

THE PRIVATE JET LIFESTYLE MAGAZINE

ELITE

T R A V E L E R

DESTINATION GUIDE SERIES

AMSTERDAM



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CONCERTGEBOUW



RIJKSMUSEUM AMSTERDAM



DE BIJENKORF



DE KAS



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HIGHLIGHTS OF AMSTERDAM

Don't miss out on Amsterdam's wealth of attractions, adventures and experiences

Amsterdam is a city that has achieved worldwide notoriety for many reasons. To some, it's the smoke-filled cafés and sleazy attractions of the red light district; to others, the series of canals that has earned the city its nickname, 'Venice of the north'. Whatever your preconceptions, you can expect to find that Amsterdam has much more to

offer than you'd ever imagined. Originally the heartbeat of one of the world's largest empires, the city experienced a Golden Age during the 17th century and produced some of the world's finest art and architecture. Glimpses of this rich legacy can be seen in the city's myriad museums and in its fine architectural heritage.

More recently, Amsterdam became famous for its liberal toleration of drugs and prostitution, and the friendly and open-minded nature of its inhabitants. Along with this, the city offers a plethora of luxury hotels, top class spas and Michelin-starred restaurants, all of which provide the perfect base for elite travelers to head out and explore this incredible Dutch capital.



ONNO KOKMEIJER, CHEF AT CIEL BLEU

CIEL BLEU

VIP contact: Onno Kokmeijer, Executive Chef and Manager
 Phone: +31 20 678 7450
 Email: cielbleu@okura.nl
 Address: Hotel Okura, Ferdinand Bolstraat 333, 1072
 Website: www.cielbleu.nl

Style / Ambiance: The only two-starred Michelin restaurant in Amsterdam, Ciel Bleu mixes stunning views with delicious dishes to create one of Amsterdam's finest eateries. Located on the 23rd floor of the delightful Hotel Okura, the restaurant offers sumptuous fare among elegant surroundings. Chefs Onno Kokmeijer and Arjan Speelman use fresh, locally produced ingredients to create gastronomic masterpieces. Combined with impeccable service, the food on offer is likely to be one of the highlights of your holiday, but remember to book ahead; the restaurant's popularity means that reservations need to be made well in advance.

JIMMY WOO

Phone: +31 20 626 3150
 Email: mr.woo@jimmywoo.com
 Address: Korte Leidse dwarsstraat 18, 1017
 Website: www.jimmywoo.com

It doesn't matter how many people are inside Jimmy Woo; there's always a line. Easily one of Amsterdam's hottest clubs (and one of the hardest to get into), Jimmy Woo attracts the famous and the wealthy. The décor is very oriental while the music varies nightly. You can expect anything from hip-hop to house and electronic to soul pumping out of the impressive sound system. Call ahead to request table service and ask your concierge to organize your entry on the guest list. Chic and trendy, Jimmy Woo is easily accessible from all the top hotels in Amsterdam.



VAN GOGH MUSEUM

VAN GOGH MUSEUM

VIP contact: Linda Snoek
 Phone: +31 20 570 5208
 Email: info@vangoghmuseum.nl
 Address: Paulus Potterstraat 7, 1071
 Website: www.vangoghmuseum.nl

Few painters have received the widespread popularity and acclaim of Vincent Van Gogh. One of the most celebrated Dutch artists of all time, Van Gogh is known for his vivid coloring, declining mental health and of course, the famous story involving the removal of his own ear. The Van Gogh Museum was opened in 1973 and has the largest collection of Van Gogh paintings and drawings in the world. Some of the works on display include *The Potato Eaters*, *Bedroom in Arles*, *The Yellow House* and *Still Life: Vase with Twelve Sunflowers*. There are also letters by the painter, early drawings and some notable paintings from Van Gogh's contemporaries.



JIMMY WOO

ONLY ELITE

Elite Traveler has selected the most exclusive VIP experience



HENRY SCHMITZ, JEWEL CRUISES



JEWEL CRUISES

AMSTERDAM JEWEL CRUISES

VIP contact: Marten Hoeksma, Owner

Phone: +31 20 422 1385

Email: info@amsterdamjewelcruises.com

Address: Singel 235, 1012

Website: www.amsterdamjewelcruises.com

Ask any Amsterdammer the best way to see their city and they will all give you the same response: 'from the canals'. Dubbed the 'Venice of the North' due to the plethora of canals that divide the city into a maze of small islands and connecting bridges, there are few finer things to do in the capital than hire a boat and explore the city from your very own 'canal limousine'. Amsterdam Jewel Cruises takes this one step further. Not only do they offer the chance to rent the gorgeous Henry Schmitz, a 52-foot canal boat built in 1898, but they will also serve you a delicious, romantic candlelit dinner. The chance to see some of the city's top attractions while being waited on in such a luxurious setting should not be missed. The boat's classy interior, the high quality of the food and the beauty of Amsterdam during the day or night make this the perfect excursion for elite travelers.

CONCIERGE RECOMMENDATIONS

We asked Amsterdam's top concierges to share their personal recommendations for the perfect day in the Dutch capital

MICHAEL WIGMAN

CONCIERGE AT THE DYLAN

Phone: +31 20 530 2010

Website: www.dylanamsterdam.com

"Here at The Dylan, we help our guests build tailor-made itineraries to create the perfect day or weekend. The best way to see Amsterdam is from the water, so we always recommend taking a private boat tour along the canals. Other daytime activities we recommend include one of The Dylan's unique walking tours of hidden churches and gardens, or a visit to one of the major museums. Both the Hermitage Amsterdam and the Rijksmuseum often have inspiring exhibits. An afternoon stroll through the Nine Streets offers the elite traveler the chance to peruse a variety of unique shops, from vintage clothing to cheese shop De Kaaskamer, which sells 300 different varieties. The area also boasts many

amazing art galleries. From 3pm to 7pm, we recommend guests enjoy a sampling of savory bites from the Vinkeles kitchen accompanied by The Dylan's signature High Wine. A wonderful selection of seasonal combinations and flavors, High Wine consists of four food and wine pairings. For those looking for a night out on the town, we recommend hotspot Jimmy Woo."

BEST RESTAURANTS

Vinkeles

Cuisine: **French**

Address: The Dylan, Keizersgracht 384, 1016

Bussia

Cuisine: **Italian**

Address: Reestraat 28-30, 1016

De Kas

Cuisine: **Mediterranean**

Address: Kamerlingh Onneslaan 3, 1097

BEST SHOPPING DISTRICT

The Nine Streets (two minutes from the Royal Palace)

For: Vintage shopping

P.C. Hoofstraat

For: Designer labels

BEST TO DO

The best way to see Amsterdam is from the water. Depart from The Dylan's private landing dock for an exclusive tour of the canals in *The Kleijn Amsterdam*, a luxuriously appointed 100-year-old classic canal boat.

JULIETTE RÖSCHARD-MIRKA & EEF SPARLA

CHIEF CONCIERGES AT THE DE L'EUROPE

Phone: +31 20 531 1605

Website: www.leurope.nl

"Begin your day at 9am with a guided bike tour around Amsterdam. Your expert guide will show you the historic city center as well as examples of contemporary urban planning along Amsterdam's waterfront, Het IJ. Afterwards your guide will drop you off at the beautiful Vondelpark to enjoy a delicious champagne and oyster picnic prepared by our Hoofdstad Brasserie chef Alexander. After lunch our private shopper will collect you from your picnic and guide you around the best shopping areas at PC Hoofstraat and Nine Streets.

After you have freshened up at the hotel, an antique Landau carriage will take you on a

romantic pre-dinner city tour with champagne and appetizers, prepared by our Chef Thomas. Once back in your room a beautiful sunset dinner will be served on your balcony overlooking the Amstel River. When you are ready to explore Amsterdam's nightlife, our guide will escort you to the most exclusive Amsterdam clubs."

