PROMPT GUIDES









3-day Amsterdam City Guide

A preplanned step-by-step time line and city guide for Amsterdam. Follow it and get the best of the city.

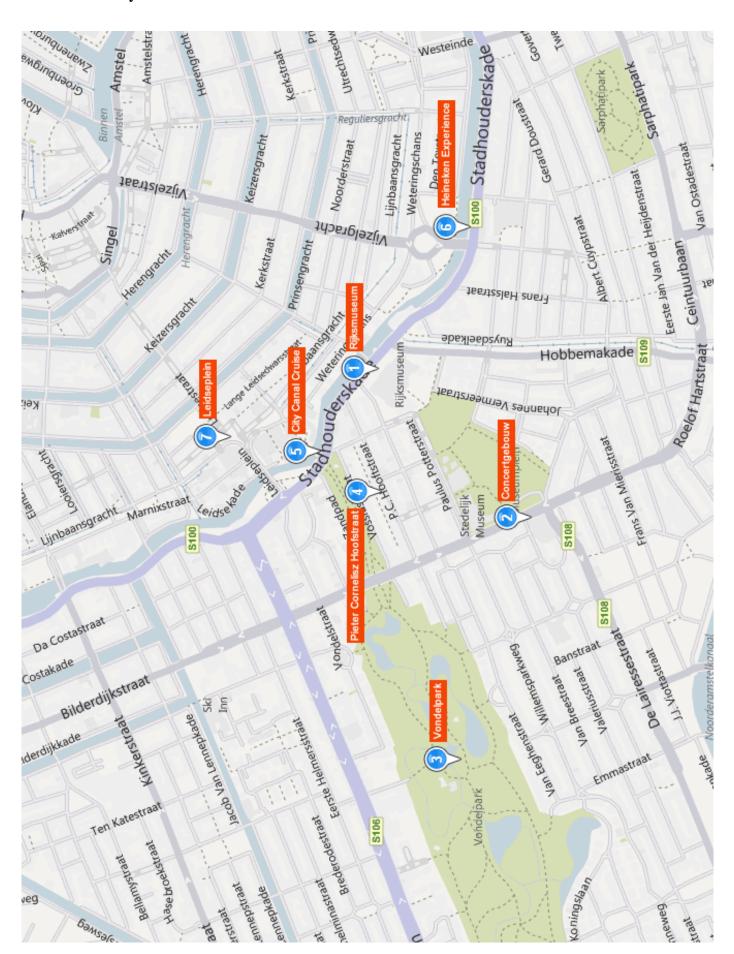


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	LEAVE HOTEL Tested and recommended hotels in Amsterdam >		
	Take Tram Line 2 or 5 to Hobbemastraat stop		
09:00-10:30	Rijksmuseum -	World famous national museum	Page 5
	Take a walk to Concergebouw - 20'	ı	
10:50-11:10	Concertgebouw -	World famous concert	Page 5
	Take a walk to Vondelpark - 10'	1	
11:20-11:50	Vondelpark -	Green oasis in the center of the city	Page 6
	Take a walk to Pieter Cornelisz Hooftstraat - 5'	'	
11:55-12:55	Pieter Cornelisz Hooftstraat -	Amsterdam's most upscale and exclusive	Page 6
	Lunch time Take a walk to City Canal Cruise boarding	shopping street	
14:00-15:30	City Canal Cruise -	Delightful experience	Page 6
	Take a walk to Heineken Experience - 20'		
15:50-17:50	Heineken Experience -	Very amusing, interactive museum	Page 7
	Take a walk to Leidseplein - 20'	1	
18:10-18:25	Leidseplein -	Amsterdam's tourist hub	Page 7
	END OF DAY 1		



09:00-10:30

Rijksmuseum (Jan Luijkenstraat 1, Amsterdam)

Opening hours: Daily: 9am - 6pm • Admission: 12.5 €

THINGS YOU NEED TO KNOW

- Rijksmuseum is a national museum dedicated to arts, crafts, and history
- The collection contains some seven million art pieces
- It has an extensive collection of paintings from the Dutch Golden Age (17th c.) and a substantial collection of Asian art
- Rembrandts, Vermeers, Frans Hals and Jan Steens hang on the walls, including Night Watch and The Kitchen Maid
- King Louis Napoleon established the museum in 1808
- Its first home was in the Royal Palace on the Dam; its current monumental home was built in 1885 in neo-Renaissance style
- The protestant king and public first much disliked the building and mocked it "Cathedral" as it bares many Catholic elements thanks to Cuypers, its Catholic architect

