



Whitepaper

The event planner's guide to Amsterdam

96 memorable experiences beyond
your business event

Amsterdam Conference Centre
BEURS VAN BERLAGE



INTRODUCTION

Amsterdam, with its picturesque canals, historic architecture and vibrant cultural scene, is increasingly recognized as a prime location for international business events. Rain or shine, Amsterdam's rich historical backdrop and cutting-edge facilities provide more than just a venue for corporate gatherings—they promise a holistic experience. From exploring world-class museums and galleries that shelter visitors from the occasional drizzle to enjoying cosy cafés or vibrant marketplaces on sunnier days, the city is perfectly equipped to host visitors year-round. This whitepaper serves as a detailed guide, highlighting the best of Amsterdam's accommodations, culinary delights, cultural activities and entertainment.

1

EXCELLENT ACCOMMODATIONS

Amsterdam is a hub for international business and culture, attracting visitors from around the globe. Whether you're hosting a large conference, a private meeting, or a corporate retreat, finding the right accommodation is crucial. This chapter explores the diverse range of lodging options in Amsterdam, ensuring comfort and convenience for every attendee. From luxury hotels that offer world-class amenities to boutique establishments with local charm, Amsterdam's accommodation landscape caters to all preferences and budgets.

Luxury hotels

For those seeking top-tier comfort and service, Amsterdam's luxury hotels combine elegant accommodations with impeccable service.

Anantara Grand Hotel Krasnapolsky Amsterdam

Overlooking the historic Dam Square, this luxurious hotel combines a historic ambiance with contemporary amenities. The Anantara Grand is known for its grand ballroom and high-end dining options, making it a preferred choice for discerning travellers.

NH Collection Amsterdam Barbizon Palace

Situated opposite Amsterdam Central Station, Barbizon Palace offers a blend of modern luxury and historic charm. The hotel is housed in several 17th-century buildings, providing an authentic Amsterdam experience with a touch of elegance.

Park Plaza Victoria Amsterdam

Located in the heart of the city, this hotel stands out with its striking Victorian architecture and modern facilities, offering guests a sophisticated stay just steps from major attractions.

W Amsterdam

The perfect choice for those looking for a lively hotel, W Amsterdam offers stylish interiors and spectacular city views. Located near the city centre, it features contemporary design elements and vibrant social spaces.



art'otel Amsterdam



Anantara Grand Hotel Krasnapolsky Amsterdam

Boutique hotels

These hotels provide a more personalised accommodation experience, with unique themes and intimate settings.

art'otel Amsterdam

This hotel combines art, hospitality and culinary expertise in a unique setting. Each room is a canvas, featuring bold artwork and modern design. It's located directly opposite Central Station, for easy access to the city.

INK Hotel Amsterdam MGallery

Originally the building of a Dutch newspaper, this hotel lets you 'sleep on stories' with rooms designed to reflect the history of the site combined with all the modern amenities for a comfortable stay.

DoubleTree by Hilton Amsterdam Centraal Station

This DoubleTree hotel is known for its SkyLounge, a rooftop terrace bar with stunning panoramic views of the city. Its central location and contemporary amenities make it a top choice for business and leisure travellers alike.

1

EXCELLENT ACCOMMODATIONS

Eco-friendly hotels

Amsterdam is a city with an innovative spirit that's becoming increasingly sustainable. The number of hotels that offer eco-conscious accommodations is growing fast. These are our favourites:

Intel Hotels Amsterdam Centre

This hotel is committed to sustainable practices, offering eco-friendly rooms and utilising green technologies. It's conveniently located within walking distance of the main shopping districts and cultural sites.

Radisson Blu Hotel, Amsterdam City Center

Nestled in the heart of Amsterdam, this hotel combines historical charm with eco-conscious modern luxury. It has been awarded a Green Key certification, highlighting its efforts in sustainability.

Kimpton De Witt Amsterdam

Situated in the city centre, the Kimpton De Witt emphasises a sustainable approach to hospitality, featuring locally sourced food, non-toxic cleaners and organic bedding within a stylish, boutique setting.



Holiday Inn Express Amsterdam Sloterdijk Station



Radisson Blu Hotel, Amsterdam City Center

Budget-friendly options

For those keeping an eye on expenses, these options provide comfort without the luxury price tag.