BEST RESTAURANTS

Bord'Eau

Cuisine: **French**

Address: Nieuwe Doelenstraat 2-14, 1012

De Silveren Spiegel

Cuisine: **Dutch**

Address: Kattengat 4-6, 1012

Aan de Poel

Cuisine: **International**

Address: Handweg 1, 1185 Amstelveen

BEST SHOP

Van Ravenstein

For: Innovative, chic clothing

Address: Keizersgracht 359, 1016

BEST TO DO

A private tour of the city via our antique saloon boat, truly the limousine of the Amsterdam canals, which departs from De L'Europe's waterside terrace.



CONCIERGE RECOMMENDATIONS

UDO ESHUIJS

CONCIERGE AT SOFITEL LEGEND THE GRAND AMSTERDAM

Phone: +31 20 555 3111

Website: www.sofitel.com/amsterdam

"A perfect day in Amsterdam begins with a delicious breakfast at Gartine, a mere five-minute walk from Sofitel Legend The Grand Amsterdam. Open only for breakfast, lunch and a delicious high tea, Gartine is a testament to slow food served up by a friendly couple that grow their own vegetables and herbs. Very simple and very special. The best way to see Amsterdam is by bicycle. Become Dutch for a day and rent a bike and a private guide; wheeling down the little streets of this beautiful city is pure magic. Some great attractions easily accessible by bike are the Van Gogh Museum and the Anne Frank House; the unique boutiques in Nine Streets and the tiny picturesque streets in the upscale Jordaan district of the city.

Of course, the Netherlands are much more than just Amsterdam. Rent a car with a private driver / guide and get out and explore this fascinating country. Admire the beauty of the Keukenhof (flower gardens with more than seven million flowers) or become enchanted by the windmills at the Zaanse Schans in north Holland; or enjoy a haring (salty raw fish) in a typical fishing village like Volendam.

Looking for an unforgettable experience? How about a fabulous private lunch on a fully restored 1920s wooden saloon boat while cruising through the narrow canals of Amsterdam? Your captain will order and collect each course of your lunch at various top restaurants and serve you on board. An extensive wine and champagne list is also available.

BEST RESTAURANTS

Bridges

Cuisine: **Dutch and French**

Address: Oudezijds Voorburgwal 197, 1012

Incanto

Cuisine: **Italian**

Address: Amstel 2, 1017

Le Restaurant

Cuisine: **French**

Address: Tweede Jan-Steenstraat 3, 1073

BEST SHOP

The Nine Streets

For: Everything!

BEST TO DO

The best thing to do in Amsterdam is to simply enjoy the beauty and charm of the city. Stroll down the small streets of the Jordaan, marvel at the intricacy of the Grachten Gordel – Amsterdam's canal network – placed on the UNESCO World Heritage List in 2010. And visit stunning Vondelpark with its open-air theater on a beautiful summer's day.

MR. AAD VAN DEN BERG

HEAD CONCIERGE, INTERCONTINENTAL AMSTEL AMSTERDAM

Phone: +31 20 622 6060

Website: www.amsterdam.intercontinental.com

"Begin with a guided tour around the old city via a luxury canal boat, before visiting the Van Gogh Museum in Amsterdam's Old South (Oud Zuid) district. Your boat will wait for you to finish your visit, leaving you with plenty of time to enjoy a leisurely lunch at La Rive. After a rest, why not work off lunch in the Amstel's Health & Fitness Club for an hour or two. Once you've freshened up, we recommend a light dinner at Keyzer Bodega restaurant, followed by a classical concert at the world-famous Concertgebouw."

BEST RESTAURANTS

Restaurant La Rive

Cuisine: **Mediterranean / French**

Address: InterContinental Amstel Amsterdam, Professor Tulpplein 1, 1018

De Kas

Cuisine: **Mediterranean**

Address: Kamerlingh Onneslaan 3, 1097

Ron Blaauw

Cuisine: **Mediterranean**

Address: Sophialaan 55 hs, 1075

BEST SHOPPING

de Bijenkorf

For: Luxury fashion, beauty and home collections

Address: Dam Square 1, 1012

BEST TO DO

A city canal tour in an authentic canal boat.



AMSTERDAM CANAL

WHERE TO STAY

Whether a sumptuous bed, a spectacular view or service beyond compare – choose from our stunning selection



INTERCONTINENTAL AMSTEL AMSTERDAM

VIP contact: Mr. Nils Axing, General Manager

Phone: +31 20 622 6060

Email: nils.axing@ihg.com

Address: Professor Tulpplein 1, 1018

Website: www.amsterdam.intercontinental.com

Dubbed 'La Grand Dame' and looking more like a palace than a hotel, Intercontinental Amstel Amsterdam is the choice of many international celebrities and visiting royalty, and it's not hard to see why. Opened in 1867, the canal-side hotel boasts crystal chandeliers, Persian rugs, and antique furniture that complement its beautiful façade. The lobby features a grand double staircase and classic décor, and elite travelers will be particularly impressed by the superlative 24/7 service. The health and fitness club is the perfect antidote to a hard day's sightseeing, where guests can enjoy the indoor pool and enjoy a selection of therapies. La Rive, the hotel's on-site restaurant, is renowned for its excellent French cuisine, while afternoon tea in the Amstel Lounge is a must. Located near to many of Amsterdam's top attractions, including the Hermitage Museum and Rijksmuseum, the Intercontinental Amstel is the perfect venue for the elite traveler who appreciates luxury, great service and an unbeatable location.

TOP SUITE

ROYAL SUITE

▪ Square footage: 1,250 ▪ Nightly rate: \$ +/- 5,400

Why we love it: The Royal Suite more than lives up to its name. This spacious suite is more like an apartment and comes equipped with a lounge, dining room, kitchenette, bedroom and bathroom, as well as an entrance hall. The décor is Classical French and radiates luxury at every turn; the marble bathroom alone features gold-plated bath fixtures and luxury L'Occitane amenities. The dining room sits up to eight, while the lounge is replete with elegant antiques and state-of-the-art technology. This fully air-conditioned room boasts sumptuous river views and a private bar; a complete statement in luxury.



ROYAL SUITE



ROYAL SUITE

WHERE TO STAY



THE SUITE

HOTEL OKURA

VIP contact: Marcel van Aelst, General Manager

Phone: +31 20 678 7111

Email: guest.relations@okura.nl

Address: Ferdinand Bolstraat 333, 1072

Website: www.okura.nl

The Japanese-themed Hotel Okura boasts one of the most enviable locations in Amsterdam. Situated on picturesque Amstel Canal in the heart of the city, the hotel is close to Schiphol International Airport, the RAI Convention Center and many of Amsterdam's best attractions, making it the perfect choice for both business and leisure guests. Hotel Okura boasts two of the city's finest restaurants: Ciel Bleu, a two Michelin-starred French restaurant and Yamazota, the city's premier Japanese eatery, which is the proud possessor of one Michelin star. Twenty Third Bar, high above Amsterdam on the hotel's twenty-third floor, is one of the coolest hangouts in the city and mixes excellent cocktails with a fantastic view over the city. Hotel Okura even has a special Jet Lag Program to help long-haul elite travelers recover from their journey. Guests can enjoy the Executive Lounge and the Executive Health Club with swimming pool, steam room, sauna and gym.