Pick up a free plan or take an audio guide

- Admire the masterpieces on display (the layout makes it easy to do a self-guided tour)
- Pay attention to the impressive interior of the building
- Do not miss the major works: The Milkmaid,
 The Jewish Bride, and Night Watch

TIPS & INSIGHTS

- Up until 2013, the Rijksmuseum will be renovated but most parts are still open to the public (the museum is still worth a visit in spite of the ongoing works)
- Audio guide is available for 5 €
- Two audio guide options are available: a general overview and a more specific painting-centered one describing the works in detail

MORE Info and Photos >

Concertgebouw (Concertgebouwplein 10, 1071 LN, Amsterdam)

10:50-11:10

THINGS YOU NEED TO KNOW

THINGS TO DO THERE

- The Amsterdam Concert Hall (Concertgebouw) is one of the world's most prestigious and acoustically perfect concert halls
- It was built in 1888 in Neo-Dutch
 Renaissance style with a grand colonnaded
 Neo-Classical façade
- It is home to the world renowned Royal Concertgebouw Orchestra
- The creme de la creme of international musicians and conductors regularly perform here
- The building has two halls: a main hall and the smaller recital hall; both of which host daily performances

- The hall was reconstructed and enlarged in 1980 after it was discovered to be in danger of collapse
- Audrey Hepburn held a season ticket to Concertgebouw while she lived in Amsterdam after World War II

THINGS TO DO THERE

Admire the beautiful building

TIPS & INSIGHTS

- Fantastic concerts are held here. Try to book your tickets for a concert while you are visiting
- Free lunchtime concerts on Wednesdays

11:20-11:50

Vondelpark (Vondelpark 3, 1071 AA, Amsterdam)



THINGS YOU NEED TO KNOW

- Vondelpark is the largest (44 ha, 109 ac) and most popular park in Amsterdam
- This is the best place to go if somebody wants peace, quietness and relaxation
- It was established in 1864 by a few philanthropic citizens; the park was named after the 17th c. poet, Joost van den Vondel
- The park features everything needed to make it a lovely place: benches overlooking small ponds, flower gardens, walking and biking trails
- The place becomes especially lively on summer Sundays when many Amsterdamers escape the dense city and come here
- Concerts and plays are held in the open-air theater; the park is filled with joggers, skaters, and performers such as jugglers or fire-eaters; many play football, badminton or Frisbee

A unique landmark of the park is the Blue Teahouse (Blauwe Theehuis) built in New Functionalist style that looks like a giant blue straw hat

THINGS TO DO THERE

- Take a walk, watch people in this well-tended garden any time of the year
- Find an empty bench and relax or stop in one of the many cafés for a cup of tea

TIPS & INSIGHTS

- Free performances are held in the open-air theatre
- Perfect place to go with kids on a summer day with paddling pool, playgrounds, puppet shows and face painting

MORE Info and Photos >

Pieter Cornelisz Hooftstraat (Pieter Cornelisz Hoofstraat, Amsterdam)



THINGS YOU NEED TO KNOW

- Pieter Cornelisz Hoofstraat is Amsterdam's most elegant shopping street
- It is a relatively short street but all the must have luxurious brands are present here such as Vuitton, Armani, Dolce & Gabbana, Ralph Lauren, or Gucci

THINGS TO DO THERE

- Walk along this elegant shopping street
- Do some shopping or relax in a café

TIPS & INSIGHTS

MORE Info and Photos >

14:00-15:30

City Canal Cruise (Stadhouderskade 30, 1017 MA, Amsterdam)



THINGS YOU NEED TO KNOW Amsterdam has a 75-km-long (47 miles)

- canal system crossed by 1281 bridges The unique Amsterdam canal houses, waterside cafés, pretty bridges and houseboats make exploring the canals fun
- and enjoyable both on foot and boat A canal cruise is an absolute must when visiting Amsterdam
- Boat tours offer a different perspective on the city and feature audio systems that help experience Amsterdam in a way that you could not do on your own

