenue for the city. However, this growth has also provoked a debate on limiting tourism in Amsterdam. The Mayor and Municipal Executive of Amsterdam plan to tackle the negative consequences of tourism, according to the coalition agreement.

The aim of this research was first and foremost to identify demand and supply in Amsterdam's leisure economy. We also looked at the share and influence of spending by overnight guests.

In addition, an analysis was carried out concerning the impact on the capacity of the tourism sector in light of three planned measures to reduce the negative effects of tourism. The measures envisaged are as follows:

1. Reducing the maximum number of days a home can be rented to tourists from 60 to 30 days.
2. The 'no, unless' hotel policy.
3. Relocation of the cruise terminal.

Methodology


The approach followed consists of two main elements:

1. Determining the current situation: mapping both supply and demand in Amsterdam's tourism sector.
2. Determining the impact of developments: looking to the future and examining the impact of trends and developments.

Determining the current situation

The accommodation market can be split into two groups: domestic tourists and inbound tourists. Domestic tourists are Dutch nationals who reside elsewhere in the Netherlands. Inbound tourists are visitors of other nationalities who are not residents in the Netherlands. The common feature is that they both make one or more overnight stays in an accommodation in Amsterdam.

When determining the volumes of overnight visitors, it is important to take into account the available sources. These resources include the Continuous Vacation Survey (CVO) and the Accommodation Statistics (SLA). Both studies provide a lot of insight, but separately they are not exhaustive. It is therefore necessary to combine these sources with additional sources. This is illustrated in the diagram below.



	Domestic	Inbound
Large-scale accommodation	Continuous Vacation Survey (CVO)	Accommodation Statistics (SLA)
Small-scale accommodation		
Private rentals	Airbnb data	
Cruise ships	ATP figures	

*Schematic overview of the available sources for determining volumes in the overnight guest market**

**Information from other private rental platforms in Amsterdam has not been taken into account due to the lack of data.*

***So-called 'hostels' are not indicated separately in the total supply of accommodation. According to a recent inventory by Invest Hotels, Amsterdam has approximately 48 hostels with a total of approximately 10,000 beds.*

The data in this study is based in particular on the Statistics Netherlands Accommodation Statistics and the Continuous Vacation Survey (CVO), supplemented by figures from the Research, Information and Statistics Department (OIS) of Amsterdam City, the Passenger Terminal Amsterdam (PTA) and Airbnb. In this study, the researchers have sought to use the latest available data (a mix of reference year 2016 and 2017) as much as possible, in order to be able to paint the most up-to-date picture possible.

After determining the volumes, total spending was determined. The aforementioned sources record how much tourists spend per person per day and what they spend this money on. The data for Airbnb was obtained from the Airbnb survey.

In addition to Airbnb, other hosting platforms are active in Amsterdam. Examples include HomeAway, Tripadvisor, Booking.com and Wimdu. Due to the lack of data, these platforms have not been further considered in this report. Based on research by See Transparant on behalf of Airbnb, these platforms accounted for a total of approximately 10.000 listings in Amsterdam in December 2017. This is about half the number of listings offered through Airbnb at that time.

Determining the impact of the measures

In the second part of this study, we determine the impact of three measures to be taken by the city concerning the number of tourists (volume). We do this by calculating the impact on capacity. For the 'no, unless' hotel policy, the potential number of additional overnight stays with unchanged room occupancy was considered. For the cruise terminal, we assumed the expected number of additional tourists when the terminal is moved. For Airbnb, the difference was determined between the current average rental period for homes (not B&Bs) and the future maximum rental duration of 30 days.

In this study, the municipal border of Amsterdam was used to demarcate the study area geographically.

