



in collaboration with Amsterdam Marketing

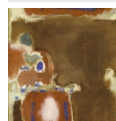
Photo:



With its characteristic canals (UNESCO World Heritage) surrounded by narrow, low and crooked 17th-century houses, Amsterdam is, without a doubt, one of the most charming capital cities in Europe. With a rich cultural life and a wide range of entertainment, Amsterdam is a full-scale city which has managed to retain its small-town feel. Amsterdam is also a real treat for art-lovers. Amsterdam is home to over 50 museums, many of them famous across the globe. Highlights include the Rijksmuseum, Van Gogh Museum and the Stedelijk Museum. For the visitors who have already seen the beautiful canals pioneered the Jordaan and got the hang of our never-ending nightlife, there is plenty more to experience and explore. The Amsterdam Metropolitan Area offers a great variety of surprising and unusual attractions and landscapes.



Events



From the Guggenheim Collec...

The exhibition From the Guggenheim Collection to the Cobra Museum Amstelvee...



Vondelpark Open Air Theatre

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Top 5



3D Print Canal House

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The Art of the Brick

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I amsterdam City Card

Get the most out of your visit to Amsterdam with the I amsterdam City Card! ...



SUMMER OF AMSTERDAM



Amsterdam hosts more than 300 festivals each year, from outdoor film fairs to multi-day dance-music parties and from culinary fêtes to chamber music in Golden Age canal houses.

The city becomes a stage in June, when top-flight performers from all over the globe descend on Amsterdam for the Holland Festival, a spectacular month of culture straddling theatre, dance, music and more. Then the Royal Concertgebouw Orchestra picks up the baton for two months of world-class performances, taking in everything from classical music to cabaret during the Robeco SummerNights programme. August's Grachtenfestival (the 'Canal Festival'), meanwhile, takes classical music out of the concert hall and into unique locations around the city, culminating in the spectacular (and free) canal-side Prinsengracht Concert.

Whatever your cultural preferences, a full summer of artistic enlightenment awaits!

ArrivalGuides goes ArrivalTV!



Get inspired and watch unique destination videos straight from our destination partners

www.youtube.com/Arrivalguides
www.dailymotion.com/ArrivalTV



Robeco SummerNights



Held from late 28 June through to 31 August 2014, the Robeco SummerNights series is an integral part of Amsterdam's summer cultural calendar pushing the

boundaries with classical concerts, swinging jazz and lively pop offerings.

Address: Concertgebouwplein 10, 1071 LN Amsterdam

Internet: <http://www.concertgebouw.nl/en/robeco-summernights-0>

Grachtenfestival Amsterdam



The historic city centre of Amsterdam, a UNESCO World Heritage site since 2010, hosts the ten-day festival of classical music at numerous unique locations. Make sure you catch the magnificent Grachtenfestival (Canal Festival) from 15 to 24 August 2014.

Address: Prinsengracht, 1016 GZ Amsterdam
Internet: <http://www.grachtenfestival.nl/gf/start.vm?lang=en>

Mysteryland



With fairytale surroundings, open fields and intimate spaces, Mysteryland has built up a reputation as one of the most unique dance festival locations in the world. The festival returns to the Floriade festival grounds in Haarlemmermeer on Saturday, 23 August 2014.

Address: Floriadeterrein Haarlemmermeer, 2141 SB Vijfhuizen
Internet: <http://www.mysteryland.nl/en/>

Pluk de Nacht



Amsterdam's open-air film festival Pluk de Nacht (Seize the Night), returns for the annual round of free outdoor cinema from 6 to 16 August 2014.

Address: Stenen Hoofd, Westerdoksdijk, 1013 BX Amsterdam
Internet: <http://www.plukdenacht.nl/en/>

RECOMMENDATIONS



Amsterdam has a lot to offer. Below you will find our recommendations that are definitely worth visiting or worth buying. One of them is our I amsterdam CityCard!

Explore everything Amsterdam has to offer with the I amsterdam City Card. This card is your public transport pass, your ticket to Amsterdam's top attractions and your voucher for great discounts and free surprises. Visit world-class museums, take a cruise through the charming canals and sample the local delicacies. All for free or a significant discount! The I amsterdam City Card is truly your key to the city.

Choose from a 24, 48 or 72 hours I amsterdam City Card for €47, €57 and €67.

Special offer for I Amsterdam City Card holders!
Purchase the Amsterdam & Region Day Ticket for a special price of €10. Combine the 24-hour public transport bus pass with the I amsterdam City Card and make good use of both products! Get free transportation and entrance to various museums and attractions in the region.

3D Print Canal House



As of 2 March 2014, architecture fans in Amsterdam needn't only admire the Golden Age buildings in the Canal Ring, or present-day designs, but also buildings for the future. On that day, DUS Architects and their partners unveiled the initial blocks of the world's first 3D-printed canal house, which is open for the public to explore and aims to inspire yet more sustainable housing innovation.

Architectural innovation in Amsterdam

3D printing technology is evolving at a tremendous rate and every few weeks there are new concepts and innovations announced. In Amsterdam, one of the primary focal points has been the creation of sustainable housing, driving this project in Amsterdam-Noord to 'print' a life-size canal house and all the materials inside it. The result is the '3D Print Canal House', an exhibition, research and building site, showcasing some two years of research and work in 3D-printed architecture.

As well as public entry to the house and printers, private tours and talks can be arranged.

Address: Tolhuisweg 7 - 1031 CL AMSTERDAM

Opening hours: Tuesday till Friday from 11 am until 5 pm and every first weekend of the month from 11 am until 5 pm

Tickets: Entrance fee: €2,50 - includes an informative audiotour that you can easily download on your smart phone (bring your headphones!).

Internet: 3dprintcanalhouse.com

Anne



From May 2014, Theater Amsterdam presents a spectacular new production about the life of Anne Frank. The city's latest theatrical addition is being built in

Amsterdam West especially for ANNE. Theater

Amsterdam is scheduled to open on 8 May 2014, which is also the date for the world premiere of ANNE.

The Diary of Anne Frank

The production is based on the Diary of Anne Frank and the Frank family archives. ANNE explores Anne Frank's life before her family went into hiding, gives an impression of what life was like in the annex and provides an insight into what happened after the family was discovered. The production is a joint initiative with the Anne Frank Fonds, founded in Basel by Anne Frank's father Otto in 1963.

Language no problem from 1 July 2014

The performance itself will be in Dutch, but the producers will launch a digital multilingual translation system to ensure that ANNE is also accessible for theatre-goers who don't speak the local language. This service (in English, German, French, Spanish, Italian, Portuguese and Russian, with the potential for more languages to come later) is expected to be available from 1 July 2014.

Address: Danzigerkade 5 - 1013 AP AMSTERDAM

Internet: www.theateramsterdam.nl

The Art of the Brick



From 29 May 2014, more than 70 astounding Lego structures built from in excess of a million LEGO® bricks will dominate the Amsterdam EXPO for their new exhibition

'The Art of the Brick' – named by CNN as one of the world's 10 must-see exhibitions!

Unique LEGO® structures

American artist Nathan Sawaya is the creative force behind the unique LEGO® structures, proving that the popular toy isn't purely child's play. Look out for impressive LEGO® versions of Rodin's The Thinker and Leonardo Da Vinci's Mona Lisa as well as a six-metre-high Tyrannosaurus rex. And if you're feeling inspired, get

hands-on and have a crack at building your own LEGO® masterpiece in the Interactive Zone.

Address: Gustav Mahlerlaan 24 1082 MC AMSTERDAM

Opening hours: Mo -Th : 09:00 - 18:00 hour Fr : 09:00 - 21:00 hour Sa , Su: 09:00 - 18:00 hour.

More Info: www.amsterdamexpo.nl

I amsterdam City Card



Get the most out of your visit to Amsterdam with the I amsterdam City Card! The I amsterdam City Card is your key to the city. Valid for 24, 48 or 72 hours, this card

includes a detailed city map, unlimited use of the public transport system, free entrance to Amsterdam's best museums and attractions, plus great discounts and free surprises.

EVENT CALENDAR



This event calendar is an overview of the major events happening in the Amsterdam Metropolitan Area. Of course, there is much more to do and to enjoy than the highlights listed here! For the most up-to-date information, please visit www.iamsterdam.com.

From the Guggenheim Collection to the Cobra Museum Amstelveen



The exhibition 'From the Guggenheim Collection to the Cobra Museum Amstelveen' sees the Cobra Museum of Modern Art embark on a journey to explore the

boundaries of the field. And it's a journey that even crosses the Atlantic, as this exhibition involved close collaboration with the world-famous Guggenheim Museum in New York. Catch the exhibition from 5 April to 31 August 2014.

Guggenheim collection

The majority of works in this exhibition adorned the walls of the Solomon R. Guggenheim Museum when it opened to the public in 1959. Featuring works by CoBrA artists including Appel, Alechijnsky and Jorn alongside pieces by acclaimed artists including Pollock, De Kooning, Rothko, Bourgeois, Mathieu, Dubuffet and Capogrossi.

Address: Sandbergplein 1 1181 ZX AMSTELVEEN

Opening hours: Saturday 5 April 2014 including Sunday 31 August 2014

Mo : Closed Tu -Su: 11:00 - 17:00 hour.

Internet: www.cobra-museum.nl

Vondelpark Open Air Theatre



From May to August 2014, the Vondelpark Open Air Theatre presents a four-month programme packed with dance, cabaret, jazz, children's theatre, stand-up comedy and

all genres of music.

