Residents' view on Tourism in Amsterdam

Insights into Perceptions, Challenges, Opportunities, and Developments from 2022-2025

A collaborative effort between amsterdam&partners, Inholland University of Applied Sciences, and TCI Research

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Analysis of the data and description of the results by Geeske Sibrijns & Lidija Lalicic; edited by amsterdam&partners.

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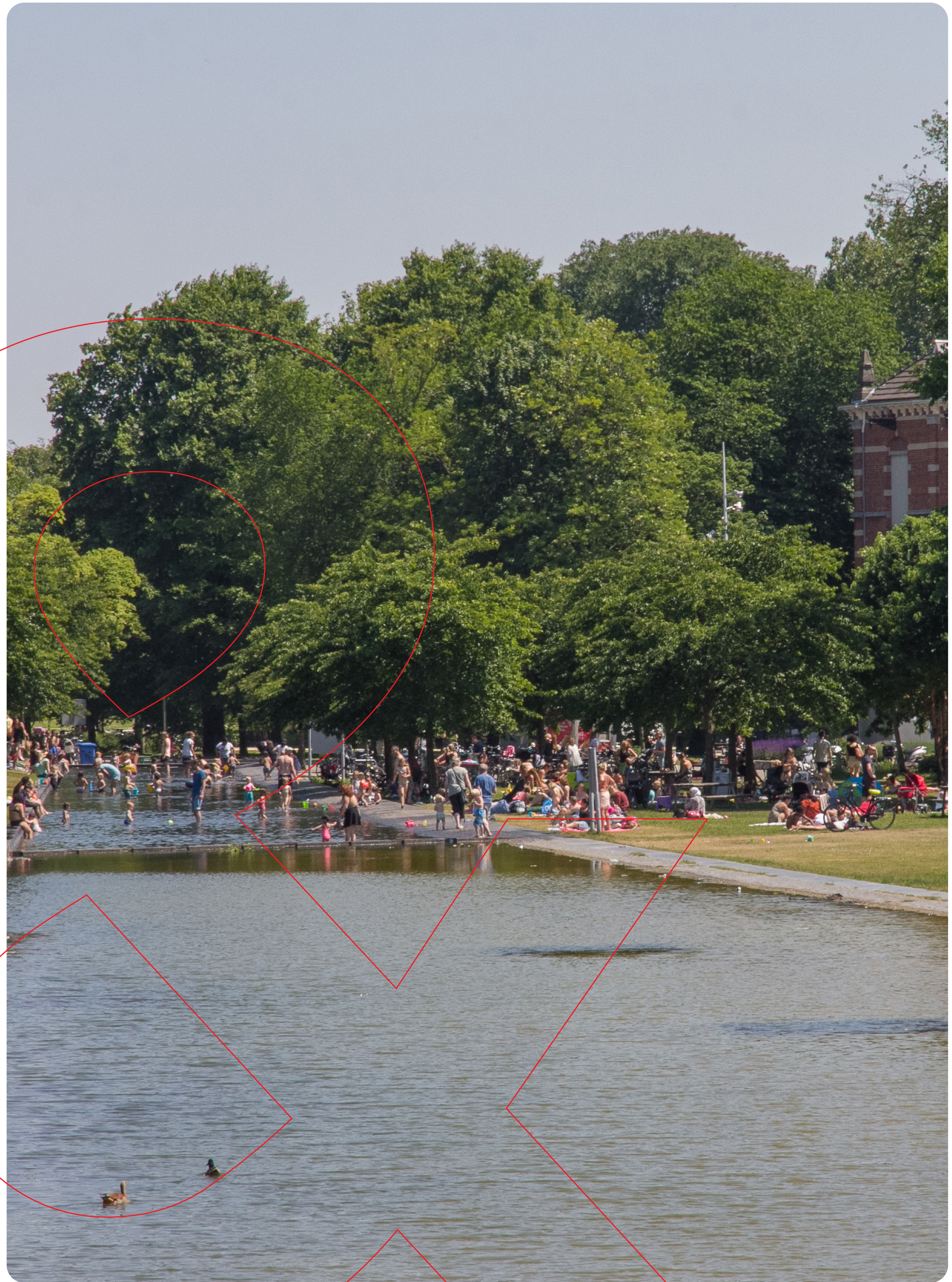

01 **Executive summary**

Tourism is an important driver for Amsterdam, shaping its cultural, social, and economic landscape. While the city benefits from economic advantages and global recognition as a tourist destination, it also faces challenges such as overcrowding, gentrification, and rising housing prices. As tourism continues to shape the city and grows above pre-pandemic statistics, it is crucial to assess how locals experience these developments – both positively and negatively. This will allow for a tourism strategy that aligns with locals' quality of life and their behavior towards tourism, as well as for the position of Amsterdam as a tourist destination.

This report provides insights into the perceptions of Amsterdam's residents regarding tourism. Residents shared their experiences, concerns, and thoughts on incoming tourism and tourism management. By combining key questions from three surveys – conducted by amsterdam&partners (2022), the Expertise Network Sustainable Urban Tourism (ENSUT) (2022), and Municipality of Amsterdam & Lidija Lalicic (2018), into a unified 2025 survey, this study allows for a comprehensive analysis of how residents' opinions and sentiments on tourism have evolved from 2018 to 2025.

The study found that Amsterdam's residents do not oppose tourism per se. Rather, they call for a more thoughtful and balanced approach. The city's ability to sustain tourism in the long term depends on its commitment to preserving cultural authenticity, ensuring a high quality of life for residents, and empowering communities to help shape tourism's future. Left unaddressed, the emotional and environmental strains identified in this study – particularly among long-term, place-attached residents – could weaken the social license upon which tourism ultimately depends. One can say that the path forward must prioritize responsible growth, where tourism is managed proactively and inclusively. In doing so, Amsterdam can remain both a vibrant place to live and an inspiring destination to visit.

We hope this report contributes to a deeper understanding of the complex relationship between Amsterdam's residents and its visitors, guiding strategies for a more resident-friendly and sustainable tourism approach.

This report is a collaborative effort between amsterdam&partners, Inholland University of Applied Sciences, and MMGY TCI Research, serving as a guiding resource for developing tourism that allows for a more balanced approach of managing tourism and integrating locals' opinions.

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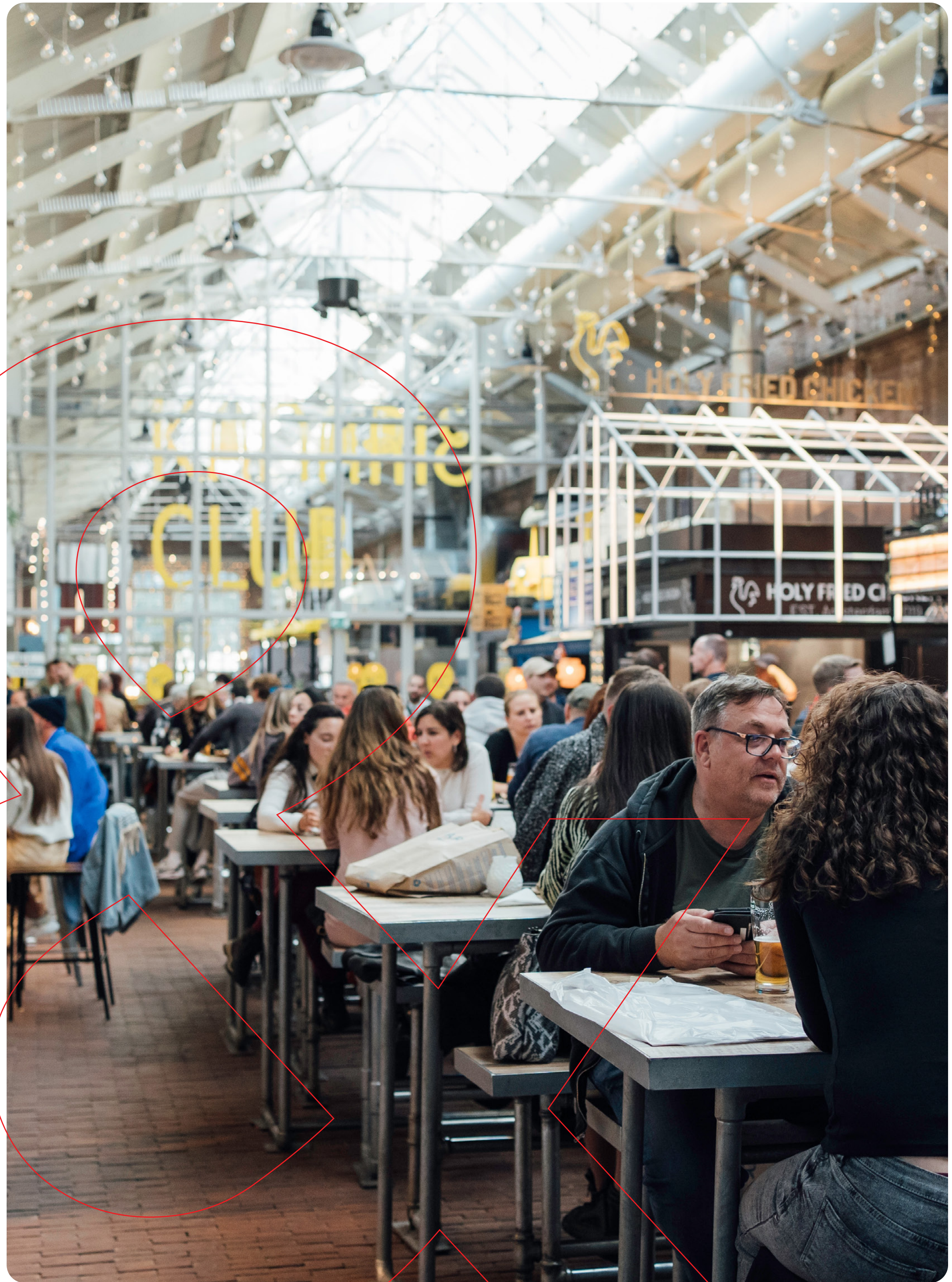
Key Findings and Trends (2022-2025)



02 **Key Findings and Trends (2022-2025)**

Residents' positive attitude towards tourism is increasing, but concerns remain
The 2025 Resident Sentiment Study offers a nuanced and changing picture of how residents view tourism and its effects on Amsterdam. While attitudes toward tourism have become more positive, particularly in terms of its economic, cultural, and social contributions, this growing appreciation is balanced by ongoing, and in some cases increasing, concerns about quality of life, environmental damage, and the loss of local culture.

Pride in tourism clashes with fear of cultural loss
The findings reflect a dual story. On the one hand, there is greater openness to tourism, more willingness to welcome and engage with visitors, and stronger recognition of how tourism supports local businesses and facilities. On the other hand, signs of solastalgia – a sense of emotional distress caused by changes to one's environment – are becoming more common, especially among residents who feel strongly connected to the city. The contrast between pride in hosting tourists and the fear of losing traditions highlights a deeper concern: that tourism, despite its benefits, might be threatening the very things that make Amsterdam special.

Residents increasingly grasp tourism's complexity and the need for good governance
The growing support for tourism management measures – such as spreading visitors across districts, planning by season, and involving residents more in decisions – shows that people increasingly understand the complexity of tourism and the importance of good governance. At the same time, the divide between tourism workers and non-workers in how they view tourism's benefits suggests unequal access to its rewards, reinforcing the need for fairer and more inclusive tourism development.

Residents don't oppose tourisme, they do want a more balanced, sustainable approach
In conclusion, Amsterdam's residents are not against tourism. They are in favor of a more balanced and sustainable approach. The future of tourism in the city depends on protecting its cultural identity, maintaining a good quality of life for residents, and giving people a voice in shaping tourism's direction. If the emotional and environmental pressures identified in this study – particularly among long-term residents – are not addressed, public support for tourism could weaken.

03

Main Insights: Residents' Perceptions and Attitudes

03 **Main Insights: Residents' Perceptions and Attitudes**

Resident Profile
The 2025 survey was conducted between 10-20 January 2025[1]. The 2022 survey was conducted between 14-19 December 2022. Both surveys were carried out by means of an online access panel of TCI Research. The data has been weighed to ensure that the respondents are representative of the Amsterdam population.

In 2025, the panel consisted of 1,019 respondents (compared to 1,000 in 2022). In 2022, the age group 18-24 was 5.3% larger than in 2025. The age group 75 years or older increased from 2.0% in 2022 to 6.8% in 2025, and the age group 65-74 decreased from 13.0% in 2022 to 9.5% in 2025. In both years, residents from Nieuw-West are most represented (18% in both years). In both years, the majority of respondents are long-term residents: In 2025, 61.4% lived in Amsterdam for more than 15 years (compared to 65.3% in 2022).

The share of tourism workers is similar in both years, with around one third of the respondents – or household members – working in the tourism sector. Compared to 2022, more residents host tourist on regular basis (+4.9%) or sometimes (+4.6%) in 2025.

Overall Sentiment
In both years, around 19% of respondents perceived their neighborhood as often visited. Compared to 2022, the share of respondents who say that their neighborhood is sometimes visited diminished with 2% in 2025, while the share of 'never visited by tourists' decreased with 1.8%.

More than before, respondents are proud to see tourists visit Amsterdam. Compared to 2022, +5.3% strongly agreed on feeling proud in 2025. Besides, more residents strongly agree to enjoy giving advice and tips to tourists in 2025 compared to 2022 (+3.6%).

Residents are very likely to recommend Amsterdam as a place to visit, with 23.0% even extremely likely in 2025 (score 10/10).

Perceptions on Tourism
Compared to 2022, more residents notice more positive than negative consequences of tourism (+6%). However, the share of residents who think that problems are felt throughout the year increased compared to 2022 (+6.4%). Compared to 2022, more residents are concerned about problems as increasing housing prices, parking issues, traffic issues and the increasing cost of living.

Place attachment and Emotional Connection
In 2018[2], ad-hoc research was conducted on the level of place attachment and solastalgia among Amsterdam's residents. Place attachment measures to which extent residents feel emotionally connected to their city, while solastalgia measures the degree of emotional distress caused by changes to one's environment feel that. These concepts were again measured in the 2025 Resident Sentiment Study.

In 2018, 86.5% agreed to feel very attached to the city, compared to 81.4% in 2025. Yet, place attachment remains very high in 2025. The level of solastalgia also increased. More residents are afraid that customs and traditions are slowly disappearing (+20.8%), are ashamed of how the city looks now (+12.2%), and agree that the feeling of being part of the city is undermined by tourism (+8.7%).

Residents Attitudes Toward Tourism Management
A remarkable shift in perception on room for tourism growth exist between 2022 and 2025. In 2025, 52.0% slightly to strongly agree that there is still room for tourism to grow in Amsterdam. In 2022, a total of 53.1% disagreed on this statement, showing opposite results. In addition, the share of respondents who think that Amsterdam should attract all types of visitors more than before in the future also increased. Still, there is an increase in support for all proposed tourism measures in 2025, compared to 2022.

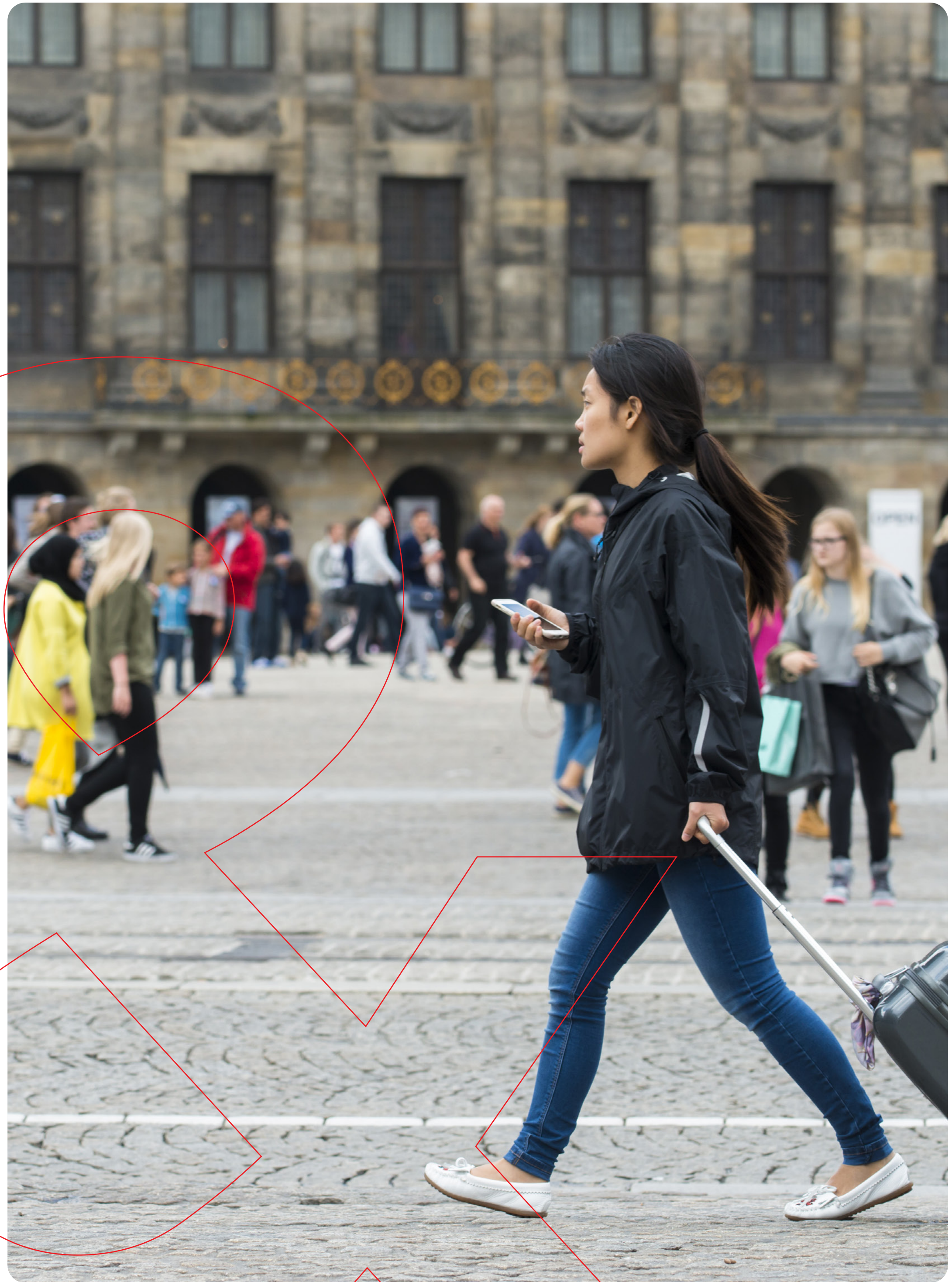
Another remarkable result is that +11.2% of respondents feel that the local tourism policy takes into account the impact on tourism on the life of Amsterdam's residents. Yet, 74.0% (strongly) support the measure of involving residents and local businesses in tourism planning (+7.7% compared to 2022).

