



Anouschka Trauschke



Influence of tour-guides & companies on spreading tourists

Back in 2019



**22 million
visitors**



**Amsterdam overnight tourist numbers
reach a new record**

Jippi



**2447
per day**

Amsterdam faces radical measures to reduce tourism, stop 'theme park-isation'

Society     May 16, 2018

Too many tourists spoil the fun: locals call for action on overcrowding

Boeee



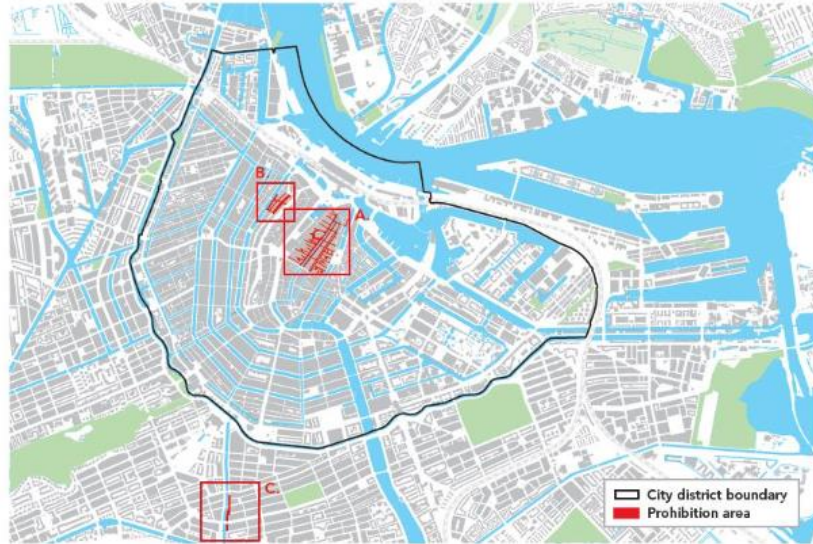
Angry locals

Harassment

Rules and exemptions for guided tours in the city centre

Exemption and prohibition areas

The area where the measures are in force for guided tours:



← **New policy**

Additional enforcement and fines

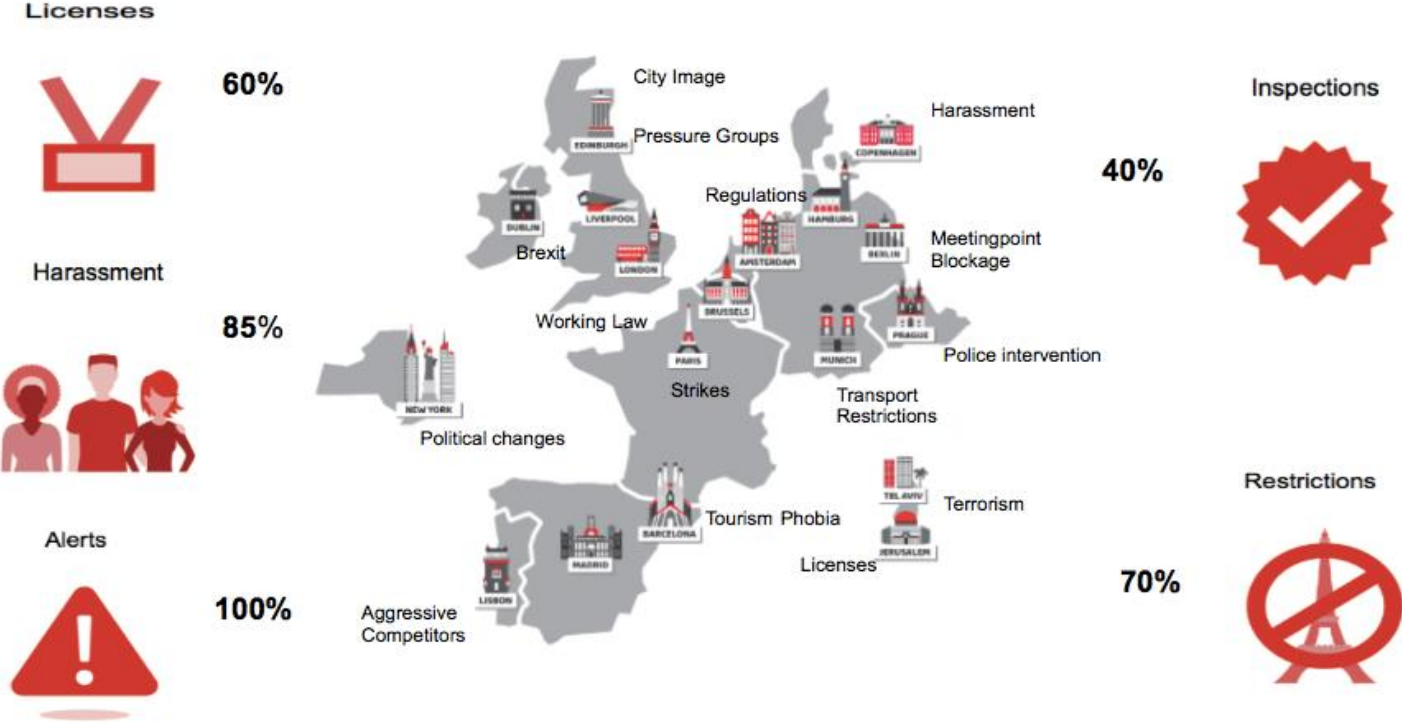
The City has additional enforcement staff in the Wallen area to check whether guides are complying with the rules.