page 4
Supply



page 5
Demand



page 8
Economic impact



page 10
Future



page 11
Measures



page 14
Conclusion

CONCLUSION

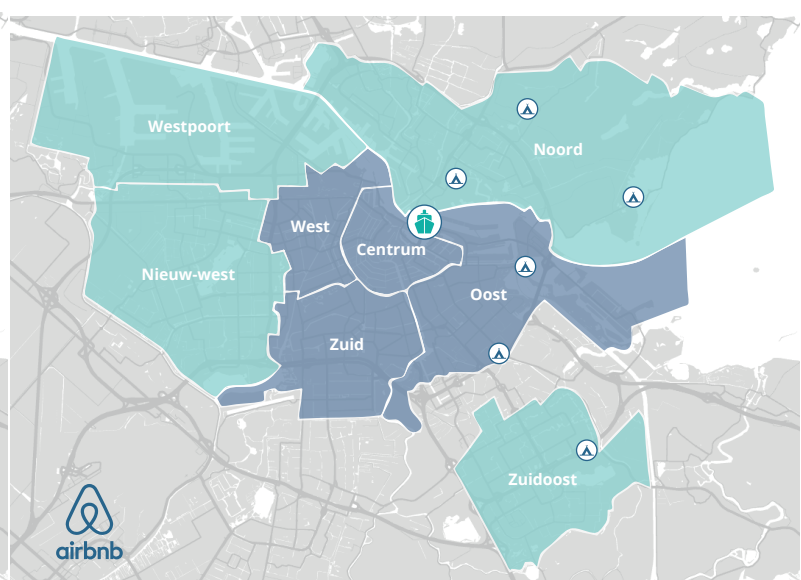
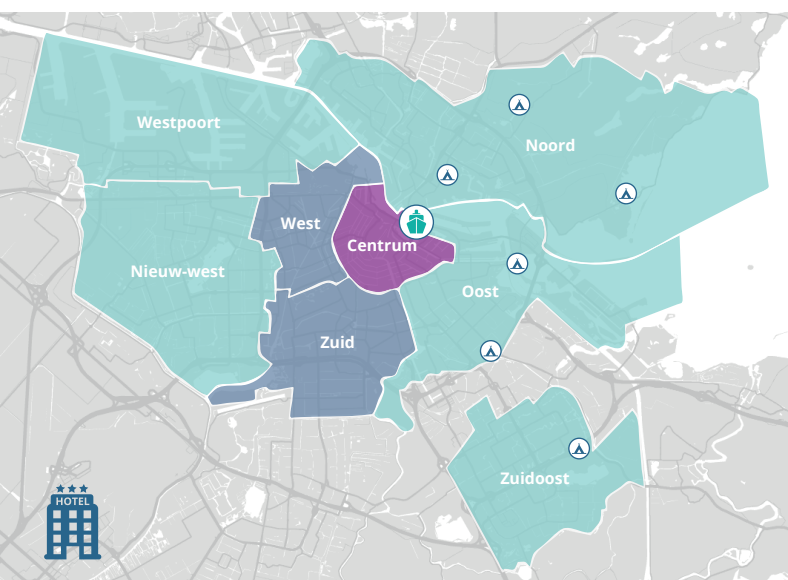


TOURISM IN AMSTERDAM

ACCOMMODATION SUPPLY

This chapter deals with the number and type of accommodation facilities and their distribution across the city. The data used for this chapter is taken from data about the hotel market collected by the Research, Information and Statistics (OIS) department of the City of Amsterdam, LISA data for the location of campsites and Airbnb data on the number of rooms and/or homes (so-called 'listings') for 2017. The figures for Airbnb express the percentage per district of Airbnb's total offering in Amsterdam. The same applies to the hotels.

Distribution of accommodation



Hotel supply is concentrated in the city center. More than half of the city's hotels are located in the city center. The supply of Airbnb listings is more evenly spread across the city. Airbnb's records show that this spread has increased since 2012.



TOURISM IN AMSTERDAM

ACCOMMODATION DEMAND

On the demand side, the requested figures consist of the current volumes of tourists and the number of overnight stays. The Amsterdam City Index (ACI) was used to determine the total number of guests (visitors and overnight stays). Data for overnight stays was specifically derived from the Statistics Netherlands Accommodation Statistics and the Continuous Vacation Survey (CVO), figures from the Passenger Terminal Amsterdam (PTA), and figures from Airbnb.

Guests in Amsterdam

In total, Amsterdam received some **19 million guests** (ACI). More than half of these guests also stayed in the city for one or more nights. Some 9 million visitors visited the city for a day and did not stay overnight.