Theatrical heritage

Amsterdam's Vondelpark is steeped in musical and theatrical history. The 'Vondelpark Parties' were organised in the park and the Music Pavilion and Vondelpark Stage both hosted music, operetta and dance performances over the years. The Vondelpark Open Air Theatre sprang into life in 1974, combining the 'Vondelpark Parties' and

so-called 'Happenings' - the name given to the performances organised at the time.

Weekend entertainment

Head to the Open Air Theatre in the Vondelpark to catch a performance on Friday, Saturday and Sunday throughout the summer. Entry is free, although all voluntary donations are appreciated.

Photo: Vondelpark openluchttheater Micha Wertheim 2007 picture David Vos

Address: Vondelpark Amsterdam

Internet: www.iamsterdam.com

Robeco SummerNights



Held from late 28 June through to 31 August 2014, the Robeco SummerNights series is an integral part of Amsterdam's summer cultural calendar pushing the

boundaries with classical concerts, swinging jazz and lively pop offerings.

Address: Concertgebouwplein 10, 1071 LN Amsterdam

Internet: <http://www.concertgebouw.nl/en/robeco-summernights-0>

EXHIBITIONS



Amsterdam's 50+ museums host a range of exciting exhibitions. From work of established masters such as Vincent Van Gogh, to current and upcoming modern and contemporary artists as Mike Kelley, it is all on display in Amsterdam! Additionally, in 2013 there are several exhibitions dedicated to the history of Amsterdam, it's renowned Canal Ring, and the Dutch Golden Age in which Amsterdam experienced unprecedented growth. A perfect opportunity to learn more about Amsterdam and the history of the Netherlands at large!

For a complete and up-to-date overview of exhibitions in and around Amsterdam, please visit www.iamsterdam.com.

EXPLORE AMSTERDAM



Amsterdam's fantastic architecture is best seen from a sightseeing boat on the canals. But Amsterdam is also a great city to explore by bike or foot. Sign up for a group tour or excursion or feel like a local and discover Amsterdam on your own. Whatever suits you best, the Amsterdam City Card is an outstanding way to explore everything the city has to offer!

Sign up for a tour or excursion to discover a side of Amsterdam you might never see on your own. For example, a canal cruise is an absolute must for every first-time visitor. Or travel outside the city and experience the typically Dutch landscape of windmills, dikes and manicured green pastures. Stroll through quaint fishing villages, take a boat tour along the scenic waterways or cycle along the dunes.

Visit Amsterdam and use our free app. You'll find everything you need to know on the completely redesigned Amsterdam City Guide app – now available for both iOS and Android. Below, you will find more information about our app!



**SPEND LESS
ON BUS
TICKETS AND
MORE ON
EDAM CHEESE**

€10
VALID ALL DAY



**HOP ON
THE LOCAL BUS**

Find your €10 daypass
at localbus.nl

More cycling in Amsterdam

Amsterdam is one of the most bicycle-friendly cities in the world. Amsterdammers are born on bikes, and you'll see them all over the place! Thanks to the many bike paths in the city, pedal power is all you need to uncover the city's gems on your own, or as part of a guided bike tour. For more information about the possibilities and tips for safe cycling, check www.iamsterdam.com

Internet: www.iamsterdam.com

Last Minute Ticket Shop



The Last Minute Ticket Shop (LMTS) sells tickets to events in Amsterdam for just 50% of the regular price! A new selection of tickets for concerts, theatre

performances and other events at a huge assortment of Amsterdam venues is on offer every day of the week!

Address: Leidseplein 26

Tickets: www.lastminuteticketshop.nl

Amsterdam & Region Day Ticket

Discover Amsterdam and the surrounding area with the Amsterdam & Region Day Ticket – a special 24-hour public transport pass valid on metros, trams and buses operated by GVB, Connexion, Arriva and EBS.

Public transport pass for Amsterdam & greater metropolitan area

The greater Amsterdam area offers so much more than just the big city sights. The Amsterdam & Region Day ticket lets you explore the beaches of Zandvoort, Edam's cheese market, the Aalsmeer flower auction and traditional villages like Volendam and Zaanse Schans with a single 24-hour public transport pass. As of 2014 the ticket is also valid on Arriva buses, including line 858, which operates between Schiphol and the Keukenhof! When you purchase this ticket, you'll also get a public transport

guide for the Amsterdam region (PDF) filled with useful tips and sightseeing highlights.

Price & sales locations

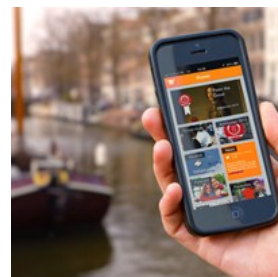
The Amsterdam & Region Day Ticket costs €13.50. The card is available for purchase at the Visitor Information Centres in Amsterdam, selected hotels and campsites and ticket counters of the participating public transport companies, including:

GVB Tickets & Info: Amsterdam Central Station (Stationsplein), Bijlmer ArenA Station, Lelylaan Station & Zuid Station

EBS Tickets & Info: Amsterdam Central Station (IJ River side), Purmerend Tramplein, Edam bus station, Hoorn Central Station

Connexion Tickets & Info: Amsterdam Airport Schiphol (Schiphol Plaza)

I amsterdam City Guide app



The I amsterdam City Guide app puts the whole city at your fingertips. Easily locate museums and attractions, explore local markets and quirky boutiques, or sample

local delicacies at Amsterdam's best restaurants. From top tourist destinations to the city's hidden gems, the I amsterdam City Guide is like having a local by your side.

Besides providing tons of advice, this app helps you get where you need to go. The interactive maps let you search for attractions alphabetically or by proximity to your current location. Best of all, the maps and information are all available offline, so there's no need to worry about roaming charges or other surprises on your phone bill.

Features:

Guide to the city

Highlights per category (Top 10)

Location-based navigation (Near me)
Create a custom list of favourites
Postcard Pro: create & share (also by post!) custom postcards
Hundreds of points of interest
Offline maps of Amsterdam

Tickets: Download the free I amsterdam City Guide app: iTunes App Store (for iPhone, iPad & iPod touch) Google Play Store (for Android devices)

Internet: www.iamsterdam.com

More Info: Please note: Due to the file size, you'll need a fixed or Wi-Fi internet connect to download the app successfully.

Special offer for I Amsterdam City Card holders!



Purchase the Amsterdam & Region Day Ticket for a special price of €10. Combine the 24-hour public transport bus pass with the I amsterdam City Card and

make good use of both products! Get free transportation and entrance to various museums and attractions in the region.

Address: www.iamsterdam.com/citycard

More Info: Available at the Visitors Information Centres, at Central Station and Schiphol Airport.

City Sightseeing Amsterdam Hop On and Hop Off

With distinctive buses and friendly staff, the choice in selected cities between multi-lingual commentary or live guide sightseeing has never been so much fun. Hop On and Hop Off as much as you like at any of the bus stops on the route and see all the best sights and attractions that Amsterdam has to offer.

Internet: www.citysightseeingamsterdam.nl

Walking tours

With so many places of interest so close together, Amsterdam is a great walking city. Nowhere else will you

find so many points of interest within a single square kilometre. Join one of the various 'Mee in Mokum' (Amsterdam's nickname) walking tours, or discover the areas beyond Amsterdam's city centre on your own by using the walking tours available on www.iamsterdam.com or at the official tourist information offices.

Internet: www.iamsterdam.com / www.gildeamsterdam.nl

MUSEUMS & ATTRACTIONS



Amsterdam is home to a variety of world-famous museums. A trip to the city isn't complete without stopping by the Rijksmuseum, the Van Gogh Museum or the Anne Frank House. However, Amsterdam has much more to offer. A stroll through the heart of the city and beyond will reveal the countless attractions, thereby catering to young and old. Take some time to discover them all!

Tip: Many museums and attractions offer free or discounted entrance with the I amsterdam City Card. For more information about this card, and/or the extensive range of museums and attractions visit www.iamsterdam.com.

Royal Palace

The Koninklijk Paleis (Royal Palace) on Amsterdam's Dam Square is one of three palaces still in use by the Dutch royal family. It is used for state visits, award ceremonies and other official receptions. When the palace is not being used by the royal family, it is open to the public. Visitors can explore the magnificent interior and discover the rich

history of the building.

Address: Dam 1012 JS AMSTERDAM
Phone: 020 620 4060
Internet: www.paleisamsterdam.nl

Artis Royal Zoo

Artis Royal Zoo was the first zoo to be established in the Netherlands, and it's located right in the centre of Amsterdam. It's a place where nature and cultural heritage come together; a place where history has been created since 1838 and where new stories are created daily. Come experience them for yourself.

Artis Zoo

Admire the tropical fish in the Aquarium – one of the many historical monuments at the Artis. Travel through time in the planetarium. See the giraffes galloping amongst the zebras, springboks, oryx and wildebeests. Walk through the historical Bird House and study the numerous species of birds. Be amazed by the diversity of animals that share the tropical forest in the renovated Forest House. Surround yourself with hundreds of fluttering butterflies in the Butterfly Pavilion. Stroll through the historical park with its centuries-old trees and a multitude of plants. Every leaf, tree, animal, building and exhibit has its own story to tell. Together they reveal the bigger story about nature and its importance to our society

Address: Plantage Kerklaan 38-40 1018 CZ AMSTERDAM
Opening hours: Mo -Su: 09:00 - 18:00 hour Open on Wednesday 31 December 2014 from 09:00 - 16:00 hour Open on Monday 1 December 2014 from 10:00 - 17:00 hour.
Phone: 0900 2784796
Internet: www.artis.nl

The Amsterdam Dungeon



Combining museum-worthy facts from Amsterdam's history with stunning theatrical effects, the Amsterdam Dungeon plays up the fear factor, so enter at

your own risk!