Opening hours: Apr - Sept, daily: 10am - 7pm, Oct - Mar, daily: 10am - 5pm • Admission: 13 € Next to the standard English and Dutch options many other languages are available

THINGS TO DO THERE

- Sit back and enjoy the sightseeing
- Admire the beautiful traditional merchant houses, the numerous bridges, the typical houseboats and experience the unique vibe of Amsterdam

TIPS & INSIGHTS

15:50-17:50

Heineken Experience (Stadhouderskade 78, Amsterdam)

Opening hours: Daily: 11am - 7pm, Jan 1, Apr 30, Dec 25 and 26: Closed • Admission: 15 €

THINGS YOU NEED TO KNOW



- The Heineken Experience is a historic brewery for the internationally sold Dutch pilsner, Heineken beer
- The brewery was built around 1897; production ceased here in 1988
- The museum tells the story of Netherlands' most famous beer
- All brewing equipments are still in place: the copper stills, the fermentation tanks (each capable of holding a million glasses of beer), the multistory malt silos and more
- The tour includes the stable that gives home to robust Shire horses that pull Heineken's historic promotional drays loaded with Heineken beer barrels
- In one amusing attraction, standing on a moving floor and facing a large video screen, visitors can sense what it's like to be a beer bottle riding on a conveyor belt

 Visitors get a free Heineken beer at the end of the tour and receive a Heineken glass as a souvenir

THINGS TO DO THERE

- Tour around this informative former brewery
- Do not miss the 4D theater, the games and the interactive videos
- At the end of the tour enjoy the free beer in the Heineken bar at the top of the museum

TIPS & INSIGHTS

 Even if you are not a beer fan the museum is still an amusing experience

MORE Info and Photos >

18:10-18:25

Leidseplein (Leidseplein, Amsterdam)



THINGS YOU NEED TO KNOW

- Leidseplein is a tacky, loud and fun square in the center of the city
- The area is the center of Amsterdam's nightlife
- The square and its vicinity are full of bars, outdoor cafés, coffee shops, restaurants, theaters, and dance clubs
- The square's liveliness is best experienced in the evening when street performers, such as fire-eaters, dancers, singers, family bands, and acrobats start to appear and entertain the crowds
- Leidseplein's most famous landmark is Art Nouveau American Hotel (1902) by Willem Kromhout (on the corner of Leidseplein and Leidsekade)

 This building was a forerunner of the later Amsterdam School of architecture

THINGS TO DO THERE

- Enjoy the fun atmosphere of the square
- Have a cup of coffee in a nearby café

TIPS & INSIGHTS

 Come back in the evening. Nightspots De Melkweg, Paradiso, and Holland Casino are close at hand