TOP SUITE

THE SUITE

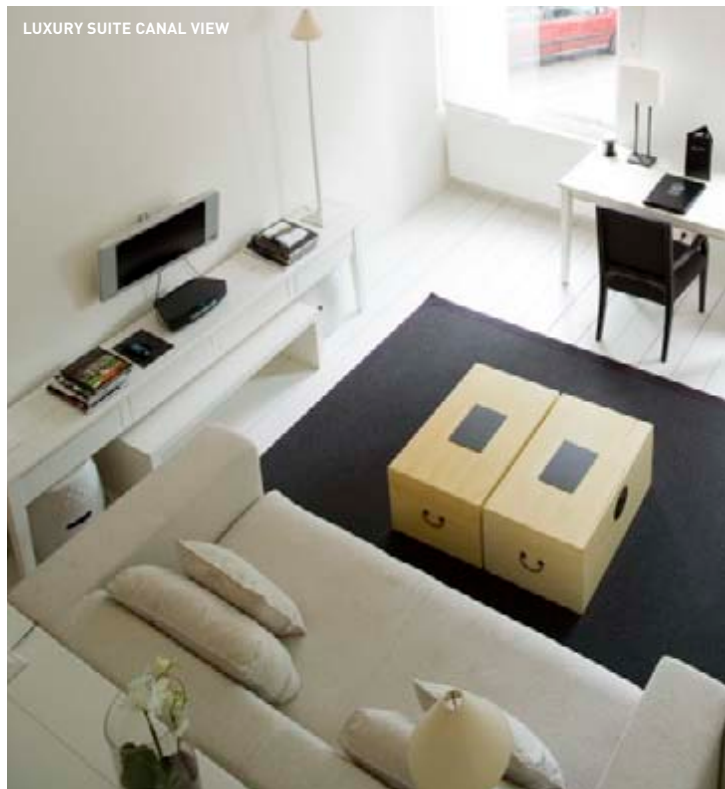
▪ Square footage: 5,220 ▪ Nightly rate: \$18,120

Why we love it: Easily one of the largest hotel suites in Western Europe, let alone Amsterdam, The Suite opened in 2006 after a €2.3 million refit. Stretching over two floors and occupying the space of 18 hotel rooms, the suite is a haven of luxury. Designed by the London firm RPW, The Suite offers a panoramic view over Amsterdam, and is packed full of modern amenities and state-of-the-art Bose technology. The large dining room is perfect for entertaining as the hotel's top Michelin star rated chefs are on hand to provide a fantastic dinner. There are two lavish sitting rooms as well as a 14-seat cinema room, which can also be used for exclusive presentations. The bedrooms and bathrooms both feature flat-screen TVs and walk-in closets, with one bathroom featuring a shell-shaped shower cabinet with illuminated rain dance showerhead and overflowing bath system. In one of the bedrooms guests will find a Technogym fitness system. Simply put, The Suite is an oasis of luxury, perfectly suited to the elite traveler.



THE SUITE

WHERE TO STAY



THE DYLAN

VIP contact: Mr. René Bornmann, General Manager

Phone: +31 20 530 2010

Email: rbornmann@dylanamsterdam.com

Address: Keizersgracht 384, 1016

Website: www.dylanamsterdam.com

Stylish and intimate, The Dylan is one of the finest hotels in Amsterdam. Originally a theater, then an orphanage, The Dylan is centrally located in a row of 17th century Zeizersgracht canal houses; its interior a subtle mix of historic and contemporary resulting in a sophisticated modern hotel. Each of the rooms and suites has a distinctive Asian style, which has proved popular with the rich and famous, including singer Mariah Carey. The hotel's superb location provides easy access to some of Amsterdam's finest attractions, as well as offering beautiful views across the canal. Guests will no doubt enjoy the highly regarded on-site Vinkeles restaurant, considered one of among the city Amsterdam's top five dining establishments.

TOP SUITE

LUXURY SUITE CANAL VIEW

▪ Square footage: 560-700 ▪ Nightly rate: \$1,800 - \$2,500

Why we love it: Available in 'Zen sation White' style, the Luxury Suite Canal View is a bright, light-filled suite that oozes style and luxury. The white walls, white king-size bed and white sofa complement the fine views on offer from the suite's comfortable lounge area; the Keizersgracht, one of the most beautiful canals in the city, stretches invitingly away from you. The Canal View Suite also has a separate bathroom and bedroom, and can be extended to include the adjoining suite for elite travelers wishing to host friends or family.

THE DE L'EUROPE

VIP contact: Maaïke Kort, Guest Relations

Phone: +31 20 531 1605

Email: hotel@leurope.nl

Address: Nieuwe Doelenstraat 2-14, 1012

Website: www.leurope.nl

Gracious, lavish and refined, the De L'Europe is the perfect hotel for the elite traveler seeking a quiet, luxury break in this delightful Dutch city. The hotel has gorgeous eye-level views over the Amstel Canal and features a beautiful 19th century fairytale façade. The interior is dignified and sophisticated, with timeless design elements and modern twists, thanks to recent renovations that include motion sensor lighting and heated floors. The hotel boasts several top-class dining establishments, a smart bar and a fitness center that includes a spectacular indoor pool. Ideally located close to many of Amsterdam's top attractions the De L'Europe is modern, luxury hotel that will appeal to the elite guest who likes to travel in style.

TOP SUITE

PENTHOUSE SUITE

▪ Square footage: 3,498 ▪ Nightly rate: \$10,000

Why we love it: The renovation of De L'Europe included a complete revamp of its luxurious Signature Suites. Recently completed, the spacious Penthouse Suite at the De L'Europe is one of the finest in the city. Occupying two floors, the suite boasts a private terrace with a fantastic view over the Amstel River; one of the finest views in Amsterdam. The Penthouse Suite boasts a total of six bedrooms, making it the only suite in the Dutch capital to offer such unashamed luxury. Stylish decorated and elegantly furnished, the Penthouse Suite is an oasis of opulence.



WHERE TO STAY

SOFITEL LEGEND THE GRAND AMSTERDAM

VIP contact: Robert-Jan Woltering, General Manager

Phone: +31 20 555 3111

Email: h2783@sofitel.com

Address: Oudezijds Voorburgwal 197, 1012

Website: www.sofitel.com/amsterdam

Sofitel Legend The Grand Amsterdam has a history that few other hotels can compete with. Originally a 15th century convent, the building became the headquarters of the Amsterdam Admiralty during the 17th century, before its transformation into the city's Town Hall. Today, this luxurious and elegant hotel features 177 rooms and 52 suites. One of the finest hotels in the city Sofitel Legend The Grand is frequented by a plethora of celebrities and dignitaries, including Mick Jagger and Jacques Chirac. The hotel's restaurant, Bridges, is highly regarded among food critics and the spa, So SPA & So FIT is a world-class facility with indoor pool, Jacuzzi, gym, Hammam and sauna. Centrally located, Sofitel Legend The Grand Amsterdam is the perfect hotel for couples looking for a romantic getaway in one of Europe's most charming cities.

TOP SUITE

IMPERIAL SUITE

▪ Square footage: 1,076 ▪ Nightly rate: \$5,000

Why we love it: They say that all good things come in threes, a phrase fully applicable to the suites at the Grand Amsterdam. The trio of Imperial Suites on offer to elite travelers are the Willem Van Oranje Suite, the Maria De Medici Suite and the Willem V Suite. Each suite is elegantly furnished, and with a large dining area and butler service, they are perfect for entertaining. There's also a spacious living room, two bedrooms and two bathrooms. The master bedroom has a walk-in closet, while the master bathroom includes a steam room and a powerful rain shower. With so much luxury on display, your only problem will be deciding which of the Imperial Suites to choose.



SOFITEL LEGEND THE GRAND AMSTERDAM



TOWER SUITE

GRAND HOTEL AMRATH AMSTERDAM

VIP contact: Ms. Maud Vroom, Director of Sales

Phone: +31 20 552 0000

Email: m.vroom@amrathamsterdam.com

Address: Prins Hendrikkade 108, 1011

Website: www.amrathamsterdam.com

Situated in the enormous Amsterdam Shipping House, the former base of the city's maritime activity, the five-star luxury Grand Hotel Amrath Amsterdam is an impressive sight. Opened in 2007 after a multi-million dollar renovation, the hotel's rooms and suites feature stunning Art Nouveau décor, all with high ceilings and generous windows. One of the more beautiful hotels in the city, the Grand Hotel Amrath Amsterdam has retained its architectural past, from the splendid stained glass windows to the luxurious marble floors. The hotel features a nautically themed restaurant, the Seven Seas, a Spa and Wellness Center and a relaxing bar / lounge – the ideal place to meet with friends or relax after a hard day's sightseeing.

TOP SUITE

TOWER SUITE

▪ Square footage: 1,290 ▪ Nightly rate: \$2,540

Why we love it: Occupying three separate floors and continuing the hotel's Art Nouveau theme, the Tower Suite at Grand Hotel Amrath Amsterdam is a truly luxurious experience. The living room on the ground floor is spacious and features a fireplace and plasma TV, while the second floor dining room is perfect for entertaining. There's also an office room on the second floor for elite travelers conducting business in the city. The beautiful bathroom on the suite's top floor offers wonderful views over Amsterdam as well as Lanvin amenities, and elegant slippers and bathrobes.