The Amsterdam Dungeon brings 500 years of dark history to life with 11 shows, 7 actors and 1 terrifying experience! Can you survive the horrific plague during the 80 minute tour? Make sure you don't get tortured by the executioner Peter Titelman from the Spanish Inquisition or get lost in the mirror labyrinth! There is also the roller coaster for the really brave visitors!

Address: rokin 78
Phone: +31 20 5308500
Email: info@theamsterdamdungeon.nl
More Info: www.theamsterdamdungeon.nl

Amsterdam Exchange Experience



The famous Amsterdam stock exchange (AEX) throws open its doors to the public with this new attraction taking visitors on an exciting interactive journey from the beginnings of the Dutch East India Company right through to today's modern electronic trading floor.

Address: Beursplein 5
Internet: <http://www.aex.nl/amsterdam-exchange-experience>

Rijksmuseum



The Rijksmuseum is the largest and most important museum of the Netherlands with a collection of nearly 1 million objects, including many masterpieces. During the

renovation, the very best of its collection is on show in the Philips Wing as part of The Masterpieces. Following years of extensive renovations, the Rijksmuseum has reopened its doors with an entirely refreshed layout. Only Rembrandt's 'The Night Watch' returns to its original gallery!

Address: Museumstraat 1
Opening hours: Daily from 9:00 - 18:00
Internet: www.rijksmuseum.nl

Van Gogh Museum

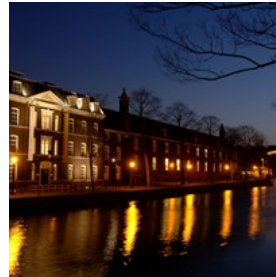


Following a nine-month refurbishment, the Van Gogh Museum returned to its Museumplein home on May first, where it turns its attention to the 160th anniversary of the artist's birth.

Naturally, the Van Gogh Museum is already the premiere spot in the world to view Van Gogh's most famous paintings, but Van Gogh at Work is the culmination of seven years of fastidious research into his oeuvre and development as an artist. More than 200 paintings, works on paper, sketchbooks and letters by Van Gogh and his peers offer new insights into the fascinating creative processes behind his paintings and drawings. Going well beyond the traditional permanent collection and suitably marking the museum's 40th year on Museumplein, fans won't be disappointed.

Address: Paulus Potterstraat 7
Opening hours: TBA
Internet: www.vangoghmuseum.nl
More Info: Until the 25th of April 2013, the Van Gogh Museum is temporarily hosted by the Hermitage Amsterdam, Amstel 51. More information: www.vangoghmoves.com

Hermitage Amsterdam



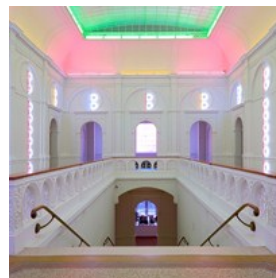
The Hermitage Amsterdam is the Dutch branch of the world-famous Hermitage in Saint Petersburg, Russia. Located on the banks of the Amstel River, the Hermitage

Amsterdam is an exhibition space and cultural education centre with a focus on Russian history and culture.

No doubt Tsar Peter the Great saw the Dutch building that would, 300 years later, house the art collection amassed by his descendants. In 1696, the Russian ruler visited Amsterdam to learn about Dutch trade and ship building. He must have seen the classical Amstelhof building on the Amstel River. Now, it houses changing exhibitions from the famous Hermitage collection.

Address: Amstel 51
Opening hours: Daily from 09:00 - 17:00
Internet: www.hermitage.nl

Stedelijk Museum



The Stedelijk Museum Amsterdam is an international institution dedicated to modern and contemporary art and design. The museum aims to provide a home for art,

artists and a broad range of publics, where artistic production is actively fostered, presented, protected, reconsidered and renewed. For an overview of exhibitions, please see the Exhibitions section or visit the website!

Address: Museumplein 10
Opening hours: Daily from 10:00 - 18:00, Thursdays until 22:00
Internet: www.stedelijk.nl

Frans Hals Museum

Haarlem's Frans Hals Museum is home to the largest collection of paintings by Frans Hals in the world. Hals, the most famous Haarlem painter of the Golden Age,

specialised in portraits. In addition to paintings by Hals, the museum has works by his predecessors and his contemporaries. Furniture, ceramics, glass and silver are also on display. The earliest paintings date from the 16th century. They are primarily biblical depictions. Around 1590 Haarlem became the middle point of a new style: Mannerism. Typical of this were masterfully painted figures in contorted poses. In the 17th century, Haarlem was a powerful and prosperous city and a centre of art and culture. The painters of the Golden Age concentrated on everyday subjects: landscapes, genre scenes, portraits, still lifes and city views.

Address: Groot Heiligland 62, Haarlem

Opening hours: Tue - Fri 10:00 - 17:00, Sat, Sun & Public Holidays 11:00 - 18:00

Internet: www.franshalsmuseum.nl

Amsterdam Museum

The Amsterdam Museum tells the compelling story of the growth and heyday of the Dutch capital. Discover seven centuries of the city's history – once a small settlement on the banks of the Amstel, and now a bustling, diverse metropolis. The rich collection of works of art, objects and archaeological finds brings to life the fortunes of the Amsterdammers of days gone by. Photos and film material show the happy times as well as the drama of the modern city's inhabitants. Currently the Amsterdam Museum hosts the exhibition 'The Golden Age - Gateway to Our World', thereby delving into the Dutch Golden Age like never before.

Address: Kalverstraat 92 & Sint Luciënsteeg 27

Opening hours: Daily from 10:00 - 17:00

Internet: www.amsterdammuseum.nl

Anne Frank Huis (Anne Frank House)



The Anne Frank House is the hiding place where Anne Frank wrote her famous diary during World War II. Now a museum, it recreates the war years and holocaust.

Quotations from the diary, photographs, films and original objects belonging to the people in hiding and those who helped them all serve to illustrate the events which occurred at this location. Anne's original diary is on display in the museum as well.

Address: Prinsengracht 267

More Info: www.annefrank.org

Het Grachtenhuis

A visit to Het Grachtenhuis (the Canal House) is the perfect way to learn more about the history of Amsterdam's canal ring. The museum looks at the 17th-century city expansion projects that led to Amsterdam's ring of canals which received UNESCO world heritage status in 2010. After seeing the interactive displays, you'll look at Amsterdam in a whole new light when wandering through the city's streets or taking a canal cruise.

Address: Herengracht 386

Opening hours: Tue - Sun from 10:00 - 17:00

Internet: www.hetgrachtenhuis.nl

EYE Film Institute Netherlands



If you love films and cinematography be sure to visit the EYE Film Institute Netherlands. EYE, located in a new ultramodern building along the IJ waterway, is

home to an internationally-renowned collection of films covering the whole history of cinema. The museum's extensive programme includes exhibitions and events examining the history of film and contemporary

cinematographic developments, and moreover screens classic and art-house movies on a daily basis.

Address: IJpromenade 1

Opening hours: Exhibition daily from 11:00 - 18:00, Ticket Office Sun - Thu 10:00 - 22:00*, Fri - Sat 10:00 - 23:00* (*varies, dependent on the starting time of the last screening)

Internet: www.eyefilm.nl

More Info: To get to EYE, take the free 24/7 ferry service to 'Buiksloterweg' behind Amsterdam Central Station

Rembrandthuis

What was Rembrandt's life like? Where did Holland's most renowned artist etch and paint his masterpieces? Where did the most dramatic events of his life take place? Find out at Rembrandt's former house in Amsterdam's Jodenbreestraat, where you can imagine yourself in Rembrandt's day.

Address: Jodenbreestraat 4 - 6

Opening hours: Daily from 10:00 - 18:00

Internet: www.rembrandthuis.nl

NEMO



NEMO is the largest science centre in the Netherlands.

With five floors full of exciting things to do and discover, it is the perfect place for anyone with an inquiring mind.

Everything in NEMO is connected to science and technology. Exhibitions, theatre performances, films, workshops and demonstrations: you will smell, hear, feel and see how the world works. After a visit to NEMO, you will know why bridges are so strong, what you will look like in 30 years, why you look so much like your parents, how to purify water, what happens when you kiss, how lightning and satellites work and much more. In other words, a day at NEMO is a pretty smart thing to do!

Address: Oosterdok 2

Opening hours: Tue - Sun from 10:00 - 17:00

More Info: www.e-nemo.nl

Foam

Foam Amsterdam exhibits all genres of photography. It's a museum with international allure and a creative hub where photographers can meet and participate in forums and symposiums. Along with larger exhibitions of established famous photographers, Foam also exhibits emerging young talent in smaller short-term shows.

Address: Keizersgracht 609

Opening hours: Daily from 10:00 - 18:00, Thu/Fri until 21:00

Internet: www.foam.org

Museum of Bags and Purses



Travel through time, history and fashion in the company of the impressive collection of bags in the Museum of Bags and Purses. Being the only museum in the world with

such an extensive and specialized collection, the Museum of Bags and Purses tells the history of the western handbag from the late Middle Ages right up to the present.

