



Gemeente  
Amsterdam

# UNESCO PARADOX

*European cities alliance for the protection of urban heritage sites from  
overtourism*

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City of Amsterdam

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## City Centre of Amsterdam





UNESCO site = 17th-century Canal Ring Area of Amsterdam





# Outstanding Universal Value



An unique street plan



A city of citizens



The world's warehouse



Waterworks



Green lungs



Merchant houses and urban villas













VIA



PIZZA

FORNO A LEGNA  
WOOD FIRED OVEN

EAT IN OR TO-GO



NEW  
YORK  
PIZZA

BAR **HOT OR NOT**



SPORTS



PIZZA



STEAKHOUSE

SEX SHOP

D&G

GUINNESS

KAMA MUTRA

INDIAN &  
INDOCHINESE  
FOOD



BARNDESTEEC  
CENTRUM

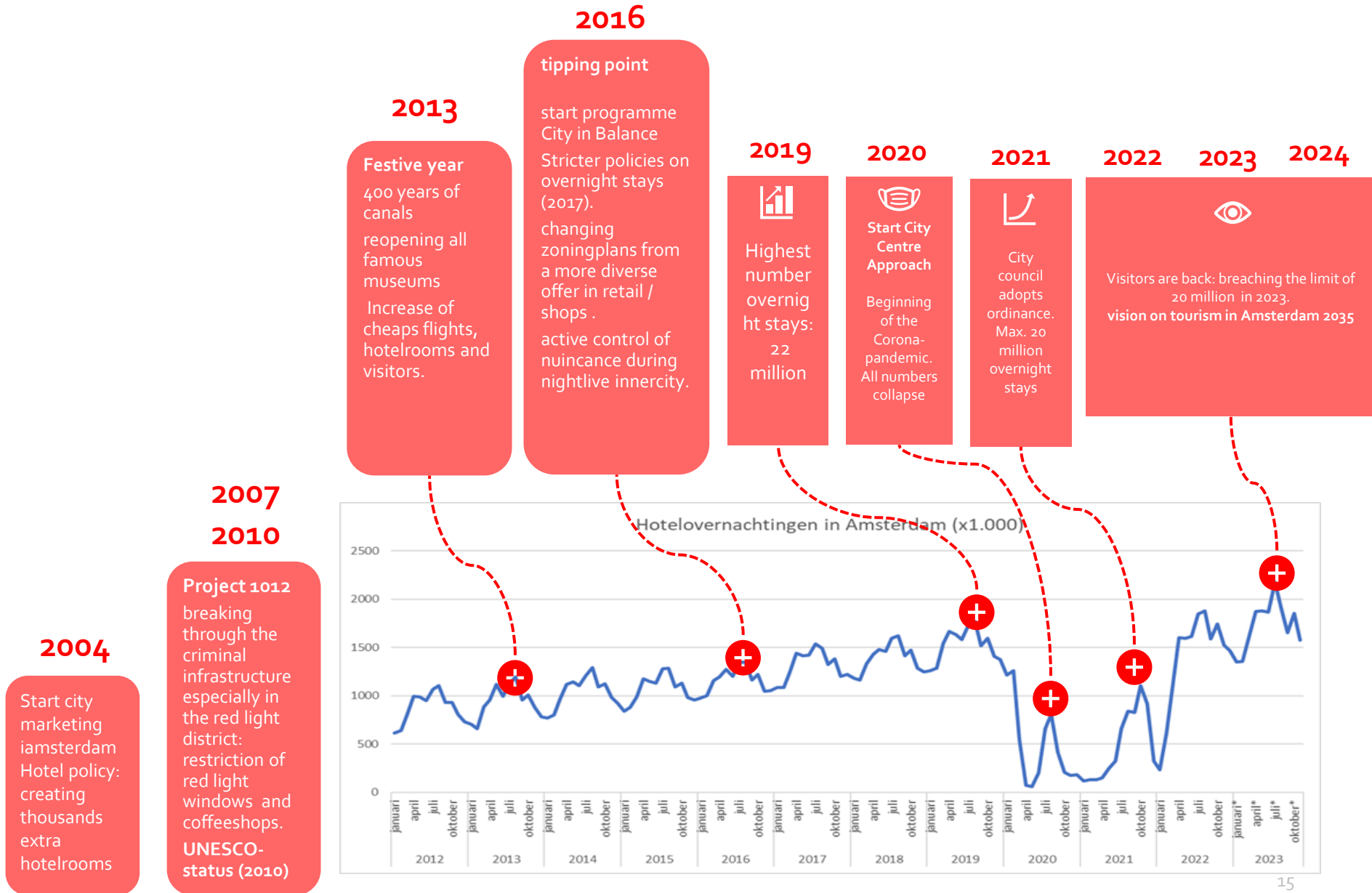
Are you relaxed on vacation?