Amsterdam
receives
**22.5 guests per
resident each year**
of which 1
stays with Airbnb

 **19 million**
guests per year

 of which **9 million**
are day-trippers



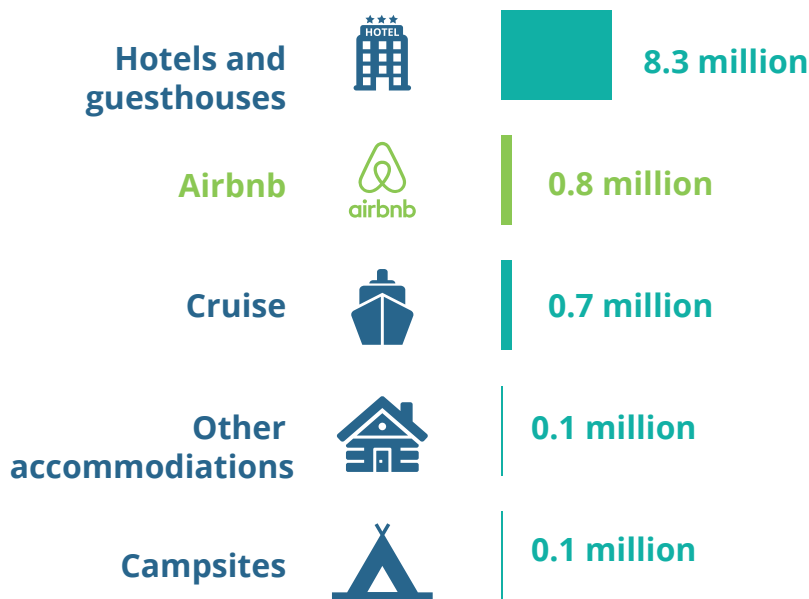
4.2% Airbnb's share of the total number of guests

Number of guests by type of accommodation

In total, Amsterdam received almost **10 million tourists** who stayed overnight. These figures show that about three quarters of guests stay in hotels or guesthouses (including hostels). About 1 in 12 guests stays in Airbnb accommodation.

Amsterdam receives 12 overnight tourists per resident per year

of which 1 stays in an Airbnb



7.9% of all overnight visitors to Amsterdam stay in Airbnb accommodation

Guest group composition

Airbnb's previous research also reveals that 7 out of 10 Airbnb guests are part of a family traveling and about 1 in 5 guests travel with children. This information is not available at this level for other accommodation in Amsterdam. However, the 2014 Inbound Tourism Statistics show that in the province of North Holland, of inbound tourists, about 6 in 10 guests were part of a family traveling and about 1 in 11 guests traveled with children.



70% of Airbnb guests
travel with family



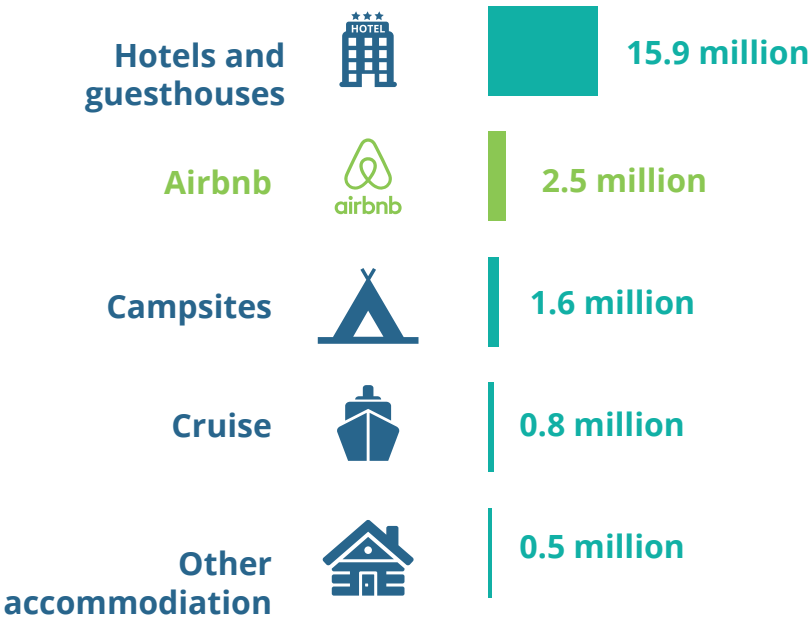
20% of Airbnb guests
travel with children



Number of nights* per guest

Overnight tourists are responsible for more than **21.2 million overnight stays** in Amsterdam. Almost three quarters of these stays take place at hotels and guesthouses. Because, on average, Airbnb's guests stay longer than guests in other accommodation, Airbnb's share of overnight stays is almost 12%. By way of illustration, Airbnb's average for overnight stays was 3.4 nights. For hotels and guesthouses, the average was 1.9 overnight stays.