Address: Herengracht 573

Opening hours: Daily from 10:00 - 17:00

Internet: www.tassenmuseum.nl

The National Maritime Museum



The National Maritime Museum invites its visitors to explore the ways in which our culture has been shaped by the sea. This can be seen and experienced during the

clarifying, stimulating and inspiring exhibitions and performances. The building has been completely restored and modernised, the courtyard now being covered by a glass roof. The Open Pleyn allows you to easily find your way to the exhibitions, attractions, the restaurant, the gift shop and the waterside terrace. Naturally, the replica of the Dutch East India Company ship 'Amsterdam' will be lying at the jetty again.

Address: Kattenburgerplein 1
Opening hours: Daily from 09:00 - 17:00
Internet: www.hetscheepvaartmuseum.nl

House of Bols Cocktail & Genever Experience



A visit to House of Bols Cocktail & Genever Experience is an unforgettable interactive experience of the glamorous world of cocktails and bartending. Visitors find out all about Lucas Bols - the oldest distilled spirit brand in the world, which has been made in Amsterdam since 1575. The tour ends in the revolutionary Mirror Bar, where professional bartenders mix delicious Genever Cocktails in the flavour of your choice.

Address: Paulus Potterstraat 14
Opening hours: Daily 12:00 - 18:30 (last admission 17:30), Fri until 22:00 (last admission 21:00), Sat until 20:00 (last admission 19:00)
More Info: www.houseofbols.com

Madame Tussauds Amsterdam

You won't see this many celebrities together anywhere else. From film stars to sporting heroes, from the Golden Age to modern times, national and international artists, Madame Tussauds truly has something for everyone. Who would you like to meet?

Are you looking for another activity to complete your day out in Amsterdam? Then book a combination ticket with a visit to The Amsterdam Dungeon.

Address: Dam 20
Opening hours: Daily from 10:00 - 18:30 (last admission at 17:30)
Internet: www.madametussauds.nl

Heineken Experience

The former Heineken Brewery in Amsterdam, a national monument and listed in the European Route of Industrial Heritage, offers some 3000 square metres of special exhibition space. Millions of hectolitres of Heineken beer were brewed here until 1988, when the Heineken brewery

in Zoeterwoude took over production from the Amsterdam brewer. Learn more about Heineken's rich history, the tradition and craft of brewing, and the people behind this multinational company at this monumental building located at the Stadhouderskade. Good to know: two drinks are included in the admission price!

Address: Stadhouderskade 78
Opening hours: Daily from 11:00 - 19:30
Internet: www.heinekenexperience.com

Flower market



The Singel flower market is one of Amsterdam's most colourful attractions. The small shops are located inside a row of floating barges – a holdover from the days when flowers arrived in Amsterdam every day from the countryside by boat. At the flower market you'll find tulips of every colour – either in bouquets or as bulbs to plant at home. If you plan to buy bulbs to take out of the country, be sure they have a customs cleared stamp on the packet so you won't have trouble at the border!

Address: Singel
Opening hours: Mon - Sat from 09:00 - 17:30, Sun from 11:00 - 17:30
Internet: www.iamsterdam.com

DINING



Looking for a quick snack, a refreshing drink or a romantic three-course dinner? Amsterdam has all of that and more! From grand cafés and historical watering holes to Michelin stars and the best in seasonal produce, keep reading for tips on where to have a memorable meal or drink in Amsterdam.

For more information about eating and drinking in Amsterdam, including the top 10 spots for Dutch food and green eating, please visit www.iamsterdam.com!

Kitchen & Bar Van Rijn

Kitchen & Bar Van Rijn is located on the Rembrandtplein in Amsterdam and is inspired by the beauty and the masterpieces of Rembrandt van Rijn. In a cosmopolitan atmosphere with open kitchen, you can enjoy authentic Dutch cuisine for lunch and dinner. At weekends there is even live music and a DJ. Kitchen & Bar Van Rijn is the ultimate place for a delicious lunch or dinner, a cup of coffee on the terrace and a place to enjoy with your friends at night!

Address: Rembrandtplein 17
Phone: +31 20 4500 555
Internet: www.vanrijnamsterdam.nl

BAUT



Creative, dynamic, diverse, accessible, temporarily and last but not least: good food. That is what BAUT is all about. Throughout the day and during the night,

bar-restaurant BAUT is one of the most relaxed hotspots in town. Chef Michiel van der Eerde and his Brigade will serve you dishes from all over the world in this trendy place in Amsterdam East. Until December 31, 2014, BAUT is open seven days a week for breakfast, lunch, drinks and dinner, but also for art, design, music and more. In other words, everything you need for a lovely night out!

Address: Wibautstraat 125

Opening hours: Sun - Thu from 11:00 - 01:00, Fri & Sat from 11:00 - 03:00

Internet: bautamsterdam.nl

Ciel Bleu

Experience heaven on earth at a restaurant where the gastronomy and personal service will repeatedly surpass all of your expectations. Chefs Onno Kokmeijer and Arjan Speelman and their team will serve you daring original dishes inspired by French cuisine while you take in the panoramic view of Amsterdam. A choice selection of classic and innovative wines complete this unparalleled culinary experience. The restaurant is the proud holder of two Michelin stars and is located on the 23rd floor of Hotel Okura.

Address: Ferdinand Bolstraat 333

Phone: +31 20 678 7450

Internet: www.cielbleu.nl

Moeders

The tables are set with all kinds of different glassware, cutlery and crockery. The walls are filled with hundreds of framed and unframed pictures along with antique pans, plates and biscuit tins. Moeders is characterized by an informal atmosphere and friendly service and is known for

several Dutch specialities (hachée, suddervlees and stamppot). For those who don't want to enjoy all of this, there are plenty of other things to choose from the extensive, international menu.

Address: Rozengracht 251
Phone: +31 20 626 7957
Internet: www.moeders.com

The IJ-kantine

The IJ-Kantine is more than just a canteen on the IJ. This striking and transparent brasserie with its fabulous terrace on the NDSM harbour has just about everything: in the morning you can go there for coffee, during the day you can have a royal lunch, in the evening enjoy a cocktail next to the fireplace in the lounge and at dinner time, eat dishes such as wild sea bass, potato cannelloni and half lobster.

Address: MT. Ondinaweg 15-17
Phone: +31 20 633 0865
Internet: www.ijkantine.nl

Fifteen

Fifteen Amsterdam is a Dutch restaurant based on the successful concept of Jamie Oliver's Fifteen in London. Every year fifteen young people with limited future prospects are chosen and trained to become chefs. This huge restaurant (200 seats) is set up in a former warehouse and serves modern Mediterranean dishes. Fifteen has an à la carte menu with lovely dishes such as antipasti, homemade pastas and great desserts.

Address: Jollemanhof 9
Phone: +31 20 509 5015
Internet: www.fifteen.nl

Brasserie Harkema

Brasserie Harkema is a contemporary version of the classic Parisian brasserie in the heart of Amsterdam. The establishment is a pleasant and stylish meeting place where you can enjoy excellent meals and special wines at reasonable prices. Brasserie Harkema is open seven days

a week, offering at each moment of the day a cosmopolitan environment in which to lunch, to have coffee after shopping, to dine, to drink a bottle of wine with bar snacks or to have supper after a theatre visit.

Address: Nes 67
Phone: +31 20 428 2222
Internet: www.brasserieharkema.nl

The Pancake Bakery

A cosy pancake house located in a 17th-century Dutch East India Company canal house at the Prinsengracht in Amsterdam. The famous 'international' pancakes are based on various dishes from all over the world.

Address: Prinsengracht 191
Phone: +31 20 625 1333
Internet: www.pancake.nl

Manzano

Tapas restaurant Manzano is located at the Rozengracht in a beautiful monumental building from the year 1648. The place where the famous Lucas Bols once started to distil his liquors is now turned into one of the best and finest tapas restaurants of Holland. With their extensive wine menu, excellent sangria, friendly staff and fine tapas they have all the ingredients for a great night out in Amsterdam.

Address: Rozengracht 106
Phone: +31 20 611 9119
Internet: www.manzano.nl

Bazar Amsterdam



Immerse yourself in the wondrous culinary world of Bazar. This Middle Eastern and North African restaurant hides behind the doors of an old church in the heart of De Pijp neighbourhood of Amsterdam. The buzz of the Albert Cuyp market outside carries over into the restaurant – a visit to Bazar is like stepping into an eastern fairy tale.

Address: Albert Cuypstraat 182
Phone: +31 20 675 0544
Internet: www.bazaramsterdam.nl

Brasserie FLO Amsterdam

Enjoy the French cuisine at Brasserie FLO Amsterdam. The restaurant is famous for its fruit de mer buffet and classic French menu. Oysters, lobster and langoustines but also escargots, steak tartare and crème brûlée are always in the menu. Needless to say all dishes are accompanied by great wines. Brasserie FLO Amsterdam is opened daily for dinner and from Monday to Friday for lunch as well.

Address: Amstelstraat 9
Phone: +31 20 809 4757
Internet: www.floamsterdam.com

CAFES



Whether you're after soaking up the atmosphere of a traditional Dutch brown café, lounging in a city luxurious grand café, enjoying a summer drink on one of the city's many terraces or checking out the thriving bar scene, Amsterdam is the perfect place to enjoy a tippie.

For more information about the best bars, cafés, terraces and cocktail bars, visit www.iamsterdam.com.

XtraCold IceBar



The name says it all: everything in the XtraCold IceBar is made of ice. The walls, the bar, the couch, the fireplace and even the glasses! When entering the café, you

are given special clothing to cope with the icy cold temperature. The beautiful ice sculptures by world-famous artists provide the ultimate ice experience.

