



Gemeente
Amsterdam

Amsterdam: Strategy on Tourism with focus on Short Term Rentals

Bologna, 10-5-2025



Introduction:

- Mark Boekwijt, EU representative, city of Amsterdam
- EU Lobby & Public Affairs



XXX Content of Presentation:

- Introduction on Policy & Challenges on Tourism
- Focus on Policies & Regulations STR





Introduction on Tourism

- Tourism: about economy, liveability, residents, visitors: needs for finding balance
- City Council key decision 2019: max 20 mln overnight stays annually
- Vision on Tourism 2035: integral approach towards sustainable visitor economy, city not as 'commercial product'



✖✖✖ Elements of tourism policy

- Less sleeping capacity: Hotel-stop, less B&B + strict STR
- Less access capacity: less river-cruises, seacruises
- Increased Tourist Tax: 12,5 % on hotelnights
- Ban on Tourist-shop
- Restriction on Behavior: drinks, smoking, stay-away
- Bi-annual suvey: tourist carrying capacity in neighborhoods
- Investing in attractive and diverse shopping areas



XXX Policy on Short Term Rentals

- National Housing Law: Fair and affordable housing for all
- Based on this law: cities can introduce local housing regulations, for instance: permit-system for STR in housing stock
- Principle in our local regulation: Residential houses to remain available for Residents. Housing shortage!





■ **SHORT TERM RENTAL POLICY (2):**

- 2014: introduction of 'rent-cap' of 60 days per year
- 2019: rent-cap lowered to 30 days per year
- 2020: introduction of a 'permit-system' for STR-activity
- 2021: introduction of registration-system: you need to advertise with your registrationnumber
- Since 2018: leading the European Cities Alliance on STR
- 2024: EU Regulation on Data-sharing Obligations for STR-Platforms



Short Term Rental (3)

SHORT TERM RENTAL BAN?

2020: A STR ban was introduced for certain city-districts

Highcourt-ruling: the ban was not enough justified; not proportionate.
(EU Services Directive)

This year:

We introduced the 'escalation-ladder' for STR:

Based on carrying capacity and impact on liveability in neighborhood, we may go from 30 days limit to 15 days

And if that does not limit the negative impact: we will again introduce the STR-ban in neighborhoods



Grazie mille!

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