WHERE TO DINE

In a city as liberal and diverse as Amsterdam, it's no surprise to discover that its cuisine is just as adventurous and multi-cultural. Packed with restaurants

serving food from across the globe, Amsterdam is a great place to dine out, with everything from lively Eastern eateries to classic French Michelin-starred

establishments. Among all the international cuisine, you may even find a little Dutch food; the country's own cuisine has undergone something of a renaissance in recent years.



LA RIVE

TOP CHOICE

LA RIVE

VIP contact: Ronald Opten, Maitre d'

Phone: +31 20 520 3264

Email: larive@ihg.com

Address: InterContinental Amstel Amsterdam, Professor Tulpplein 1, 1018

Website: www.restaurantlarive.nl

Cuisine: Mediterranean / French

Style / Ambiance: Housed within one of the city's swankiest hotels, La Rive's clientele is similar to that of InterContinental Amstel Amsterdam: rock stars, royalty and dignitaries. Getting a table at the Michelin-starred restaurant may not be the easiest task in the world but your patience will be rewarded at this prestigious Amsterdam restaurant. Chef De Cuisine Rog r Rassin, Maitre d' Ronald Opten and Sommelier Ted Bunnik work together to create a perfect dining experience for elite travelers; expect a delectable menu of Mediterranean and French cuisine, a wine list that includes generous vintages to complement any dish, and impeccable service from staff that understand the meaning of attentive yet discrete service.

TOP CHOICE

CIEL BLEU

VIP contact: Onno Kokmeijer,

Executive Chef and Manager

Phone: +31 20 678 7450

Email: cielbleu@okura.nl

Address: Hotel Okura, Ferdinand Bolstraat 333, 1072

Website: www.cielbleu.nl

Cuisine: French

Style / Ambiance: The only two-starred Michelin restaurant in Amsterdam, Ciel Bleu mixes stunning views with delicious dishes to create one of Amsterdam's finest eateries. Located on the 23rd floor of the delightful Hotel Okura, the restaurant offers sumptuous fare among elegant surroundings. Chefs Onno Kokmeijer and Arjan Speelman use fresh, locally produced ingredients to create gastronomic masterpieces. Combined with impeccable service, the food on offer is likely to be one of the highlights of your holiday, but remember to book ahead; the restaurant's popularity means that reservations need to be made well in advance.



CIEL BLEU

WHERE TO DINE

TRENDY

VINKELES

VIP contact: Dennis Kuipers, Executive Chef

Phone: +31 20 530 2010

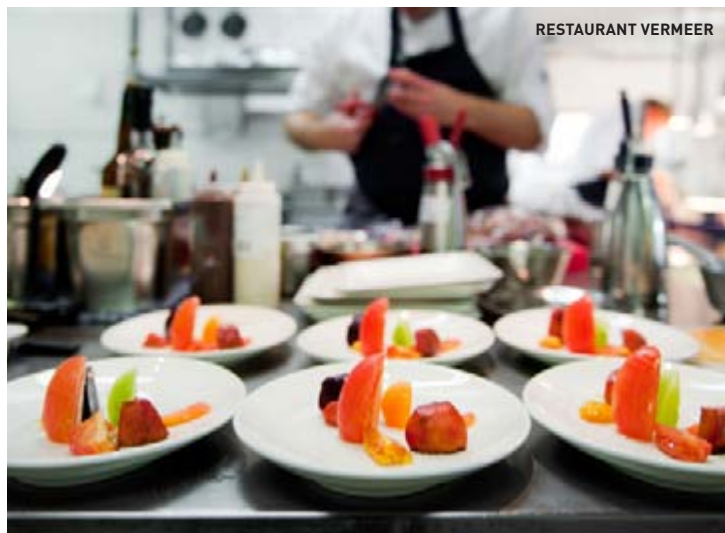
Email: dkuipers@dylanamsterdam.com

Address: The Dylan, Keizersgracht 384, 1016

Website: www.vinkeles.com

Cuisine: French

Style / Ambiance: Another Amsterdam restaurant named in honor of a Dutch painter, the Michelin-starred Vinkeles is located in ultra chic The Dylan hotel in a building that was once a Catholic bakery. Indeed, the interior design still has touches of the restaurant's former life, including the original ovens. Head Chef Dennis Kuipers has created a delightful menu of delicate French cuisine that flirts between classic and contemporary. Many of the city's elite head to Vinkeles to enjoy the fabulous views over the Keizersgracht, while sampling the fine food on offer.



RESTAURANT VERMEER

STYLISH

RESTAURANT VERMEER

VIP contact: Niek Beute, Maître d'

Phone: +31 20 556 4885

Email: vermeer@nh-hotels.com

Address: NH Barbizon Palace, Prins Hendrikkade 59-72, 1012

Website: www.restaurantvermeer.nl

Cuisine: Northern European and regional

Style / Ambiance: Located in four 17th century buildings within the historic NH Barbizon Palace, Restaurant Vermeer is bursting with history and character. The elegantly lavish interior combines perfectly with the cuisine to offer a superb dining experience that has ensured the elite of the Dutch capital return again and again. Head Chef Christopher Naylor has created a menu that has delighted critics and led to the restaurant being awarded a Michelin star. Stylish and graceful, the restaurant would have appealed to its namesake, Johannes Vermeer, who, much like the restaurant, was well known for his skill and precision in his craft.

ROMANTIC

BEDDINGTON'S

VIP contact: Jean Beddington, Owner

Phone: +31 20 620 7393

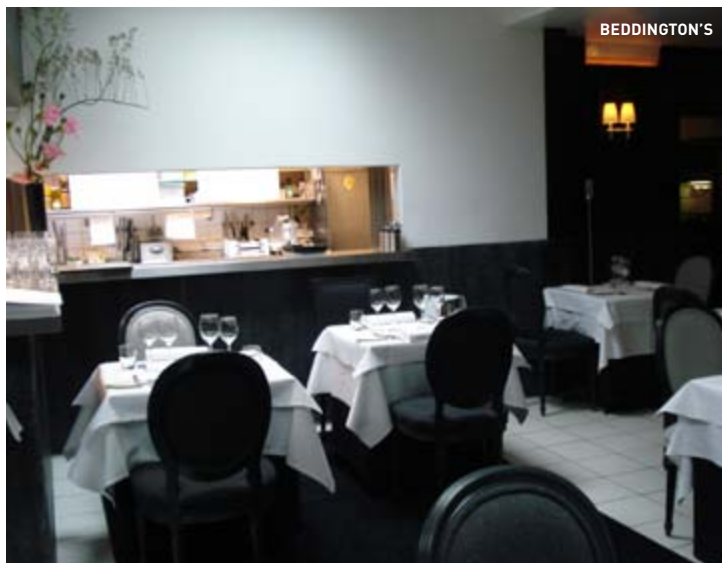
Email: jean@beddington.nl

Address: Utrechtsedwarsstraat 141, 1071

Website: www.beddington.nl

Cuisine: French / International

Style / Ambiance: Run by Jean Beddington, this eponymously named restaurant has been wowing critics for a number of years, thanks to its innovative style and elegant, intimate feel. The décor is modern and simple and the atmosphere exclusively intimate, and the restaurant is frequented by some of Amsterdam's finest. Chef Beddington has received praise for her mixture of Japanese, French and English styles, all of which blend together seamlessly to create delicate dishes bursting with flavor. Sleek and elegant, this is a place for food lovers, but remember to book ahead, as the restaurant's small size ensures seats are at a premium.



BEDDINGTON'S

WHERE TO DINE



STYLISH

DE KAS

VIP contact: Gert Jan Hageman, Owner / General Manager

Phone: +31 20 462 4562

Email: info@restaurantdekas.nl

Address: Kamerlingh Onneslaan 3, 1097

Website: www.restaurantdekas.nl

Cuisine: Mediterranean

Style / Ambiance: Located in a 75-year-old greenhouse that once belonged to Amsterdam's Municipal Nursery, De Kas has been wowing critics and guests for more than ten years. The unique setting and sleek interior design give the restaurant a wonderfully natural ambiance, enhanced by the light that pours through the glass ceiling. Fresh greens and herbs are grown in the restaurant's own surrounding farm, and the ever-changing Mediterranean menu consists of a starter selection, main course and dessert. One of the places to see and be seen in Amsterdam, De Kas is located next to the beautiful Park Frankendael, a former 17th century country estate.