Address: Amstel 194-194
Phone: +31 20 320 5700
Internet: www.xtracold.com

Grand Café Ovidius

Café and brasserie Ovidius is located in the very heart of Amsterdam, close to the Royal Palace, inside the luxurious shopping mall Magna Plaza. The building dates from 1895 and is Amsterdam's former main post office. It is listed among the top 100 most important public buildings from a cultural and historical perspective, and is an excellent place for a break during your shopping spree.

Address: Spuistraat 139
Phone: +31 20 620 8977
Internet: www.ovidius.nl

Café de Jaren

Café de Jaren is one of the largest cafés in Amsterdam. The building features a spacious café on the ground floor with an international reading-table, a pleasant restaurant with large-choice salad bar on the first floor, as well as a superb canal-view terrace.

Address: Nieuwe Doelenstraat 20-22
Phone: +31 20 6255 771
Internet: www.cafedejaren.nl

Café de Prins

Café de Prins is to be found on one of the most beautiful stretches of the Prinsengracht. Across from the Westerkerk (Western Church) and the Anne Frank House,

on the edge of the Jordaan, it is surrounded by history. Although the Prins has retained its typical 'brown café' character, its kitchen has become one of its most important features in recent years.

Address: Prinsengracht 124
Phone: +31 20 6249 382
Internet: www.deprins.nl

Hard Rock Cafe

In the centre of Amsterdam you will find great American classic dining and a museum's worth of rock memorabilia at Hard Rock Cafe. The waterside bar and specialty cocktails are not to be missed, but it's also a great place for delicious appetizers, sandwiches, entrees and mouth-watering desserts.

Address: Max Euweplein 57-61
Phone: +31 20 523 7625
Internet: www.hardrock.com/amsterdam

't Blauwe Theehuis

In the centre of the 19th century Vondelpark is a building that looks something like a flying saucer. Café 't Blauwe Theehuis (Blue Tea House) is built like three rings on top of each other. This unusual construction and the large surrounding terrace (700 places) attracts hoards of creative Amsterdam residents at the first ray of sunshine. You can even enjoy yourself here in the winter because of the outdoor electric heaters. On Sundays, deejays spin laidback music.

Address: Vondelpark 5
Phone: +31 20 6620 254
Internet: www.blauwetheehuis.nl

Momo

The ultra cosmopolitan Momo is in the Park Hotel not far from the Leidseplein. The concept has been very well researched and the best cooks (Hakassan, Londen!) have been brought in from all over the world. There is a lounge area to enjoy cocktails and the restaurant serves great pan-Asian dishes. This corner building with enormously

high windows has been decorated in such a way that Amsterdam's incrowd and visiting international beauties don't look out of place.

Address: Hobbemakade 1
Phone: +31 20 671 7474
Internet: www.momo-amsterdam.nl

BARS & NIGHTLIFE



The dance clubs in Amsterdam might feel too small for somebody who is used to flashy clubs in NY, LA or London. But the clubs in Amsterdam can be just as entertaining and completely crazy. Hip, laid-back or sophisticated – the choice is yours!

For more information and a complete overview of bars and nightlife, visit www.iamsterdam.com

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Canvas op de 7e (Canvas on the 7th)

Located on the 7th floor of the former office building of the Volkskrant newspaper, this bar/club/cafe/restaurant is characterised by an easy-going vibe. Canvas is renowned for its affordable yet lush cocktails and a stunning view of

Amsterdam which, in the summer, can be taken in fully from the spacious roof terrace.

Address: Wibautstraat 150

Opening hours: Mon - Thu from 11:00 - 01:00, Fri 11:00 - 03:00, Sat 12:00 - 03:00, Sun 12:00 - 01:00

Internet: www.canvas7.nl

Trouw

Located in the former printing building of Dutch newspapers Trouw, Het Parool, NRC and De Volkskrant, Trouw Amsterdam is home to a restaurant and one of the city's leading nightclubs. Food, drinks, dance, art and culture meet at this multi-room, multi-functional industrial space in Amsterdam East. Founded in 2010, Trouw's own record label offers a creative outlet for the organisation's crew of resident DJs.

Address: Wibautstraat 127

Phone: +31 20 463 7788

Internet: www.trouwamsterdam.nl

Panama*

As well as being a night club with great theatre shows, live music and popular club evenings, Panama also offers a trendy dance studio and a café-restaurant with a grand terrace to the south for those mid-summer-nights.

Address: Oostelijke Handelskade 4

Phone: +31 20 311 8686

Internet: www.panama.nl

Boom Chicago

Boom Chicago is an American comedy troupe that's renowned for their English-language comedy, theatrical shows, improvisation, stand-up and burlesque.

Comedy shows

Razor-sharp, English-language improvisation comedy plus good food and tasty cocktails have long been Boom Chicago's recipe for success. Performing a number of different shows every week and with production studios on site, Boom Chicago is constantly producing content for

broadcast, broadband and mobile, including their own web channel Boom Chicago TV.

Chicago Social Club

Although the comedy may be rehoused, Boom Chicago's legacy on Leidseplein remains intact via the Chicago Social Club. This venue features a bar & restaurant and is regularly transformed into a nightclub with local electro and house DJs filling the dance floor until the small hours.

Address: Rozengracht 117

Phone: 020-4230101

Tickets: <http://www.boomchicago.nl>

Internet: <http://www.boomchicago.nl>

More Info: <http://www.boomchicago.nl>

AIR



Raising from the ashes of legendary club iT on the Amstelstraat in central Amsterdam, AIR's interior has been brought to life by the talented designer imagination

of Dutchman Marcel Wanders. His lively design features a host of surprises and the theatrical, intimate result is a feast for the senses. Each area has its own style and feel which lends an extra dimension to exploring the club.

Photo: Club Air Fotograaf Sinan Seyhan

Address: Amstelstraat 24

Phone: +31 20 824 0670

Internet: www.air.nl

Bourbon Street

Bourbon Street Blues Club is hard to miss when strolling down Leidsekruijsstraat, around the corner from Leidseplein - the Blues Brothers are dancing on the roof. Live blues and roots music play every night of the week with free entry before 23:00 most nights.

Address: Leidsekruijsstraat 6-8

Phone: +31 20 623 3440

Internet: www.bourbonstreet.nl

The Sugar Factory

The Sugar Factory has brought a new concept into the Amsterdam nightlife: an integration of art, music, culture, theatre and club. Multidisciplinary programming brings you innovative parties, young talent, live shows, new disco, progressive clubs, poetry, dance floor jazz, art, big bands and a creatively motivated public.

Address: Lijnbaansgracht 238

Phone: +31 20 627 0008

Internet: www.sugarfactory.nl

Supperclub



If you are looking for an unusual dinner experience in an unexpected place and are not afraid to discover the creative corners of your personality then knock on

Supperclub's door. Freedom is the keyword at Supperclub. It's a mix of food, music, performances, art, the staff and... you!

Address: Jonge Roelensteeg 21

Phone: +31 20 344 6400

Internet: www.supperclub.nl

Escape



One of Amsterdam's biggest and most popular night clubs, situated on the lively Rembrandtplein, Escape is always teeming with pretty young things. Musically

speaking, expect all popular styles of dance music house, electro, techno and pop by both Amsterdam's finest and world-famous DJs like Tiësto, Kevin Saunderson and Todd Terry.

Address: Rembrandtplein 11

Phone: +31 20 622 1111

Internet: www.escape.nl

Paradiso

Paradiso has been a centre for pop culture since the 1960s. Today, after thousands and thousands of concerts, the pop venue has reached worldwide recognition.

Though national and international pop music is the primary focus, programming has now been expanded to include other disciplines such as classical, world music, festivals and spoken word.

Address: Weteringschans 6-8

Phone: +31 20 626 4521

Internet: www.paradiso.nl

Melkweg

Located in the bustling heart of Amsterdam, the Melkweg (Milky Way) is one of the city's leading entertainment venues with two halls, a cinema, a theatre and a cafe - and a varied live programme. The Melkweg boasts three outstanding halls to support its varied live music programme. The intimate Oude Zaal plays host to up-and-coming bands while The Max regularly welcomes established names. The latest addition is the Rabozaal: a modern, multifunctional hall connected to the Stadsschouwburg and ideal for seated concerts.

Address: Lijnbaansgracht 234 A

Phone: +31 20 531 8181

Internet: www.melkweg.nl

SHOPPING



Whether you're searching for the best souvenir, a unique vintage dress or the latest designer handbag, Amsterdam has the perfect shop for you! Hunt for antiques, score some limited-edition trainers or sample local Dutch delicacies: you can find it all in Amsterdam.

Besides the main shopping streets the Kalverstraat and Leidsestraat, home to all the shops you would expect to find in a large European city like H&M and Zara, Amsterdam has a lot to offer to the luxury shopper. Amongst the best spots in town are department store De Bijenkorf, shopping street P.C. Hooftstraat with luxury boutiques and designer stores and the exclusive shopping centre Magna Plaza. Looking for antiques? Visit the Spiegelkwartier, within walking distance from the Rijksmuseum, or if you are a more budget conscious shopper, do not miss out on one of the neighbourhood markets!