21.2 million
Overnight stays



11.9% of all overnight stays in Amsterdam are in an Airbnb accommodation

**"An overnight stay is defined here as any night a guest spends during their stay in the accommodation in question".*



TOURISM IN AMSTERDAM ECONOMIC IMPACT

The economic impact of the tourism sector is calculated by multiplying the number of overnight stays by the average spend per guest (on accommodation and other local spending). The spend differs by accommodation type. Data on spending is provided by Statistics Netherlands and Airbnb, among others. For cruise tourism, the data is taken from the economic impact study 'Sea Cruise Bridges over the IJ'.

Spending by guests



1,761.2 million
Hotels and guesthouses



505,6 million
Airbnb



15.4 million
Campsites



13.2 million
Other accommodation



50.5 million
Cruise



Total spending
2,345.9 million

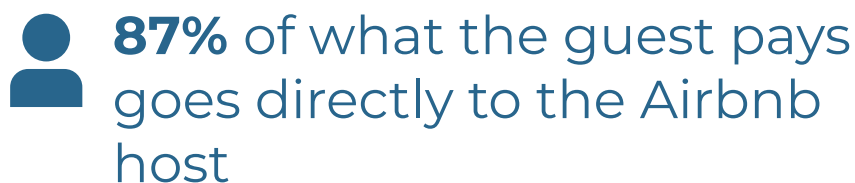
21.5% of all spending by overnight guests comes from tourists staying with Airbnb

Spending in the local economy

Airbnb records show that Airbnb guests spend, on average, around **34%** of spending (excluding accommodation expenses) in the immediate vicinity of their listing. This benefits the retail trade in the district where the accommodation is located, among other things.



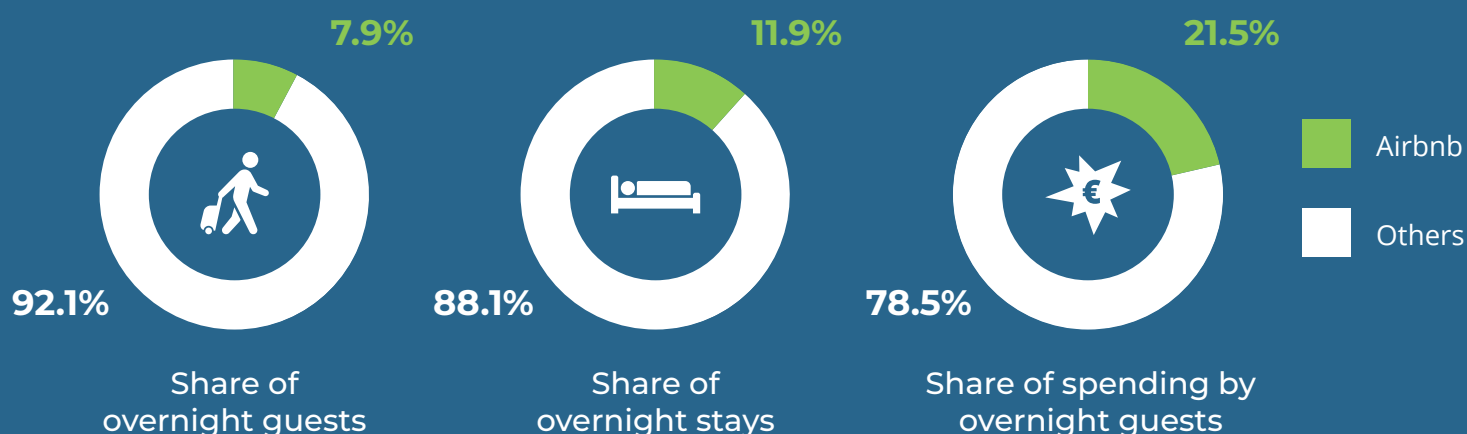
The majority of accommodation spending also ends up in the Amsterdam economy. About **87%** of what the guest pays for the accommodation goes to the host of the accommodation facility. In hotels, the percentage that directly trickles down locally will be smaller, because international chains, intermediary booking platforms and the hiring of workers are more common in this sector. In the case of cruise ships, this share is even smaller, due to booking via cruise companies, which are often located elsewhere, and the hiring of staff from abroad.



ACCOMMODATION DEMAND

SUMMARY Demand & Economic Impact

The following charts summarize the main outcomes.