[1] Read the methodology (Chapter 4) for more information.
[2] Data from sample panel of the Municipality of Amsterdam, designed by Lidija Lalicic in 2018 (N = 1,013 respondents).

04

Main findings 2022-2025

This chapter aims to give an overview of the developments in resident sentiment in 2025 compared to 2022, and where possible 2018. It discusses residents' thoughts about tourism in their city and their own neighborhoods. Next, residents' attitudes and opinions toward tourism management will be discussed.



4-1 Resident's Perception of Tourism in Neighborhoods

CHART 1 shows that around 19% of Amsterdam's residents perceive their neighborhood as often visited by tourists in both 2025 and 2022. There is a small decrease of those who feel that tourists sometimes visit their neighborhood in 2025 (-2.0%). The share of respondents who say that their neighborhood is never visited by tourists slightly increased (+1.8%). It is important to highlight that this question captures sentiment – reflecting how respondents perceive the presence of tourists in their neighborhood – rather than an objective measure of visitor numbers.

In 2025, respondents from district Centrum significantly more often think that their neighborhood is often visited by tourists. In fact, from all respondents that answered that their neighborhood is often visited by tourists, 24.0% live in Centrum, 18.8% live in West and 16.0% in Noord. In 2022, Centrum also had the highest share or respondents who felt that their neighborhood was often visited (27.1%).

Furthermore, 31.9% from all respondents who stated that their neighborhood was never visited by tourists in 2022 lived in Nieuw-West, followed by Oost (20.5%). In 2025, Nieuw-West was still perceived as the least visited district, with 29.0% of alle respondents who state that their neighborhood is never visited living there.

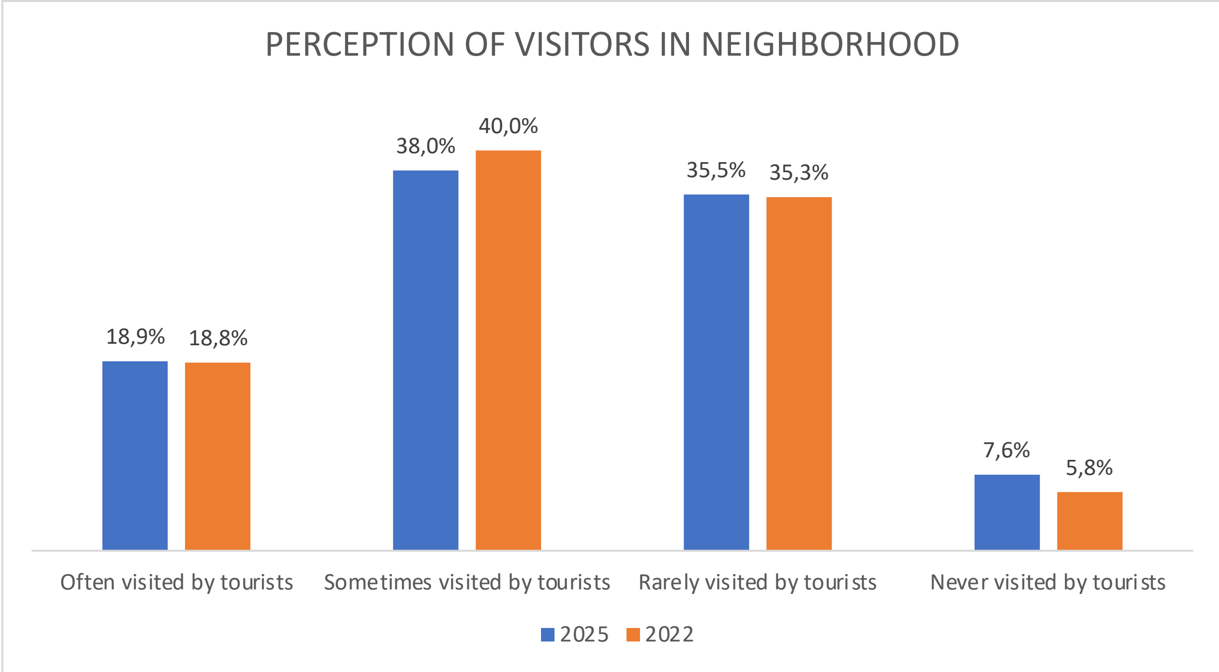


CHART 1: PERCEIVED FREQUENCY OF TOURISTS IN NEIGHBORHOOD
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

4-2 Hosting & Recommending

4.2.1. Hosting Paying Guests

CHART 2 illustrates the change between 2022 and 2025 in the number of respondents who sometimes or regularly host tourists. In 2025, 13.3% of respondents regularly hosted tourists, an increase of 4.9% when compared to 2022. The number of residents who sometimes host tourists also increased by 4.6%. Likewise, the share of those who never host tourists dropped by 8.9%. This indicates a clear upward trend in residents opening their homes to tourists.

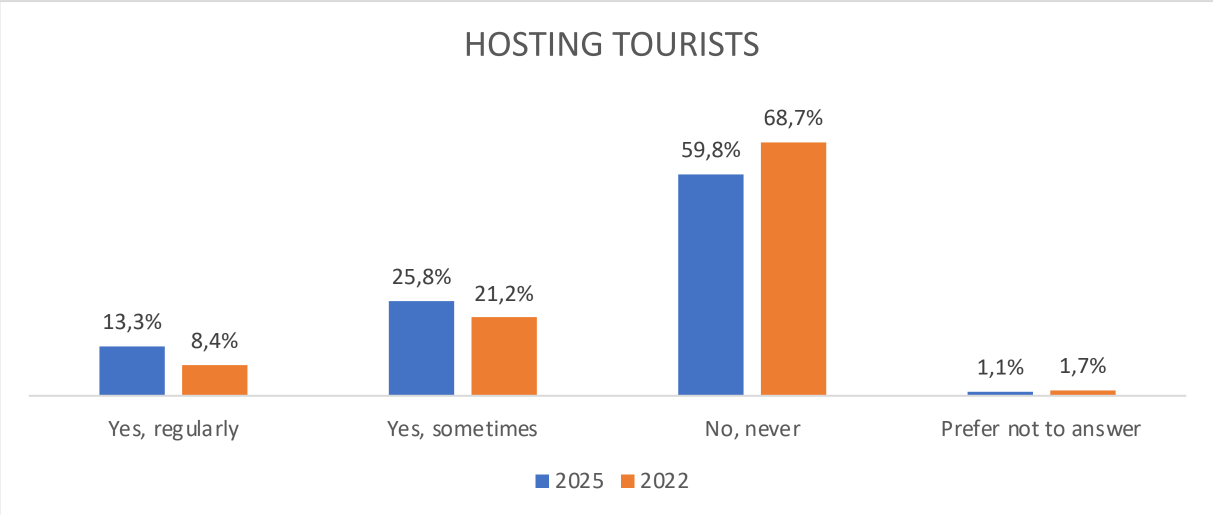


CHART 2: HOSTING TOURISTS
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

4.2.2. Hosting Friends & Family

Next to hosting tourists, respondents of the 2025 survey were asked if they host friends or family at their homes to explore Amsterdam. As this question was not included in the 2022 survey, data on this topic cannot be compared.

As shown in **CHART 3**, most residents (80.7%) occasionally or frequently welcome friends and family. With over eight out of ten respondents welcoming friends and family in their homes to explore Amsterdam, these findings suggest that residents perceive them differently from tourists, viewing them as personal visitors rather than being part of the broader tourism landscape.

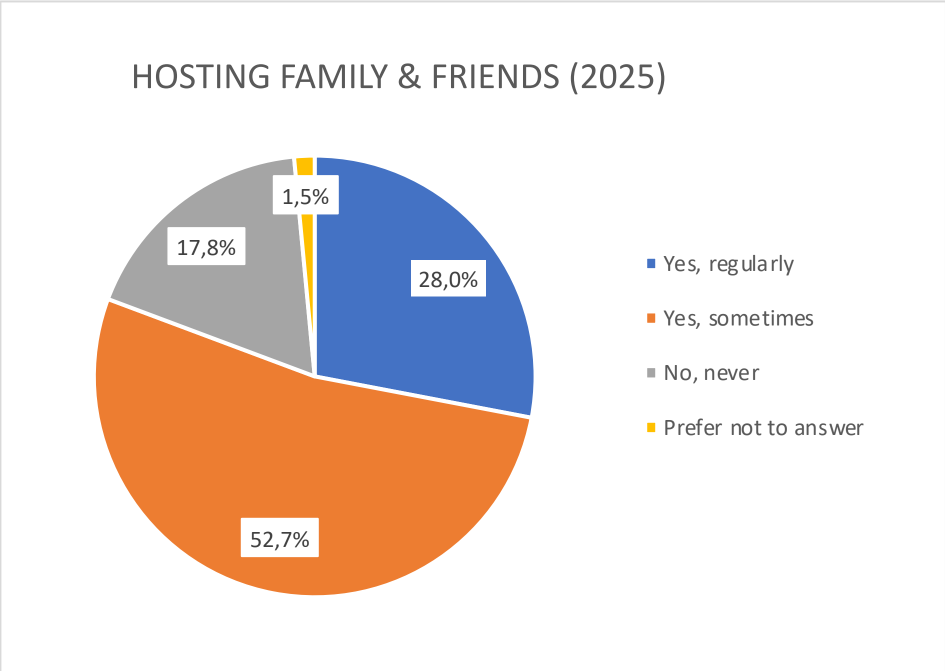


CHART 3: HOSTING FAMILY & TOURISTS
Results from a sample of 1,019 respondents in 2025

4.2.3. Recommending Amsterdam as a Tourist Destination

In 2025, respondents were asked whether they are likely to recommend their hometown as a place to visit when talking to friends and family who do not live in Amsterdam. This question was not included in the 2022 survey.

CHART 4 shows that residents are likely to recommend their city. Almost a quarter is even extremely likely to recommend Amsterdam as a place to visit– with a score of 10/10 (23.0%). The number of respondents who are not likely to recommend their hometown (score 0-5 merged) counts just 7.8%, meaning that 92.2% would (to a certain extent) recommend Amsterdam as a tourist destination. From the 23.0% respondents (N=234) who are extremely likely to recommend Amsterdam as a place to visit, a significant share live in West (25.1%), Oost (16.3%) and Noord (13.7%) (p<.001). When looking at score 0-5, it is seen that respondents from Zuid are less often likely to recommend Amsterdam as a place to visit.

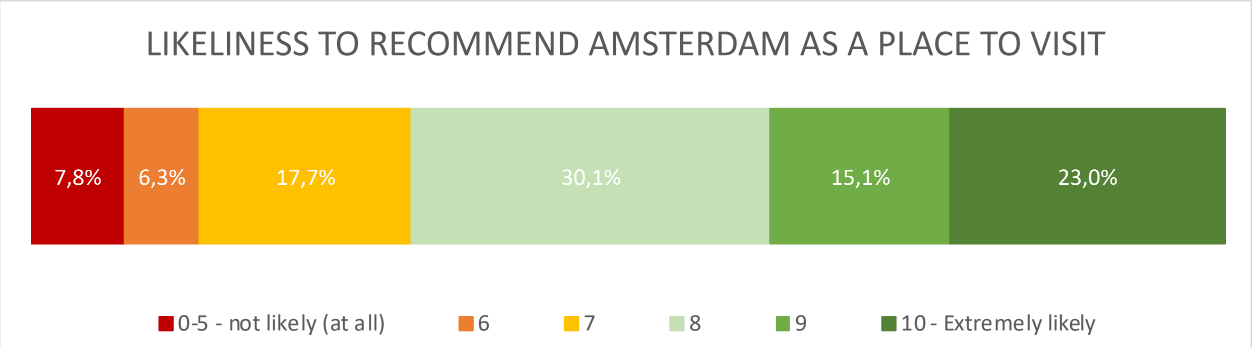


CHART 4: LIKELINESS TO RECOMMEND AMSTERDAM AS A PLACE TO VISIT
Results from a sample of 1,019 respondents in 2025

4.2.4. Pride & Interaction with Tourists

CHART 5 and **CHART 6** show that residents of Amsterdam are more willing to interact with tourists in 2025 than in 2022. The share of respondents who strongly agree to be proud to see tourists visiting their city grew by 5.3% in 2025 compared to 2022. However, the share of respondents who tend to agree slightly decreased with 1.0%. When strongly agree and tend to agree are combined, the overall trend is that residents are prouder to see tourists in 2025 than in 2022. Moreover, the number of respondents who tend to disagree to be proud to see visitors in Amsterdam, remained equal when compared to 2022, although strongly agree grew with 1.5%. In 2025, residents of Noord, Centrum, and Zuid were the most proud to welcome tourists to the city, while in 2022, the top 3 was: West, Centrum, and Nieuw-West.

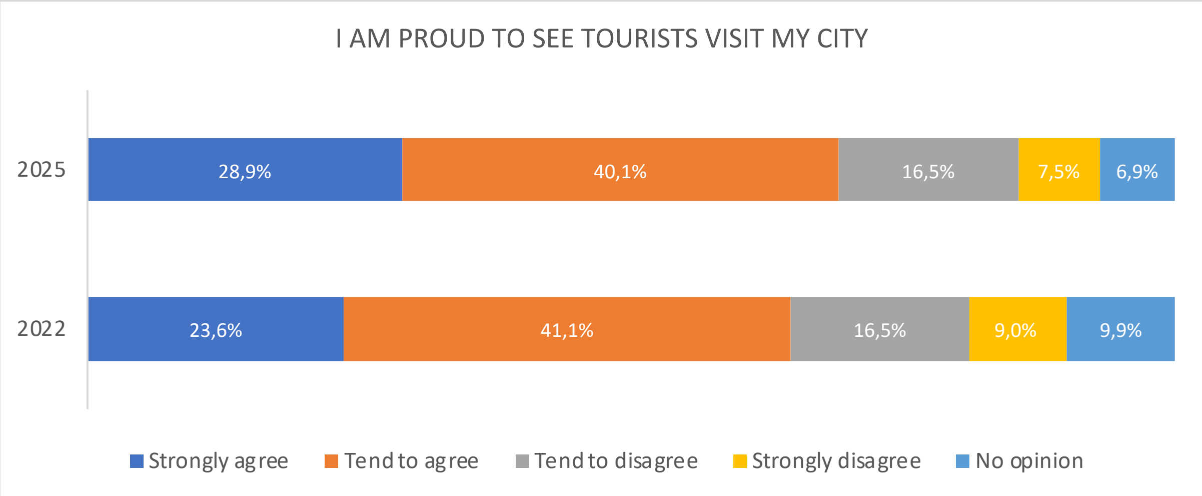


CHART 5: I AM PROUD TO SEE TOURISTS
Results from a sample of 1,020 respondents (2022) and 1,019 respondents (2025)

Besides, more residents strongly agree that they enjoy giving advices and tips to tourists in 2025 compared to 2022 (+3.6%). Additionally, there is an increase in those who tend to agree (+3.5%), while the proportion of residents who tend to disagree (-1.5%) and strongly disagree (-1.9%) slightly decreased.

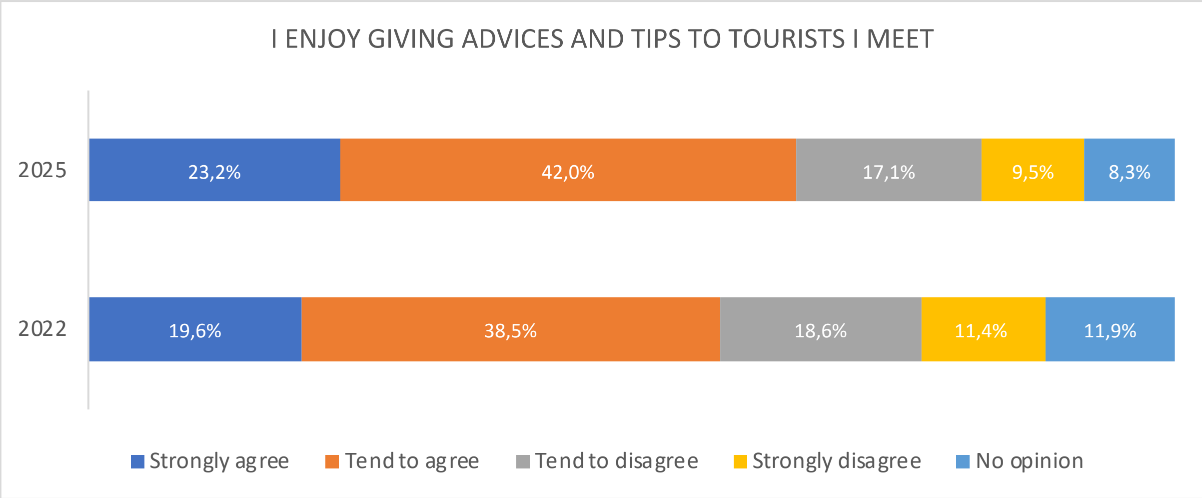


CHART 6: I ENJOY GIVING ADVICE TO TOURISTS
Results from a sample of 1,020 respondents (2022) and 1,019 respondents (2025)

When diving deeper into the district in which respondents lived in 2025, some interesting differences between districts are shown. With 34.3% of the residents from Noord strongly agreeing with this statement in 2025, residents from this district are most likely to enjoy giving tips and advices. Noord is followed by West with 30.4% and Centrum with 23.6%. In general, newcomers to the city (living in the city for 3 years or less) less often strongly agree that they are proud and enjoy giving tips and advices than respondents who have been living in the city for four years or more.