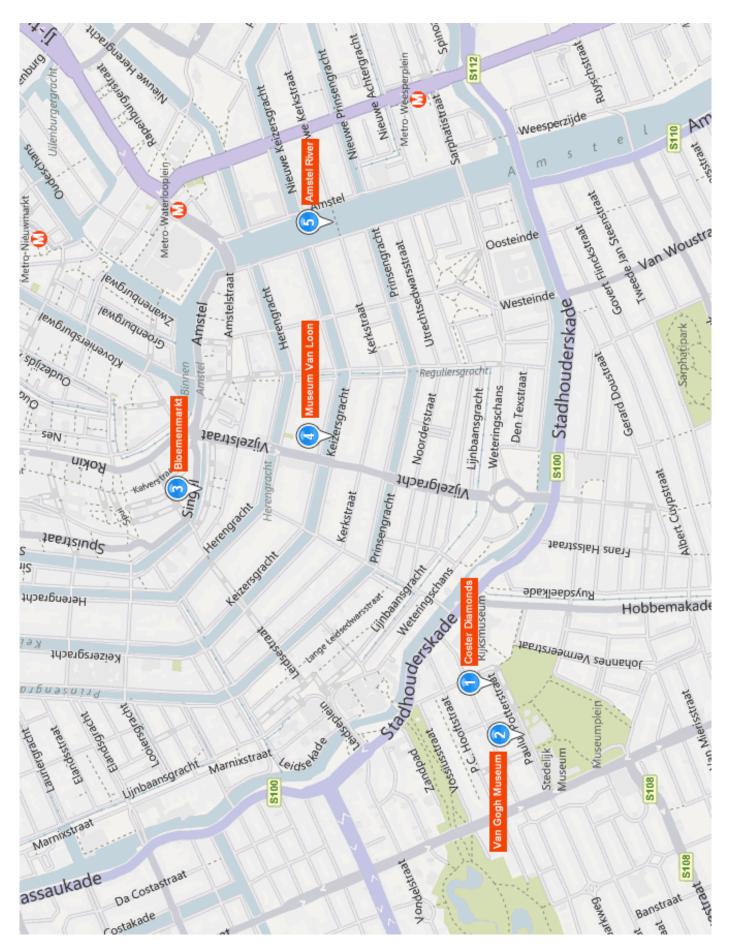
Spice up your holiday

Turn your regular holiday into something

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	LEAVE HOTEL Tested and recommended hotels in Amsterdam >		
	Take Tram Line 2 or 5 to Hobbemastraat stop		
09:00-10:00	Coster Diamonds -	Free guided tour	Page 11
	Take a walk to Van Gogh Museum - 5'		
10:05-13:05	Van Gogh Museum -	The world's largest van Gogh collection	Page 11
	Lunch time Take Tram line 2 or 5 from Hobbemastraat stop to Koningsplein stop		
15:00-15:45	Bloemenmarkt -	The only floating flower market in the world	Page 11
	Take a walk to Museum Van Loon - 10'	Thanket in the Wella	
15:55-16:55	Museum Van Loon -	Magnificent canal house	Page 12
	Take a walk to Amstel River - 15'	I	
17:10-17:40	Amstel River -	Nice riverside	Page 12
	END OF DAY 2		



09:00-10:00

Coster Diamonds (Paulus Potterstraat 2-6, 1071 CZ, Amsterdam)



Opening hours: Daily: 9am - 5pm • Admission: Free

THINGS YOU NEED TO KNOW

- Coster Diamonds, founded in 1840, is a diamond workshop that offers guided tours
- The Koh-i-Noor diamond (mountain of light), part of the British Crown Jewels and once the largest known diamond in the world, was re-polished here in 1852
- Amsterdam became the center of the diamond business in the 16th century when Jews fled the Spanish Inquisition and move to the city
- Visitors can observe how diamond graders, cutters and polishers work with the stones

Many diamonds come from South Africa

THINGS TO DO THERE

- Opt for a self-guided or a free guided tour (30 min.) to discover the process of cutting and polishing diamonds
- Admire the impressive diamond and jewelry collection

TIPS & INSIGHTS

MORE Info and Photos >

10:05-13:05

Van Gogh Museum (Paulus Potterstraat 7, Amsterdam)

Opening hours: Mon - Tue, Sat, Sun: 10am - 6pm, Fri (with the exception of Friday Dec 24 and 31): 10am - 10pm, Jan 1: Closed • Admission: 14 €



- Van Gogh Museum is housed in a 4-story building and is the largest collection of Vincent Van Gogh's work in the world
- Over 200 paintings, 580 drawings and 700 letters make up the collection
- Van Gogh's painting career lasted only 10 years while he created more than 900 paintings
- The collection was amassed by this brother,
 Theo, who was also his art dealer
- Van Gogh had dramatic shifts in style and color as years passed by and he changed his places of stay; this is very well represented on the 2nd floor
- The museum also showcases a number of other impressionist painters such as Monet, Seurat, Pissarro, Gauguin, and Toulouse-Lautrec

Van Gogh committed suicide in 1890

THINGS TO DO THERE

- First of all <u>buy your ticket online</u> to avoid long queues
- Admire the masterpieces on display (the layout makes it easy to do a self-guided tour)

TIPS & INSIGHTS

- Audio guide is available for 5 €
- On Fridays the museum is open until 10pm and live music makes the visit even more unforgettable

MORE Info and Photos >

15:00-15:45

Bloemenmarkt (Singel 1013, Amsterdam)

Opening hours: Mon - Sat: 9am - 5:30pm, Sunday: 11am - 5:30pm

THINGS YOU NEED TO KNOW

- Bloemenmarkt is a flower market in central Amsterdam that floats on water
- The stalls are set up on a row of barges along canal Singel
- As the barges are permanently fixed no rocking or movement is sensible any more
- Originally flower farmers sailed up the Amstel river from their nurseries to this spot and sold their flowers from their boats
- The place is a delight with its color explosion especially on a rainy day
- Hundreds of different flowers in multitude of colors can be found here
- The market is a good place to buy tulip bulbs sold in ready-to-travel packets