Shops in Amsterdam are generally speaking open every day of the week, but hours vary. Opening times may differ slightly per shop and district, but here are some general guidelines:

Mon, Tues, Wed, Fri from 09:00 - 18:00

Thu from 09:00 - 21:00

Sat from 09:00 - 17:00

Sun from 12:00 - 17:00

Please visit www.iamsterdam.com for more information

about the shopping possibilities in Amsterdam!

Gassan Diamonds



In the historical heart of Amsterdam, rough diamonds are transformed into dazzling jewels every day. Delve into the exciting world of diamond cutting and see every step of the process first-hand at Gassan Diamonds, where four centuries of craftsmanship and tradition are brought to life. Gassan will add extra festive sparkle to your visit this holiday season.

A visit to Gassan Diamonds also provides a unique opportunity to purchase world-class diamonds – a brilliant gift for yourself or someone special. Goldsmiths are on hand to set your chosen diamond directly in a stunning piece of jewellery or you can choose a piece from one of the most exquisite and extensive jewellery collections in the Netherlands.

Address: Nieuwe Uilenburgerstraat 173-175 and Rokin 1-5 (Dam)

Opening hours: Mo -Su: 09:00 - 17:00 hour

Phone: 020 622 5333

Internet: www.gassan.com

More Info:

<http://www.iamsterdam.com/en-GB/Ndtrc/Gassan%20Diamonds>

Coster Diamonds



Each year, about 340.000 visitors come to see the Coster Diamonds craftsmen at work. Free guided tours demonstrating the process of cutting and polishing diamonds are led by Coster's accommodating staff. The tours are available in more than 24 languages. After the tour, visitors can browse in the spacious showrooms.

Address: Paulus Potterstraat 2-8

Opening hours: Mo -Su: 09:00 - 17:00 hour

Phone: 020 305 5555

Internet: <http://www.costerdiamonds.com/>

Email: info@costerdiamonds.com

More Info:

<http://www.iamsterdam.com/en-GB/Ndtrc/Coster%20Diamonds>

Prinsen- and Herenstraat

Discover cosy cafés and delicious food or admire fashion, art and more in a selection of small, elegant shops. The Prinsenstraat and Herenstraat are an excellent introduction to the essence of Amsterdam.

Crossing three of the city's most well-known canals, these two connected streets take you from the bustling Dam Square to the charming Jordaan neighbourhood.

Visit the Prinsenstraat and Herenstraat for a small town experience in the centre of Amsterdam.

De Bijenkorf



De Bijenkorf Amsterdam is an inspiring, trend-setting and dynamic department store at Dam square. De Bijenkorf is the multibrandstore of the Netherlands with international

brands such as Louis Vuitton, Gucci, Hermès, Ferragamo, Burberry, Hugo Boss, Apple, Nespresso, Chanel and M.A.C. Cosmetics. The surprising and breathtaking decorations in de Bijenkorf's unique shop windows make them one of Amsterdam's real attractions. Live theatre, dance and music performances can be seen there on a regular basis. Occupying 21,000 m², de Bijenkorf Amsterdam is the city's largest department store. The store is open seven days a week.

Address: Dam 1

Opening hours: Mon 11:00 - 20:00, Tue - Wed 10:00 - 20:00, Thu-Fri 10:00 - 21:00, Sat 9:30 - 20:00, Sun 11:00 - 20:00

Internet: www.debijenkorf.nl

Magna Plaza



Magna Plaza means indoor shopping pleasure in a historical building, right behind the Royal Palace. The former post office of Amsterdam was built by the end of the 19th century and nowadays it's an exclusive shopping centre with more than 40 brand stores. Open seven days a week.

Address: Nieuwezijds Voorburgwal 182

Opening hours: Mon 11:00 - 19:00, Tue - Wed 10:00 - 19:00, Thu 10:00 - 21:00, Fri - Sat 10:00 - 19:00, Sun 12:00 - 19:00

Internet: www.magnaplaza.nl

9 Straatjes

The Negen Straatjes (nine little streets) intersect the main canals between the Leidsestraat and the Jordaan district, and are dotted with great restaurants, cafés, art galleries, jewellers, boutiques and vintage stores. With an exceptional array of styles, trends and prices, this area is truly a shopper's paradise.

Address: Singel-Prinsengracht

Internet: www.de9straatjes.nl

More Info: Between Singel-Prinsengracht and Raadhuisstraat-Leidsegracht

The Fashion and Museum District

The Fashion & Museum District is one of the most beautiful areas in Amsterdam, where historical buildings define its impressive character. You will find Amsterdam's famous museums, the Royal Concertgebouw, beautiful hotels, the Vondelpark and the exclusive and stylish boutiques of the P.C. Hoofstraat and Van Baerlestraat.

Shopping in exclusive shops

In the Fashion & Museum District you can spend hours shopping for exclusive brands like Chanel, Gucci, Louis Vuitton, Hermès, Armani and Cartier. Also many younger brands, like G-Star, Dolce & Gabbana, Tommy Hilfiger and Hugo Boss, have their flagship stores in these beautiful shopping streets. Visit the Van Baerle Shopping Gallery in

the Conservatorium Hotel on Van Baerlestraat, and wander around in the large multi-brand stores.

Pamper yourself in the beautiful Fashion & Museum District where culture, hospitality and shopping meet!

Address: Van Baerlestraat 50
Internet: www.fashion-museum.nl

Albert Cuyp Market

There's no place like the Albert Cuyp street market to find your typical Amsterdam sense of humour and laid back atmosphere. Since 1905 the "Cuyp" fascinates her visitors. The Albert Cuyp is situated in the heart of the 19th century quartier De Pijp, Amsterdam's "Quartier Latin".

Address: Albert Cuypstraat
Opening hours: Closed on Sundays
Internet: www.albertcuypmarkt.nl

The Haarlemmerdijk

The Haarlemmerdijk is a long, trendy shopping street, stretching from east to west towards Central Station. It is a lively strip where you will find everything from shoes, independent labels and second-hand clothes to specialty food products, interior design items and Dutch collectables.

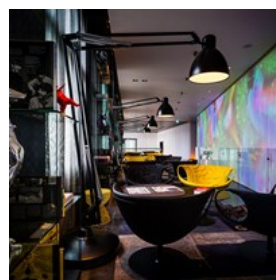
Internet: www.iamsterdam.com

ACCOMMODATIONS



Planning a romantic weekend getaway, a vacation or a business trip? With some 350 hotels in the city, you are sure to find the right location and budget for you. Hotel accommodations vary from budget 1 star and youth hostels to 5 star deluxe.

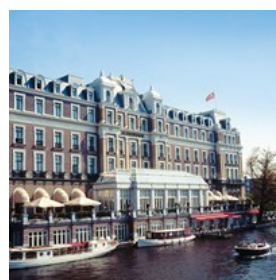
Art'otel



art'otel amsterdam has now opened its doors for bookings. This design hotel is the first of a new generation of art'otels, offering enhanced services and amenities. Providing a seamless fusion of art and life, art'otel amsterdam creates an inspirational setting in which to share ideas, enhance your knowledge of art and immerse yourself in a culturally rich environment.

Address: Prins Hendrikkade 33 1012 TM Amsterdam
Phone: 020 719 7222
Internet: <http://www.artotels.com/amsterdam-hotel-nl-1012-tm/nl/daams>

Amstel InterContinental Hotel Amsterdam



Since the day the doors opened in 1867, InterContinental Amstel Amsterdam has been revered the world over for its palatial grandeur and residential warmth. Located where the financial, cultural and shopping districts converge, the hotel is a short walk from the

Rijksmuseum, Van Gogh Museum, Spiegelkwartier and the Royal Carré Theatre. The Anne Frank House and the 14th-century Begijnhof are easy to reach by public transport or taxi.

Address: Professor Tulpplein 1 1018 GX Amsterdam
Phone: 020 622 6060
Internet: <http://amsterdam.intercontinental.com/nl/>
Email: amstel@ihg.com

Waldorf Astoria

Experience timeless elegance and warm hospitality on the grand 18th century canal palaces of the Herengracht at Waldorf Astoria Amsterdam. Enjoy a wealth of world class amenities and personalized service in the heart of Amsterdam.

This hotel will soon be joining the Hilton Worldwide Portfolio of Brands and is presently accepting reservations for arrival August 20, 2014 and beyond

Address: Herengracht 542-556
Phone: 31-20-7106090
Internet: www.waldorfastoria.hilton.com

The Toren



Whoever wants to be treated to a unique and memorable stay in Amsterdam should stay at The Toren. The hotel's elegantly designed interior and warm welcome, combined with the beautiful surroundings of Amsterdam's central canal area create a special atmosphere and a safe haven for you to completely relax. The hotel has been designed with your pleasure in mind! Worldwide tourists and business travellers familiar with the hotel will discover it afresh.

Address: Keizersgracht 164
Phone: +31 (0)20 626 97 05
Internet: www.thetoren.nl

Sofitel Amsterdam The Grand



Sofitel Amsterdam The Grand offers five star luxury in a unique Amsterdam, historical ambiance. Furnished with French elegance and grandeur, the hotel welcomes

a variety of visitors, from the trendy Amsterdam elite to royal brides and famous international movie stars. In each of the 178 rooms, the restaurant, the halls and the beautiful inner garden, poetry and history captivates and seduces everyone into visiting.

Address: Oudezijds Voorburgwal 197
Phone: 00 31 20 555 3111
Internet: <http://www.thegrand.nl>

NH Grand Hotel Krasnapolsky



Located on the bustling Dam Square in the heart of Amsterdam, the NH Grand Hotel Krasnapolsky is a luxury five-star conference hotel. Boasting a prime location

opposite the Royal Palace, it is surrounded by department stores, boutiques and shopping alleys. Numerous sights, museums and theatres in the historic city centre are all within walking distance.