Guides who break the rules will face a fine:

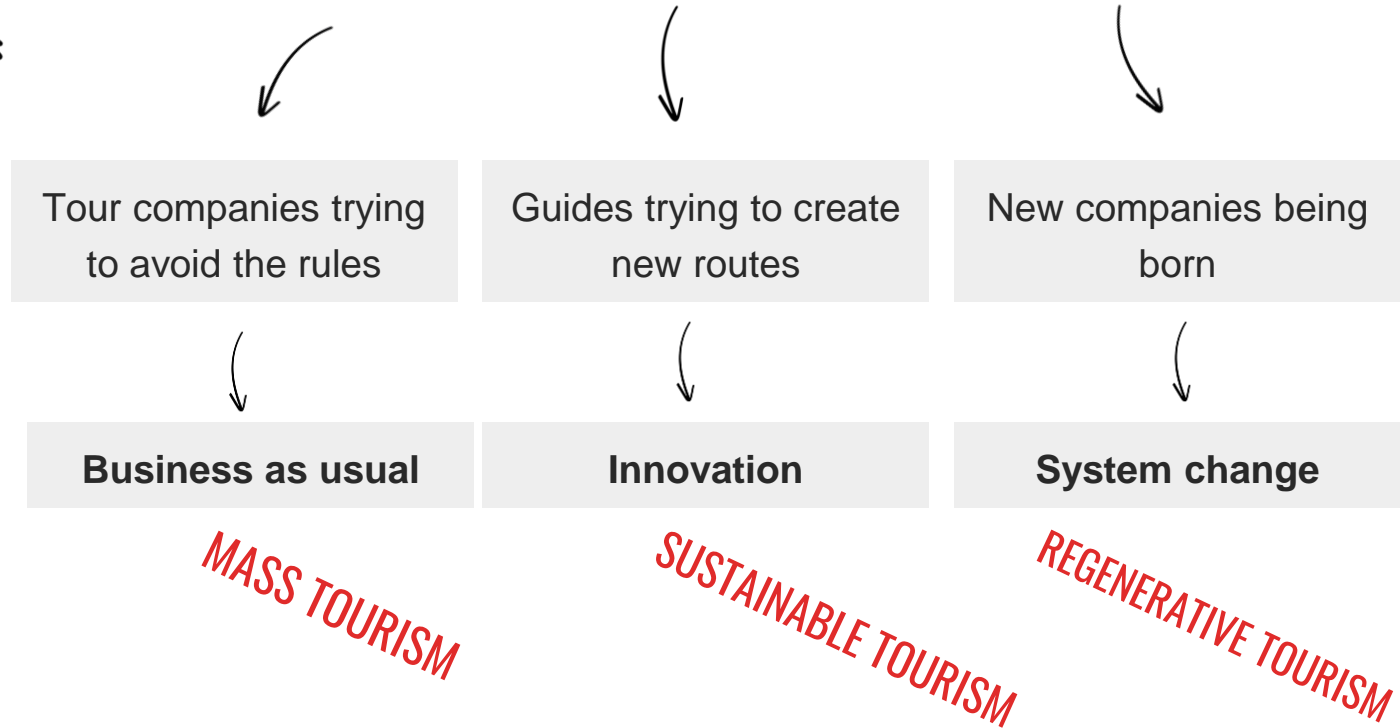
- of €190 for an individual,
- and €950 if they are working on behalf of a company.

After 3 violations, the exemption will be revoked.

Meanwhile in the rest of Europe..



What do you think happened?



How can tours & guides have a positive impact on the city?