THINGS TO DO THERE

- Take a walk on this colorful street full of flowers
- Just take a stroll through the stunning array of flowers and bulbs in the market
- You can buy cut flowers, bulbs, seeds and garden supplies

TIPS & INSIGHTS

- Buy ready-to-travel packets of tulip bulbs
- It is the best place to buy souvenirs here



15:55-16:55

Museum Van Loon (Keizersgracht 672, 1017 ET, Amsterdam)

Opening hours: Mon, Wed - Sun: 11am - 5pm, Tuesday: Closed, Jan 1, Apr 30, Dec 25: Closed • Admission: 8 €



THINGS YOU NEED TO KNOW

- Museum Van Loon, a 17th-century canal house, used to be the elegant home of the wealthy and prestigious Van Loon family between 1884-1945
- Willem van Loon was one of the founders of the extremely successful trading company, Dutch United East India Company or VOC in Dutch
- The enterprise was founded in 1602 and became the world's first multinational corporation and also the first company to issue stock
- VOC clearly outperformed all its competitors combined both in number of people employed and tons of traded goods
- The company made huge profits from its spice monopoly

- The museum houses painstakingly restored period rooms that are richly filled with stuccowork mirrors, fireplaces, furnishings, porcelain, medallions, chandeliers, rugs, and more
- Another highlight of the house is its imposing marble staircase

THINGS TO DO THERE

- Go first to the basement and watch the video that tells stories of the family and what the rooms were used for
- Continue your visit by discovering the house
- Finish the tour in the beautiful formal garden

TIPS & INSIGHTS

MORE Info and Photos >

17:10-17:40

Amstel River



THINGS YOU NEED TO KNOW

- Amstel is the river running through Amsterdam
- The river used to flow into the IJ bay, Amsterdam's waterfront, but now ends at Muntplein, in the center of the city
- A fishing village was established at the Amstel's mouth in the 12th century
- In 1222 a dam, Amsterdam, was built and the village turned from fishing to trade
- This is when the expansion of a city began that evolved into one of the most powerful trading empire by the 17th century

- Magere Brug (Skinny Bridge) is an 18th century wooden double drawbridge that is very popular among Amsterdamers
- The river banks are lined with ships, many of which are houseboats, and offer an excellent place for a nice stroll