4-3 Emotional Connection to Amsterdam

This paragraph examines the level of 'place attachment' experienced by Amsterdam's residents – their level of emotional connection to the city. This is measured through three statements: *I am very attached to the city, the city means a lot to me,* and *the city is very special to me*. The questions addressed in this section are ad-hoc queries from the 2018 survey[3] , designed to delve deeper into how these long-term residents feel about the transformation of their hometown. Place attachment was again measured in the 2025 Resident Sentiment Study, to be able to measure the development in the level of place attachment among Amsterdam's residents compared to 2018. It should be taken into account that – in contrast to other data in this report - data for place attachment statements are shown not weighted to be able to compare them to unweighted data from 2018. Please read the methodology chapter for more information.

In 2018, over half of all respondents felt strongly attached to Amsterdam (51.0%). This diminished to 43.0% in 2025. At the same time, the share of respondents who tend to disagree or strongly disagree with this statement increased from 4.6% to 15.0%, but the share of no opinion decreased. Although place attachment diminished compared to 2018, it is still very high. The share of tend to agree increased with 3%, bringing total agree to 81.4% in 2025.

Similarly, more respondents (strongly) disagree that the city means a lot to them in 2025 (15.6%) than in 2018 (3.4%). On the other hand, the share of respondents who strongly agree diminished with 1.0%, and the share of respondents who tend to agree decreased with 3.3%. The significant share of respondents who disagree is therefore mainly caused by a much lower share of respondents with no opinion in 2025 than in 2018 (-8.0%).

Lastly, residents were asked to what extent the city is special to them. Results show similarities with results of the two previous statements, namely the higher percentage of no opinion in 2018 and the increased negative sentiment (total disagree increased with 8.6%).

It can be concluded that place attachment in 2025 is still very high, but that residents of Amsterdam are slightly feeling less attached to their city than in 2018. An overview of total agree in both years is given in **CHART 7**.

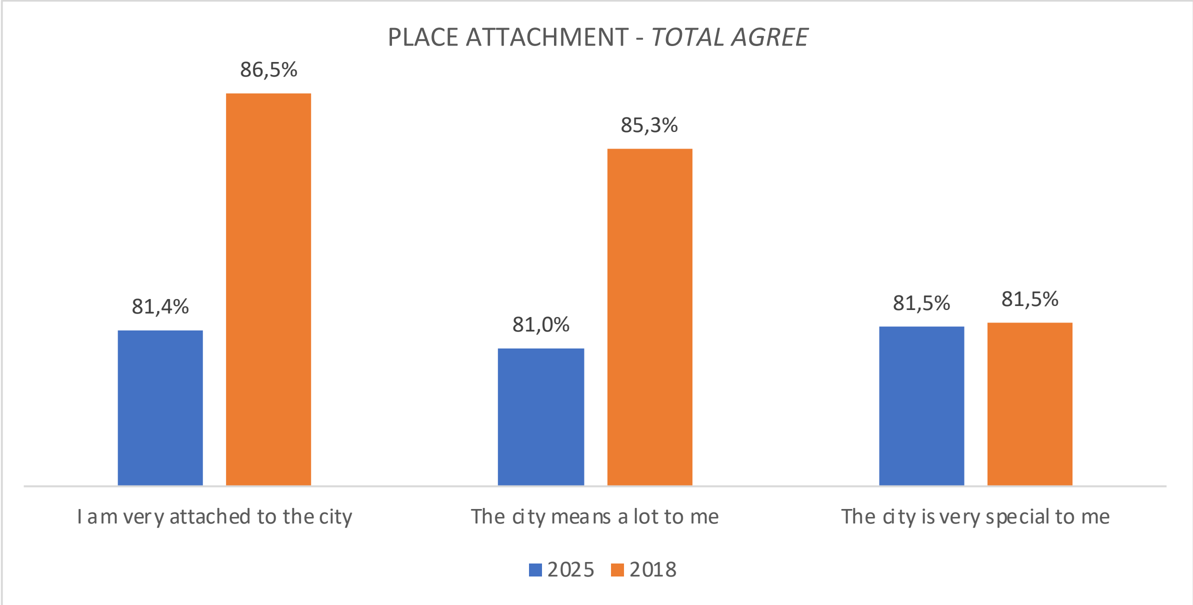


CHART 7: PLACE ATTACHMENT (TEND TO AGREE + STRONGLY AGREE)
Results from a sample of 1,013 respondents (2018) and 1,019 respondents (2025)

[3] *Data from sample panel of Gemeente Amsterdam, designed by Lidija Lalicic in 2018 (N = 1,013 respondents).*

4.3.1 Place attachment in 2025 – deep-dive analysis

Place attachment x consequences of tourism
For all place attachment statements count that residents who strongly agree, also tend to view tourism as having more positive than negative consequences (see paragraph 1.4). For example: from all respondents who strongly agree that the city is very special to them, 47.9% see more positive than negative consequences. The other way around, a similar correlation is observed: From all respondents who strongly disagree that the city means a lot to them, 55.2% see more negative than positive consequences. This trend is similar for all statements, with minor differences in percentages.

I am very attached to the city x district
From all respondents that strongly agree with the statement 'I am very attached to the city' (n =438), most live in Centrum (23.7%). The results for Centrum show that nearly half of the 214 respondents living there (48.6%) strongly agree to feel a strong attachment to the city, while an additional 36.9% tend to agree.

From all respondents who strongly disagree with the statement (n=42), 28.6% live in Oost. This said, significantly more respondents from Oost do not feel very attached to the city. However, when looking at the outcomes of this question per district, results show that from all 125 respondents from Oost, 38.4% strongly agree to feel very attached to the city, while only 9.6% strongly disagree.

I am very attached to the city x length of residency
Next to the district of residency, results also show interesting differences when taking a closer look at the statement 'I am very attached to the city' x length of residency. When looking at length of residency, it should be noted that over six out of ten respondents have been living in the city for more than 15 years (see Resident Profile & Demographics). Therefore, it is logical that from all those who strongly agree with this statement (n=438), the majority (64.2%) has been living in Amsterdam for more than 15 years.
Upon closer examination of respondents who have lived in Amsterdam for more than 15 years (N=559), half strongly agree that they feel a strong attachment to the city (50.3%), while an additional 35.8% tend to agree. In total, 86.0% of those living in the city for 15 years or more agree to feel attached to Amsterdam (**CHART 8**).

Newcomers (less than 1 year) are less likely to feel attached to Amsterdam, with 32.1% disagreeing. However, it should be taken into account that for all groups, the percentage of strongly disagree is very low (less than 5%) and that most respondents who disagree, filled in tend to disagree.

From those living in the city for 1-3 years, 70.2% agree with the statement, but it should be noted that only 20.2% strongly agree and 50.0% tend to agree. Therefore, these results suggest that the longer respondents live in Amsterdam, the more likely they feel attached to Amsterdam.

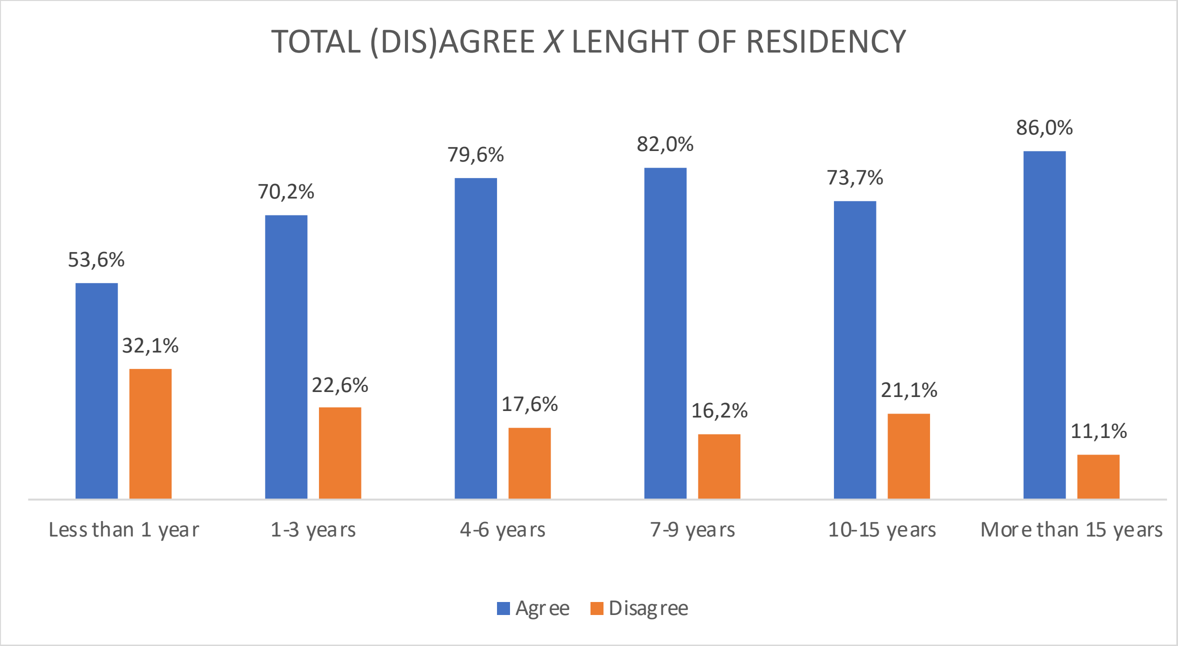


CHART 8: I AM VERY ATTACHED TO THE CITY BY LENGTH OF RESIDENCY – NOT WEIGHTED DATA
Results from a sample of 1,019 respondents in 2025

I am very attached to the city x likeliness to recommend Amsterdam
Lastly, a correlation between place attachment and likeliness to recommend Amsterdam as a place to visit (paragraph 1.2.3) was sought. Respondents who strongly agree with the statement 'I am very attached to the city' are significantly more likely to recommend Amsterdam as a place to visit, with only 2.5% giving a score between 0-5 and 36.3 giving a 10/10. In comparison, from those strongly disagreeing with the statement, 28.6% give a score between 0-5.

Interestingly, 50% of the respondents who strongly disagree with this agreement (n=42), still give 7 or a 8 out of 10 when it comes to recommending Amsterdam: 28.6% give a 7 and 21.4% give an 8, even though they do not feel attached to the city.

Overall, respondents who strongly disagree with feeling attached to Amsterdam are significantly less likely to recommend the city as a tourist destination (7.1% of them would even give a 0/10). **CHART 9** clearly shows the correlation between likelihood to recommend x I am attached to the city, as the lower scores are overrepresented by strongly disagreement, while the higher scores are overrepresented by strongly agree.

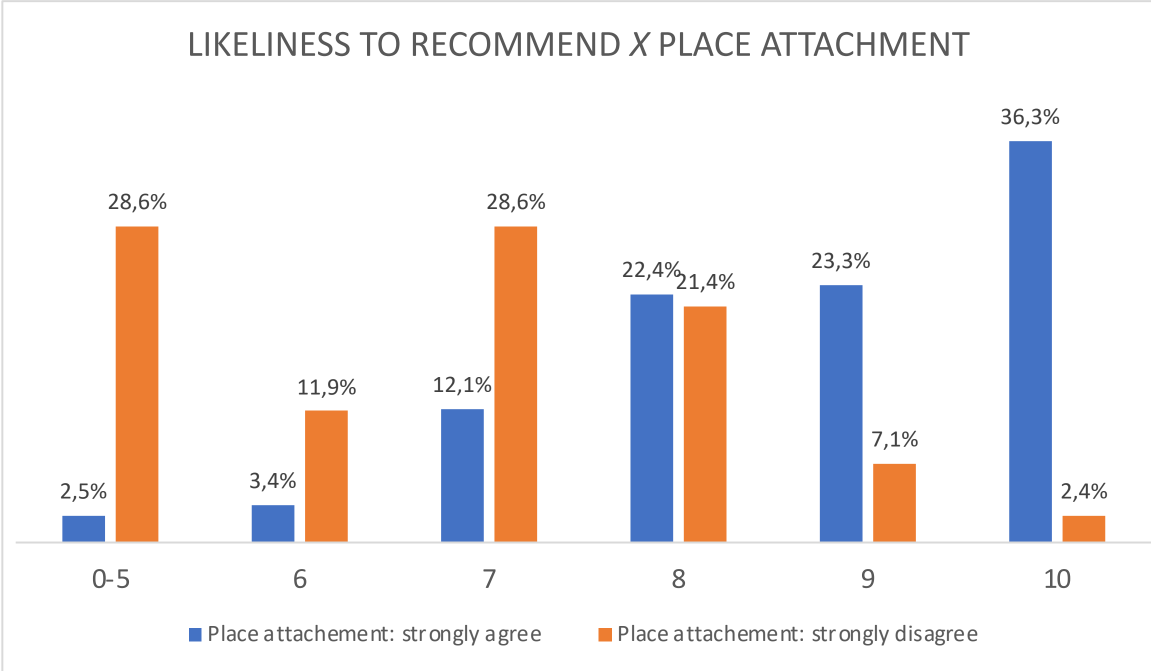


CHART 9: LIKELINESS TO RECOMMEND X STRONGLY (DIS)AGREE): I AM ATTACHED TO THE CITY – NOT WEIGHTED DATA
Results from a sample of 1,019 respondents in 2025- (strongly agree (n = 438), strongly disagree (n = 42)

4-4 Perceived Consequences of Tourism Development

CHART 10 illustrates the differences between 2022 and 2025 regarding residents' perceptions of tourism's impact on Amsterdam. In 2025, there is a stronger tendency to view tourism as having more positive than negative consequences (+6.0%). Additionally, fewer respondents believe that tourism brings more negative than positive consequences (-2.6%) or an equal balance of both positive and negative consequences in 2025 than in 2022 (-1.9%).

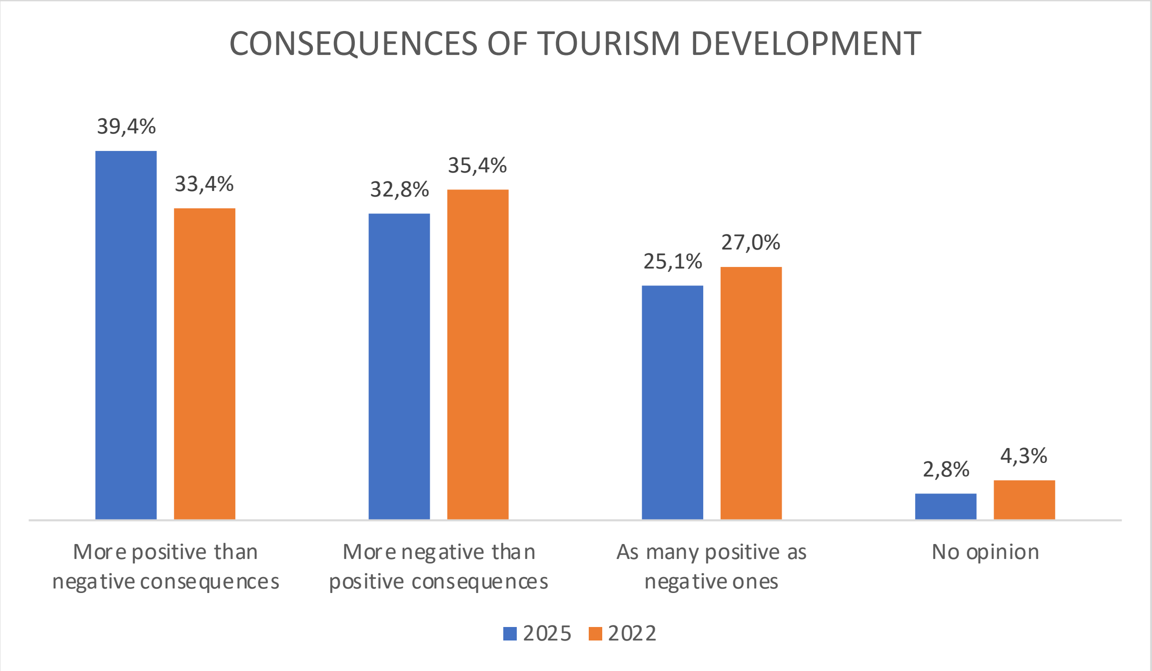


CHART 10: POSITIVE AND NEGATIVE CONSEQUENCES
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

In 2025, respondents from Centrum (52.1%) and Noord (52.0%) more often agree that there are more positive than negative consequences. In 2022, respondents of district Centrum were also more positive than the average of 33.4%: from all respondents living in Centrum, 46.7% agreed that there are more positive than negative consequences. Comparing 2022 and 2025, the positive sentiment in Centrum increased with 5.4%. On the other hand, respondents from Nieuw-West (40.9%), Oost (40.6%) and Zuid (37.1%) scored above average when it comes to more negative than positive consequences in 2025. Especially in Nieuw-West, this marks a big shift: in 2022, 30.1% from all respondents living in Nieuw-West agreed that there were more negative consequences. Thus, negative sentiment in Nieuw-West increased with 10.8%. In Zuid, it also increased with 7.2%, while in Oost, negative sentiment diminished with 4.3% compared to 2022.

4.4.1 Consequences of Tourism in 2025 - deep-dive analysis

When correlating (non)-tourism workers and the perceived consequences of tourism, important differences were noted in 2025 (**CHART 11**). When looking at those (or a member of their household) working in tourism, the share of respondents who agree that there are more positive than negative consequences is significantly higher than when looking at those who do not work in the tourism sector. At the same time, tourism workers less often notice more negative consequences or as many positive as negative consequences.