- Spread tourists to other areas of the city
- Visit & give back to local initiatives
- Talk about topics that matter
- Change the behaviour of visitors





Once the tour has been developed, a storyteller will take you on an inspiring walk sharing stories you don't normally get to hear.

Success after 5 years:

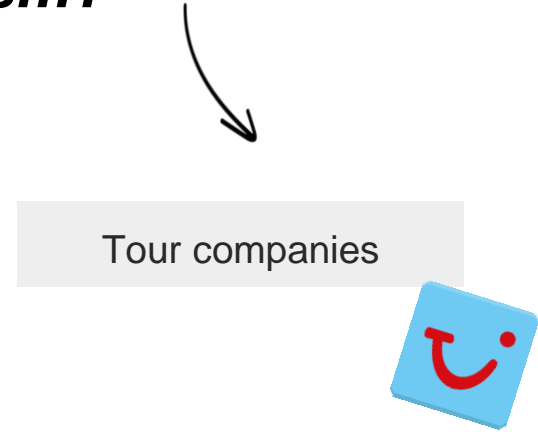
- 90% of our tours takes place in lesser known areas of the city**
- All tours visit 3 - 4 local initiatives and have a 20% give back**
- 25% or groups makes extra time to volunteer**
- Created a new market for positive impact tours**

Challenge 1: Reaching the Market

Are we changing tourism?







- ✘ No main highlights
- ✘ No daily tours

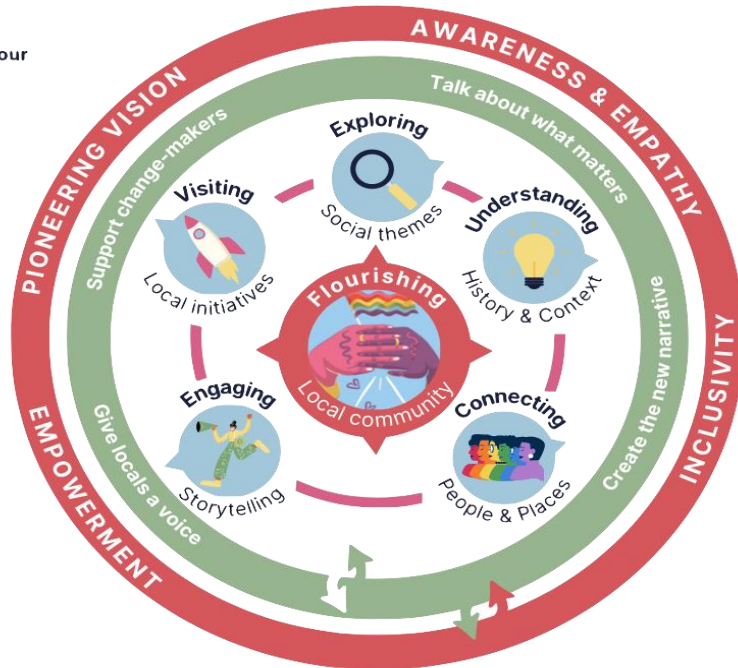


- ✘ Lowering costs
- ✘ Customer focus

Challenge 2: Developing tourism in other areas

No one size fits all

-  Tour/experience
-  Give Back of the tour
-  Desired impact
-  Continuous flow



***Community based
tourism development***

Challenge 3: Changing behaviour

Greenwashing or boring?