STYLISH

YAMAZATO

VIP contact: Masanori Tomikawa, Executive Chef

Phone: + 31 20 678 8351

Email: yamazato@okura.nl

Address: Hotel Okura, Ferdinand Bolstraat 333, 1072

Website: www.yamazato.nl

Cuisine: Japanese

Style / Ambiance: Hotel Okura doesn't just boast one Michelin-starred restaurant, it has two, and Yamazato is very much the premier Japanese eatery in the Dutch capital. Designed to represent a 16th century Japanese tea house, the staff are suitably attired in kimonos and the Sukiya architectural style encourages diners to focus on the food on offer. The restaurant has a traditional Japanese Tatami Room for a more classical approach to eating, and there are a number of private rooms for hire, as well as a Japanese garden. The food is Japanese Haute Cuisine, and as is often the case with Japanese restaurants, the wine and saki lists are extensive.



YAMAZATO



TRENDY

FIFTEEN

VIP contact: Alain Mogge

Phone: +31 20 509 5015

Email: info@fifteen.nl

Website: www.fifteen.nl

Address: Jollemanhof 9, 1019

Cuisine: Mediterranean

Style / Ambiance: The Jamie Oliver-owned restaurant is remarkably similar to *Fifteen* in London, but then with such a winning formula, why change it? The restaurant takes 25 to 30 young students every year and turns them into highly trained and innovative chefs capable of producing high quality dishes. Located in an old warehouse building in the harbor area of Amsterdam, the restaurant has become a hotspot for the city's young and affluent, who come to enjoy the lively atmosphere and delicious Mediterranean fare on offer.

FIFTEEN

WHERE TO BE PAMPERED

Discover a world of relaxation, rejuvenation and beauty at these fabulous Amsterdam spas



WELLNESS & SPA AT GRAND HOTEL AMRÂTH AMSTERDAM

Spa Director: Ms. C. Muertas, Spa Manager

Phone: +31 20 552 0000

Email: wellness@amrathamsterdam.com

Address: Grand Hotel Amrâth Amsterdam, Prins Hendrikkade 108, 1011

Website: www.amrathamsterdam.com

Treatment and facilities: Revive Wellness & Spa at Grand Hotel Amrâth Amsterdam offers a full range of individual face and body treatments to help revive and relax you. Fully trained professional massage therapists use top cosmetics brand BABOR in all their treatments, containing pure vegetable and natural sea-based ingredients. The spa's facilities include a sauna, steam bath, fitness area, whirlpool and swimming pool.

Signature treatment: Chocolate massage – pure heavenly indulgence.

Guests will be treated to an invigorating message using cocoa oil with a rich milk chocolate aroma that will leave you feeling relaxed and refreshed.

The cocoa oil is a great moisturizer for your skin and you'll have the comforting and relaxing aroma of chocolate around you for several days!

SO SPA AT THE GRAND AMSTERDAM

Spa Director: Yana Bovsha, Spa Manager

Phone: +31 20 555 3111

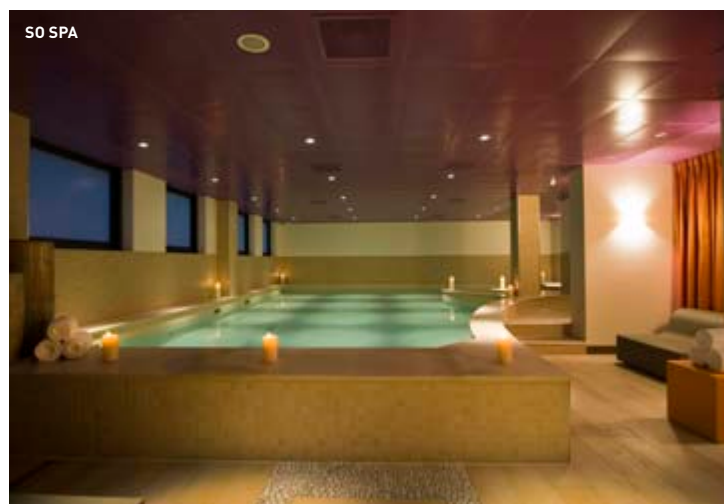
Email: h2783@sofitel.com

Address: The Grand Amsterdam, Oudezijds Voorburgwal 197, 1012

Website: www.sofitel.com

Treatment and facilities: So Spa at The Grand Amsterdam is ideal for business and leisure elite travelers and continues the high standard of service available at the hotel. Facilities include treatment rooms, indoor heated swimming pool with jet stream and Jacuzzi, spa suites, a wet zone with Turkish steam bath, sauna, showers and a relaxation room. The spa uses Carita and Cinq Monde products combining ancient traditions from the Far East and South America with the latest in French cosmetology to create a unique spa experience. Guests can also make use of So Fit, the Grand Amsterdam's state-of-the-art fitness center.

Signature treatment: Ayurvedic Massage: Following a 1000-year Indian ritual, a tonic muscular massage with hot sesame oil. Restores energy and vitality.



SPA SERVICES: HEALTH AND FITNESS CLUB AT THE INTERCONTINENTAL AMSTEL AMSTERDAM

Spa Director: Mr. Peter de Koning, Health Club Manager

Phone: +31 20 622 6060

Email: amstel@ihg.com

Address: Intercontinental Amstel Amsterdam, Professor Tulp plein 1, 1018

Website: www.intercontinental.com

Treatment and facilities: Fully refurbished in 2010, the Intercontinental Amstel Amsterdam combines a health and fitness center and a spa to provide a fantastic relaxing environment for guests. The fitness center features state-of-the-art cardio and weight training equipment for elite travelers looking to stay in shape while on holiday. For those more interested in relaxation, the spa's excellent personal trainers and masseurs offer myriad body treatments guaranteed to recharge and revitalize. The highlight of the spa is the glorious Roman-style pool, complete with classical statues, which dominates the spa area. There's also a sauna and Turkish bath onsite.

Signature treatments: **Deep tissue massage:** The perfect treatment for the elite traveller on business in Amsterdam, and for guests who need to unwind after a hard day's sightseeing in the capital.

WHAT TO DO ► DURING THE DAY

Bicycles, the red light district, smoke-filled cafés... just mention the word Amsterdam and people immediately conjure

up countless exciting images. The Dutch capital, however, is bursting with many other top attractions, from the historic Anne Frank

House to the Van Gogh Museum, and how could we forget the ubiquitous canals and famous diamond factories.



INSIDE THE ANNE FRANK HOUSE © ANNE FRANK HOUSE
CREDIT: CRIS TOALA

HISTORICAL

ANNE FRANK HOUSE

VIP contact: Annemarie Bekker
Phone: +31 20 556 7105
Email: a.bekker@annefrank.nl
Address: 267 Prinsengracht, 1000
Website: www.annefrank.org

The story of how 11-year-old Anne Frank and her family hid from the Nazis during the Second World War is known across the world. And the diary that Anne wrote during her time as a virtual prisoner above her father's office at Prinsengracht 263 has become one of the most widely read books of all time. The house opened to the public in 1960 and now belongs to the Anne Frank Foundation and is a fascinating insight into the life of Anne and that of many Jews who were forced to find refuge in Dutch houses during the war. The rooms are now mostly empty, apart from a recreation of Otto Frank's office. Documents, images and objects help to illustrate the events that took place, and of course, the famous revolving bookcase that hid the annex is still there. Visitors to Anne Frank House should aim to arrive early or late in the day as it's a hugely popular tourist destination.