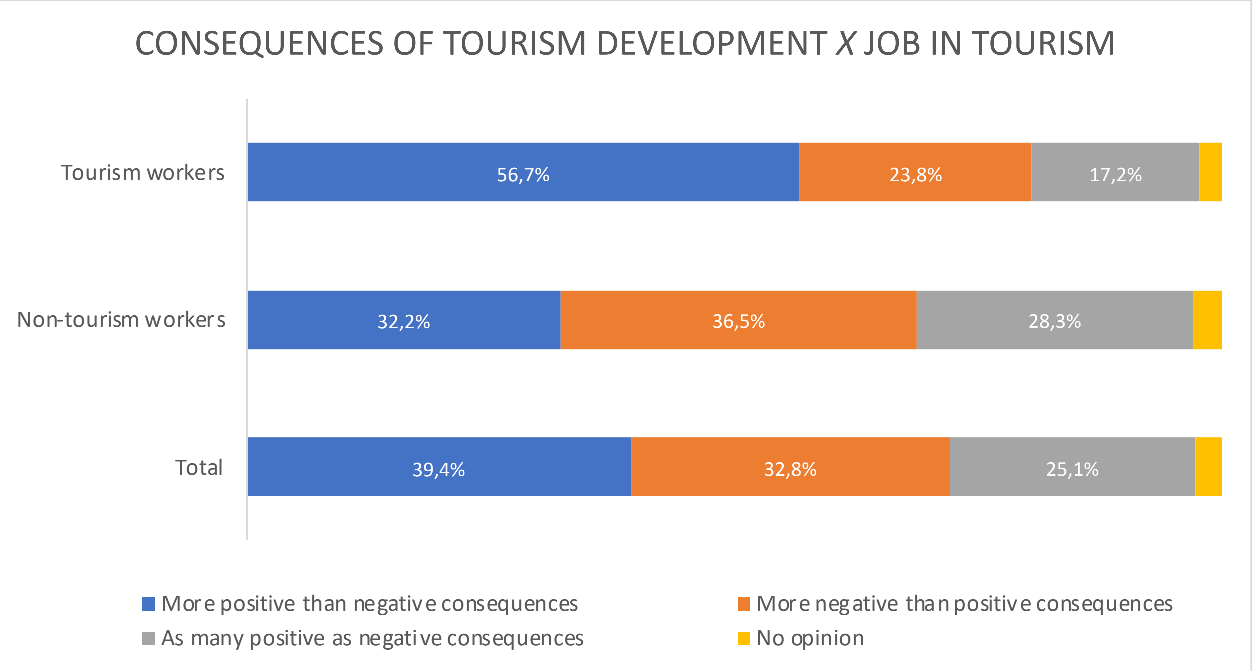


CHART 11: POSITIVE AND NEGATIVE CONSEQUENCES BY OCCUPATION IN (NON) TOURISM SECTOR
Results from a sample of 1,019 respondents

4-5 Problems Caused by Tourism

In both years, the majority of respondents agree that tourism generates problems – either throughout the whole year or most of the year or at certain times of the year (**CHART 12**). In 2025, the share of residents who think that problems are felt throughout the year increased compared to 2022 (+6.4%). At the same time, less respondents think that tourism generates problems seasonally (-2.9%). The number of residents who believe that tourism generates no problems at all diminished by around 3.6%.

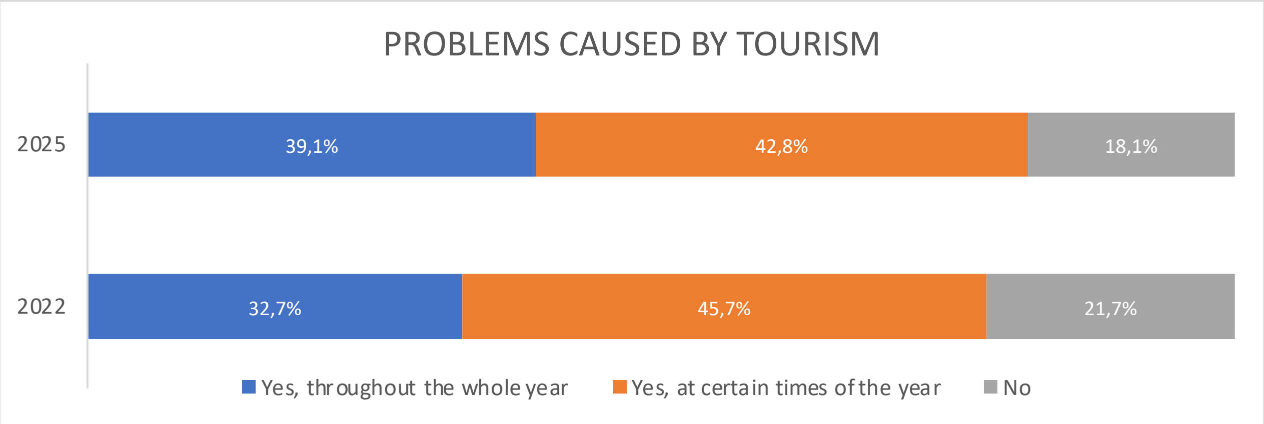


CHART 12: PERCEIVED IMPACT OF TOURISM
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

Types of Problems

When asking respondents about the types of problems caused by tourism, results reveal that increase in housing prices, parking issues, loss of authenticity and increase cost of living are more prominent issues in 2025 than in 2022. Noise pollution, waste management, and security issues are present to a lesser extent in 2025 compared to 2022 (**CHART 13**).

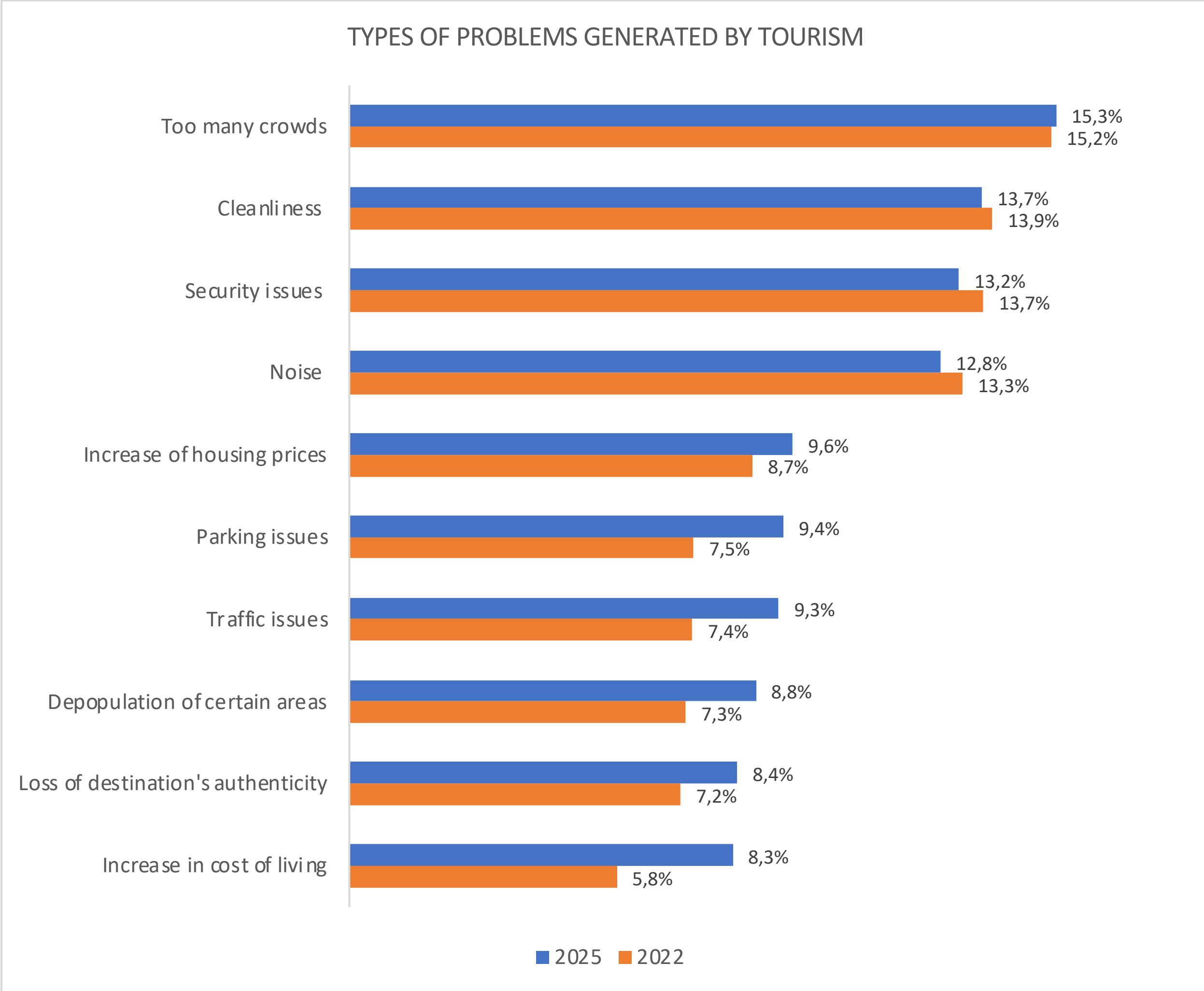


CHART 13: PROBLEMS CAUSED BY TOURISM
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

Next to the above-mentioned suggested answers options about problems caused by tourism, respondents were also allowed to fill in '*Other, namely…*'. These results are shown in word clouds (**FIGURE 1**). Interestingly, the 2025-word cloud tends to describe the effects of tourism (often negatively), while in 2022, the suggestions reflected a desire to reduce or better manage tourism in Amsterdam.

When looking at the most frequently mentioned answers in 2025, words like *dealers*, *drug tourism*, *cannabis smell* (*wietgeur*), and *traffic safety* (*verkeersveiligheid*) attract attention. These words hint to issues related to tourism, such as street disturbances, drug-related concerns, and public safety.

The 2022-word cloud shows other words such as *residents* (*bewoners*), *city* (*stad*), *Airbnb, municipality (gemeente*), *order* (*orde*), *safety* (*veiligheid*) in relation to words such as *no* (*geen*), *for* (*voor*), *not* (*niet*) and *less* (*minder*). This hints more towards suggestions around reducing tourism, focusing more on local residents, regulation, and city policies. Although the general image of these years differ, the word tourists (toeristen) is prominent in both word clouds, hinting to the conclusion that respondents find that tourists are the problem.

2022

2025

FIGURE 1: WORD CLOUDS
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

4-6 **Perceived Influences of Tourism on Amsterdam**

As in 2022, respondents were asked to rate how much they believe tourism has an influence on a set of elements in 2025. The paragraphs below first dive deeper into the negative influences and then into the positive once.

Negative influences
CHART 14 shows an overview of elements that have an influence on tourism in order from the most to least negative in 2025. Compared to 2022, respondents generally report fewer negative influences across all listed elements in 2025. However, some elements require attention as they are still often regarded as being a negative influence of tourism, among which cleanliness, environmental protection and quality of life. When looking at which elements show the biggest decrease in being a negative influence, the top 3 is: Shopping offer (-9.8%), atmosphere (-5.9%), and environmental protection and quality of life (both -5.3%). The element showing the smallest diminish is cultural offer with -0.9%.

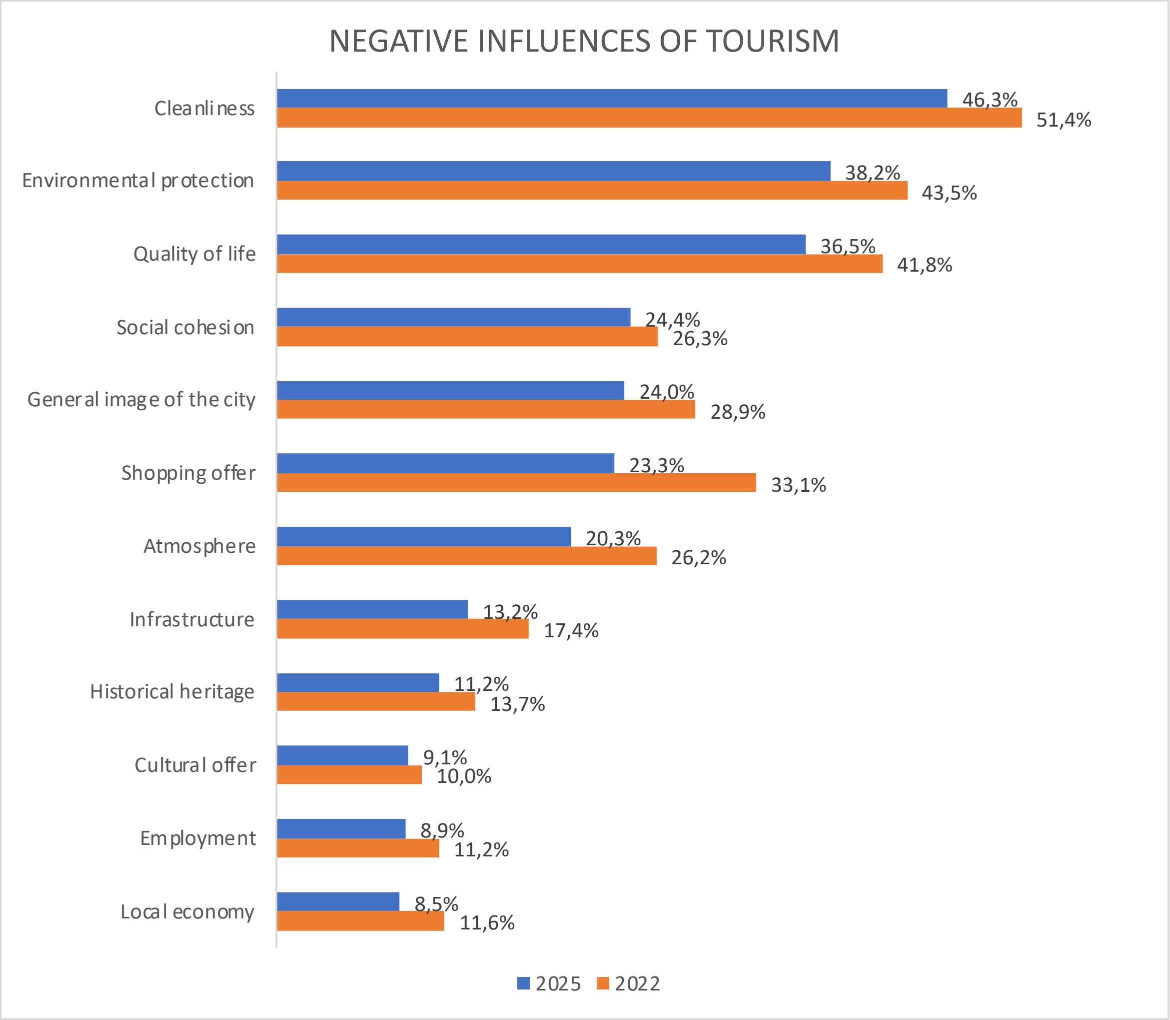


CHART 14: NEGATIVE INFLUENCES AS A RESULT OF TOURISM
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

Positive influences

Overall, there is a general trend of respondents seeing more positive than negative influences of tourism on these elements. **CHART 15** shows the elements in order of the most to least in 'positive influence' in 2025. It shows that respondents are more positive for all elements in 2025 compared to 2022, except for the local economy for which positivity slightly decreased (-0.7%). In 2025, cultural offer is regarded as the element with the most positive influence. In 2022, the local economy was the most positive. Quality of life has increased with 9.8%, followed by shopping offer (+9.4%), and social cohesion (+7.8%).

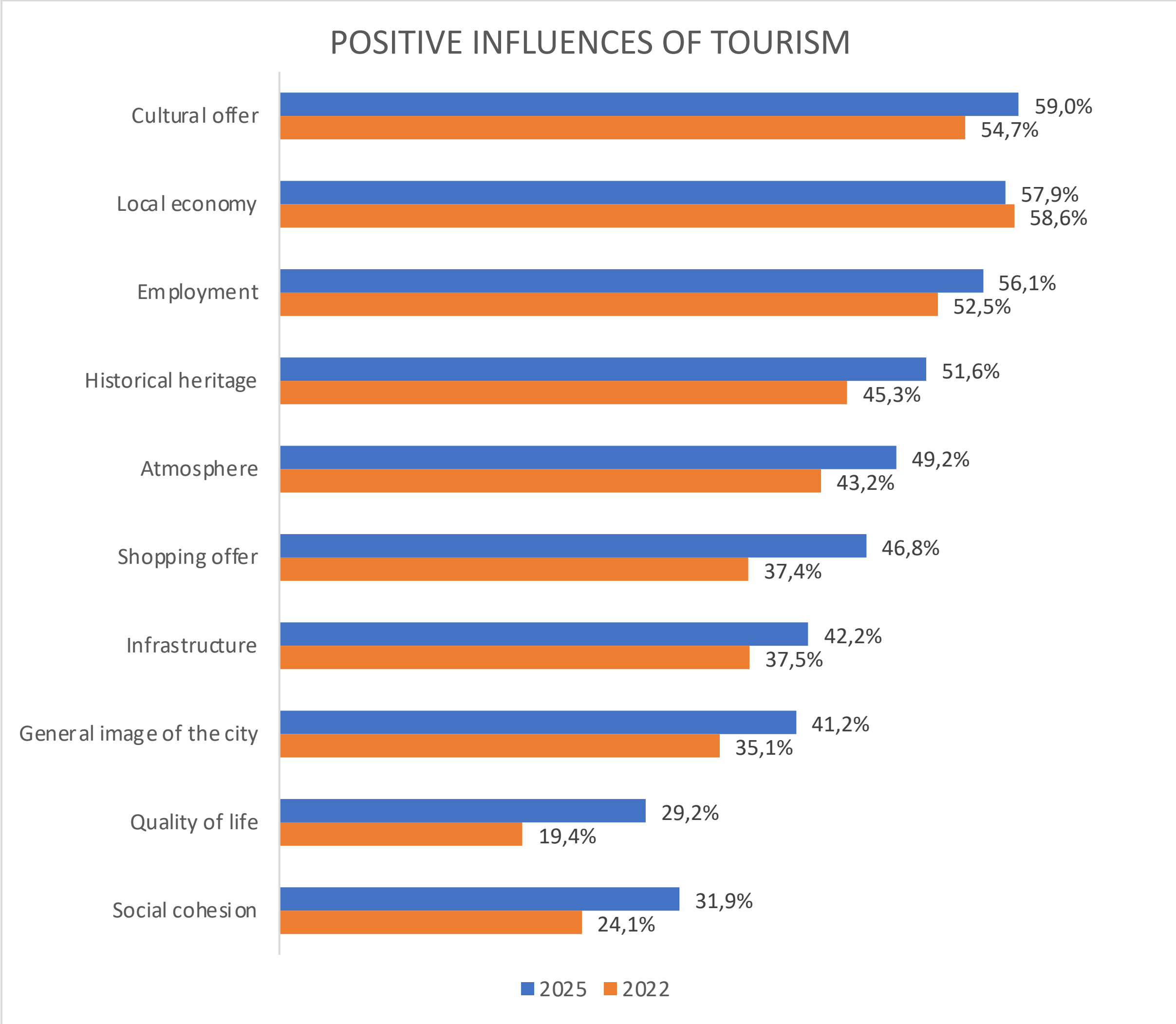


CHART 15: POSITIVE INFLUENCES AS A RESULT OF TOURISM
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

4.6.1 Influences of Tourism in 2025 - deep-dive analysis

Influences of tourism x district
When correlating residents' district of living with the perceived influences on Amsterdam, it is noticed that residents of Centrum more often than residents from other districts strongly associate some of the factors such as quality of life, cleanliness, and shopping diversity with positive influences. For example, 42.5% of Centrum residents name quality of live as a positive influence (compared to 29.2% of total Amsterdam, see Chart 17). For cleanliness, this is 40.3%, and for shopping diversity even 55.2%. Respondents from Noord are also more positive than average. In contrast, residents of Oost are significantly more inclined to perceive these factors negatively. From Oost's residents, 50.4% view quality of live as a negative influence, and 60.4% feel that cleanliness is a negative influence of tourism.