Holiday Inn Express Amsterdam Sloterdijk Station

Conveniently located next to the Sloterdijk train station, this hotel provides comfortable accommodation with excellent transport links to the heart of the city as well as Schiphol Airport.

Park Inn by Radisson Amsterdam City West

Designed by world-renowned designer Karim Rashid, this hotel offers vibrant and stylish rooms at an affordable price, located within easy reach of Amsterdam's main attractions via public transport.

Holiday Inn Express Amsterdam North Riverside

Situated in Amsterdam North, this hotel offers modern rooms with incredible views of the river IJ. It's a great option for those seeking quality accommodation, just outside the hustle and bustle of the city centre.

2

CULINARY EXPERIENCES

Amsterdam's dining scene is as diverse as its culture, offering an array of flavours that cater to every palate. From high-end dining establishments to quaint local eateries, the city is a food lover's paradise. In this chapter, we explore some of Amsterdam's finest culinary treats.

Michelin-starred dining

Amsterdam's Michelin-starred restaurants offer an extraordinary dining experience, combining innovative culinary techniques, exquisite flavours and impeccable service. These prestigious establishments are perfect for diners seeking a gastronomic adventure that reflects the highest standards of culinary excellence.

Restaurant De Kas - Located in a set of greenhouses which date back to the 1920s, De Kas is a farm-to-table restaurant where ingredients are harvested daily for an ever-changing menu.

Ciel Bleu - Situated on the 23rd floor of Hotel Okura, Ciel Bleu holds two Michelin stars and offers spectacular views of the city, alongside a gourmet menu crafted by Chefs Onno Kokmeijer and Arjan Speelman.

Vinkeles - Set in a historic bakery at The Dylan Hotel, Vinkeles is a Michelin-starred restaurant that offers a unique blend of classic and contemporary styles, serving French cuisine with a modern twist.



Restaurant De Kas



Moeders

Local favourites

For those looking to immerse themselves in Amsterdam's authentic culinary culture, these local favourites provide a taste of traditional Dutch cuisine that have become a staple in the city.

The Pantry - Located in the heart of the city, The Pantry is beloved for its cosy atmosphere and traditional Dutch food, including 'stamppot', 'bitterballen' and 'poffertjes'.

Café Loetje - Famous for its steaks, Café Loetje is a must-visit for meat lovers. This Amsterdam institution serves up some of the best beef and gravy in town.

Moeders - Known for its homestyle Dutch cooking, Moeders (which means 'mothers' in Dutch) is decorated with pictures of mothers from all over the world, giving it a warm, welcoming vibe.

2

CULINARY EXPERIENCES

International cuisine

Reflecting Amsterdam's multicultural spirit, the international cuisine showcases a diverse array of global flavours. From refined Asian dining to vibrant Latin American flavours, these restaurants offer a culinary journey around the world.

Mama Makan - Inspired by Indonesian street food, Mama Makan in the Hyatt Regency offers an authentic Indonesian experience with dishes full of rich flavours and spices.

Izakaya - A sophisticated Japanese pub-style restaurant located in the Sir Albert Hotel, offering a modern take on traditional Japanese dishes alongside a selection of sake and Japanese-inspired cocktails.

Salmuera - A South American grill and bar located in the heart of Amsterdam. Dive into the spirit of Latin America and enjoy the wood-fired grills and aromatic 'asado'.

Warung Spang Makandra - A gem for those craving Surinamese cuisine, this eatery offers authentic dishes like roti rolls, moksi meti and a variety of spicy specialties.



REM Eiland



Izakaya

Unique dining venues

Amsterdam is home to several unique dining venues that offer more than just food. Whether it's dining in a historical building, on a moving tram, or at a table suspended in the air; these unusual settings guarantee an unforgettable meal.

REM Eiland - This restaurant offers a truly unique dining experience located on an offshore platform in the Houthavens area, providing a great view over the IJ river.

CT Coffee & Coconuts - Set in a converted cinema in the trendy De Pijp area, this spacious café serves up delicious coffee, coconut dishes, and a casual dining menu in a relaxed, bohemian atmosphere.