CYCLING IN THE AMSTERDAM COUNTRYSIDE

ADVENTURE

BIKE RIDE

Phone: +31 20 622 7970
Email: mikesbiketoursamsterdam@yahoo.com
Address: Kerkstraat 134, 1017
Website: www.mikesbiketoursamsterdam.com

One thing that Amsterdam is well known for is cycling. Generally considered one of the world's most bike-friendly cities, cyclists co-exist peacefully with drivers, with more and more Amsterdammers using their bikes for shorter journeys. There's plenty of joy to be had in simply renting a bike and taking off on your own; many of the city's top attractions are easily reached and there are plenty of cycle hire shops. However, some people may prefer a guided tour, so Elite Traveler recommends Mike's Bike Tours. With comfortable bikes and an engaging guide, the tour will take you inside and outside the city for the chance to see some of the beautiful countryside that surrounds Amsterdam. Stop at a windmill, visit a cheese shop and also take a canal boat ride with Mike's Bikes. Alternatively, many of the top hotels offer their own bicycle tours; just speak to your concierge.

WHAT TO DO ► DURING THE DAY



VAN GOGH MUSEUM

CULTURAL

VAN GOGH MUSEUM

VIP contact: Linda Snoek

Phone: +31 20 570 5208

Email: info@vangoghmuseum.nl

Address: Paulus Potterstraat 7, 1071

Website: www.vangoghmuseum.nl

Few painters have received the widespread popularity and acclaim of Vincent Van Gogh. One of the most celebrated Dutch artists of all time, Van Gogh is known for his vivid coloring, declining mental health and of course, the famous story involving the removal of his own ear. The Van Gogh Museum was opened in 1973 and has the largest collection of Van Gogh paintings and drawings in the world. Some of the works on display include *The Potato Eaters*, *Bedroom in Arles*, *The Yellow House* and *Still Life: Vase with Twelve Sunflowers*. There are also letters by the painter, early drawings and some notable paintings from Van Gogh's contemporaries. It's best to set aside at least half a day to visit the museum.

CULTURAL

STEDELIIK MUSEUM

VIP contact: Annematt Ruserler

Phone: +31 20 573 2911

Email: info@stedelijk.nl

Address: Paulus Potterstraat 13, 1071

Website: www.stedelijk.nl

Ironically, the 19th century Stedelijk Museum is one of the best places in the world to see prominent artists from the 20th century. The museum was recently renovated, and the addition of a new wing, 'the bathtub', has led to exhibitions of present day artists, as well as the continued showing of masters such as Chagall, Cézanne, Picasso, Monet, Malevich, Warhol, Johns and Pollock. There's also the chance to see items from the De Stijl movement, such as Gerrit Rietveld's *Red Blue Chair* and *Composition in Red, Black, Blue, Yellow and Grey* by Mondrian. The museum is continuing its popular Temporary Stedelijk 2, a short-term exhibition that focuses on modern and contemporary art and design. Check their website for updates about any new exhibitions that may appear.



STEDELIIK MUSEUM

MODERN CULTURE

CAFÉ DE JAREN

Phone: +31 20 625 5771

Address: Nieuwe Doelenstraat 20-22, 1012

Website: www.diningcity.nl/cafedejaren/

The café scene in Amsterdam is thriving, and by café we don't mean the type that plays 70s reggae and sells small amounts of legal marijuana. Nor do we mean coffee shops; head to *koffiehuis* if you're looking for a cappuccino or a decaf. We're talking about the kind of café that stays open till late and sells everything from tea, beer and bar snacks to three-course dinners. Popular with the city's young and trendy, Café De Jaren is the place to go for delicious drinks and a sumptuous view, courtesy of the outside terrace overlooking the River Amstel. A great place to relax and watch the world go by or soak up some Dutch capital atmosphere, Café De Jaren is located next to the University of Amsterdam and is open until 2am on a Friday and Saturday.



CAFÉ DE JAREN

WHAT TO DO ► DURING THE DAY

CULTURAL

RIJKSMUSEUM AMSTERDAM

Phone: +31 20 674 7000

Email: pressoffice@rijksmuseum.nl

Address: Jan Luijkenstraat 1, 1071

Website: www.rijksmuseum.nl

The architecturally impressive Rijksmuseum Amsterdam is a Dutch national museum that showcases some of the country's finest art pieces, as well as historical exhibits from the Golden Age and the Dutch Empire. Opened in 1885 to a largely unimpressed Dutch populace, who weren't overly pleased with the Neo-Gothic, pro-Catholic design of the building, the museum is now one of the country's best-loved attractions. Currently, the Rijksmuseum Amsterdam is undergoing a massive renovation, but many of the key paintings are still on display in the Philips Wing, and the museum is still very much worth a visit. Perhaps the most famous painting on display is the *Company of Frans Banning Cocq and Willem van Ruytenburch*, or as it is more commonly known *The Night Watch* by Rembrandt.



RIJKSMUSEUM AMSTERDAM



ROYAL PALACE © ROYAL PALACE FOUNDATION AMSTERDAM

HISTORICAL

THE ROYAL PALACE

Phone: + 31 20 620 4060

Email: info@dkh.nl

Address: Nieuwezijds Voorburgwal 147, 1012

Website: www.paleisamsterdam.nl

One of the three palaces used by the Royal House of the Netherlands, The Royal Palace in Amsterdam was once dubbed the 'Eighth Wonder of the World' by Constantijn Huygens, though it's fair to say that the poet may have been being a touch patriotic. The Royal Palace is still an architectural triumph and its many sculptures and statues are particularly impressive. Much of the furnishing on display dates from the early 19th century when Louis Napoleon, brother of the French Emperor, was in residence. Although Her Majesty Queen Beatrix does occasionally use the palace as a residence, it is open to the public whenever she's not staying there. Check the website for details of opening times.



CLEANING THE DIAMONDS AT COSTER DIAMONDS

SOMETHING DIFFERENT

COSTER DIAMONDS

Phone: +31 20 305 5555

Email: info@costerdiamonds.com

Address: Paulus Potterstraat 2-6, 1071

Website: www.costerdiamonds.com

Diamonds may not be the first thing that comes to mind when you think of the Dutch capital, but Amsterdam is often referred to as the 'City of Diamonds'. Many of the city's diamond factories offer free tours in which visitors can watch the stones being graded, cut and polished. Amsterdam's most famous diamond factory is Coster Diamonds who first opened in 1840 and were responsible for cleaning the fabulous Koh-i-Noor diamond – part of the British Crown Jewels, for Queen Victoria. Of course, these diamonds are not just for show; why not pick up the perfect present for a loved one? Coster Diamonds has many private sales rooms, where the elite traveler can peruse and purchase with discretion.

WHAT TO DO ► DURING THE NIGHT

It's no surprise to learn that liberal Amsterdam has a very wild and exciting nightlife. The red light district is world famous, and people often visit

the city just to see this infamous area. Yet away from the clichéd images of prostitutes and decriminalized cannabis, Amsterdam is a great place for a party,

cocktail or quiet drink. There's also the fantastic Concertgebouw concert hall for classical music lovers and plenty of late night cafés.



CLUB

JIMMY WOO

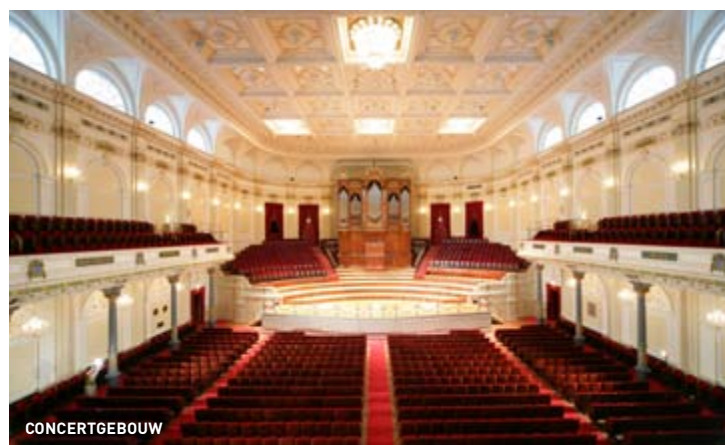
Phone: +31 20 626 3150

Email: mr.woof@jimmywoo.com

Address: Korte Leidsedwardsstraat 18, 1017

Website: www.jimmywoo.com

It doesn't matter how many people are inside Jimmy Woo; there's always a line. Easily one of Amsterdam's hottest clubs (and one of the hardest to get into), Jimmy Woo attracts the famous and the wealthy. The décor is very oriental; a mixture of the ancient Hong Kong and modern cool, with dark lighting and black tables. The music varies nightly and visitors can expect to hear anything from hip-hop to house to electronic and soul pumping out of the impressive sound system. Chic and trendy, Jimmy Woo is easily accessible from all the top hotels in Amsterdam. The party doesn't get going until well after midnight and carries on into the early hours of the morning. Call ahead to request table service and ask your concierge to organize your entry on the guest list.