Influences of tourism x (non)-tourism workers
Next to these differences per district, some interesting differences were found when comparing tourism workers and non-tourism workers. For some of the elements, tourism workers are more positive than non-tourism workers, while for other elements, they are more negative. For example: from all tourism workers, 40.7% consider quality of live as a positive influence (compared to 24.5% from all non-tourism workers). Besides, 39.4% of all tourism workers regard cleanliness as a positive influence (compared to 20.6% from all non-tourism workers). Tourism workers are also more positive about social cohesion than non-tourism workers: 41.9% from all tourism workers feel that social cohesion is a positive influence (compared to 27.7% from all non-tourism workers).

On the other hand, non-tourism workers are more positive about the element 'local economy' than tourism workers: Interestingly, from all non-tourism workers, 61.3% consider the local economy as a positive influence, whereas from all tourism workers 49.8% agree that the local economy is a positive influence. It should be noted, however, that 37.8% of the tourism workers has a neutral opinion (compared to 29.7% from all non-tourism workers), and are therefore not 'negative'. Only 10.6% from the tourism workers consider the local economy as a negative influence (compared to 7.6% from all non-tourism workers).

4-7 Feelings of Solastalgia due to Tourism

This section examines the level of 'solastalgia' experienced by Amsterdam residents – an emotional distress or nostalgia triggered by environmental changes, where individuals feel disconnected from their home due to transformations caused by tourism. Solastalgia is measured with five statements. The questions addressed in this section are ad-hoc queries from the 2018 survey[4], designed to delve deeper into how these long-term residents feel about the transformation of their hometown. The concept was again measured in the 2025 Resident Sentiment Study, to be able to measure how the level of solastalgia among Amsterdam's residents has developed compared to 2018. It should be taken into account that – in contrast to other data in this report - data for solastalgia statements are shown not weighted to be able to compare them to unweighted data from 2018. Please read the methodology chapter for more information.

CHART 16 shows a simplified overview of how solastalgia has evolved in the last years, only showing results of total agree. There are some nuances that should be taken into account when looking at Chart 16. First of all, it should be noted that there are supporters as well as opponents for each statement, although the supporters seem to overrule, except when it comes to the statement, '*I am ashamed of how the city looks now*'. Besides, for all statements count that the percentage of respondents without an opinion has significantly diminished. This suggests that respondents have a stronger opinion about this topic than in 2018. Additionally, for some statements the percentage in agree increased, while at the same time, the percentage in disagree also increased.

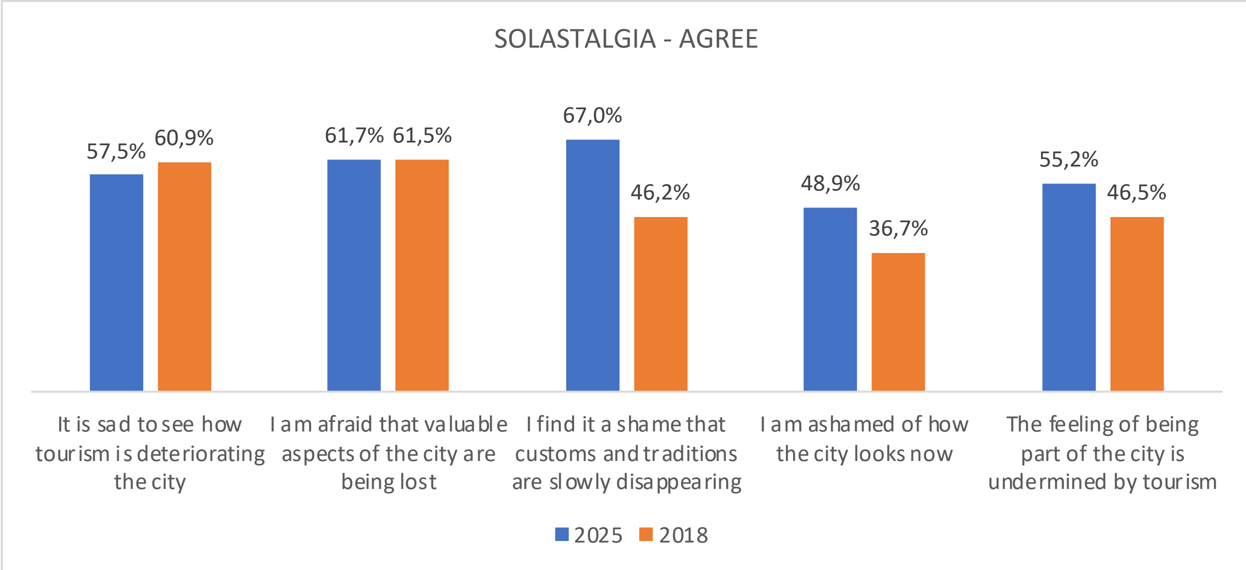


CHART 16: SOLASTALGIA (TEND TO AGREE + STRONGLY AGREE)
Results from a sample of 1,013 respondents (2018) and 1,019 respondents (2025)

[4] *Data from sample panel of Gemeente Amsterdam, designed by Lidija Lalicic in 2018 (N = 1,013 respondents).*

Compared to 2018, less respondents agree that it is sad to see how tourism is deteriorating in their city (**CHART 16**), although almost six out of ten still (strongly) agree. Around a quarter tends to disagree with this statement (24.0%). Another 12.8% strongly disagree, which is a duplication compared to 2018 (+6.9%). In total, 36.8% disagrees in 2025, compared to 23.6% in 2018.

CHART 16 shows that the total share of respondents who are afraid that valuable aspects of Amsterdam are being lost because of tourism has remained equal in both years. However, it should be noted that the share of strongly agree increased with 5.1%, while the share of tend to agree decreased with 5.2%. Moreover, it is important to note that the share of respondents who (strongly) disagree increased in 2025 when compared to 2018 (from 25.2% in 2018 to 31.3% in 2025). It therefore could give a distorted picture of the sentiment around this statement when only highlighting the similarities in total agree between both years.

In 2025, respondents express significantly more concern about the gradual disappearance of customs and traditions, with a 20.8% increase in respondents who (strongly) agree compared to 2018 (**CHART 16**). The share in strongly agree almost doubled (from 18.7% to 31.7%). Additionally, the share of respondents who tend to agree increased from 27.5% to 35.5% (+8.0%). However, it should be noted that a quarter of respondents in 2018 had no opinion on this topic (24.4%), compared to 5.7% in 2025.

Similarly, respondents feel more ashamed of how the city looks, with an increase of 4.9% in respondents who strongly agree with this statement in 2025 compared to 2018 (see **CHART 16**). The share of respondents who tend to agree also grew from 23.6% to 30.9% (+7.3%). On the other hand, the share of respondents who strongly disagree with this statement also increased by 4.2%. Again, it should be noted that the number of respondents without an opinion is significantly higher in 2018, decreasing with 15.4% in 2025 compared to 2018.

Lastly, respondents were asked if they (dis)agree with the statement: '*the feeling of being part of the city is undermined by tourism*'. There is a small increase in respondents who strongly agree that the feeling of being part of the city is undermined by tourism (+1.8%). When it comes to the share of respondents who tend to agree, this increased from 27.4% in 2018 to 34.2% in 2025 (+6.8%), making total agreement 55.2% compared to 46.5% in 2018 (**CHART 16**). The percentage of respondents who disagree remained similar.

4-8 Room for Tourism Growth

Earlier in this report it was noted that – even though more residents feel that their neighborhood is more often visited by tourists than in 2022 – respondents are very likely to recommend Amsterdam as a place to visit. They are also prouder to see tourists visiting their city and are more willing to interact with tourists than in 2022. It is therefore interesting to see whether residents also feel if there is room for more tourism growth in their city and neighborhood. The 2022 results from the ad-hoc questions '*There is still room for tourism to grow in Amsterdam*' and '*There is still room for more tourists to visit my neighborhood*' derive from the 2022 survey from Expertise Network Sustainable Urban Tourism (ENSUT). These questions were again asked in the 2025 Resident Sentiment Study, to be able to measure how opinions regarding room for tourism growth among Amsterdam's residents have developed compared to 2022. It should be taken into account that – in contrast to other data in this report - data for room for growth statements are shown not weighted to be able to compare them to unweighted data from 2022. Please read the methodology chapter for more information.

CHART 17 shows that respondents are more positive about room for tourism growth in Amsterdam in 2025 than they were in 2022. In 2022, more than a quarter strongly disagreed with this statement (26.7%). When merging strongly disagree, disagree and slightly disagree, a total of 53.1% disagreed in 2022. Remarkably, 2025 results show the opposite: when slightly agree, agree and strongly agree are merged, around 52.0% of the respondents feel that – to a certain extent – there is still room for tourism to grow in Amsterdam.

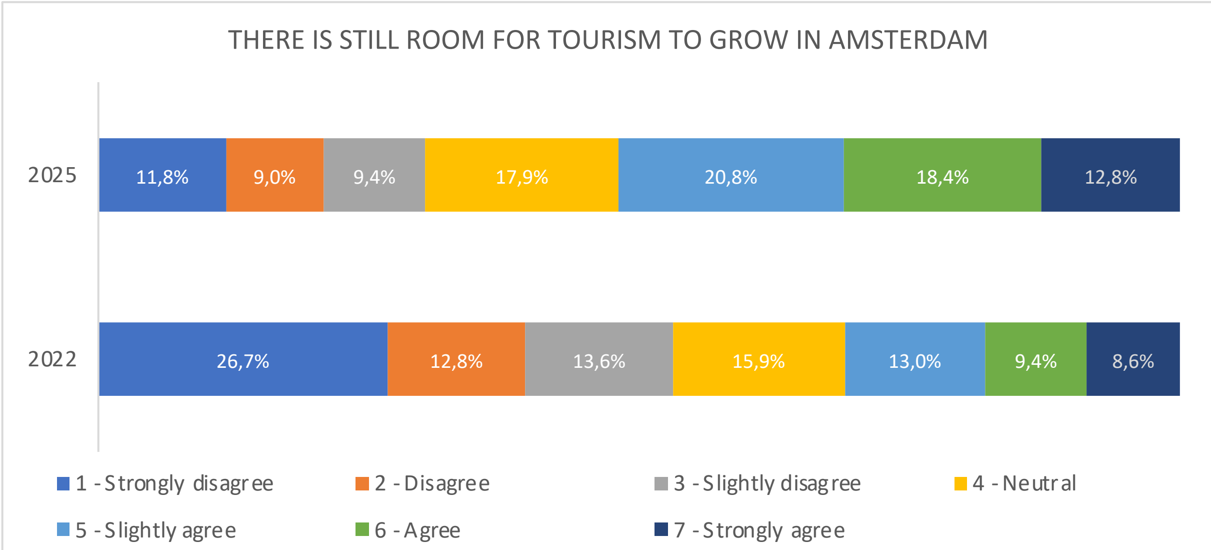


CHART 17: THERE IS STILL ROOM FOR TOURISM TO GROW IN AMSTERDAM
Results from a sample of 969 respondents (2022) and 1,019 respondents (2025)

When it comes to tourism growth in their own neighborhood, a similar shift is observed (**CHART 18**). In 2022, 45.3% disagreed to a certain extent with this statement (compared to 26.8% in 2025), with 20.5% even strongly disagreeing (compared to 11.1% in 2025). Whereas in 2025, more than half of the respondents slightly to strongly agree that there still is room for more tourists in their neighborhood (52.5% in 2025 compared to 35.4% in 2022).

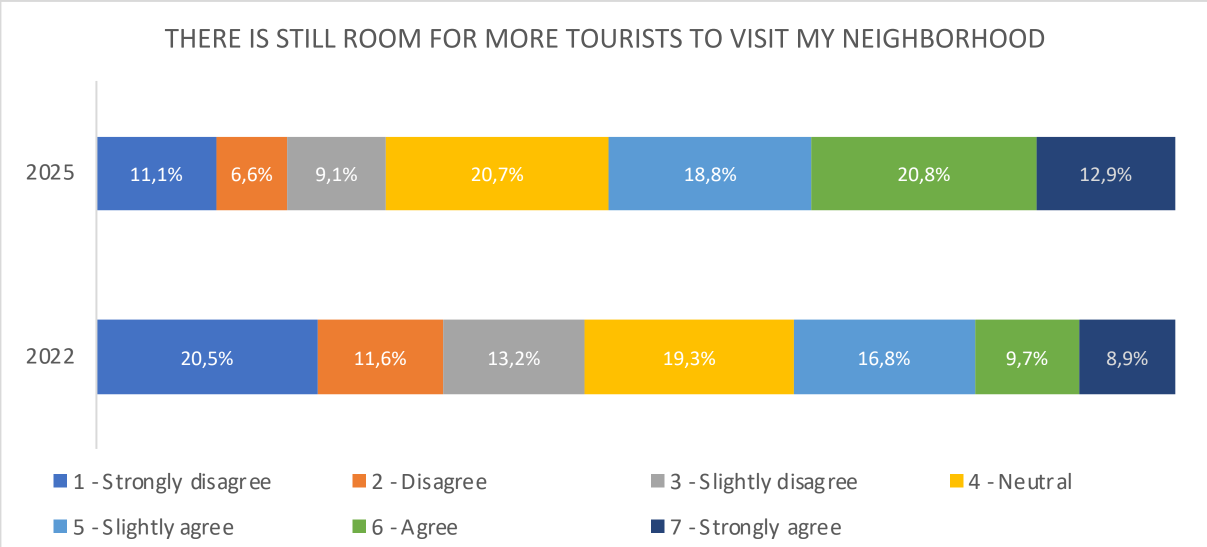


CHART 18: THERE IS STILL ROOM FOR MORE TOURISTS TO VISIT MY NEIGHBORHOOD
Results from a sample of 963 respondents (2022) and 1,019 respondents (2025)

Thus, results show that the majority of respondents are more positive about tourism growth in Amsterdam and in their neighborhood in 2025. This is in line with earlier 'positive' results as likeliness to recommend, the increase in positive influence on tourism elements, and feeling prouder to see tourists in their city, but the strong shift in opinions between 2022-2025 regarding tourism growth are still remarkable and require further research. Besides, it should be taken into account that there is still a large group of respondents who disagrees or has a neutral opinion.

4.8.1 Room for Tourism Growth in City in 2025 – deep-dive analysis

Room for tourism growth in city x district

Examining how residents across different districts perceive tourism growth in the city reveals some interesting differences (**CHART 19**). When slightly agree, agree, and strongly agree are grouped, it becomes clear that residents from Centrum significantly more often agree with this statement, with 63.6% from all residents from Centrum agreeing (while 24.3% of Centrum residents disagree). Also respondents from Weesp show high agreement, although the low N=17 (total agree) for Weesp should be noted. Respondents from Noord (58.9%) and Zuidoost (56.0%) are also more likely to agree on this statement than the average of 51.9%. When it comes to disagree (not shown in graph), it is noticed that respondents from Oost (42.4%), Zuid (40.2%), and Nieuw-West (35.7%) most often think that there is no room for growth in the city – compared to 30.2% when it comes to total Amsterdam.