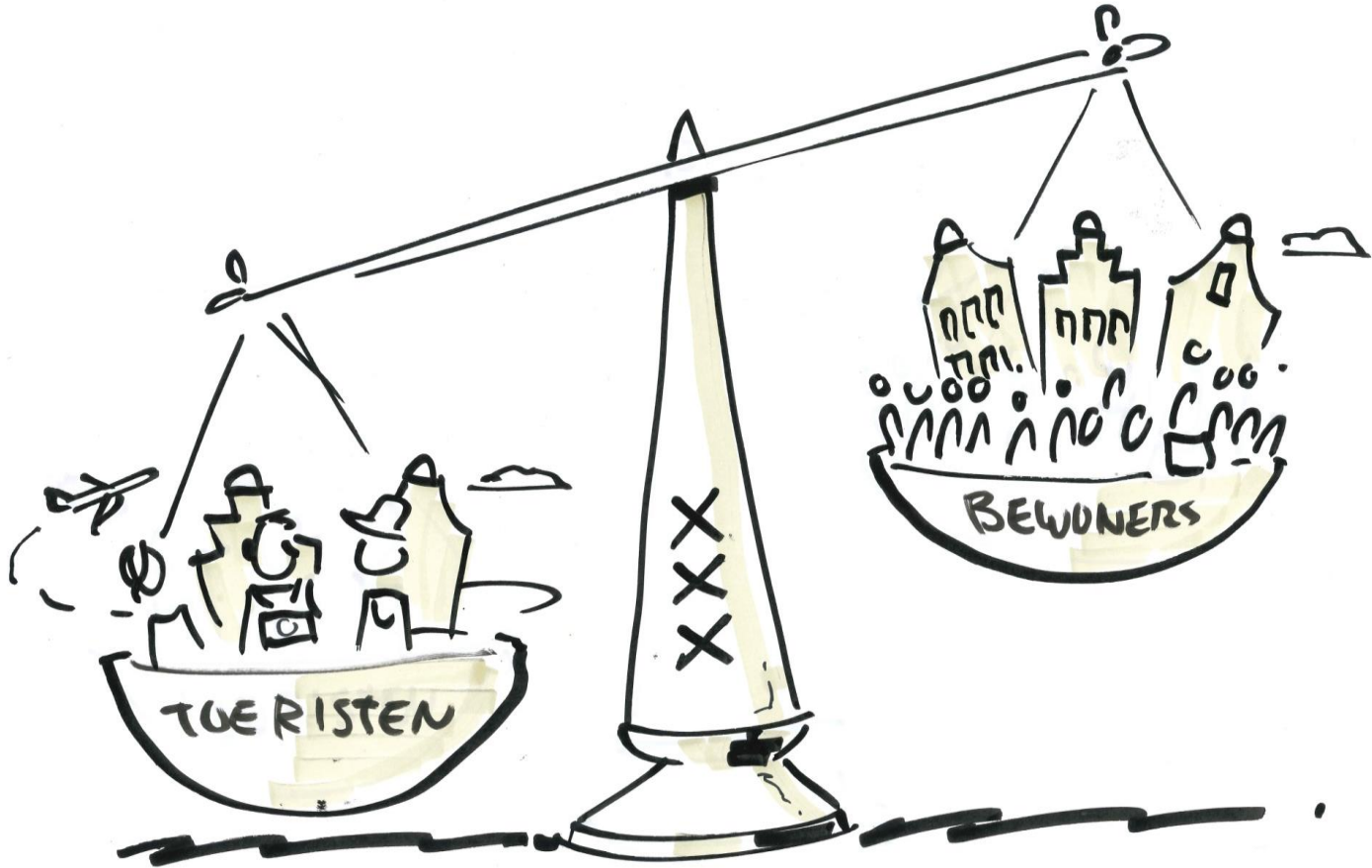


What do we mean by **'negative impact of overtourism?'**

# Timeline Tourism Policy in Amsterdam | 2016 tipping point



XXX  
XXX  
XXX







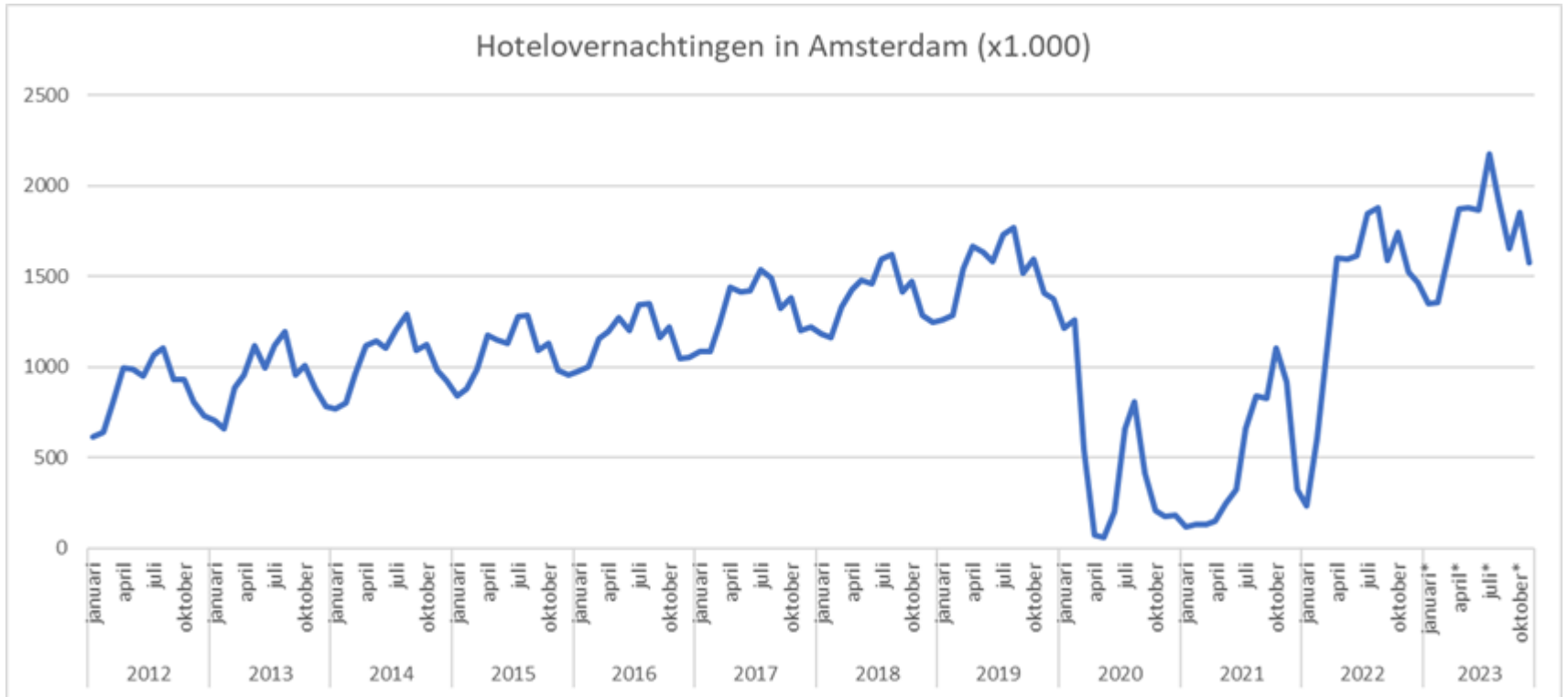
**Gemeente  
Amsterdam**

## **Vision on tourism 2035**

The vision on tourism 2035 outlines a more sustainable visitor economy that contributes favourably to the city and demands a different way of thinking and acting from all of us. Our city is not merely a product to make money, but rather an ecosystem to take part in. Our vision of entrepreneurship does not centre on financial and commercial profit, but on value to the immediate environment. That is our prerequisite, on which we welcome one entrepreneur, and tell the other its business is no longer tenable as it is increasingly becoming a burden to the city.

### **Towards a sustainable visitor economy**

Our vision is to curb growth and bring about the transformation to a sustainable visitor economy. Efforts towards this include working on improving quality of life, combatting nuisances and overtourism and controlling the number of overnight stays.





## European Cities Alliance on Overtourism

*Starting meeting 4-5 March 2024 in Amsterdam*

*We would like to deepen understanding about the challenges that European cities face in dealing with the negative impact of urban tourism, on the European level. This may include a joint action towards the EU-level, where an agenda on tourism is being implemented by the European Commission (the EU Tourism Pathway).*

*We may also think about having a voice heard at the European Parliament (where a Tourism Task Force is established, as part of the TRAN-committee). We can consider establishing further contacts with UNESCO or UNTWO.*

*Acknowledging the EU's successful steps on sustainable tourism, aviation, mobility and STR-regulation, we see the following matters that have been left underexposed in the European discussions on sustainable tourism:*

### Partners

- UNESCO
- UNTWO
- Eurocities



## European Cities Alliance on Overtourism

*We see the following matters that have been left underexposed in the European discussions on sustainable urban tourism and the negative consequences of overtourism:*

### 1. habitable city centers

*How do we preserve local retail and ban tourist shops? How do we preserve, as UNESCO-cities, our heritage, local identities and communities? How do we improve the habitability to our own inhabitants?*

### 2. Regulating urban tourism

*How can we develop more instruments and strategies to regulate the influx of tourist, tourist shops and activities and the way in which tourists enter our cities (Cruise, coaches and short distance flights)?*

### 3. Sustainable transformation

*How do we urge the tourist industry to transform and move its vested (financial) interests and businesses towards more sustainable revenue models?*



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