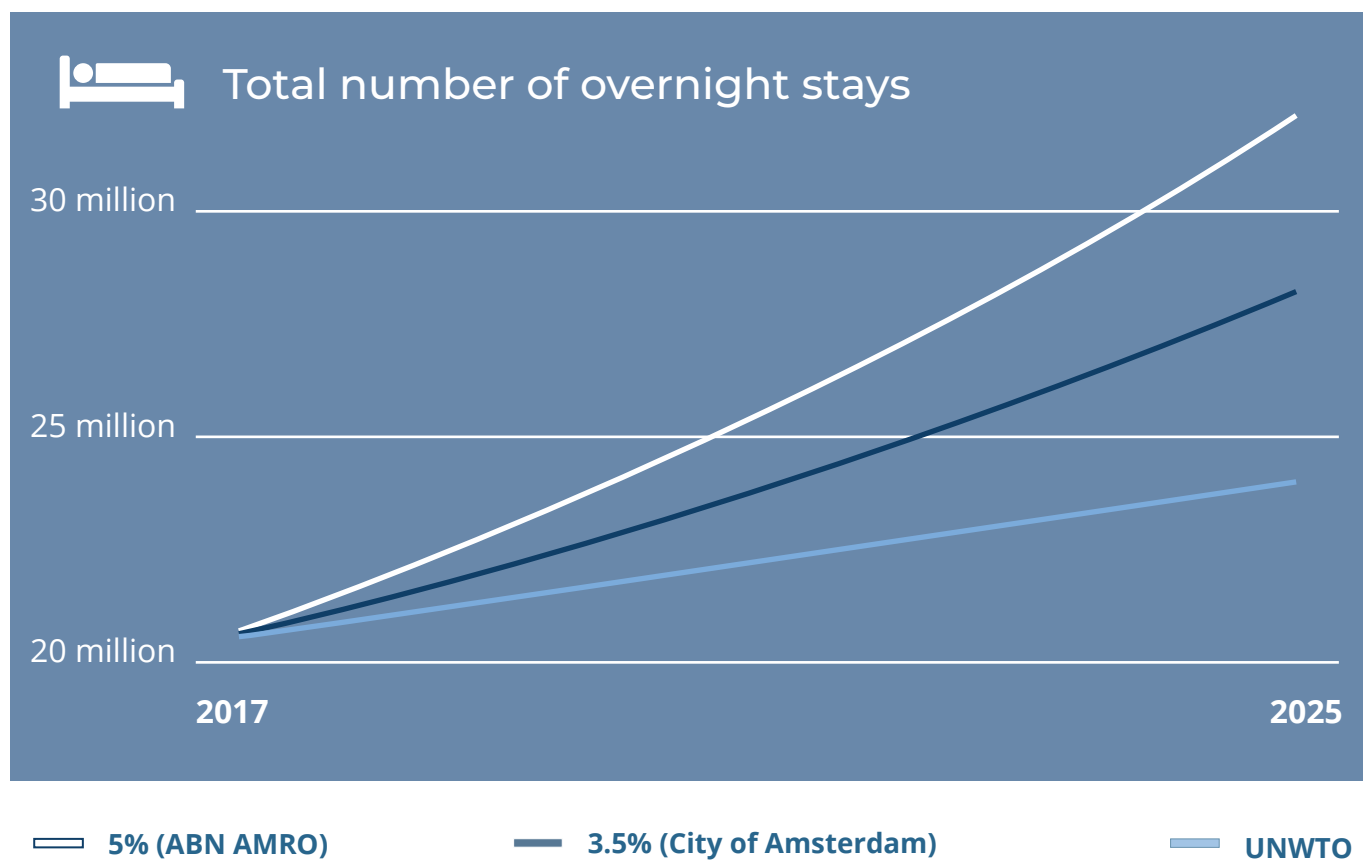




TOURISM IN AMSTERDAM FUTURE PROSPECTS

In recent years, tourism spending in the Netherlands, and certainly also in Amsterdam, has risen sharply. In particular, the rise in the number of foreign visitors has contributed to this. Tourism is also expected to increase further in the coming years. The chart below lists a number of growth forecasts from different sources. These forecasts all point in the same direction and predict a significant to very substantial increase in the number of overnight stays in the coming years.

Tourism Development Forecast Amsterdam



The new coalition agreement emphasizes that tourism is part of Amsterdam's international character, but that at the same time the positive aspects of tourism are increasingly being overshadowed by negative consequences. According to the coalition agreement, a new equilibrium is called for. In order to achieve this, a number of measures are mentioned. We will elaborate on this in the second part of this study.



