



TOURISM IN AMSTERDAM AND THE AMSTERDAM METROPOLITAN AREA 2013-2014

Fact Sheet, October 2014

In 2013, Dutch hotels received 22 million overnight visitors, good for 37 million nights. A large number of the nights were spent in the Amsterdam Metropolitan Area (MRA), where the tourism sector developed faster than at the national level. In 2013, Amsterdam drew attention to itself with, for example, the investiture of Willem-Alexander and the reopening of important museums. The number of hotels and jobs in the tourism sector is also increasing.

Over 15 million nights in hotels in MRA

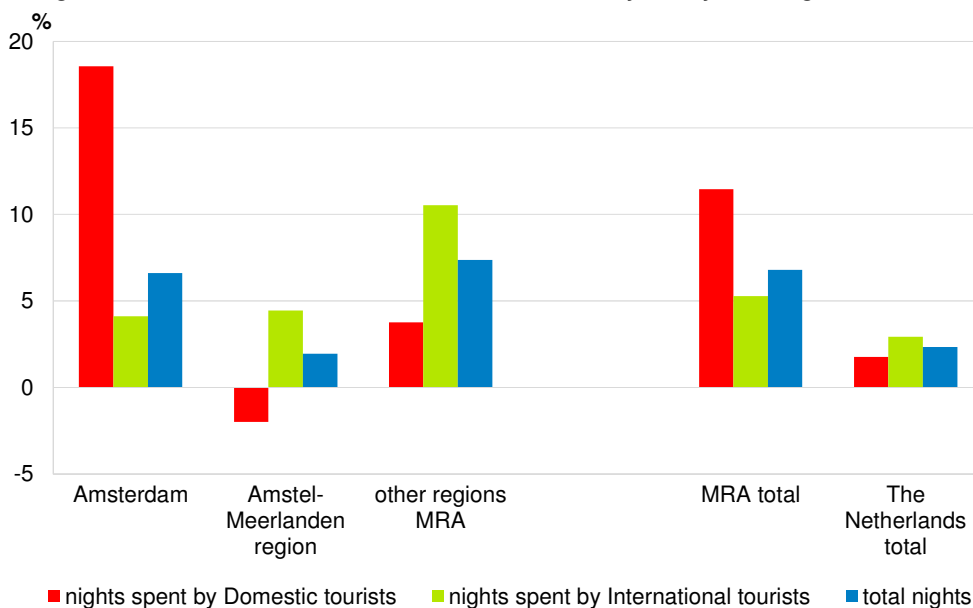
In 2013, hotels in the MRA received 8.5 million arrivals, an increase of 6% compared with 2012. The number of nights spent in hotels increased by 7% to reach 15.1 million.

On a national level the increase in the number of hotel arrivals and nights was 2% lower. Two out of five hotel arrivals in the Netherlands were in the MRA. Almost three quarters of nights in the MRA were spent in Amsterdam.

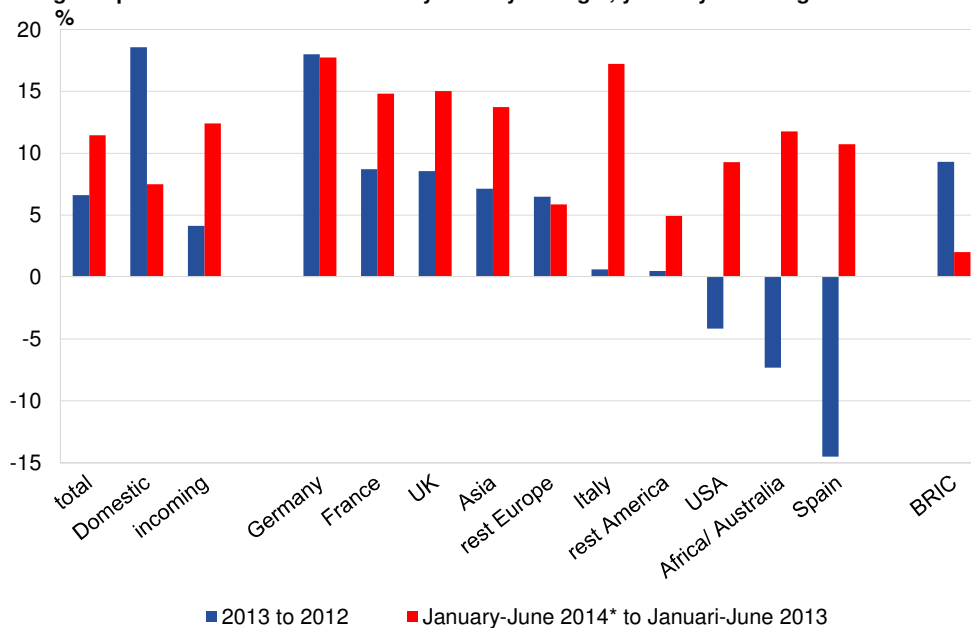
Over 11 million nights in hotels in Amsterdam

