

THE HIGHEST TOURIST TAX IN EUROPE WILL BE EVEN HIGHER IN AMSTERDAM



Amsterdam, a city that has taken several measures against overtourism, has voted to increase its tourist tax. As mentioned in a press release on the city budget, the Amsterdam tithe, already the highest tourist tax in Europe, will now represent 12.5% of the final hotel bill. According to local officials, this means an increase from €15.25 to €21.80 per night in 2024, based on an average rate of €175 per person. In addition, cruise lines will also be affected, as the visitor's tax per day will increase from €8 to €11.

Increases in these taxes aim to combat mass tourism's undesirable effects and systemic inflation. As per Hester van Buren, deputy mayor of Amsterdam responsible for finances, "In 2024, charges for residents will not increase. On the other hand, the tourist tax will increase. Visitors will thus contribute to financing the City's missions. This allows us to deal with the consequences of overtourism and allocate additional resources to maintain the consequences of overtourism as acute problems in neighborhoods and districts."

Multiplication of deterrent measures

Following the Covid-19 crisis, Amsterdam implemented strict measures to deter tourists. In July, it banned cruise ships from its city center. The city council passed a motion to close a major cruise ship terminal. The municipality had made it clear that it wants to restore tranquility to its historic center after experiencing a surge in visitors before the pandemic (in 2019, over 20 million people visited Amsterdam).

Additionally, smoking cannabis on the streets of the famous red-light district is now prohibited. A few months ago, the city launched a campaign to discourage tourists, particularly British tourists, from visiting Amsterdam to party, drink alcohol, or use drugs. Moreover, strict regulations have been implemented to control seasonal rentals. All of these measures aim to regulate the number of visitors and maintain Amsterdam's position as one of the most welcoming capitals in Europe.

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