TOURISM IN AMSTERDAM

IMPACT OF MEASURES

In order to strike a better balance between the positive aspects and the negative effects of tourism, the local authority intends to take measures to intervene in the provision of tourist facilities. In this part of the study, we determine the impact of three measures to be taken regarding supply:

1. Reducing the maximum rental period of private homeowners in Amsterdam from 60 to 30 days per year in 2019;
2. The 'no, unless' hotel policy. Many new accommodation projects are still ongoing, having already been approved;
3. Relocation of the cruise terminal.



Limiting vacation rentals to 30 days

From 2019, landlords of entire homes in the capital may rent out their house to tourists for a maximum of thirty days a year. This was proposed by the Mayor and Municipal Executive of Amsterdam at the beginning of this year. This regulation does not apply to B&Bs.

Reducing the maximum number of days that private landlords can rent for means a reduction in Airbnb capacity, assuming the same number of providers. In total, it is expected that there will be **310.000** fewer overnight stays. This means that the number of guests will be reduced by **0.1 million**.



Overnight stays



Guests



Overnight stays



Guests



The 'no, unless' hotel policy

The City of Amsterdam tightened its hotel policy at the end of 2016, after years of encouraging the construction of new hotels. In large parts of the city, new establishments may not be opened unless they add something special. This 'no, unless' hotel policy does not mean that no new hotels will open in the city in the near future.

By 2022, there will be an additional 8,000 rooms compared to June 2017, resulting in a total of approximately 43,000 rooms. Assuming that the current occupancy rate and room occupancy of hotels remains the same, this amounts to an increase of about **3.7 million** hotel stays in the city. This represents an increase of **1.8 million** in the number of annual guests.



Relocation of the cruise terminal

Relocation of the cruise terminal

At the end of 2017, the city indicated that it intended to move the PTA from the IJ to Coenhaven in the Western Docklands area. The arrival of the bridge over the IJ means that cruise ships will no longer be able to operate where the PTA is now located. In addition, moving the terminal was mentioned back in 2016 as a necessary step to address the city's overcrowding problem.

Once the terminal is moved to Coenhaven, there will be room for more cruise ships and consequently more tourists. The new terminal can handle 230 (sea) cruise ships per year, while the current terminal can handle 150. The number of cruise tourists (both sea and river cruises) may therefore increase by some **0.4 million**, from 740,000 to over 1.1 million per year.

In the new coalition agreement (May 2018), the intention to build a second PTA in Coenhaven and Vlothaven was scrapped. In consultation with the municipalities along the North Sea Canal and the province, an alternative location is now being sought outside Amsterdam. At this stage, it remains unclear whether a new location will actually lead to a change in capacity.