Address: Dam 9
Phone: 00 3120 554 9111
Internet: www.nh-hotels.nl/NHKrasnapolsky

Lloyd Hotel



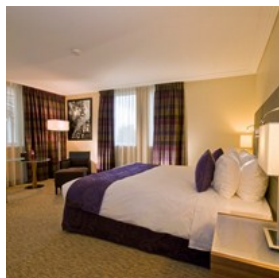
The Lloyd Hotel, located in Amsterdam's Oostelijk Havengebied (Eastern Docklands area), is innovative in every way. Housed in a national heritage building

dating from 1921 that has been converted into a hotel, the Lloyd is an excellent introduction to modern Dutch

architecture and design. Each of the 116 rooms – ranging from one to five stars – differ in size and interior decoration

Address: Oostelijke Handelskade 34
Phone: 00 3120 561 3636
Internet: www.lloydhotel.com

Crowne Plaza Amsterdam City Centre

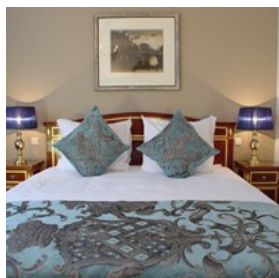


The Crowne Plaza Amsterdam City Centre has undergone a comprehensive refurbishment, extending from the stylish new look to the facilities and added value services on offer.

The design is inspired by nature; its warm, organic tones bring the outside in and flow seamlessly throughout the hotel. We have incorporated the very latest technology, including a media hub, Wi-Fi and flat screen TVs in all of the rooms, making it even easier for guests to work or wind down. Guests can also enjoy a range of innovative new services.

Address: Nieuwezijds Voorburgwal 5
Phone: 0031 20 620 0500
Internet: www.crowneplaza.com/amsterdam

Ambassade Hotel

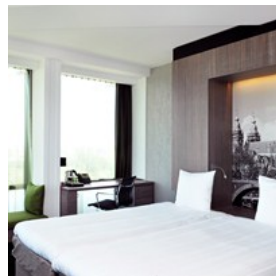


The Ambassade Hotel consists of ten 17th century buildings on the aristocratic Herengracht in the centre of Amsterdam. This is a unique location and one of the most

beautiful spots in the city, in a quiet district, but also in the vicinity of many museums, restaurants and places of interest. All rooms have a bathroom with a bath, shower and hairdryer, a direct-dial telephone with voice-mail, colour television, a safe and a (free) high-speed Internet connection. The hotel also has a beautiful meeting room in 17th century style. Guests have free use of the Internet office.

Address: Herengracht 341
Phone: 0031 20 555 0222
Internet: www.ambassade-hotel.nl

Ramada Apollo Amsterdam Centre

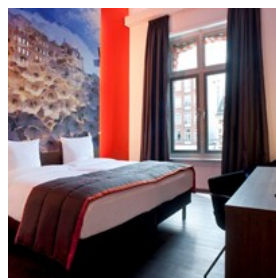


Ramada Apollo Amsterdam Centre is conveniently located 15 minutes from the city centre with direct access to the motorway. Overlooking the Rembrandtpark, this 33,000 m² hotel is largest Ramada Hotel in Europe.

Opened in 2012, the hotel has 446 luxurious rooms and suites and 8 meeting rooms, as well as Floor17 – a restaurant and sky bar on the 17th floor. You'll also find a sauna, fitness centre and 300 parking places in a covered garage. This hotel is an ideal base for both business travellers and tourists, with excellent public transport connections to Schiphol Airport as well as the centre of Amsterdam.

Address: Staalmeesterslaan 410
Phone: 0031 20 207 0000
Internet: www.apollohotelsresorts.com/ramadaapolloamsterdam/

The Manor Hotel Amsterdam - Hampshire Eden



The four-star Manor Hotel Amsterdam - Hampshire Eden was opened in June 2011. It is housed in an historic former hospital building that was fully restored to its original

splendour. The hotel combines the traditions of the last century with the requirements of today's travelers.

The 125 unique hotel rooms boast modern facilities and luxurious bathrooms. On the ground floor you will find Enoteca - a trattoria where you can enjoy delicious traditional Italian food.

Address: Linnaeusstraat 89
Phone: 0031 20 700 8400
Internet: www.edenamsterdammanorhotel.com

Hotel Central Park



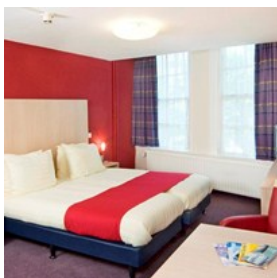
Central Park Hotel is located in the distinguished Amsterdam Zuid district on the edge of the Vondelpark. This hotel is the perfect place to experience with city's

excitement, culture and hospitality.

In addition to the cosy rooms and nice views, the hotel offers free Wi-Fi, coffee and tea-making facilities and a nice breakfast buffet. It is located near a number of attractions, including the Rijksmuseum and the Leidseplein – just a short walk away through the Vondelpark. You'll find a number of bars and restaurants nearby as well. From the hotel, it's easy to reach the city centre, Central Station or RAI convention centre by public transport.

Address: Waldeck Pyrmontlaan 9
Phone: 0031 20 262 9222
Internet: www.hotelcentralpark.nl

Nova Hotel & Apartments



The Nova Hotel Amsterdam is a friendly, comfortable and colourful three-star hotel in the heart of town. Most of the city's famous sites are within walking distance, including

Dam square, the flower market, and the Anne Frank Huis. Shopping, cafes and restaurants are all nearby and its location on a quiet green square makes it ideal for unwinding after a day of sightseeing.

The Nova Hotel is spread across 5 authentic Amsterdam canal houses, combining the best of the glorious past with modern comfort. Its 61 non-smoking rooms are decorated in warm colours and feature modern

bathrooms, a colour TV, Wi-Fi and a small refrigerator.

The hotel also has a number of 3 and 4-person rooms which are ideal for families or groups of friends. Every day the hotel offers an extensive breakfast buffet to start your morning off right! The reception is open 24 hours and happy to assist you with any questions or requests.

Address: Nieuwezijds Voorburgwal 276
Phone: 0031 20 623 0066
Internet: www.novahotel.nl

AMSTERDAM METROPOLITAN AREA



For the visitors who've already seen the beautiful canals, visited the highlights, pioneered the Jordaan and got the hang of our never-ending nightlife... Here's news for you: Amsterdam is bigger than you think! There is plenty more to experience. The Amsterdam Metropolitan Area offers a great variety of products and is a stunning area that surrounds our city. The beach to relax, shopping, a dive into our history, or a breath of air in our beautiful countryside... All of these attractions are within reach of an hour using public transportation!

For more information about activities in the Amsterdam Metropolitan Area, please visit www.iamsterdam.com/metropolitanarea or one of the VVV tourist information centers located opposite Central Station and Schiphol Airport.

Special offer for I Amsterdam City Card holders!



Purchase the Amsterdam & Region Day Ticket for a special price of €10. Combine the 24-hour public transport bus pass with the I Amsterdam City Card and

make good use of both products! Get free transportation and entrance to various museums and attractions in the region.

Address: www.iamsterdam.com/citycard

More Info: Available at the Visitors Information Centres, at Central Station and Schiphol Airport.

Old Holland



Windmills spin in the breeze at the Zaanse Schans, church bells ring out and cows wander around Old Holland's farmhouses. Amsterdam waterland and smalltown

harbours Marken and Volendam are packed with industrial heritage, showcasing traditional skills like shipbuilding, fishing and cheese making.

FREE use of the Volendam to Marken ferry, entrance to the windmills and the Zaanhopper ferry at the Zaanse Schans with your I Amsterdam City Card.

Public Transport: To the Zaanse Schans: Connexion bus 391 (Industrial Heritage Line) from Amsterdam Central Station to bus stop Zaanse Schans. To Volendam: EBS bus 110 & 118 from Amsterdam CS to bus stop Zeestraat.

Internet: iamsterdam.com

More Info: 40 minutes from Amsterdam

Haarlem



Enjoy a perfect trip to Haarlem, an authentic city of remarkable history and culture right on Amsterdam's doorstep! Its beauty provided inspiration for many of the

Golden Age painters. Fill your day with excellent shopping, spectacular museums and sunny terraces, amongst monumental buildings.

FREE entrance to Teylers Museum and the Frans Hals Museum with the I Amsterdam City Card.

Public Transport: Connexion bus 80 from Marnixstraat bus station (near Leidseplein) to bus stop Tempelierstraat in Haarlem. Or bus 300 from Amsterdam Bijlmer Arena station.

Internet: www.iamsterdam.com/metropolitanarea

More Info: 40 minutes from Amsterdam

Amsterdam Beach



Experience the bubbling beach and check out a variety of shops, restaurants and beach clubs in Zandvoort. The Wind Water Beach in IJmuiden aan Zee is great for

thrill-seekers looking to try their hand at water and windsports. Nature lovers will enjoy hiking or cycling through the iconic Dutch dunes.

TIP Cycling or walking in the dunes or on the beach, swimming and windsurfing.

Tickets: From the Marnixstraat bus station (near Leidseplein) with Connexion bus 80 to Zandvoort & bus 82 to IJmuiden aan Zee.