Pllek - Located in Amsterdam North, Pllek is constructed from upcycled shipping containers and offers a creative menu focused on sustainable and locally sourced ingredients. It also boasts a fantastic view of the river IJ.

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AUTHENTIC NEIGHBOURHOODS

Amsterdam is a mosaic of vibrant neighbourhoods, each with its own character and charm. This chapter will guide you through some of Amsterdam's most distinctive areas, highlighting must-visit spots and activities that embody the local spirit and lifestyle.

The Jordaan

Originally a working-class neighbourhood, the Jordaan has evolved into one of Amsterdam's most desirable quarters. The Jordaan is known for its narrow streets, quaint buildings and atmospheric canals lined with art galleries, antique shops and courtyard gardens. Highlights include:

Anne Frank House - Where Anne Frank wrote her diary during WWII.

Woonbootmuseum - A museum on a houseboat that gives a glimpse into canal living lifestyle.

Countless boutiques and galleries - offering local arts and crafts.



Anne Frank House

Historic centre

Known for its bohemian atmosphere, De Pijp is bustling with young professionals and students. The Pijp is a melting pot of cultures and one of the most cosmopolitan and vibrant parts of the city. These are our favourite must-sees:

Albert Cuyp Market - The largest and most popular outdoor market in the Netherlands, with over 300 stalls selling everything from exotic products to traditional Dutch treats.

Sarphatipark - A peaceful green oasis, perfect for a relaxing stroll.

Heineken Experience - Located in the original Heineken brewery, this popular attraction offers insights into the history of beer making and the Heineken brand.



Begijnhof

De Pijp

The historic heart of Amsterdam is where the city's past and present converge. This area is bustling with activity, offering a blend of historic sites, shopping and entertainment. These are some of the most popular highlights in the city centre.

Dam Square - Home to the Royal Palace and the National Monument, the Dam Square is a historical and social focal point in the city.

Begijnhof - One of the oldest inner courts in the city of Amsterdam, this area houses a group of historic buildings, including a hidden chapel and beautiful gardens.

De Wallen (red light district) - Offers a controversial but iconic part of Amsterdam's history. It's also home to numerous bars, museums and even some unexpected culinary gems.

Amsterdam North

Across the IJ river, the north part of the city has emerged from its industrial roots to become a hub of artistic activity and trendy living spaces. It is accessible via a short free ferry ride from behind Central Station. Highlights in 'Noord' include:

Eye Filmmuseum - A striking modern building with exhibitions and cinemas dedicated to film as an art form.

A'DAM Lookout - Offering panoramic views of the city and an opportunity for thrill-seekers to swing over the edge of the tower.

NDSM Wharf - A former shipyard turned into a creative haven, known for its large-scale street art and cultural events.

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ART AND CULTURE

Amsterdam is a city deeply rooted in art and culture, offering an expansive array of museums, galleries, theatres and music venues. From grand masterpieces housed in world-renowned institutions to hidden gems in quaint galleries, the city's cultural landscape is as diverse as it is rich. This chapter guides you through the artistic and cultural highlights of Amsterdam.

Major museums

These institutions are pillars of Amsterdam's cultural heritage and showcase an impressive range of art and historical artefacts.

Rijksmuseum - The premier museum of the Netherlands, home to an extensive collection of artworks from the Dutch Golden Age, including masterpieces by Rembrandt and Vermeer.

Van Gogh Museum - Dedicated to the works of Vincent van Gogh, it houses the largest collection of his paintings and drawings in the world.

Stedelijk Museum - Focuses on modern and contemporary art and design, featuring works from the early 20th century up to the 21st century, including pieces by Picasso, Warhol and Dumas.



Rijksmuseum

Unique art spaces and galleries

For those looking to explore beyond the conventional, these venues offer distinctive art experiences in intimate or unexpected settings.

Foam - Specialises in photography and hosts exhibitions from both world-famous photographers and upcoming artists.

MOCO Museum - A boutique museum with a curated selection of works by influential modern and contemporary artists, including Banksy and Yayoi Kusama.

Electric Ladyland - The first museum of fluorescent art, offering a psychedelic sensory experience with its vibrant display of fluorescent minerals and artwork.