MUSIC

CONCERTGEBOUW

VIP contact: Maddy Bergsma, Communications

Phone: +31 20 573 0590

Email: m.bergsma@concertgebouw.nl

Address: Concertgebouwplein 10, 1071

Website: www.concertgebouw.nl

Considered one of the finest concert halls in the world, thanks to its exceptional acoustics, Concertgebouw is the pride of Amsterdam. The incredible sound quality means that catching a concert here is a unique and highly enjoyable experience; you really will struggle to find the same richness of tone elsewhere. Originally opened in 1881, the hall was designed by A. L. van Gendt, and has benefited from many successful renovations over the years. Currently the Concertgebouw is the second most visited concert hall in the world, so it's always best to ring ahead to make sure that you get a seat. You can expect performances of the highest caliber from world-renowned performers.



CLUB

CLUB

AIR

VIP contact: Mathijs Siemens

Phone: +31 20 820 0670

Address: Amstelstraat 16, 1017

Website: www.air.nl

One of Amsterdam's newest clubs is also one of its finest. Air, popular with the trendies and hipsters of the city's scene, opened in 2011 to widespread acclaim. The club has an intimate feel despite its large size, while the interior from Dutch designer Marcel Wanders oozes sex appeal. The music is generally house and electronic, blasted out of the state-of-the-art Void Acoustics sound system, and the atmosphere is always lively. The team behind Air are all experienced members of the social scene who know exactly what guests want from a night out. Ring ahead to secure table service and enjoy excellent attentive service from your own personal waitress.

WHAT TO DO ► DURING THE NIGHT



SUZIE WONG

BAR

SUZIE WONG

VIP contact: Ellen Zoutman

Phone: +31 20 626 6769

Email: info@suzy-wong.nl

Address: Korte Leidsedwardsstraat 45, 1017

Website: www.tao-group.nl

The little sister to one of Amsterdam's hottest clubs, Jimmy Woo, lies just across the street. Suzie Wong complements her big brother well; trendy yet sophisticated, the bar is a hotspot for Dutch celebrities and the movers and shakers on the Amsterdam scene. Stylish and modern, the interior was created by well-known designer Eric Kuster and mixes various cinematic styles to create a glamorous setting. The bar serves an extensive selection of delicious cocktails and the atmosphere is relaxed; the perfect place to enjoy a few drinks before heading over the road to Jimmy Woo.

ENTERTAINMENT

SUPPERCLUB

Phone: +31 20 344 6400

Email: amsterdam@supperclub.com

Address: Jonge Roelensteeg 21, 1012

Website: www.supperclub.com

Supperclub guarantees a unique mix of food, drink, music, performance and dance, and more than delivers on its promise. While reclining on mattresses amid a spectacular and glamorous décor, guests are served lively Mediterranean food that will appeal to those who enjoy trying something new – in every sense! Performances from famous Dutch art schools like the Rietveld Academy and the Theaterschool provide the entertainment and once the show's over, top international DJs provide the beats till late into the night. Drinks include delicious cocktails, and the crowd is always super trendy, super cool and very beautiful.



TWENTY THIRD BAR

BAR

TWENTY THIRD BAR AT HOTEL OKURA

VIP contact: Marc Wüst, Bar Manager

Phone: +31 20 678 7111

Address: Hotel Okura, Ferdinand Bolstraat 333, 1072

Website: www.okura.nl

Located next door to the fantastic Ciel Bleu, mentioned in Elite Traveler's 'Where to Dine' section, Twenty Third Bar boasts an unrivalled view over Amsterdam. In a city with relatively few high-rise buildings, the chance to sip some delicious drinks and enjoy the sparkling beauty of Amsterdam at night is one that should not be missed. The drinks selected by sommelier Noël Vanwittenbergh include 17 different champagnes and a range of stylish cocktails, while the décor is sleek and stylish. Popular with the city's wealthy elite, the bar has a lively atmosphere, and if you get hungry there's a range of delectable snacks on offer from the Ciel Bleu kitchen.

SOMETHING DIFFERENT

RED LIGHT DISTRICT

Amsterdam's red light district may well be the city's most iconic attraction. Famous worldwide because of its sleazy reputation, you may be wondering why such a place would be mentioned in Elite Traveler. The simple fact is that the red light district is actually a fun place for a stroll. After all, it would be a shame to come all the way to Amsterdam and not visit the landmark, and with the government looking to rebrand the area, it may be one of the last chances to see the red light district in all its glory. With its famous red lights, unique architecture and a lively atmosphere, the area attracts plenty of curious onlookers who are merely there to soak up the ambiance, from parties of tourists to curious couples. The notorious scantily clad ladies peer out from the shop windows, but you can't take pictures, as the security won't allow it. Of course, the area does attract a few unsavory characters, so it's always best to stick to the main streets.

WHAT TO DO ► FEATURED EVENTS



AMSTERDAM INTERNATIONAL
FASHION WEEK

Fashion, art and food are all important to Amsterdammers, and it's no surprise to find that the city hosts a magnificent festival for each one.

AMSTERDAM INTERNATIONAL FASHION WEEK

January 25-29, 2012

VIP contact: Bianca Aslani

Phone: +31 20 320 9953

Email: bianca@m-pr.nl

Address: Westergasfabriek, Pazzanistraat 37, 1014

Website: www.amsterdamfashionweek.com

Launched in 2004 to put Dutch fashion on the map, Amsterdam International Fashion Week is now into its 16th show. Combining new talents with older, established names, the festival has become well known for its trendsetting labels and glamorous setting. The growth of interest in Dutch design has led to the festival becoming popular with international guests and designers. Of course, this is an Amsterdam festival, so you can expect plenty of unusual designs and unique presentations, as well as plenty of innovation and creativity. Spread over several days, the fashion show is run twice a year, in the winter and summer. To see a full program of events, check the Amsterdam International Fashion Week website.



ART AMSTERDAM

ART AMSTERDAM

May 9-13, 2012

VIP contact: Pim van Houten

Phone: +31 20 549 2225

Email: p.v.houten@rai.nl

Address: RAI International Exhibition and Congress Centre, 1070

Website: www.amsterdamfashionweek.com

Art and Amsterdam go hand in hand: Rembrandt, Vermeer, and Van Gogh; Dutch artists have become well known around the globe. Art Amsterdam celebrates art by showcasing new talent from the Netherlands and around the world, and will include photography, painting, sculpture, video art, installations and drawings. The 2011 show featured a total of 133 galleries, of which 44 were international, and the 2012 show is expected to be even larger, with more international galleries. In addition, many of the city's museums and art spaces will hold special exhibitions and shows during the Art Amsterdam period.



TASTE OF AMSTERDAM

TASTE OF AMSTERDAM

September 22-25, 2012

VIP contact: Jan Willem Te Gussinklo

Phone: +31 20 661 8135

Email: jw.te.gussinklo@maussen.com

Address: Amstelpark, Europaboulevard Buitenveldert

Website: www.tasteofamsterdam.com

Taste of Amsterdam is the Dutch branch of the world famous food festival, and as food festivals go, it's a delightful way to celebrate Dutch cuisine. Located in the sprawling Amstelpark, the festival features a number of the Dutch capital's finest restaurants, as well as live cook-offs, classes, lectures and wine tasting events. Expect plenty of fun filled activities such as a cookery class from three Michelin-starred chefs or the 'cheesewar', a showdown to see if beer can compete with wine as a complement to cheese. A perfect way to end the Dutch summer, the festival is a celebration of the good life in a relaxed, convivial atmosphere.