Internet: iamsterdam.com/metropolitanarea

More Info: 55 minutes from Amsterdam

Flowers of Amsterdam



Be a part of the modern-day tulip mania just a short hop from Amsterdam! Find flower parades, the world-famous flower garden Keukenhof (open until 18 May 2014), the

flower auction in Aalsmeer and bulb fields bursting into glorious colour! The Flower Strip dazzles in spring.

TIP Cycling or walking through the bulb fields.

Address: Legmeerdijk 313, Aalsmeer

Public Transport: To the Keukenhof: Connexion bus 197 to Schiphol from Leidseplein. At Schiphol Airport change to Arriva Keukenhof bus 858, which travels directly to the entrance (until 18 May). To Aalsmeer: Connexion bus 172 to Kudelstaart. Bus stop: FloraHolland Hoofdingang.
Internet: iamsterdam.com/metropolitanarea
More Info: 60 minutes from Amsterdam

New Land



The Amsterdam Metropolitan Area owes everything to innovation and it is still evolving. New Land locations such as Lelystad and Almere offer fascinating examples of interesting architecture and creative developments.

Located to the east of Amsterdam, Almere is a so-called new town which was planned and built entirely from scratch.

TIP A feast for fans of architecture, while nature lovers can enjoy the natural landscape surrounding the urban areas.

Public Transport: Connexion R-Net bus 327 to Almere Haven, departing from Amstel train station.
Internet: iamsterdam.com/metropolitanarea
More Info: 50 minutes from Amsterdam

Castles & Gardens



Retreat to the Amstel River countryside, fortress stretch and leisure lakes to soak up maritime and military history. This region is especially rich in historical river estates and

extravagant castles to be admired or explored! In Muiden, the Amsterdam Castle Muiderslot has a drawbridge, five towers, battlements and other features worthy of King Arthur.

FREE entrance to Amsterdam Castle Muiderslot (Muiden) with the
I amsterdam City Card.

Public Transport: Connexion R-Net bus 320, 322, 327 departing from Amstel train station. Bus stop P+R Terrein Muiden
Internet: iamsterdam.com/metropolitanarea
More Info: 25 minutes from Amsterdam

ESSENTIAL INFORMATION



Airport

Amsterdam Airport Schiphol is a modern, efficient and user-friendly airport. 90 airlines depart from Schiphol to over 250 destinations worldwide. The easiest and cheapest way to travel from the airport to Amsterdam is by train. This takes about 20 minutes to the Central Station and trains depart at least every 15 minutes. The train station at Amsterdam Airport Schiphol is located directly below the airport. Tickets (one-way € 3,90) are for

sale at the NS service desk or ticket machines.

Taxis to the city centre cost about € 42 and can take a while, depending on traffic.

Phone: +31 20 794 0800

Internet: www.schiphol.nl / Trains: www.ns.nl

Public Transport

It goes without saying that visitors to Amsterdam want to make the most of their stay and see as much as possible. Public transport is the perfect way to visit all attractions and to explore the city. Visitors arriving by car are advised to park the car at the P+R sites at the city limits (€ 8 / 24 hours, incl. max. 5 public transport tickets) and to use public transport.

In Amsterdam, 16 tram lines, 55 bus lines, 5 (free) ferry connections and 4 metro lines take you to a wide range of destinations throughout the city. The most convenient transport ticket is a GVB 24/48/72/96 OV chip card. These tickets entitle holders to transport on all GVB lines, including the night buses, and are available at GVB Tickets & Info and tourist offices. Drivers and conductors also sell 1-hour (€ 2,80) and 24-hours (€ 7,50) disposable OV chip cards on trams and buses.

Internet: www.gvb.nl

Taxi

Taxis can be handy when travelling to and from the airport, late at night when the trams have stopped running or when you're running late. Depending on the traffic during peak times however, public transport may get you there even quicker. Just hail a taxi (but please note that taxis cannot stop anywhere they like), or catch one at the designated cab-stands near tourist hotspots such as Dam square, Leidseplein and the Rembrandtplein.

Phone: +31 20 777 7777

Internet: www.tcataxi.nl

Post

At the main post office, you can phone, fax and buy maps and stamps, in addition to the usual services.

Opening hours: Monday - Friday 07:30 - 18:30, Saturday 07:30 - 09:30.

Stamps can also be bought in most shops.

Address: Singel 250

Internet: www.postnl.nl

Pharmacy

Pharmacies (in Dutch: apotheek) are usually open Monday through Friday, from 09:00 to 17:30. At night and in the weekends there is always some pharmacy open on a rotating shifts. To find out which pharmacy is open, call a central number for pharmacies (Informatie dienstdoende apotheken):

Phone: +31 20 592 3315

Telephone

Country code: +31

Area code: 020

Electricity

220 V

Population

800.000

Currency

Euro, 1€ = 100 cents

Internet

www.iamsterdam.com

Newspapers

Volkskrant
De Telegraaf
Het Parool
NRC Handelsblad
AD

Emergency numbers

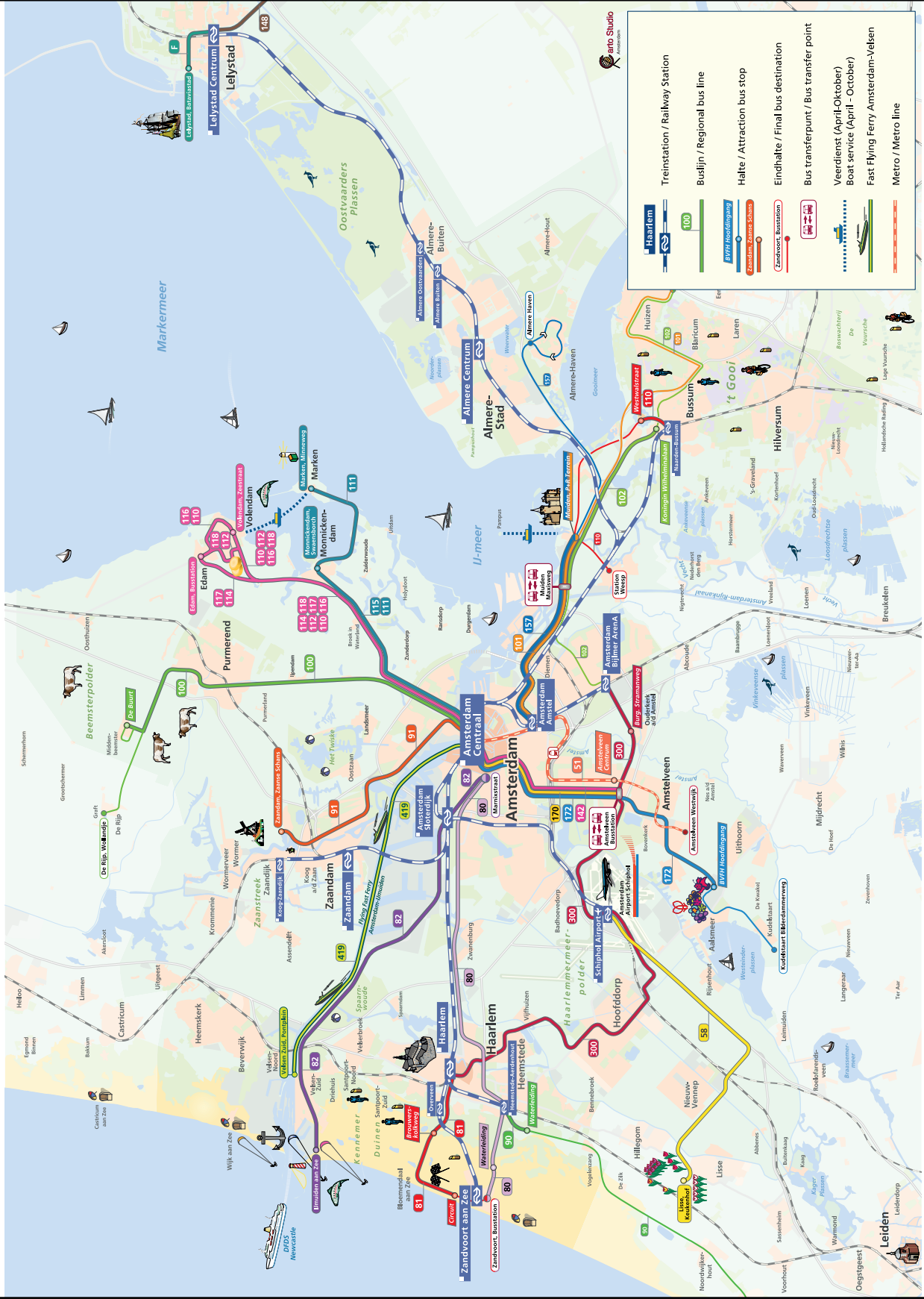
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Tourist information

Visitor Information Centre Schiphol Airport (Holland Tourist Information)
Schiphol Airport, Arrivals 2 at Schiphol Plaza
Mo -Su: 07:00 - 22:00 hour

Visitor Information Centre Central Station

Noord-Zuid Hollands Koffiehuis, Stationsplein 10 (across from Central Station)
Mo -Sa : 09:00 - 17:00 hour Su: 10:00 - 17:00



Haarlem

Treinstation / Railway Station

Buslijn / Regional bus line

BVM Hoofdlijn

Zandam Zaanse Schied

Zandvoort Busstation

Eindharte / Final bus destination

Bus transferpunt / Bus transfer point

Veerdienst (April-Oktober)
Boat service (April - October)

Fast Flying Ferry Amsterdam-Velsen

Metro / Metro line