Overnight stays



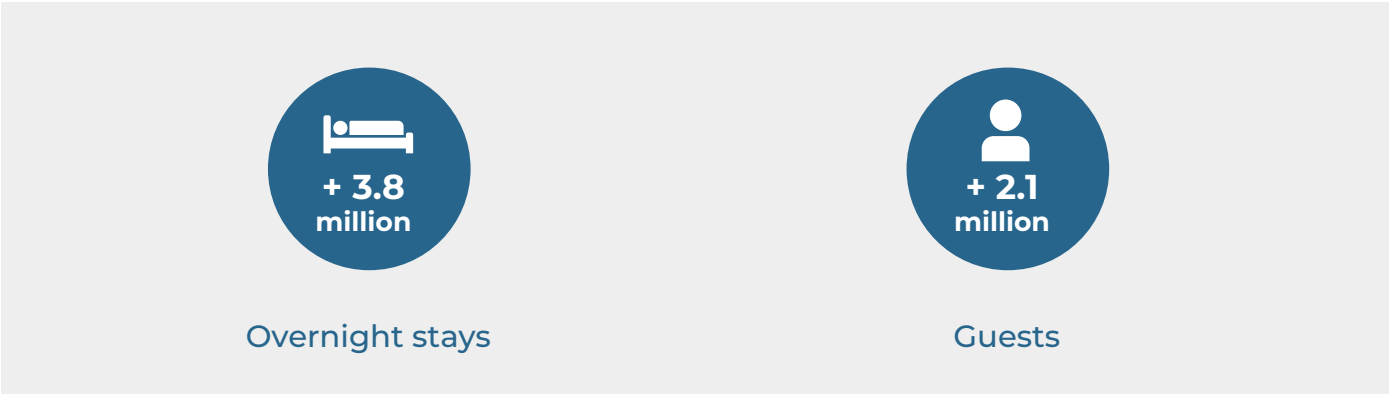
Guests



Identifying the effects of the measures

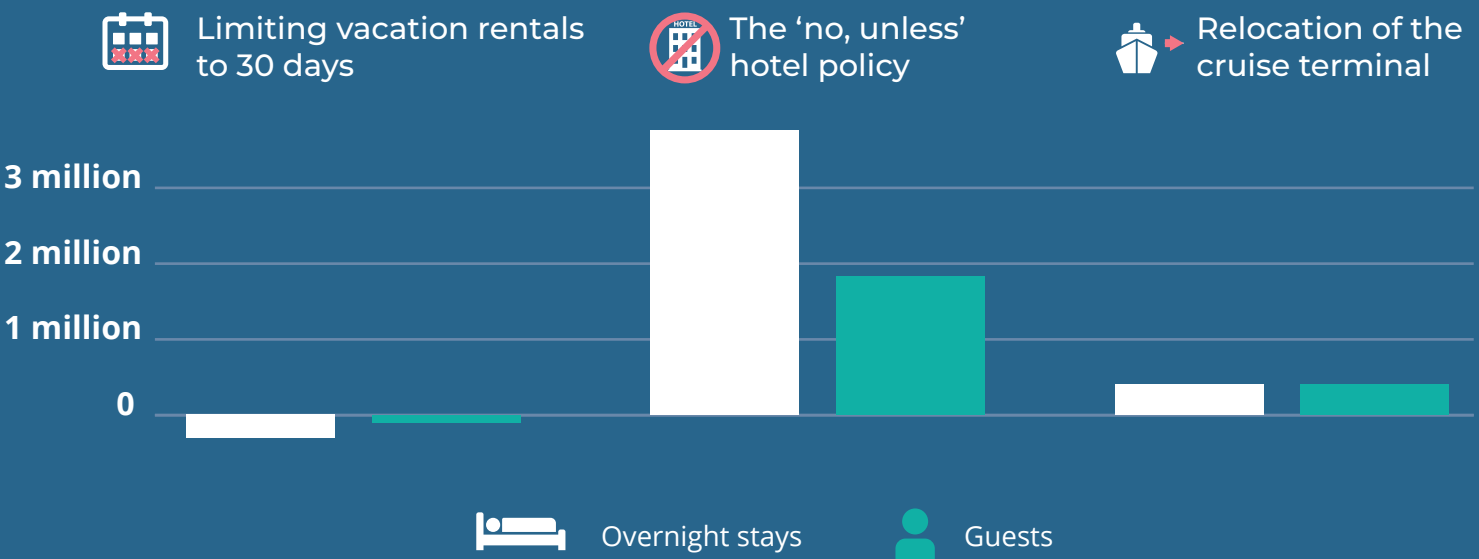
When combined, the aforementioned measures should reduce the number of tourists in Amsterdam.

Despite these measures, many more tourists will visit Amsterdam in the coming years. Taking into account these measures, an overall increase of some **3.8 million** overnight stays is expected. The number of guests is expected to increase by about **2.1 million**.



SUMMARY Impact of measures

The following figures summarize the effects of the proposed measures.





CONCLUSION

- Tourism is growing rapidly in Amsterdam. This has a positive economic impact, but increasingly also creates pressure.
- Based on its market share, Airbnb's contribution to this situation is modest. Expressed in terms of the number of guests and number of nights, Airbnb's market share is 7.9% and 11.9% respectively.
- On the other hand, Airbnb's share of all guest spending in Amsterdam is significantly higher at 21.5%, as guests stay longer and spend more. In addition, almost 90% of what a guest pays for the accommodation goes to the host. This is more than the amount that stays in the local area with hotels and cruise ships.
- The supply of Airbnb homes is widely distributed throughout the city. The supply of hotels is concentrated in Amsterdam city center.
- Measures aimed at curbing Airbnb-related tourism, therefore, also have a limited effect on overall crowding in Amsterdam. However, because Airbnb guests spend more on average, the relative effect on spending is greater.
- The relocation of the cruise terminal has the potential to create more congestion in the city. In addition, cruise ships dock in the morning and depart in the afternoon, so crowds are concentrated during the day.
- There is currently a 'no, unless' policy in the hotel sector, but due to the available planning capacity, the provision of hotels and consequently the number of overnight stays in hotels will increase significantly.



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