THINGS TO DO THERE

- Take a nice walk along the river
- Walk through Magere Brug

TIPS & INSIGHTS

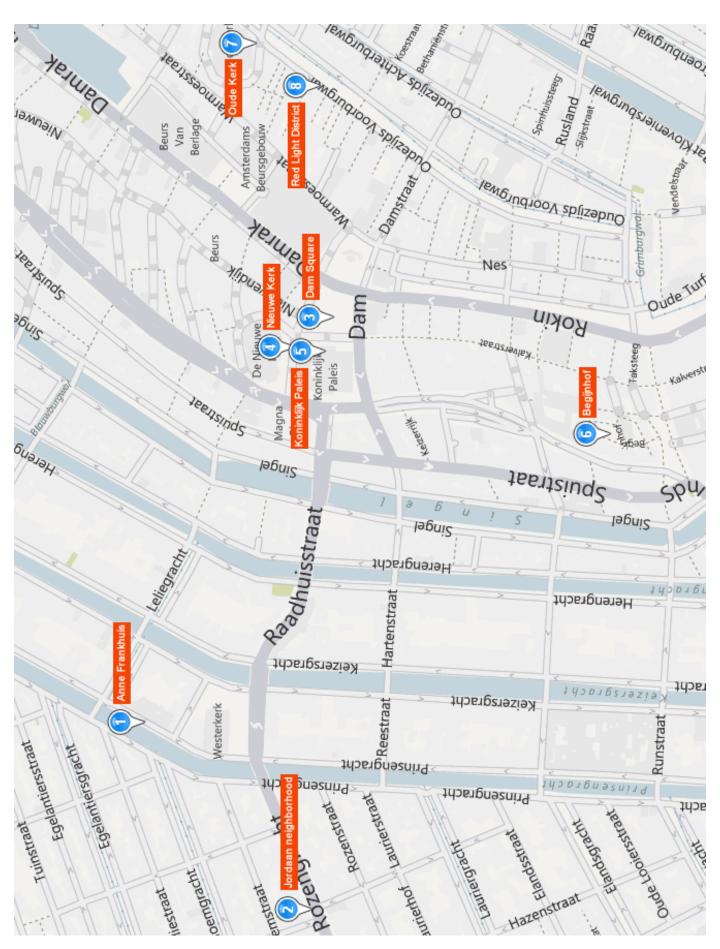


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	LEAVE HOTEL Tested and recommended hotels in Amsterdam >		
	Take Tram Line 13, 14 or 17 to Westermarkt stop		
09:00-10:30	Anne Frankhuis -	Very moving and emotional experience	Page 16
	Take a walk to Jordaan neighborhood - 5'	,	
10:35-11:10	Jordaan neighborhood -	Atmospheric neighborhood	Page 16
	Take a walk to Dam Square - 20'		
11:30-11:45	Dam Square -	Amsterdam's main square	Page 17
	Take a walk to Nieuwe Kerk		
11:45-12:15	Nieuwe Kerk -	National church of the Netherlands	Page 17
	Lunch time Take a walk to Koninklijk Paleis		
14:00-15:00	Koninklijk Paleis -	Impressive Dutch royal palace	Page 18
	Take a walk to Begijnhof - 15'		
15:15-15:45	Begijnhof -	The city's oldest house	Page 18
	Take a walk to Oude Kerk - 15'		
16:00-16:30	Oude Kerk -	Amsterdam's oldest monument	Page 19
	Take a walk to the Red Light District - 5'	1	
16:35-17:05	Red Light District -	Famous and unique district	Page 19
	END OF DAY 3		



09:00-10:30

Anne Frankhuis (Prinsengracht 263-267, 1000 AS Amsterdam)

Opening hours: Sept 15 - March 14, Sun - Fri: 9am - 7pm, Sept 15 - March 14, Sat: 9am - 9pm, March 15 - Sept 14, Sun - Fri: 9am - 9pm, March 15 - Sept 14, Sat: 9am - 10pm, July and August daily: 9am - 10pm • Admission: 8.5 €

H

THINGS YOU NEED TO KNOW

- The Anna Frank Museum is the house where the Jewish Frank family took refugee in total silence during World War II
- This is where the 13-year old Anna begun to write her world famous diary in 1942
- In August 1944, after 25 months of hiding from the Nazis, the family was betrayed;
 Nazi forces raided the house and deported the Franks to concentration camps
- The only survivor of the family was Otto, the father; Anna died from typhoid shortly before her camp was liberated near the end of the war
- Apart for a number of protective Plexiglas panels, the rooms were left unchanged;
 Anna's original diary is on display
- Miep Gies, one of the people hiding the Franks, found the diary on the day the family was arrested and handed it to Otto on his return from Auschwitz
- Otto published the diary in 1947; since then it has been printed in more then 60 languages

THINGS TO DO THERE

- First of all <u>buy your ticket online</u> especially in summer time - to avoid long queues
- Walk through the warehouse offices, secret entry bookcase, and both levels of the Secret Annex including Anne and Fritz Pfeffer's room
- As Otto Frank intended, the rooms remain unfurnished and artifacts/explanations are sparse
- The tour ends downstairs with an explanation of the current mission of the Anne Frank Center with the requisite bookshop selling mementoes and videos

TIPS & INSIGHTS

- If you do not have an online ticket, go early or late in the afternoon to avoid queues
- Read the diary before you go

MORE Info and Photos >

10:35-11:10

Jordaan neighborhood



THINGS YOU NEED TO KNOW

- Jordaan is one of Amsterdam's most interesting neighborhoods with an intimate and easy-going atmosphere
- Many successful artists, intellectuals, and slightly older yuppies live in the area
- Small-scale streets, tiny canals with numerous bridges, centuries-old almshouses (hofjes) and inviting canal side cafés lend charm and an unforgettable character to the districts
- The area is peppered with art galleries and all sorts of interesting shops

THINGS TO DO THERE

- Take a long stroll in this lovely neighborhood up and down its beautiful tree-fringed canals
- Look at the buildings and the houseboats and then stop for a strong coffee at a neighborhood café
- Drop in your way the following streets:
 Bloemgracht, Egelantiersgracht, Tichel straat, Karthuizersplantsoen, Lindengracht