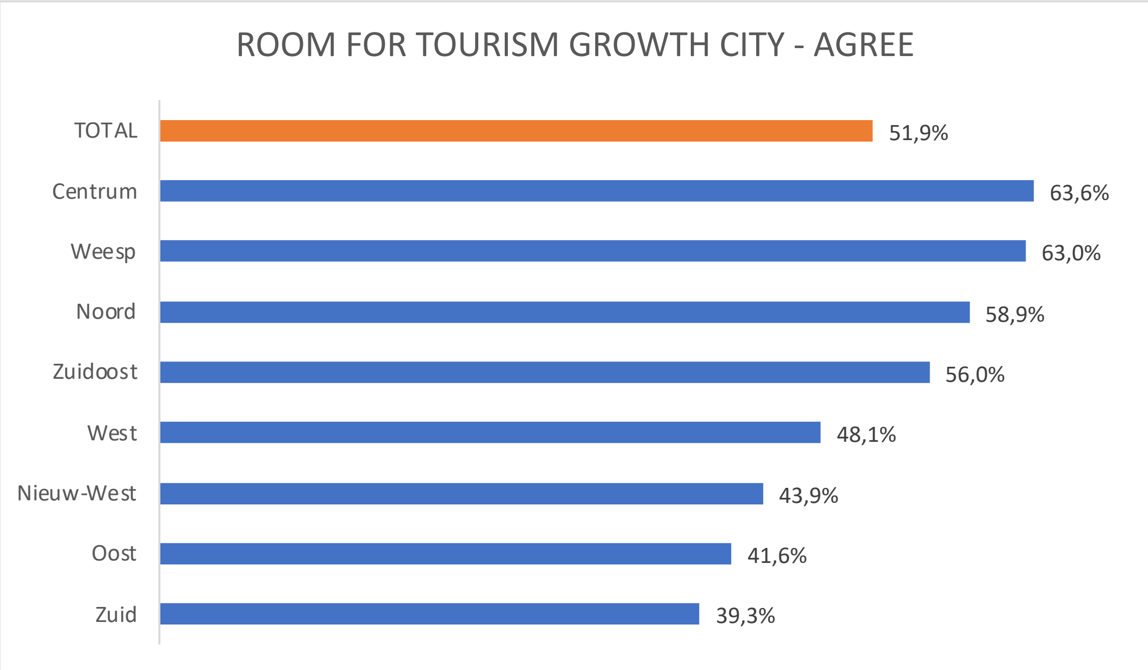


CHART 19: ROOM FOR TOURISM GROWTH CITY (TOTAL AGREE) X DISTRICT
Results from a sample of 1,019 respondents in 2025 (westpoort is excluded in graph due to low n)

Room for tourism growth in city x work in tourism
Chart 17 showed that opinions are divided when asked about room for tourism growth in Amsterdam. **CHART 20** shows one of the explanations for this difference: there is a significant difference in opinions between tourism workers and non-tourism workers. Tourism workers are much more likely to agree on this statement than non-tourism workers. Besides, they are less likely to have a neutral opinion. When looking at total agree, 65.6% of all tourism workers support room for tourism growth, compared to 44.9% of all non-tourism workers.

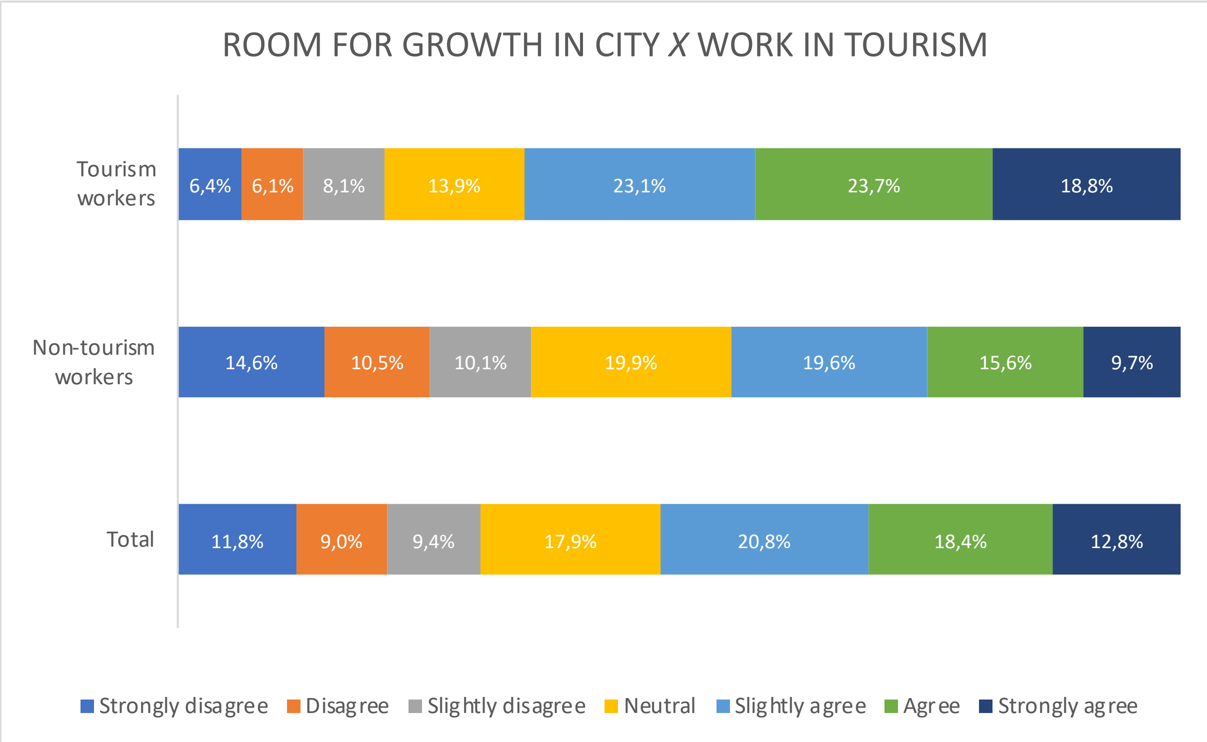


CHART 20: ROOM FOR TOURISM GROWTH CITY X WORK IN TOURISM
Results from a sample of 1,019 respondents in 2025

4-9 Tourism Management Preferences

Respondents were asked to share their views on various tourism management strategies and policies for Amsterdam. Chart 21 shows a comparison of the share of supporters (tend to agree + strongly agree) between 2022 and 2025. Chart 22 does the same for the share of opponents (tent to disagree + strongly disagree).

CHART 21 shows that residents show more support for all measures in 2025 when compared to 2022. First of all, more residents feel heard than in 2022: In 2025, 11.2% more residents agree that local tourism policy takes the impact of tourism on residents' daily lives into account compared to 2022. Additionally, there is an increase of 7.4% when it comes to the desire to be more actively involved in shaping tourism development compared to 2022. Similarly, 5.8% more respondents believe that Amsterdam should continue to promote itself to attract visitors. Besides, the proportion of residents who think that the city should be more selective in attracting specific types of tourists increased with 2.0% in 2025 compared to 2022. Lastly, support for the development of accommodation options operated by private individuals (such as Airbnb) also increased in 2025 compared to 2022 (+6.7%).

In 2025, there is a significant correlation between those who host tourists or family and friends and their support for private accommodation growth: 54.1% of those who regularly host tourists, also strongly agree with the statement about private accommodation growth. The same counts for hosting friends and family. While private rentals can be beneficial for homeowners, its well-documented negative side effects cannot be overlooked. It is not surprising that from those strongly disagreeing with this statement, 89.4% say to never host tourists.

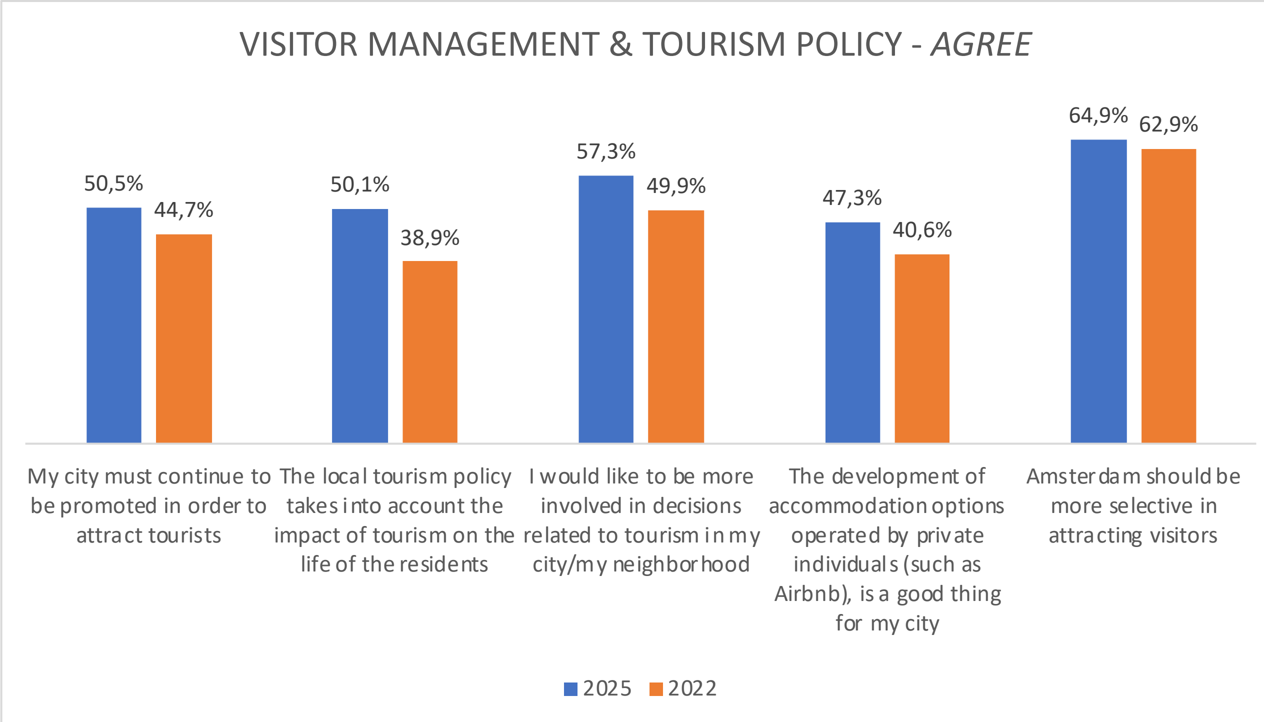


CHART 21: TOURISM DEVELOPMENT MEASURES - AGREE
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

CHART 22 offers a clearer perspective of respondents disagreeing with implemented measures, to see where the shift occurred. For all statements but one count that less respondents disagree in 2025. The statement '*The local tourism policy takes into account the impact of tourism on the life of the residents*' shows the biggest shift: In 2022, almost half of the respondents disagreed with this statement (49.1%), compared to 40.6% in 2022 (-8.5%). Besides, less respondents think that the development of accommodations offered by individuals is a good thing for Amsterdam (-6.8% in 2025 compared to 2022). The only statement that shows a small increase in opponents is '*Amsterdam should be more selective in attracting visitors*', although this increase is just +0.7%.

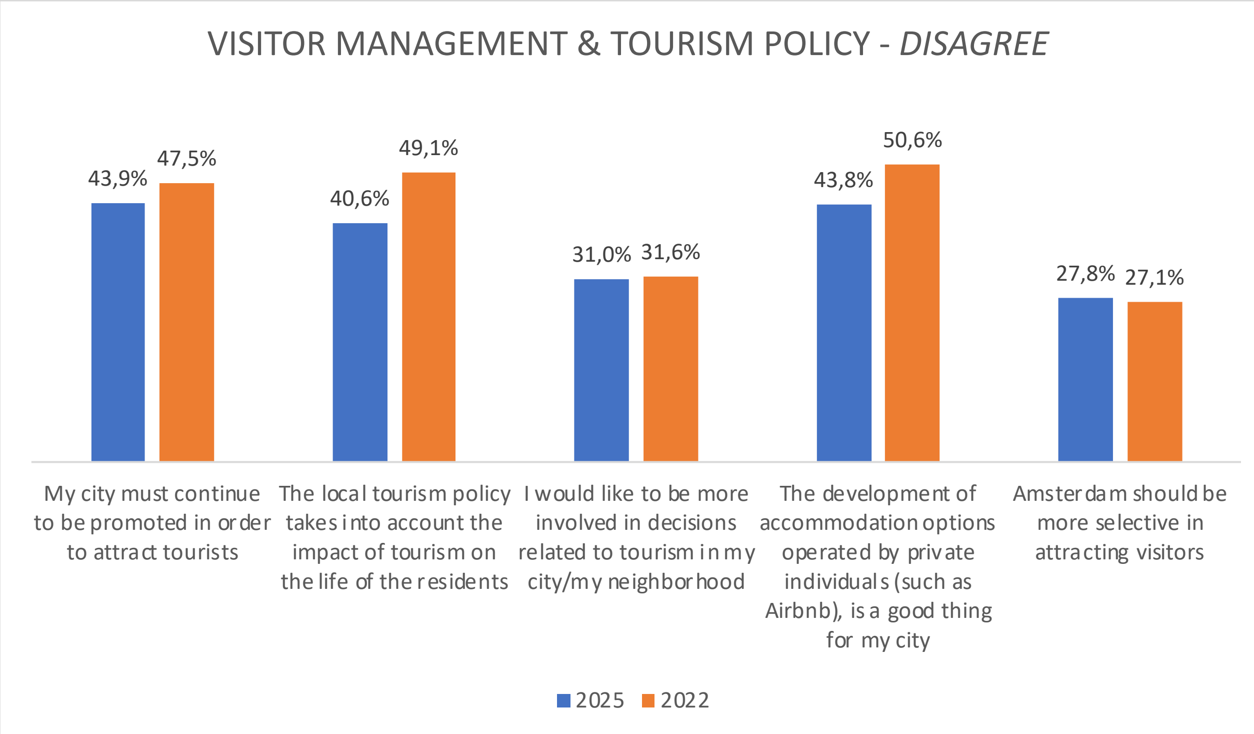


CHART 22: TOURISM DEVELOPMENT MEASURES - DISAGREE
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

4.9.1 Types of Future Visitors

Respondents were then asked what types of tourists and how many (more, as many or fewer) Amsterdam should attract in the future. **CHART 23** shows the difference between 2022 and 2025 in the response category 'more than before'. It is clear that respondents think that Amsterdam should attract more of all types of visitors in 2025 than in 2022. More visitors traveling for business are most preferred with an increase of 8.1%, followed by visitors from the rest of the Netherlands (+7.9%) and international visitors (+6.9%).

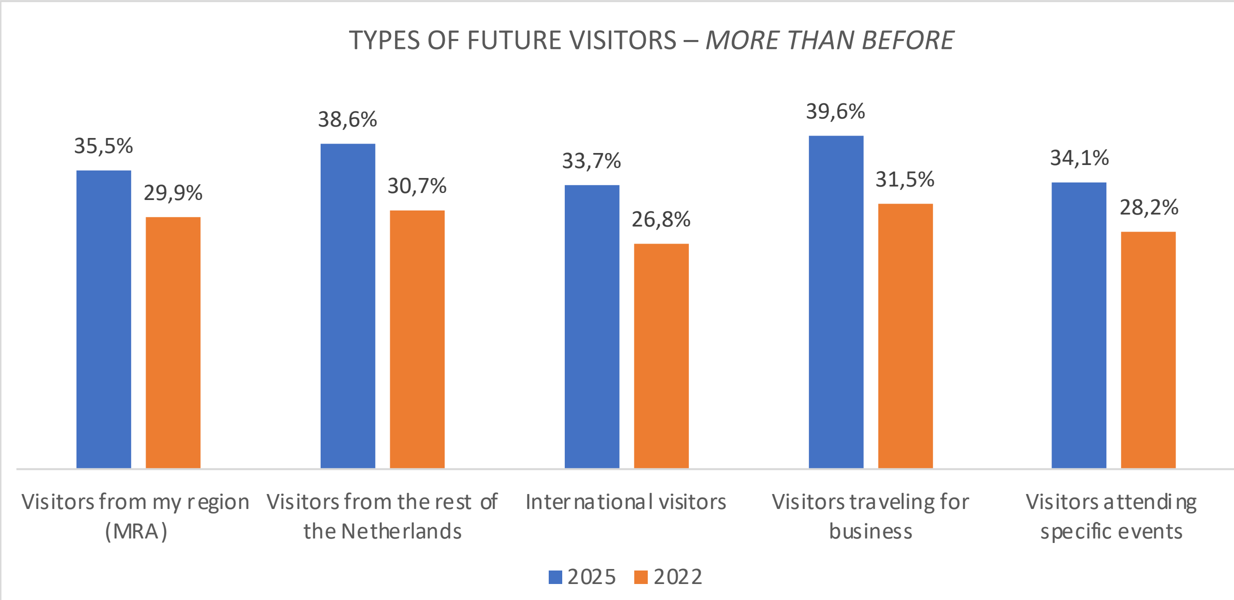


CHART 23: TYPES OF FUTURE VISITORS: % OF RESPONDENTS WHO ANSWERED 'MORE THAN BEFORE'
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

4-10 Tourism Measures Preferences

This final section dives deeper into proposed measures that are (not) supported by residents and if opinions have changed when compared the 2022 survey from Expertise Network Sustainable Urban Tourism (ENSUT)[5]. In general, residents are more supportive when it comes to proposed measures to manage tourism in 2025 than they were in 2022.

CHART 24 shows that the share of respondents who strongly support improving communication with visitors on how to behave when visiting Amsterdam slightly decreased in 2025 when compared to 2022 (-2.1%). However, the share 'support' grew by 6.1%, through which overall support saw an increase. Total support in 2025 is 76.2%, compared to 72.2% in 2022.

Results of the next proposed measure show similarities (**CHART 25**). In 2025, there is a growing support for involving residents and local business in tourism planning: In 2022, a majority of 66.3% showed (strong) support for this measure. In 2025, support further increased to 74.0% (+7.7%).