Fabrique des Lumières - Walk through the large open spaces of Amsterdam's Westergasfabriek and enjoy how state-of-the-art audiovisual technology can enrich world famous artworks.



Royal Concertgebouw

Performing arts and music

Amsterdam's live performance scene is vibrant, ranging from classical music to avant-garde theatre productions.

Royal Concertgebouw - Known for its exceptional acoustics and performances by the Royal Concertgebouw Orchestra.

Dutch National Opera & Ballet - Hosts a variety of high-quality opera and ballet performances that are both traditional and innovative.

Bimhuis - A leading venue for jazz and improvised music, known for its intimate atmosphere and excellent acoustics.

DeLaMar Theater - Catch a play or a musical in this modern theatre that hosts a variety of performances, from drama to comedy and musical theatre.

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ICONIC BUILDINGS AND ARCHITECTURE

Amsterdam is a city celebrated not only for its artistic and cultural riches, but also for its distinctive architectural heritage. From historic buildings that tell tales of a rich past to contemporary structures defining the skyline, Amsterdam offers architectural delights that blend the old with the new. This chapter explores some of the most iconic buildings and architectural sites in Amsterdam, providing must-see destinations that highlight the city's design prowess.



Historical architecture

These buildings are historical landmarks, offering a glimpse into Amsterdam's rich architectural tradition.

Oude Kerk (Old Church) - Amsterdam's oldest building and oldest parish church, originally built in the 13th century and located in Amsterdam's red-light district. It features stunning Gothic architecture and hosts various cultural events.

Begijnhof - This enclosed courtyard dating back to the early 14th century is surrounded by historical houses and the charming English Reformed Church.

The Beurs van Berlage - Formerly a commodity exchange, now a prime venue for events, our very own Beurs van Berlage is a masterpiece of Dutch Brick Expressionism. A plus for attendees of events at the venue, who can enjoy the historic atmosphere from inside this iconic building.



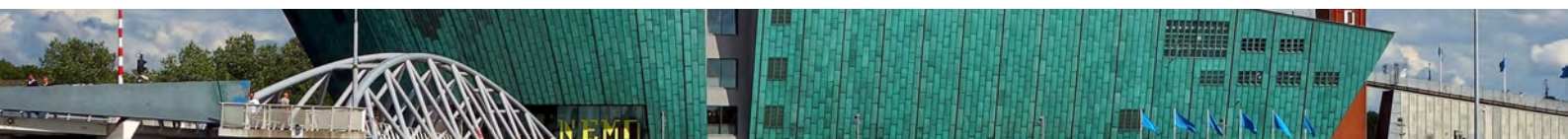
Modern and contemporary architecture

Amsterdam also features striking modern designs, that contrast with its historical architecture:

NEMO Science Museum - Designed by Renzo Piano, NEMO is shaped like a green ship's hull, and it juts out over the water. It's not only a museum but also an architectural spectacle that is part of Amsterdam's contemporary skyline.

The Silodam - A modern residential building notable for its colourful, blocky structure, which stretches out into the IJ like a contemporary version of traditional canal houses.

Pontsteiger - This impressive building, notable for its towering height and distinctive 'gate' shape extends over the IJ river, offering panoramic views of both the water and the city skyline.



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HISTORY

Amsterdam's rich history is evident in its buildings, museums and streets, each of them telling a different story. This chapter delves into the city's historical attractions, offering various insights into Amsterdam's transformative journey through the centuries.

Historical museums and collections

These sites are integral to understanding Amsterdam's historical and global significance.

Royal Palace Amsterdam

Originally the city hall in the 17th century, this grand structure on Dam Square now serves as a royal palace and is open to the public for tours.

Rembrandt House Museum

The home where Rembrandt lived and worked for nearly two decades, which is now a museum showcasing his etchings and personal belongings.

Amsterdam Museum

Located in the old city orphanage, this museum offers a comprehensive look at the history of Amsterdam through interactive exhibits spanning from the Middle Ages to the present day.

Maritime Museum

With a rich collection of maritime artefacts, this museum highlights the Dutch age of exploration and its maritime prowess.

Jewish Historical Museum

Situated in the old Jewish quarter, this museum focuses on Jewish culture and history in the Netherlands, providing a detailed narrative of Jewish life through centuries.



