

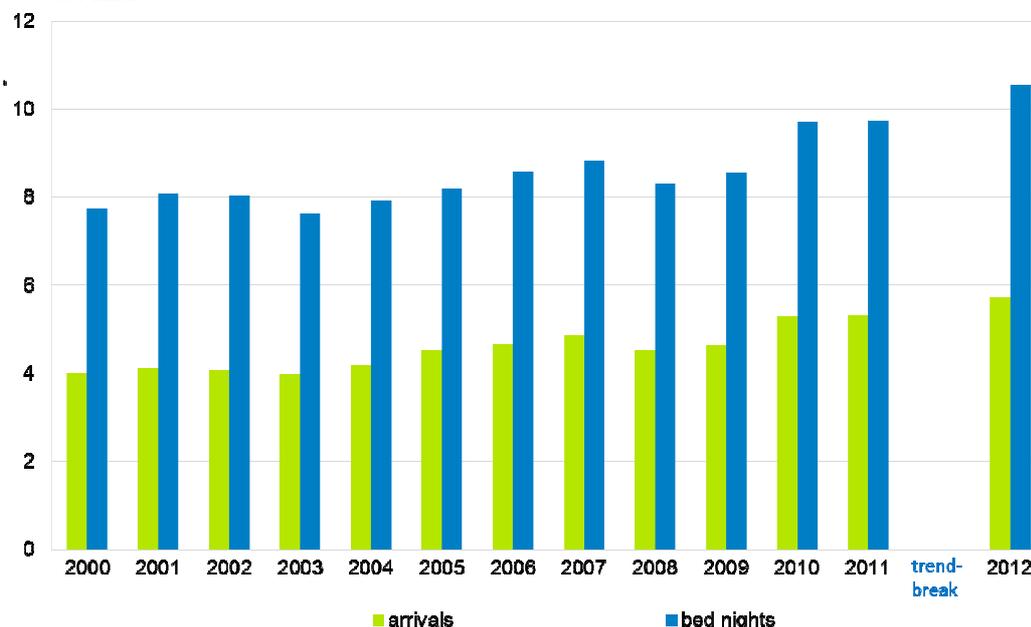


Tourism sector in Amsterdam continues to grow

Amsterdam continues to attract tourists despite the economic crisis. Between January and October 2013 the number of nights spent in hotels in the Dutch capital rose by 7% compared to 2012. The growth largely came from domestic arrivals, and is higher than the national figure (2%). In 2012 Amsterdam saw 10.6 million bed nights. The number of bed nights in 2013 is expected to be more than 11 million.

The milestone of 10 million nights spent in hotels was officially passed in 2012: 5.7 million hotel guests spent an average of 1.85 nights in Amsterdam. This resulted in 10.6 million bed nights, according to the figures from Statistics Netherlands, which have been calculated using an improved method this year.¹ 8.7 million bed nights were recorded in the first ten months of 2013, 662,000 (+7%) more than in the same period in 2012.

Arrivals and bed nights in Amsterdam, 2000-2012
x 1 mln.



Source: CBS

Tourism is currently growing more rapidly in the Dutch capital than nationally (+2%). The growth is due to a substantial rise in the number of domestic arrivals. The reopening of the major Amsterdam museums and the coronation focused additional attention on Amsterdam in 2013. Across 2013 as a whole Amsterdam can expect 6

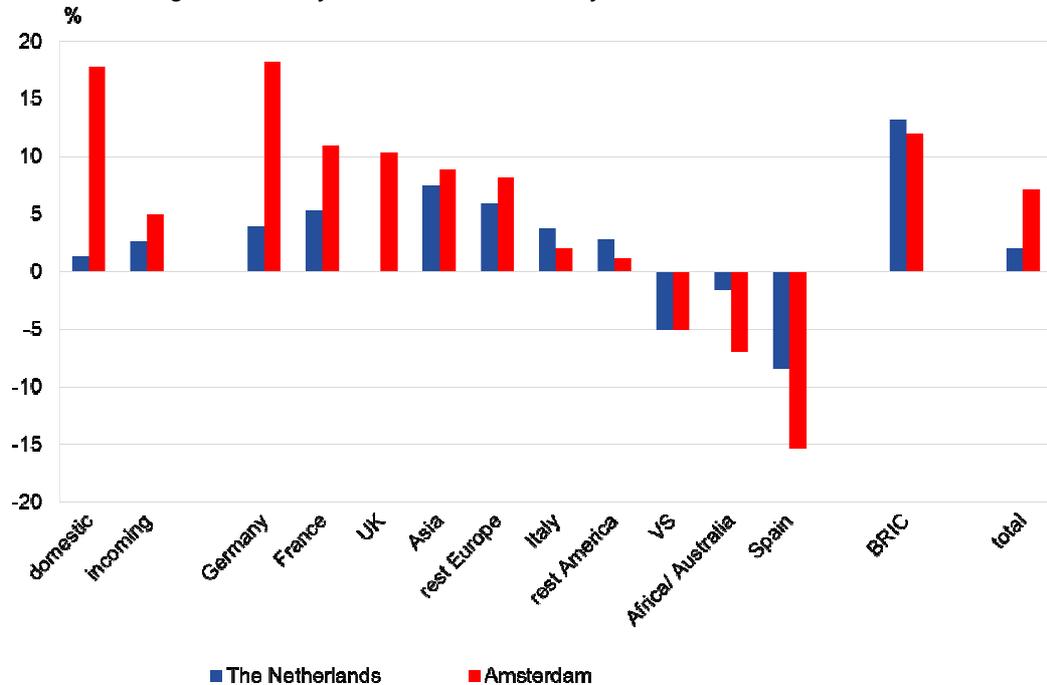
¹ With effect from 2012 Statistics Netherlands has modified the method for calculating tourism figures. Comparison with previous years is therefore not possible.