Buzz words



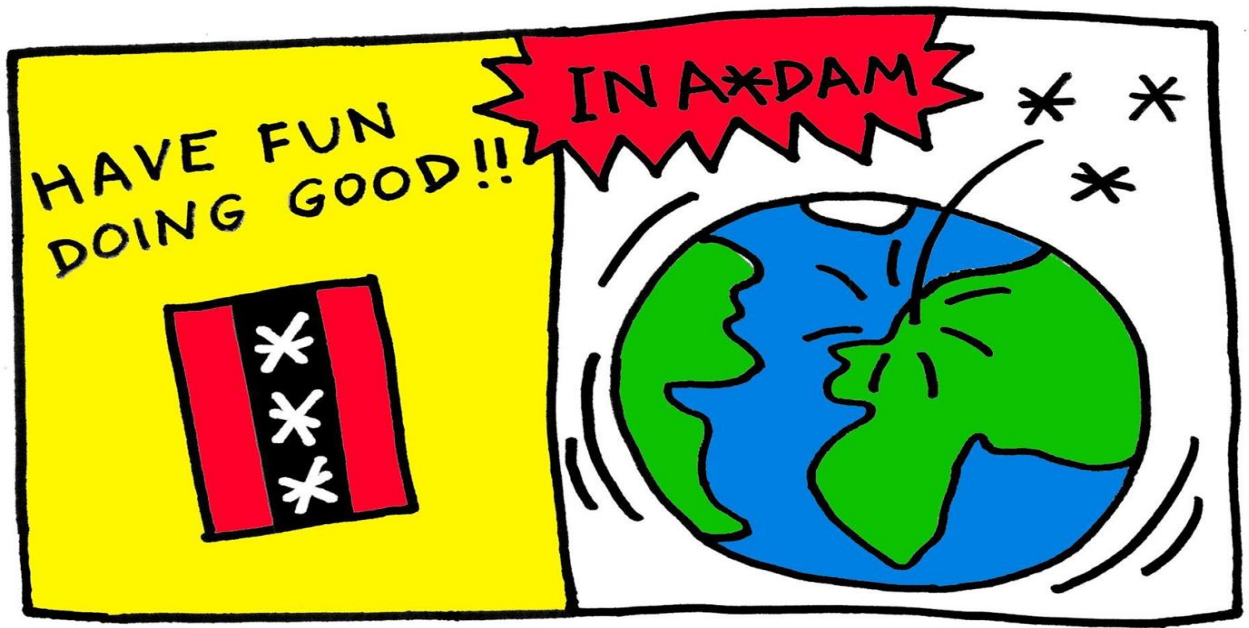
Fun and attractive



Fear of missing out



At the destination



Engel...
would in your own
neighbourhood



**“How can YOU
help US do
good?”**



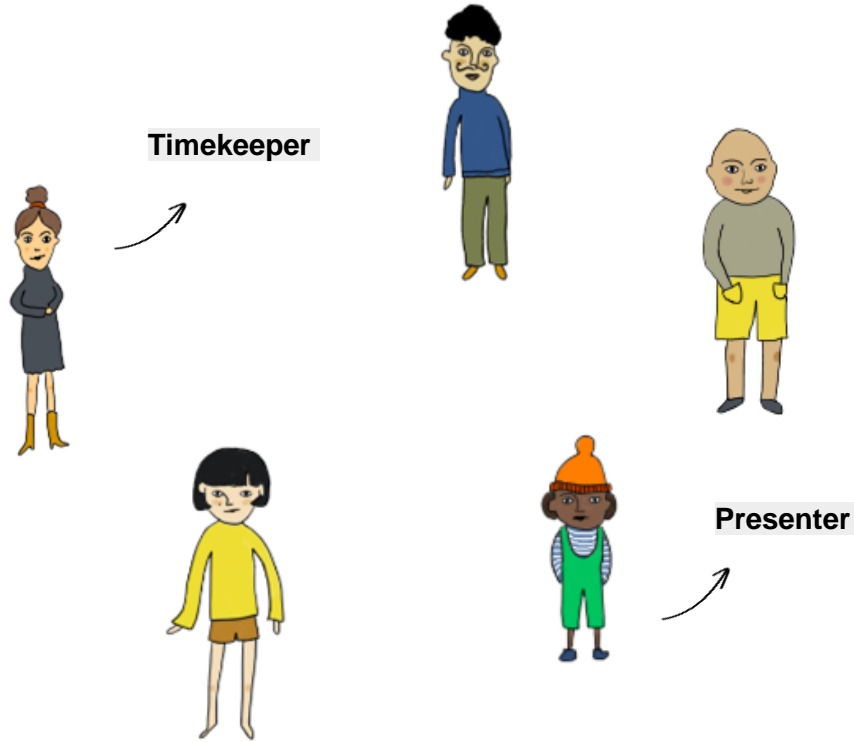
Inspirational story from Granada



Innovative & creative ideas

To help guides and tour companies to spread tourism across the city/region?

What to do?



Round 1: Gathering ideas

Round 2: Choosing the best 3 ideas

Round 3: How can you “Make it happen”

Present your ideas in 3 minutes!

Your teams

Group 1:

Hele Lõhmus

Piret Potisepp

Anca Cristea

Shunyata Ossenwaarde

Group 2:

Alina Nicoară

Andreea Cojocar

Thijs Koster

Chantal v Binsbergen

Group 3:

Dorian Lungu

René van Schie

Virginia Mazzi

Michał Janaś

Group 4:

Küllli Kraner

Kaie Tropp

Oana Coantă

Gianluca Luciani

Group 5:

Otilia Berariu

Adrianna Chwastek

Odin Delver

Iga Kalisz

Tim Putting