TIPS & INSIGHTS

11:30-11:45

Dam Square (Dam, Amsterdam)



THINGS YOU NEED TO KNOW

- Dam Square or "the Dam" (as locals call it) is Amsterdam's main square
- It marks the site of the original 13th c. dam on the Amstel River around which the city was built
- Highlights of "the Dam" include the New Church (Nieuwe Kerk), the Royal Palace (Koninklijk Paleis) and the National Monument
- By the 17th c. this square became the center of the powerful Dutch trading empire
- The Royal Palace was built as a town hall in the Dutch golden ages of the 17th c., and now is one of three palaces that belong to Queen Beatrix
- The National Monument commemorates the Dutch who died in World War II. The wall behind the obelisk contains urns holding soil from Dutch colonies and provinces

 The New Church holds the title of national Church of the Netherlands where Dutch monarchs are crowned

THINGS TO DO THERE

- Walk around the square for a great view of Koninklijk Paleis, Nieuwe Kerk and the National Monument
- There is always something going on here, whether it be street theater, living statutes, organ grinders, protests, and lots of pigeons

TIPS & INSIGHTS

MORE Info and Photos >

11:45-12:15

Nieuwe Kerk (Gravenstraat 17, 1012 NL, Amsterdam)



•

Opening hours: Daily: 10am - 5pm • Admission: 15 € THINGS YOU NEED TO KNOW

- New Church (Nieuwe Kerk), Amsterdam's second church, is a gracious Neo-Gothic church
- It was originally built in the 14th c., after the congregation outgrew the Oude Kerk
- It burnt down many times, but some original parts survived such as the choir
- It was consecrated to Our Lady and St.
 Catherine, but has always been called
 Nieuwe Kerk to distinguish it from the Oude
 Kerk
- In the 19th c. it received the title of National Church of the Netherlands, Dutch monarchs are crowned here since then

 Its treasures include a Jacob van Campen organ and an elaborately carved pulpit by Albert Vinckenbrinck, or the carved gilded ceiling above the choir

THINGS TO DO THERE

 Walk around and admire the altar, the organ and the beautiful stained-glass windows

TIPS & INSIGHTS

14:00-15:00

Koninklijk Paleis (Nieuwezijds Voorburgwal 147, 1012 RJ Amsterdam)



Opening hours: See:: Official site • Admission: 7.5 €

THINGS YOU NEED TO KNOW Koninklijk Paleis (Royal Palace) is an

- imposing Classical palace located at the Dam square
- The edifice and its neoclassical facade symbolize Amsterdam's power in the 17th
- The palace was originally built as a town hall (1648-55) and only later turned into a royal palace (1808)
- It is the official residence of the royal family, but Queen Beatrix prefers to live in The
- The palace has a breathtaking interior filled with early-19th-century furniture, chandeliers, and marble floors
- A unique feature of the Burgerzall (Citizens' Chamber) is the maps inlaid on the marble floors depicting Amsterdam as the center of the World

 The royal family does not own the royal estates; the state does and makes a budget of 4 million € available for there maintenance. The Queen earns an additional net income of 750.000 €

THINGS TO DO THERE

- Pick up a free audio guide
- Walk around in the rooms, halls and galleries that feature the Empire collection, as well as hand-painted ceilings, grand marble floors and epic sculptures and paintings from the 17th and 18th centuries

TIPS & INSIGHTS

The palace is closed to visitors during periods of royal residence and state receptions

MORE Info and Photos >

15:15-15:45

Begijnhof (Nieuwezijds Voorburgwal 373, 1012 RM, Amsterdam)



Opening hours: Daily: 9am - 5pm • Admission: Free

THINGS YOU NEED TO KNOW

- Begijnhof is a leafy garden courtyard in central Amsterdam that is the original epicenter of the city from which it expanded
- The houses belonged to Begijn, a lay Roman Chatolic sisterhood living in a loose semi-monastic community but without formal vows
- No. 34, Het Houten Huis, is the city's oldest house and one of two remaining timber houses. Timber houses were banned in 1521 after a series of catastrophic fires
- No. 30 is the Begijn Chaple (Begijnhofkapel) the sisterhood's chapel built in 1671
- Begijnhof remained active even arter 1578 when the city converted from Catholicism to Protestantism. The last Begijn died in 1971
- The central church is the English Church (Engelse Kerk)

Today the houses are privately owned.