Maritime Museum

Lesser-known historical gems

For those looking to explore history off the beaten path there is plenty to choose from. Some of our favourite hidden gems are:

Ons' Lieve Heer op Solder (Our Lord in the Attic)

This clandestine church hidden in the attic of a 17th-century canal house offers a unique glimpse into religious tolerance during the Reformation.

Resistance Museum

A collection of items telling the story of the Dutch resistance against Nazi occupation.

Six Collection

Rare exposition of an aristocrat's private collection of valuable 17th century artworks.



Ons' Lieve Heer op Solder (Our Lord in the Attic)

EVENING PROGRAMMES

As the sun sets, Amsterdam reveals a vibrant nightlife scene that caters to every taste and preference. For visitors looking to unwind after a day of meetings or seminars, the city offers a wealth of evening activities that combine relaxation with entertainment.

Upscale nightlife options

For those seeking a luxurious night out, these venues offer premium experiences:

Twenty Third Bar - Located in Hotel Okura, this bar offers not only exquisite cocktails but also panoramic views of the city from the 23rd floor.

The Bar Above Amsterdam - Luminair Amsterdam - Atop the DoubleTree by Hilton Amsterdam Centraal Station, this stylish lounge provides a stunning backdrop of the city skyline, ideal for evening cocktails and sophisticated gatherings.

Supperclub - More than just a dining experience, Supperclub combines food, music and art in a plush, laid-down setting, offering a unique sensory experience.

Bar Bukowski - Named after the famous writer, this bar offers a lively atmosphere with a great selection of drinks and often hosts DJ nights.



LuminAir Amsterdam

Unique night experiences

Looking for a night out that goes beyond traditional bar or club visits? The following options are worth considering:

Amsterdam Lookout - For a thrilling evening, visit the observation deck that features a swing over the edge of the tower, offering breathtaking nighttime views of the city.

Canvas on the 7th - This venue on the seventh floor of the Volkshotel transforms from a relaxed dining environment during the day to a lively club at night, with DJs and live music.

Bourbon Street - Known for its live blues performances, this music club offers a cosy atmosphere and is a favourite among music lovers.

Jazz Café Alto - An intimate venue known for its live jazz performances, located in the heart of the Leidseplein entertainment district.



Paradiso

Premier clubs for dancing

For visitors looking to dance the night away in Amsterdam, the city boasts several clubs known for their lively atmospheres and excellent music:

Paradiso - Housed in a former church near Leidseplein, Paradiso is a top venue for concerts and club nights. With a mix of music genres and live DJ sets, its iconic stained glass windows and balconies make it a favourite among locals and tourists.

Melkweg - Just steps from Paradiso, Melkweg features multiple rooms offering pop, rock, and electronic music. It's a must-visit for those who enjoy a mix of live music and DJ performances.

Club NYX - Located in vibrant Reguliersdwarsstraat, Club NYX is known for its inclusive atmosphere, with three floors of upbeat music and themed parties. A fun spot for anyone seeking a lively, welcoming vibe.

Club AIR - Club AIR is famous for its sleek design and cutting-edge sound system, hosting top international DJs and offering an unforgettable nightlife experience.



INTERNATIONAL EVENTS IN AMSTERDAM

As one of the most popular tourist destinations in Europe, Amsterdam hosts multiple international events that are well-visited every year. On top of that, Amsterdam is set to celebrate its 750th anniversary with a series of special events throughout 2024 and 2025. This chapter highlights key international events as well as gatherings planned for this unique celebration.

2024

September

7-8 Sep: Amsterdam Fringe festival - Each September, Amsterdam Fringe Festival presents a mix of theatre, performance, and dance by emerging talents. Held at various city locations, it draws inspiration from similar festivals in Edinburgh, Adelaide, New York, and Dublin, with many performances in English.

19-22 Sep: Unseen Photo Fair - Leading international art fair for contemporary photography. The fair is internationally renowned for its high curatorial standard and intimate atmosphere, attracting galleries and collectors from all over the world.

October

1-31 Oct: Amsterdam 750 years kickoff festival - Featuring live music, street performances and art installations across Amsterdam.