In 2013, Amsterdam had over 6 million arrivals in hotels that in total booked over 11 million nights. Amsterdam hotels have never experienced so many bookings. Compared with 2012 the increase amounts to 5% and 7% respectively. The growth is mainly due to Dutch (+19%) and German arrivals (+18%). The number of Spanish arrivals decreased by 15%.

Nights in hotels in Amsterdam, MRA and the Netherlands, year to year change 2012-2013

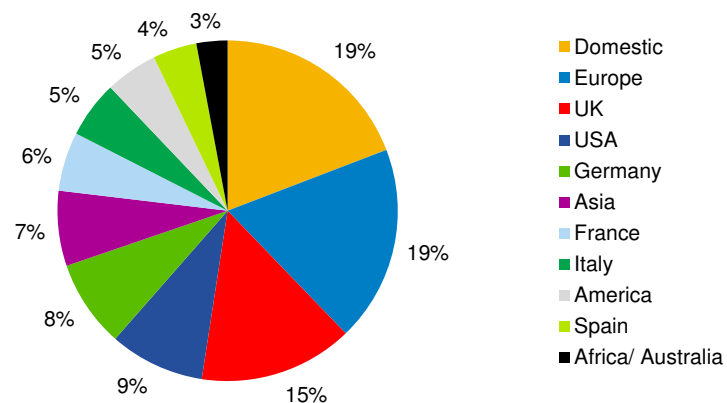


Nights spent in hotels in Amsterdam by country of origin, year to year change



* provisional figures

Arrivals in hotels by country of origin, Amsterdam 2013



Source: CBS

Arrivals, nights, length of stay en bed occupancy in hotels in Amsterdam

	arrivals	nights	length of stay (nights)	bed occupancy (%)
1Q 2012	1,163,700	2,060,700	1.77	46
2Q 2012	1,583,200	2,936,900	1.86	66
3Q 2012	1,610,400	3,100,300	1.93	70
4Q 2012	1,380,900	2,465,300	1.79	56
total 2012	5,738,300	10,563,200	1.84	59
1Q 2013	1,232,400	2,251,700	1.83	46
2Q 2013	1,639,900	3,066,600	1.87	66
3Q 2013	1,700,400	3,274,200	1.93	70
4Q 2013	1,451,400	2,669,300	1.84	56
total 2013	6,024,200	11,261,700	1.87	57
1Q 2014*	1,419,000	2,551,000	1.80	50
2Q 2014*	1,788,000	3,376,000	1.89	65

* provisional figures

Source: CBS

Increase in the business and leisure market in 2013

The number of overnight hotel stays for business purposes increased by 7% in 2013, slightly more than the number of hotel stays for leisure purposes (+6%). The business segment was good for 39% of all nights in hotels in 2013.

Amsterdam Metropolitan Area: number of hotel rooms increases by 5%

At the beginning of 2014, the Amsterdam Metropolitan Area (MRA) counted 634 hotels with a total number of almost 38,000 rooms. This is respectively 1% and 5% more than in 2013. Room capacity in the MRA is concentrated in two municipalities: 70% in Amsterdam (26,300) and 14% in Haarlemmermeer (5,400). The other 5,600 rooms are spread across the 29 regional municipalities.