THINGS TO DO THERE

- The entrance can be found on Gedempte Begiinensloot
- Enter the wooden door and you will feel like in an oasis of silence
- Walk around and look around in the peaceful courtyard
- Enter the Chatolic chapel to see a stained glass window of the Pilgrims praying before boarding the Mayflower

TIPS & INSIGHTS

Please respect the tranquility of the place



16:00-16:30

Oude Kerk (Oudekerksplein, 1012 GX Amsterdam)

Opening hours: Mon - Sat: 11am - 5pm, Sunday: 1pm - 5pm, Jan 1, Apr 30 and Dec 25: Closed • Admissior 5 €



- Oude Kerk (Old Church) is a Protestant church and Amsterdam's oldest monument
- Originally it was built as a small stone parish church consecrated in 1306
- The building went through a number of reconstructions since, and evolved into a mighty Late-Gothic basilica by 1566
- During Reformation (1566) the Catholic ornamentation and treasures were discarded and a stark interior remained
- The building features a grandiose 18th c. organ called Vater-Müller organ named after its creator and renovator, Christian Vater and Johann Caspar Müller
- The massive wooden vaulted ceiling is touted as Western Europe's largest; its beautiful 15th c. paintings were revealed only during restoration work in 1955
- The building stands in the Red Light District; the 2007 statue in front of the church shows a hooker standing in a doorway calling for "respect for sex workers all over the world"

THINGS TO DO THERE

- Walk around and take a look at the painted wooden ceiling and the impressive organ
- Visit the Maria Kapel and marvel at its stained glass
- Find vault 28K with the inscription Saskia Juni 1642 where Rembrandt's wife lies
- Take a look at the fascinating Vater-Müller organ and note its magnificent oak-encased pipe work, marbled wood statues and gilded carving
- Participate in the guided tower tour

TIPS & INSIGHTS

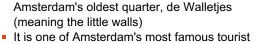
 You can climb the church tower on a half-hourly guided tour (in English) for a great view of Old Amsterdam

MORE Info and Photos >

16:35-17:05

Red Light District





- attractions with prostitutes sitting in windows
 The district emerged in the 13th c. when
 Amsterdam became one of Europe's leading
- Amsterdam became one of Europe's leading ports; and sailors coming back from long journeys were desperate for female attention
- The sex industry amounts to approximately a \$1 billion business in the Netherlands
- To this day debates are ongoing about the right approach to and regulations on prostitution
- The health department strictly regulates the sex industry requiring all kinds of rules to be followed such as the temperature prostitutes must wash their underwear

 The women have diverse backgrounds: some are professionals but many are young students earning money for college or housewives trying to raise some extra cash

THINGS TO DO THERE

 Walk around the district (Oudezijds Achterburgwal street) that offers a fascinating window into the world's oldest profession

TIPS & INSIGHTS





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Map

http://www.bing.com/maps

Attraction details

Rijksmuseum: Photo by <u>Berend B</u> • Concertgebouw: Photo by <u>clare and ben</u> • Vondelpark: Photo by <u>wYnand!</u> • Pieter Cornelisz Hooftstraat: Photo by <u>Arne Hulstein</u> • City Canal Cruise: Photo by <u>billandkent</u> • Heineken Experience: Photo by <u>ivnunag</u> • Leidseplein: Photo by <u>DruhScoff</u> • Coster Diamonds: Photo by <u>Ted Drake</u> • Van Gogh Museum: Photo by <u>jankie</u> • Bloemenmarkt: Photo by <u>Bas van Gaalen</u> • Museum Van Loon: Photo by <u>DaveLevy</u> • Amstel River: Photo by <u>dirkjankraan</u> • Anne Frankhuis: Photo by <u>Frosted Peppercorn</u> • Jordaan neighborhood: Photo by <u>jacobchristensen</u> • Dam Square: Photo by <u>jivedanson</u> • Nieuwe Kerk: Photo by <u>JoetheLion</u> • Koninklijk Paleis: Photo by <u>moonpie</u> • Begijnhof: Photo by <u>jacobchristensen</u> • Oude Kerk: Photo by <u>poederbach</u> • Red Light District: Photo by jeffc5000



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