million arrivals and more than 11 million nights spent in hotels, an increase of 7% compared to 2012²

Amsterdam is a popular domestic destination 2013

The growth in the number of bed nights in Amsterdam in the first ten months of 2013 is thanks to Dutch residents (+18%), unlike in the rest of the country (+1%). This may be explained by the additional attention that the Dutch capital received as a result of the reopening of museums, the coronation and various events. Amsterdam hotels were particularly popular with the local population in January 2013. In this month 45 hotels took part in the 'Amsterdamse Hotelnacht' (Amsterdam Hotel Night) event where Amsterdam residents could stay at these hotels at a reduced rate. There were also more nights spent in hotels by Germans (+18%), French (+11%) and British (+10%). This growth is higher than the national figure, particularly amongst Germans and the British. Tourism from the developing BRIC countries is growing equally strongly in both Amsterdam and the Netherlands (+12%).

Growth bed nights in January-October 2013* to January-October 2012



* preliminary numbers 2013

Source: CBS

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

	arrivals	bed nights	stay in hotels (nights)	bed occupancy (%)
1 Q 2012	1163700	2060700	1,77	46
2 Q 2012	1583200	2936900	1,86	66
3 Q 2012	1610400	3100300	1,93	70
4 Q 2012	1380900	2465300	1,79	56
total 2012	5738300	1056300	1,84	59
1 Q 2013*	1246000	2281000	1,83	47
2 Q 2013*	1648000	3094000	1,88	64
3 Q 2013*	1709000	3300000	1,93	68

Source: CBS

² Research & Statistics service forecast.

Growth of business and leisure markets in 2013

Almost 40% of all bed nights in Amsterdam were booked by guests staying in the city for business, with the remainder were for leisure reasons. Both the leisure and business markets did well in the first ten months of 2013. With a growth rate of 9% the number of bed nights for business purposes is growing faster than the number of nights for leisure purposes (+6%). The business market grew by a quarter in August 2013 as a result of the conference of the European Society of Cardiology in Amsterdam. The conference attracted almost 30,000 delegates.

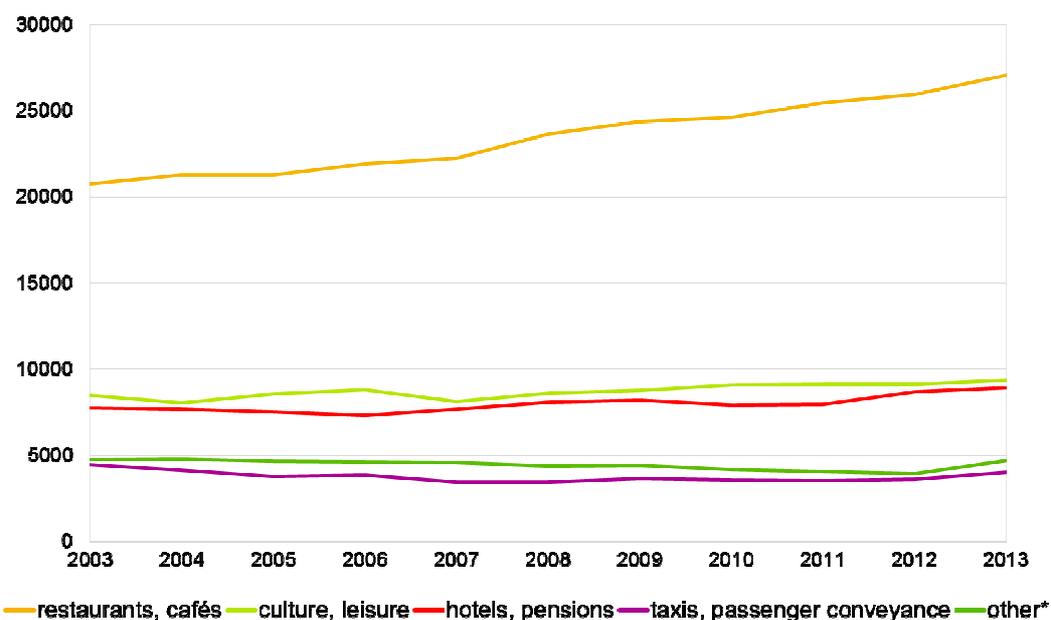
Stimuli for leisure tourism came from - amongst other things - the celebration year Amsterdam 2013 and especially the reopening of three major museums: the Van Gogh Museum, the Rijksmuseum and the Stedelijk Museum. In the period between January and October 2013 the number of museum visitors rose by 17% and the number of people visiting attractions by 4%.

More jobs in the tourism sector³ in 2013

The tourism sector accounts for one in ten jobs in Amsterdam, which represented 54,125 jobs on 1 January 2013.⁴ This is 5% more than in 2012 (2790 jobs). This growth is also higher than in other sectors in the city (2%).

Half the jobs in the tourism sector are in restaurants and cafés. This industry also accounted for one third of the total rise: 1137 jobs over the period 2012-2013 (+ 4%).

Jobs (FT and PT) in tourism sector in Amsterdam



* travel agencies, retail in touristic goods

Source: O+S

³ The tourism sector includes the following industries: hospitality, culture and leisure (incl. museums, entertainment), passenger conveyance (incl. taxis), travel agencies, retail of souvenirs etc. Tourism has an undeniable stimulating effect on

on the number of jobs in these industries, although they are not always the direct result of tourism.
⁴ According to figures from TNO for 2012 the added value from the tourism sector in Amsterdam is €1.5 billion. The sector accounts for 10% of the total number of jobs.