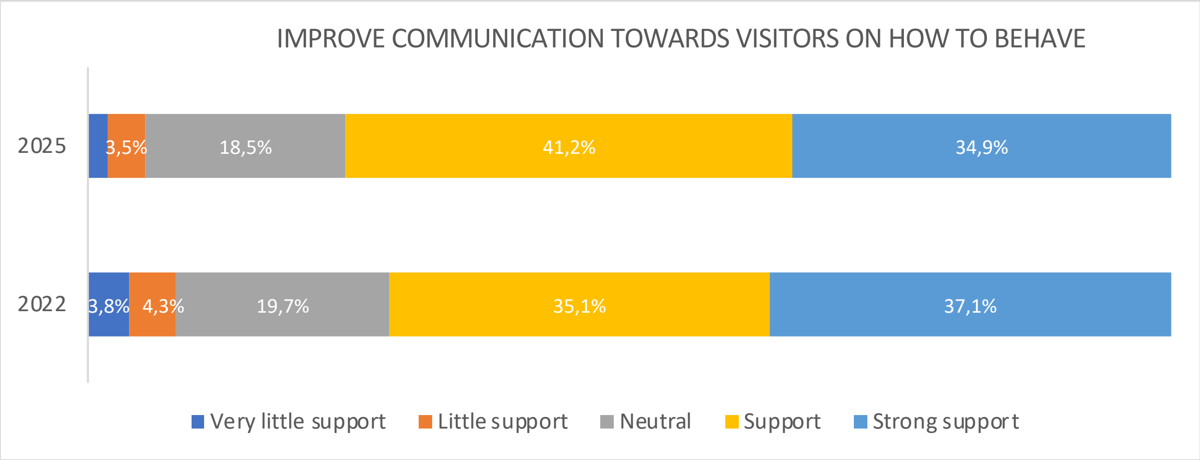


CHART 24: IMPROVE COMMUNICATION TOWARDS VISITORS ON HOW TO BEHAVE IN AMSTERDAM
Results from a sample of 1,020 respondents (2022) and 1,019 respondents (2025)

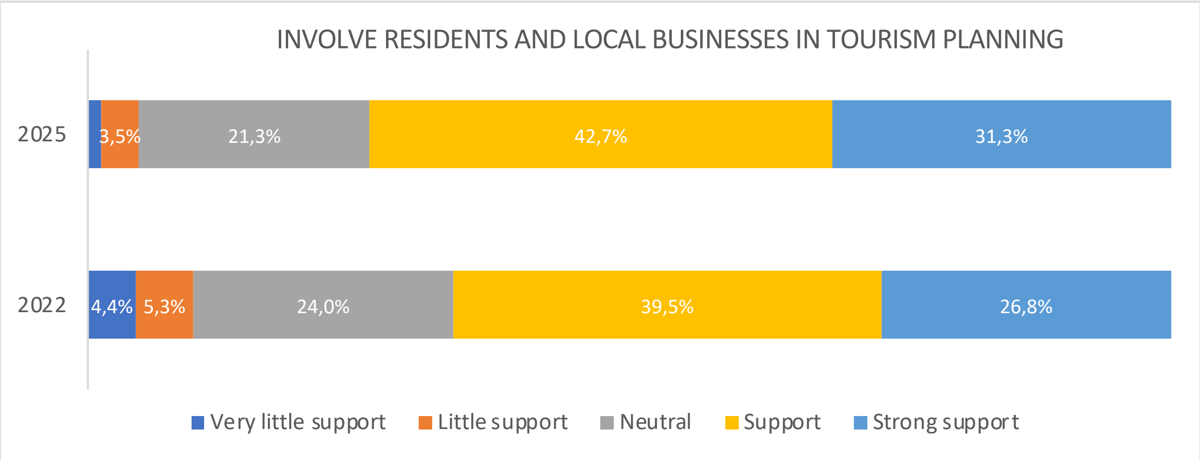


CHART 25: INVOLVE RESIDENTS AND LOCAL BUSINESSES IN TOURISM PLANNING
Results from a sample of 1,020 respondents (2022) and 1,019 respondents (2025)

[5] Results shown not weighted for both 2022 and 2025 (read methodology for more information).

Then, respondents were asked about their opinion about the measure of creating routes to direct tourists along specific paths, see **CHART 26**. In 2025, there is an increase in (strong) support of 13.5% compared to 2022. For this statement, it should be noted that the formulation of the question was slightly different in 2022 ('Create itineraries to concentrate tourists along specific routes' versus 'create itineraries to concentrate tourists along specific routes'), although the meaning is almost similar. Besides, the share of respondents with neutral opinion should also be considered.

Respondents were also asked about their opinion of increasing tariffs or tourist taxes (**CHART 27**). Although the share of respondents who have a neutral opinion about this topic is relatively high in both years, support is much higher in 2025, with an increase of 12.9%. The share of respondents who show very little support also significantly decreased from 9.6% in 2022 to 4.2% in 2025 (-5.4%).

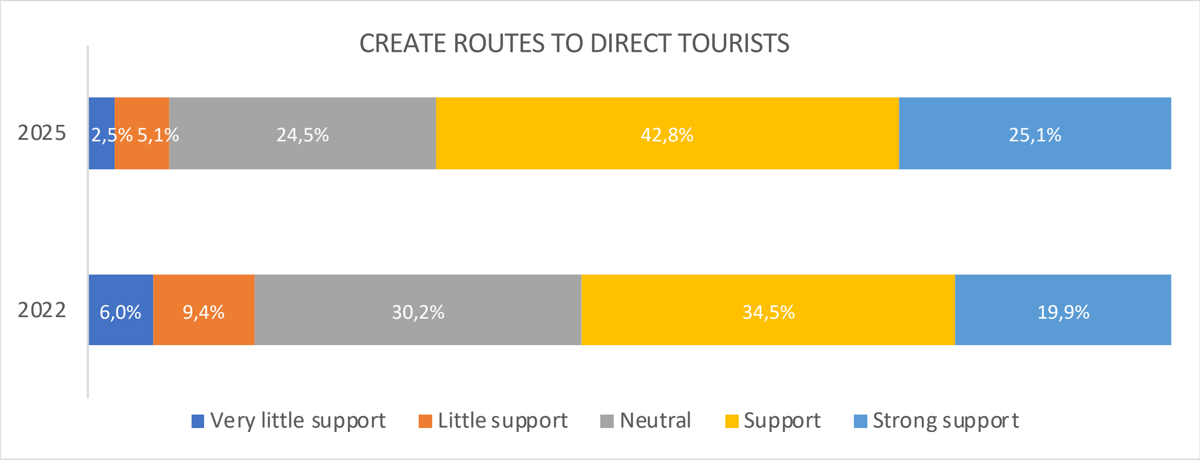


CHART 26: CREATE ROUTES TO DIRECT TOURISTS ALONG SPECIFIC PATHS
Results from a sample of 1,020 respondents (2022) and 1,019 respondents (2025)

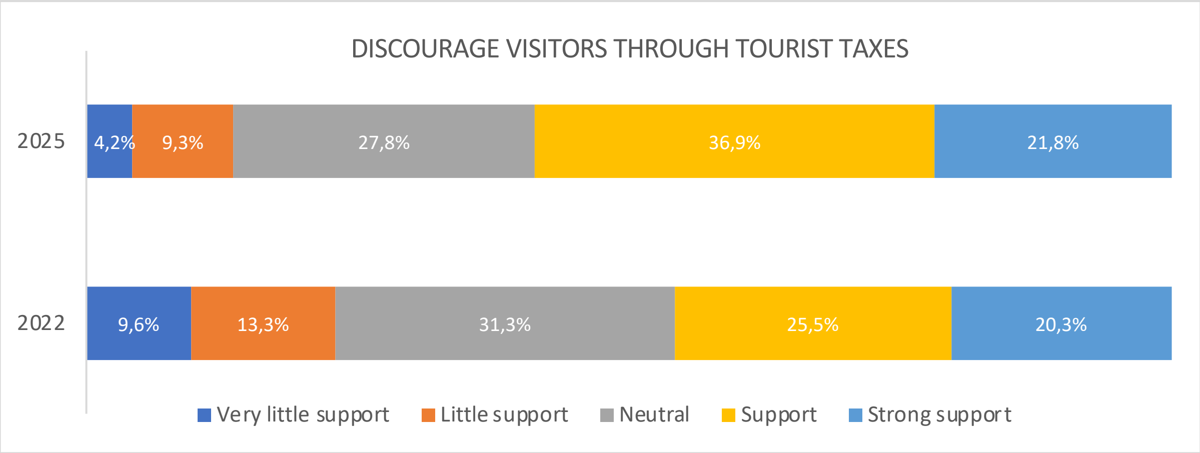


CHART 27: DISCOURAGE VISITORS FROM GOING TO CERTAIN AREAS THROUGH TOURIST TAXES
Results from a sample of 1,020 respondents (2022) and 1,019 respondents (2025)

Furthermore, opinions about visitor distribution were gathered. Respondents were first asked if they support the measure of distributing visitors to 'new' destinations inside or outside of Amsterdam (**CHART 28**). Although a quarter of respondents had a neutral opinion in both years, support for this measure remains high: around a quarter of respondents show *strong support* for visitor distribution to new areas (24.8% in 2022 and 27.4% in 2025). Overall support grew by 5.7%.

Lastly, respondents were asked about measures to improve the distribution of visitors throughout the year. Like other proposed measures, the results for this initiative show an increase in support between 2022 and 2025: Especially strong support grew strongly from 23.4% in 2022 to 30.8% in 2025, while the number of respondents without an opinion diminished by 6.0% (**CHART 29**).

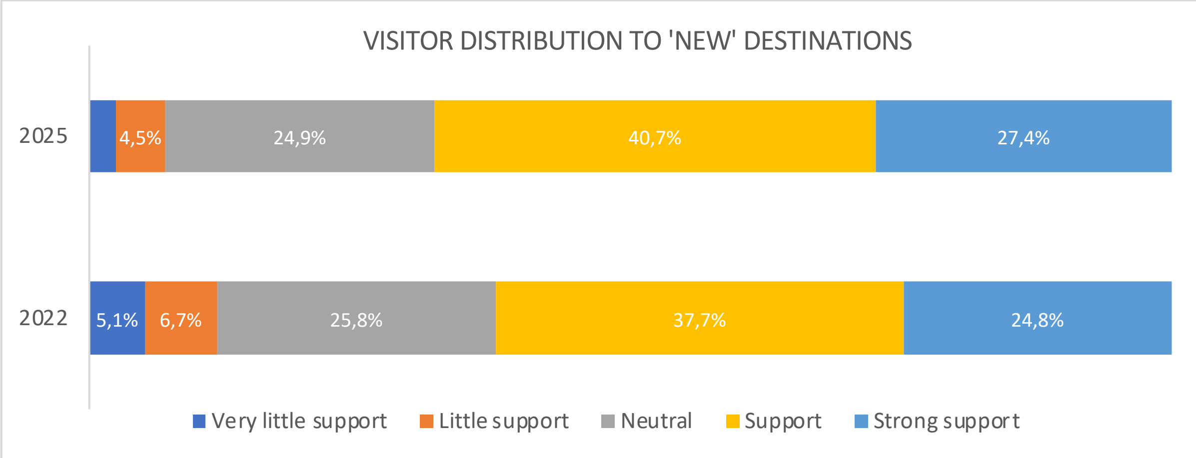


CHART 28: DISTRIBUTE VISITORS TO 'NEW' DESTINATIONS INSIDE OR OUTSIDE OF AMSTERDAM
Results from a sample of 1,020 respondents (2022) and 1,019 respondents (2025)

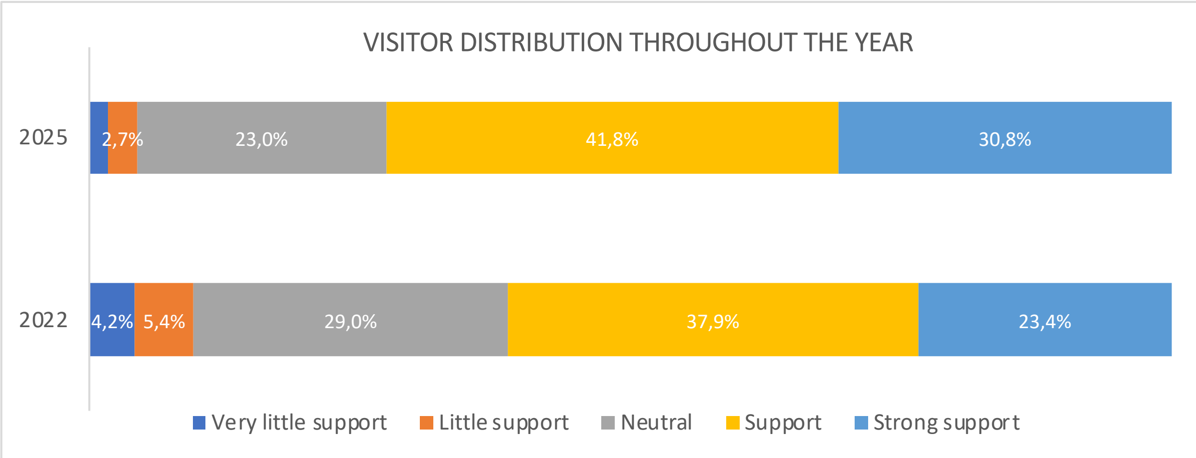


CHART 29: ENSURE A BETTER DISTRIBUTION OF VISITORS THROUGHOUT THE YEAR
Results from a sample of 1,020 respondents (2022) and 1,019 respondents (2025)

05

Methodology

05 **Methodology**

This report is based on data from four surveys conducted with Amsterdam residents in late 2018, 2022, and January 2025 (see **TABLE 1**), derived from four different panels. The 2025 survey results are the outcome of a collaboration between amsterdam&partners, Inholland University of Applied Sciences, and TCI Research. While these organizations previously collected valuable data separately, their surveys shared the same goal: to gauge residents' opinions and sentiments about tourism and its management in Amsterdam. The 2025 survey was designed to combine the most relevant questions from past surveys, providing a comprehensive overview of how perceptions and behaviors toward tourism have evolved. It is also aimed at assessing whether residents continue to experience the same issues caused by tourism and whether there has been a shift in the perceived positive and negative impacts.

The RSI data has been weighted to ensure that the respondents are representative of the Amsterdam population. However, the ENSUT 2022 and Gemeente Amsterdam & Lidija Lalicic 2018 data have not been weighted due to missing information. Therefore, 2025 results from questions derived from these surveys are also shown not weighted, to be able to compare these results with ENSUT 2022 and Gemeente Amsterdam & Lidija Lalicic 2018. Also when comparing different variables of which one could not be weighted, both are shown not weighed. The not weighted data gives minor differences compared to the weighted data, but these differences are minimal, and therefore negligible.

YEAR	SURVEY	SAMPLE SIZE
2018: January 2019	Gemeente Amsterdam & Lidija Lalicic	N = 1,013
2022: 14-19 December 2022	Amsterdam RSI 2022	N = 1,000
2022: 24 January – 8 February 2023	Expertise Network Sustainable Urban Tourism (ENSUT)	N = 1,020
2025: January 2025	Joint survey amsterdam&partners, Inholland University of Applied Sciences, TCI Research	N = 1,019

TABLE 1: OVERVIEW OF SURVEYS CONDUCTED AMONG RESIDENTS OF AMSTERDAM

2025 survey
The 2025 survey was carried out by means of an online access panel of TCI Research between 10-20 January 2025. The sample exists of 1,019 full-time residents aged 18 years or older. The 2025 survey builds upon the Amsterdam RSI 2022 survey, with some questions removed due to their reduced relevance in 2025. In place of these, several questions from Gemeente Amsterdam & Lidija Lalicic (2018) and ENSUT (2022) have been incorporated. **TABLE 2** below provides an overview of the newly added questions.

Important note when reading the report: Most of the results that are compared to the weighted 2025 results in Chapter 3 stem from the Amsterdam RSI survey (recognized by the caption '*Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)*'. For the questions that are used from the surveys of Lidija (2018) or ENSUT (2022), both 2025 and 2018 and 2022 are not weighted while being compared, this is made clear in a footnote. Besides, the caption below the tables or graphs are different, namely '*Results from a sample of 1,013 respondents (2018) and 1,019 respondents (2025)*' when compared to Lidija Lalicic (2018) and '*Results from a sample of 1,020 respondents (2022) and 1,019 respondents (2025)*' when compared to ENSUT 2022.

ADDED QUESTIONS	ORIGINAL SURVEY
Solastalgia: Statements with answer options strongly agree, tend to agree, tend to disagree, strongly disagree, no opinion ▪ It is sad to see how tourism is deteriorating the city ▪ I am afraid that valuable aspects of the city are being lost (e.g., the landscape) ▪ I find it a shame that customs and traditions are slowly disappearing ▪ I am ashamed of how the city looks now ▪ The feeling of being part of the city is undermined by tourism	Original questions from survey Gemeente Amsterdam & Lidija Lalicic 2018 (N=1,013 in 2018)
Solutions to manage development of tourism: Statements with answer options very little support, little support, neutral, support, strong support ▪ Distribute visitors to 'new' destinations inside or outside of Amsterdam ▪ Ensure a better distribution of visitors throughout the year ▪ Discourage visitors from going to certain areas through the use of higher tariffs or tourist taxes ▪ Improve communication towards visitors on how to behave when visiting Amsterdam ▪ Involve residents and local businesses in tourism planning ▪ Create routes to direct tourists along specific paths	Original questions from ENSUT 2022 survey (N=1,020 in 2022)
Place attachment: Statements with answer options strongly agree, tend to agree, tend to disagree, strongly disagree, no opinion ▪ I am very attached to the city ▪ The city means a lot to me ▪ The city is very special to me	Original questions from survey Gemeente Amsterdam & Lidija Lalicic 2018 (N=1,013 in 2018)
Say in decisions about tourism development & room for growth in Amsterdam & neighborhood: Statements with 7 answer options strongly disagree, 2, 3, neutral, 5, 6, Strongly agree ▪ I have a say in decisions about tourism development in Amsterdam (n = 908)* ▪ There is still room for tourism to grow in Amsterdam (n = 969)* ▪ There is still room for more tourists to visit my neighborhood (n = 963)*	Original questions from ENSUT 2022 survey (N=1,020 in 2022). * In contrast to 2025, the answer option 'don't know' was available in ENSUT 2022 survey. Those respondents were removed from the 2022 data to be able to compare 2022-2025. Therefore, N is lower than 1,020 for those questions.

TABLE 2: OVERVIEW OF ADDED QUESTIONS IN JOINT SURVEY AMSTERDAM RSI

Expertise Network Sustainable Urban Tourism (ENSUT) 2022 survey - resident profile
The ENSUT 2022 survey was completed by 1,020 respondents from Amsterdam with an average age of 52 years old. 44,51% of the respondents are male and 55,20% are female (option 'Other' is 0,29%). Their level of education is divided into high (32,45%), middle (44,12%), and low (23,43%). Respondents were asked to share their zip codes, through which a district division (almost) like the Amsterdam RSI 2022 & 2025 surveys could be conducted. For 17 respondents, zip codes were missing or incorrect. In general, the district representation is comparable to the Amsterdam RSI 2022 & 2025 surveys, see **TABLE 3**.