20 Oct: Amsterdam Marathon

22-25 Oct: Amsterdam Dance event - The world's largest club-based festival and conference for electronic music, featuring hundreds of events across five days in late October.

November

4 Nov: Museum Night (Museumnacht) - Amsterdam's museums open their doors late into the night on the first Saturday of November, offering special programs, workshops, music, and tours.

6-10 Nov: International Storytelling Festival

12-24 Nov: IDFA - The world's largest documentary film festival presents an international program of films, discussions, and forums.

December

30 Nov-21 Jan: Amsterdam Light Festival Special Edition - For this anniversary year, the Amsterdam Light Festival will present a special edition with installations by top international light artists, themed around Amsterdam's historical and cultural heritage.

18 Dec-12 Jan: Amsterdam Winter Paradise - The place to be for a magical Christmas atmosphere, with various winter activities.

2025

January

18 Jan: National Tulip Day - Official start of the tulip season. Tulips fill Dam Square and are free for the picking in the afternoon.

March

20 Mar-11 May: Keukenhof flower show - The world's most well-known flower gardens in the world in full bloom.

27 Mar-1 Apr KunstRAI - International exhibition of contemporary art.

April

9-13 Apr: Bloemencorso - 25-mile flower parade with colourful floats and vehicles decorated with flowers in various creative designs.

26 Apr: King's Day (Koningsdag) - Nationwide celebrations with a massive outdoor party in Amsterdam. Normally on the 27th of April, now moved to Saturday the 26th.

May

May 5: Liberation Day - Various concerts with live music in and around the city.

28 May - 1 Jun: Rollende Keukens (Rolling Kitchens) - Large outdoor food festival at Westerpark.

June

14-16 Jun: Open Garden Days - Private gardens of historic Amsterdam houses are opened to the public.

21 Jun: Amsterdam 750 years 'ring road event' - Massive event with music, sports, theatres and dance performances on the Amsterdam ring road A10.

July

26 Jul - 3 Aug: Amsterdam Pride - Festivities throughout the city celebrating inclusivity and supporting the LHBTQI+-community.

August

Mid-August: Grachtenfestival - Featuring classical music concerts along the city's canals. (Exact dates to be announced.)

August 20th-24th: Sail Amsterdam - Extra special edition of the largest native event in the Netherlands due to the 750th anniversary of Amsterdam.



CONCLUSION

Amsterdam will leave International visitors pleasantly surprised with plenty of unique activities, locations and experiences to choose from. No matter if you're looking for cultural richness, historical must-sees or vibrant nightlife, Amsterdam is a chameleon that will serve every individual however they like it. The Beurs van Berlage stands at the heart of it all, providing not just a venue but a gateway to the best experiences Amsterdam has to offer.



ABOUT THE BEURS VAN BERLAGE

Amsterdam, with its picturesque canals, historic architecture and vibrant cultural scene, is increasingly recognized as a prime location for international business events. Rain or shine, Amsterdam's rich historical backdrop and cutting-edge facilities provide more than just a venue for corporate gatherings—they promise a holistic experience. From exploring world-class museums and galleries that shelter visitors from the occasional drizzle to enjoying cosy cafés or vibrant marketplaces on sunnier days, the city is perfectly equipped to host visitors year-round. This whitepaper serves as a detailed guide, highlighting the best of Amsterdam's accommodations, culinary delights, cultural activities and entertainment.


High quality and service, an impressive atmosphere and excellent facilities define the Beurs van Berlage. As a full service venue, we aim to leave you completely unburdened. We take on any question or needs you may have, varying from hotel services to state of the art AV-solutions and from tailor made catering solutions to event management advice. Our permanent professional partners offer tailor-made proposals regarding catering and audiovisual support.

At the Beurs van Berlage you can choose from various historic rooms that will undoubtedly inspire you and your guests. An unforgettable, high-class experience is central at all times. Are you looking for a location for your business meeting in the heart of Amsterdam? We have a selection of rooms that can be used in different ways, with physical space for up to 1,300 guests. Whether it concerns a staff- or shareholders meeting, charity gala, branche event or product presentation – at the Beurs van Berlage you will take your event to the highest possible level.

For more information please visit our website or contact us.



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