Hotel capacity in MRA

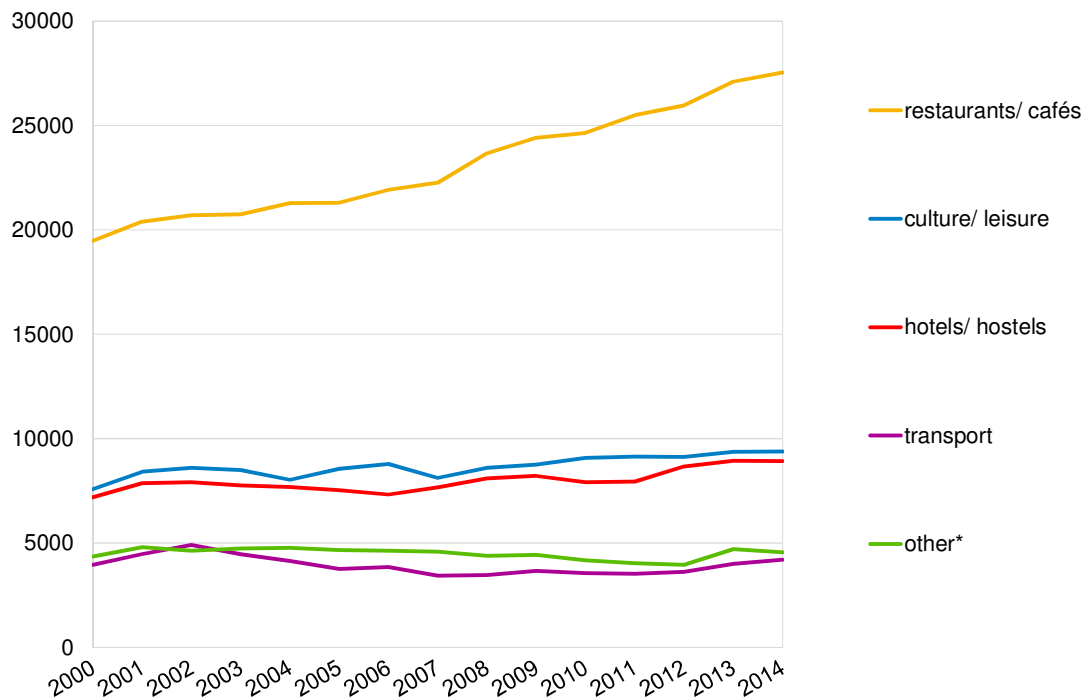
	2013			2014			change 2013-2014 (%)		
	hotels	rooms	beds	hotels	rooms	beds	hotels	rooms	beds
Amsterdam	413	25,372	54,857	421	26,287	56,718	2	4	3
other regions	212	10,599	22,310	213	11,347	23,980	0	7	7
total MRA	625	35,971	77,167	634	37,634	80,698	1	5	5

source: O+S/CBS

More jobs in the tourism sector in 2013-2014

The tourism sector in Amsterdam appears to be doing slightly better than other sectors. On 1 January 2014, Amsterdam counted 54,618 jobs in the tourism sector, an increase of 0.9% compared with 2013. The total number of jobs in Amsterdam increased by 0.6% in the same period. Half of the jobs in the tourism sector are in restaurants and cafés. This was where the number of jobs also saw the greatest increase (+459; +2%).

Jobs (FT and PT) in tourism sector in Amsterdam, on January 2003-2014



* travel agencies, retail

source: O+S

Colofon

Bureau Onderzoek en Statistiek
Oudezijds Voorburgwal 300
1012 GL Amsterdam
www.os.amsterdam.nl

Author

Tanja Fedorova
t.fedorova@os.amsterdam.nl
Phone 020 251 0341

Foto frontpage

Edwin van Eis (2013)