Gemeente Amsterdam & Lidija Lalicic 2018 survey - resident profile
The survey executed by Lidija Lalicic in collaboration with Gemeente Amsterdam, a final panel was completed by 1,013 respondents with an average age of 53,5 (SD: 12,6), whereof 57% of the respondents are male and 42% are female (option 'Other' is 1%). Their level of education is divided in high with 44,7% finished WO, and 30,2% HBO, and 60% lived more than 30 years in the city and 31,8% more than 15 years. 96% do not work directly in the tourism sector. District representation as shown in **TABLE 3** is comparative to ENSUT & RSI Amsterdam 2022 and 2025 for Centrum and some other districts, but not all districts are represented.

AREA OF RESIDENCY	ENSUT (2022)	LIDIJA LALICIC (2018)
Centrum (1011-1018)	17,70%	17%
Nieuw-West (1060-1069)	19,30%	13,7%
Noord (1020-1039)	16,40%	5,6%
Oost (1019, 1086-1099)	14,10%	14,7%
Weesp (1380-1384)	1,60%	-
West (1050-1059)	13,10%	14,3%
Westpoort (1040-1049)	12,50%	-
Zuid (1070-1083)	5,30%	17,2%
Zuidoost (1100-1109)	17,70%	11,4%

TABLE 3: DISTRICT REPRESENTATION ENSUT SURVEY 2022 & LIDIJA LALICIC 2018 (NOT WEIGHTED)

06

Resident Profile & Demographics

In 2022, the panel consisted of 1,000 respondents, while in 2025, this number slightly increased to 1,019. The gender distribution remained relatively balanced, though there was a slight shift toward more male respondents in 2025 (43.0% in 2022 vs. 49.5% in 2025) and fewer female respondents (57.0% in 2022 vs. 50.5% in 2025). In 2022, the options "Other" and "Prefer not to answer" were not available.

6-1 Age

CHART 30 shows the age distribution of respondents from both samples. The sample in 2022 was slightly younger with around 5% more representation of residents between 18-24 years old. Whereas in 2025, there are small increases in the age group of 25-34 age group (+1%), as well as in age group 35-49 (+4%). Although the age group 65-74 decreased with around 3.5% in 2025 compared to 2022, the age group 75 years or older increased with around 5%.

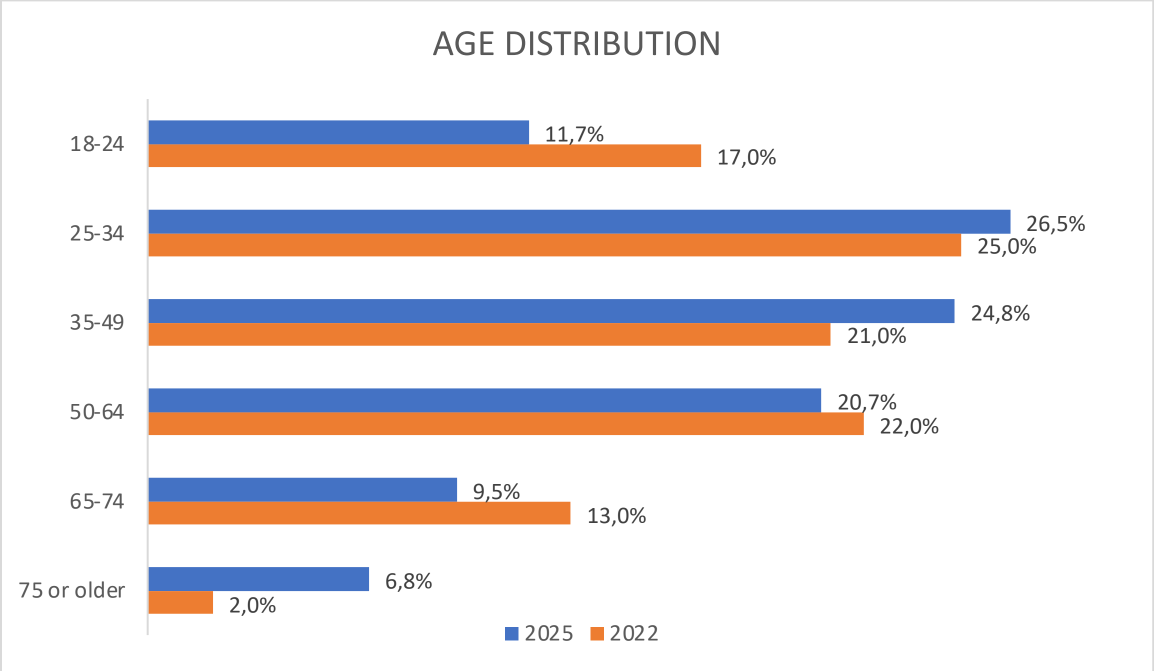


CHART 30: AGE DISTRIBUTION
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

6-2 **Occupation**

CHART 31 displays the occupation of respondents in 2025. It shows that most respondents are working as an employee (42.1%), followed by director or manager (19.0%). Even though almost four out of ten respondents are aged between 18-34 years, only a small share is a student (6.4%).

This category cannot be directly compared across years, as the 2022 survey asked about the occupation of the family's primary income earner, whereas the 2025 survey focused on the respondent's own job.

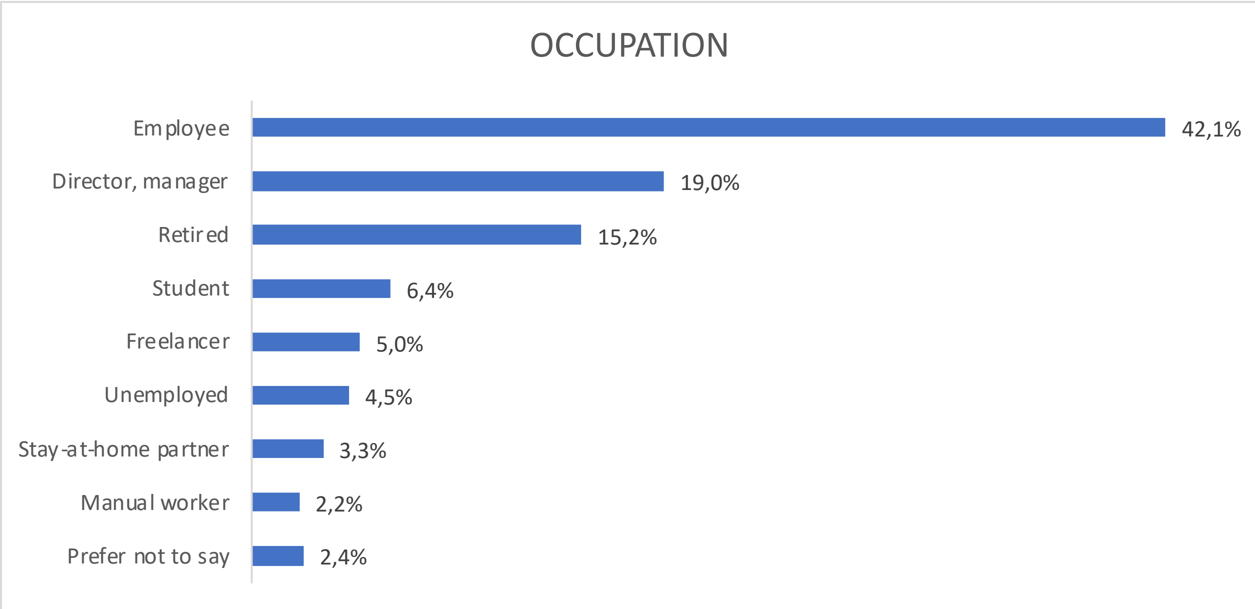


CHART 31: OCCUPATION OF RESPONDENTS
Results from a sample of 1,019 respondents in 2025

6-3 District Representation

Comparing the 2022 and 2025 samples, the distribution of respondents across different areas shows similarities for most districts (**TABLE 4**). When comparing district representation in both years, one should be careful, because some districts are slightly different in both years: such as *Westpoort* not being mentioned in 2022, or *Oostelijk havengebied* in 2022 but not in 2025.

In 2025, only 0.2% of the residents are from Westpoort (N=2) and 2.7% are from Weesp (N=28). This should be taken into account when diving deeper into results displayed by resident's district of living. Regarding Westpoort, this means that no statements can be made on this district because results are not representative for the whole population. Recommended is to merge Westpoort and West in future studies.

DISTRICT 2022	%	DISTRICT 2025	%
Centrum (1011-1018)	10%	Centrum (1011-1018)	10%
Nieuw-West (1060-1069)	18%	Nieuw-West (1060-1069)	18%
Noord (1020-1039)	11%	Noord (1020-1039)	12%
Oost (1086-1099) + Oostelijk havengebied (1019)	16%	Oost (1086-1099)	16%
Weesp (1380-1384)	2%	Weesp (1380-1384)	3%
West (1050-1059)	17%	West (1050-1059)	16%
Zuid (1070-1083)	16%	Westpoort (1040-1049)	0.2%
Zuidoost (1100-1109)	10%	Zuid (1070-1083)	16%

TABLE 4: DISTRICT REPRESENTATION
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

6-4 **Length of Residency**

CHART 32 shows that the survey was completed by residents who know their city very well and who have experienced Amsterdam's changes and developments firsthand in both years. In 2025, around 91% of the respondents have been living in the city for four years or more, and over half of the respondents (61.4%) even have been living in the city for more than 15 years. In 2022, this was almost similar- there are no major shifts in length of residency when comparing both samples.

The proportion of respondents living in Amsterdam less than one year, 4-6 years and 10-15 years remained similar. Those with 1 to 3 years' residency increased by 2.1%. Whereas the proportion of respondents living in the city for 15 years slightly decreased by 4%.

From all respondents who have been living in Amsterdam for more than 15 years, most lived in district Nieuw-West in 2025 (19.1%). In 2022, Nieuw-West also had the highest share of long-term residents, with 19.7% of all respondents living in the city for more than 15 years coming from that district. In 2022, Weesp had the least long-term residents, followed by Centrum and Zuidoost.

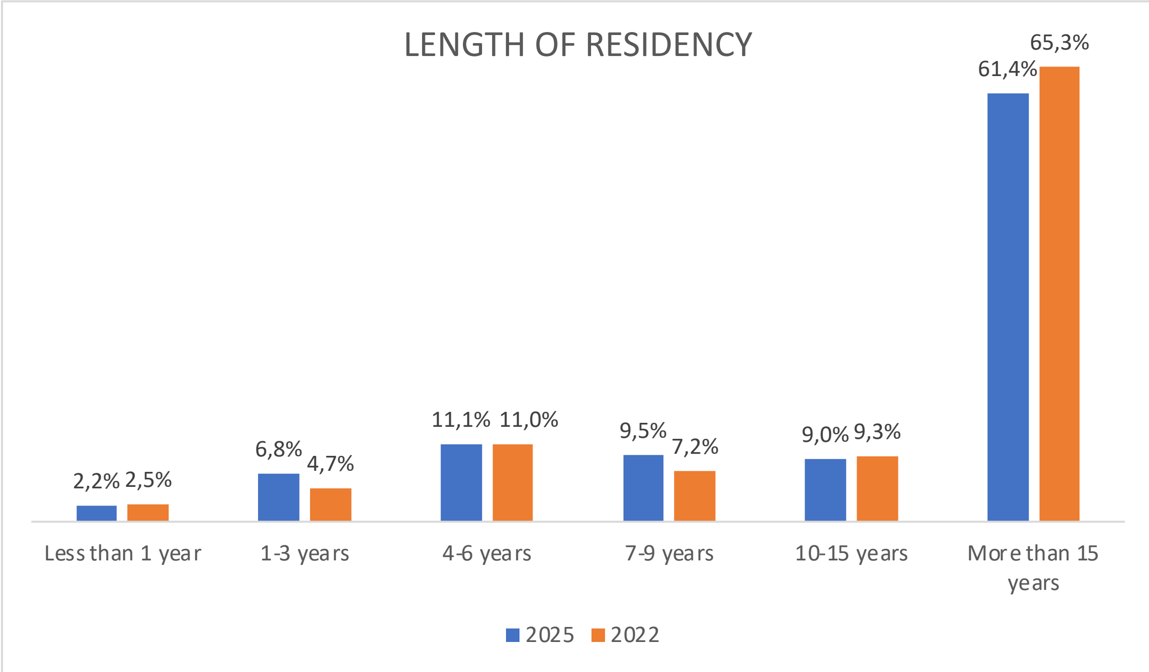


CHART 32: LENGTH OF RESIDENCY
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

6-5 Work & Connection to Tourism

CHART 33 compares respondents' connection to the tourism industry between 2022 and 2025 with almost identical representation. Around 30% of respondents – or a member of their household stated to work in the areas of hospitality, catering, attractions, and/or travel agencies.

In 2025, respondents from district Zuid – or a member of their household - work least often in tourism, with 24.3% answering 'yes'. In Noord (36.1%), Centrum (32.2%), Zuidoost (31.8%) and Nieuw-West (31.7%), the share of tourism workers is above average.

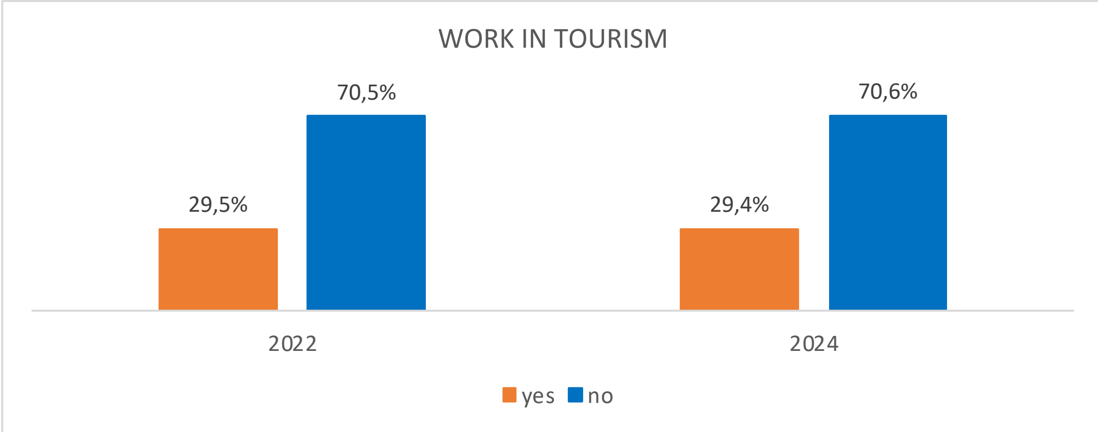


CHART 33: RESPONDENTS (OR HOUSEHOLD MEMBERS) WORK WITHIN THE TOURISM INDUSTRY
Results from a sample of 1,000 respondents (2022) and 1,019 respondents (2025)

6-6 **Familiarity with Tourism**

In 2025, respondents were asked how informed they feel about tourism-related news in Amsterdam (e.g., annual visitor numbers, visitor origins, expenditures, and tourism-related employment). Three quarters of all respondents consider themselves informed (75.0%), with 24.3% stating they are very well up-to-date, and 50.7% stating that they are partly up-to-date, while the remaining 25.0% consider themselves uninformed on the topic. This question was not part of the 2022 survey.

When diving deeper into the correlation between those working in the tourism sector and the level of being informed about tourism news in Amsterdam, a significant link is identified (**CHART 34**): from those who work in tourism, 46.3% feel very well informed, compared to 15.2% of those who do not work in tourism. Almost one third of respondents who do not work in the tourism sector do not feel informed. Interestingly, from those working in tourism, 10.8% of respondents also feel uninformed.

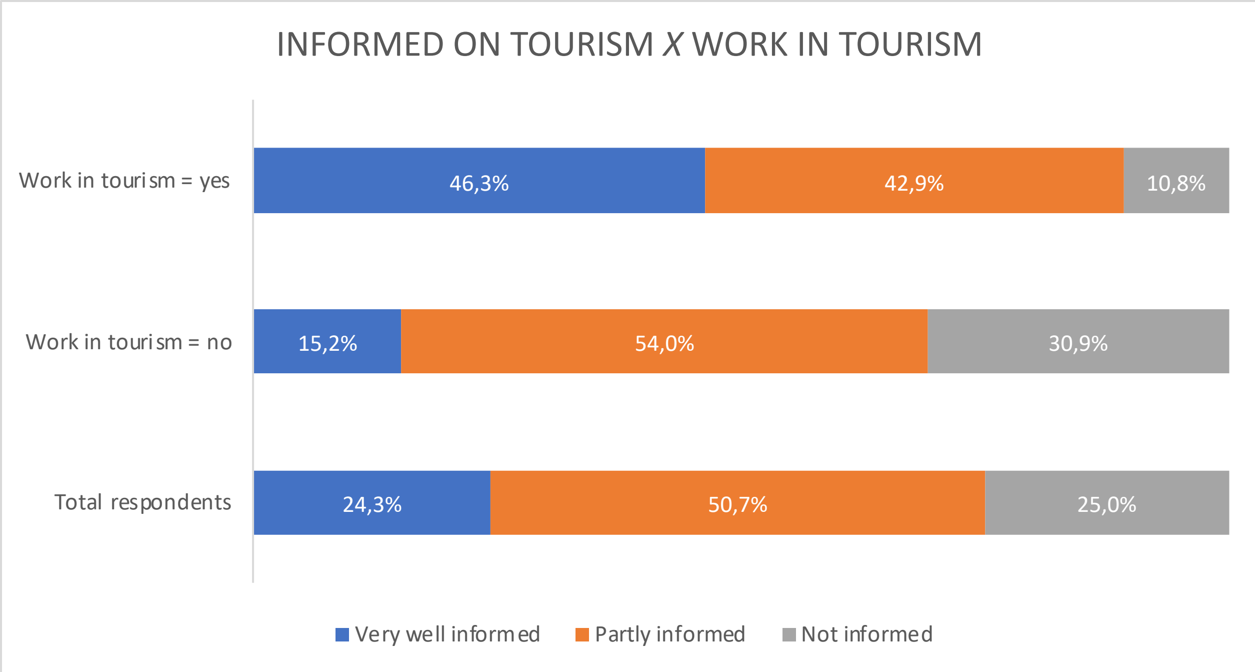


CHART 34: INFORMED ABOUT TOURISM NEWS OR DATA IN AMSTERDAM X WORK IN TOURISM
Results from a sample of 1,019 respondents in 2025