WHAT TO DO ► SHOPPING

Fashion plays a key role in today's Amsterdam, and the city is packed with designer boutiques that are renowned the world over, thanks to their pioneering and individual attitude to design. One of the best areas to find high-end shops in

Amsterdam is De Negen Straatjes, or 'The Nine Little Streets'. The area itself is as beautiful as the people wandering in and out of the designer shops, specialist boutiques and cozy cafés. P.C. Hooftstraat is where you'll find international brands

such as Gucci and Chanel, as well as in department stores like de Bijenkorf. Other popular shopping areas include Dam Square, Leidsestraat and Utrechtsestraat, where you'll find plenty of upscale boutiques and a diverse range of shops.

BEST SHOPPING AREAS / DISTRICTS

THE PEOPLE OF THE LABYRINTHS

VIP contact: Johan Bak, General Manager

Phone: +31 20 664 0779

Email: amsterdam@labyrinths.nl

Address: Van Baerlestraat 42-44, 1071

Website: www.labyrinths.nl

Considering the effect that art has had on Dutch culture, it's no surprise to discover that this influence has extended into the city's fashion world. The People of the Labyrinths is a truly innovative store that uses art to inspire all its designs, from hand-dyed clothes to handbags. In addition to fashion and interiors, POTL also specializes in a unique brand of cosmetics and perfumes, all of which carry its signature style. Visitors to the store may even expect to see one or two Dutch celebrities browsing the unusual clothing.

DROOG

VIP contact: Agata Jaworska

Phone: +31 20 523 5059

Email: shop@droog.com

Address: Staalstraat 7b, 1011

Website: www.droog.com

Shopping in Amsterdam wouldn't be complete without a trip to Droog, the internationally renowned lightings, accessories and furniture store, which now has branches across the USA. The original Droog is based in Amsterdam and received instant notoriety due to its innovative and humorous approach to design. The use of redundant and unusual materials to create useful objects, means visitors to the store can pick up one-of-a-kind items, like the sloppily bundled set of drawers created by Tejo Remy, one of Droog's most famous products.

MARLIES DEKKERS

VIP contact: Myrthe Van Haren, Senior PR Representative

Phone: +31 20 421 1900

Email: mdstore-9straatjes@marliesdekkers.com

Address: Berenstraat 18, 1016

Website: www.marliesdekkers.com

The lingerie store that inspired many a celebrity to 'undress to impress' has two stores in Amsterdam, the most recent of which can be found in the 'Nine Streets' area of the Dutch capital. The store is an oasis of luxury, with a lounge area complete with fireplace and gorgeous hand-painted wallpaper, all of which add to sensual pleasure of shopping here. Internationally renowned for lingerie that oozes class and elegance, Marlies Dekkers is ideal for shoppers who like to look good and feel good. Don't be surprised if you bump into some local celebrities in Marlies Dekkers.

DE BIJENKORF

Phone: 0900 0919 (only possible from the Netherlands)

Address: Dam Square 1, 1012

Website: www.debijenkorf.nl

The Dutch equivalent of Harrods in London or Macy's in New York, de Bijenkorf is an Amsterdam institution. Beginning life in 1870 as a small store selling buttons, de Bijenkorf now has outlets across the Netherlands. The flagship store in Amsterdam is located in Dam Square and considered a worthwhile trip even if you don't fancy shopping. However, if you do fancy flexing your plastic then you'll find that De Bijenkorf has all the high-end brands you could want, as well as a top class restaurant (La Ruche), art gallery and numerous cafés.



WHAT TO DO ► SHOPPING

FASHION AND ACCESSORIES

ARMANI

Phone: +31 20 471 1121
Address: P.C. Hooftstraat 39-41
Website: www.giorgioarmani.com

BURBERRY

Phone: +31 20 364 0160
Address: P.C. Hooftstraat 69, 1071
Website: www.burberry.com

CHANEL

Phone: +31 20 305 3777
Address: P.C. Hooftstraat 66-68, 1071
Website: www.chanel.com

DOLCE AND GABBANA

AZZURO
Phone: +31 20 671 6804
Address: P.C. Hooftstraat 142a, 1071
Website: www.dolcegabbana.it

GUCCI

Phone: +31 20 662 5184
Address: P.C. Hooftstraat 56-58, 1071
Website: www.gucci.com

HERMÈS

Phone: +31 20 305 7050
Address: P.C. Hooftstraat 97, 1071
Website: www.hermes.com

LOUIS VUITTON

Phone: +31 20 575 5775
Address: P.C. Hooftstraat 65-67, 1071
Website: www.louisvuitton.com

PRADA

AZZURO
Phone: +31 20 671 6804
Address: P.C. Hooftstraat 142a, 1071
Website: www.prada.com

VERSACE

AZZURO
Phone: +31 20 671 6804
Address: P.C. Hooftstraat 142a, 1071
Website: www.versace.com



PEOPLE OF THE LABYRINTHS

MARLIES DEKKERS



MARLIES DEKKERS



NEED TO KNOW ► MARINAS / PRIVATE JET TERMINALS / EXCLUSIVE TRANSPORT

With access to the waters of the Wadden Sea and the North Sea, and with many areas of Northern Europe easily accessible from the

marinas surrounding Amsterdam, sailing a yacht to the Dutch capital makes perfect sense. The Amsterdam Airport Schiphol provides access to elite

travelers travelling by private jet, and there are plenty of car rental companies for those who prefer traveling in four-wheeled luxury.



MONNICKENDAM

VIP contact: Angela Boering

Phone: +31 29 965 2595

Email: info@marina-monnickendam.nl

Address: Jachthaven 1, 1140 AV Monnickendam

Website: www.marina-monnickendam.nl

Located seven miles to the north of Amsterdam in the picturesque town of Monnickendam, Monnickendam Marina is an ideal harbor for yachters. The marina has six berths available for 25-30m (82-98ft) yachts, and is 15.5 miles from Amsterdam's international airport. The marina is open all year, seven days a week, and boasts an abundance of facilities. Electricity, water and sanitation are all available, as well as a bicycle hire service, a BBQ area and children's park. The town of Monnickendam and the city of Amsterdam are both within easy reach; Monnickendam itself is a small village but was once a lively port area. There are several historical sites that are notable, including the 14th century church of St. Nicholas. The village also has a collection of restaurants and bars, and the Michelin-starred Poosthorn restaurant is well worth a visit. The location of the marina means that there is easy access to IJsselmeer, the Wadden Sea and the North Sea, some of the finest sailing areas in Northern Europe.

AMSTERDAM AIRPORT SCHIPHOL - MENZIES AVIATION

VIP contact: Gilles Korstanje

Phone: +31 20 446 6525

Email: gilles.korstanje@menziesworld.nl

Address: Postbus 75625, Schiphol Airport, 1118

Website: www.menziesaviation.com

Located 5.6 miles to the southwest of Amsterdam, the Amsterdam Airport Schiphol (AMS) is the Netherlands main international airport. Menzies Aviation operates a ground handling service at the airport, providing check-in, cabin cleaning and VIP business lounge facilities for passengers.

LE TOUR AMSTERDAM

Phone: +44 207 328 9500

Email: info@le-tour.co.uk

Website: www.le-tour-amsterdam.com

With a range of luxury cars for hire that include the Rolls Royce Phantom, Maybach 62 and Bentley Arnage, all of which come with a personal chauffeur, Le Tour Amsterdam make sure that you arrive in style. Whether it's for a business meeting or airport transfer, the professional drivers will go out of their way to make sure everything runs smoothly for you.

NEED TO KNOW USEFUL INFORMATION

WHEN BEST TO GO

Amsterdam's generally mild temperature means the city is a great place to visit all year round. The different seasons each bring a change to the city, from the snow-tinged beauty in the winter to the lively summer atmosphere. Temperatures in the summer average around 20°C while the winter is much colder, with average temperatures around 3-4°C.

LOCAL CUSTOMS

Amsterdammers are known for their liberal toleration; prostitution is legal and certain drugs such as cannabis have been decriminalized, although recent laws have banned the sale of hallucinogenic drugs and the local council has attempted to clean up the red light district. Many Dutch customs are similar to those in the other parts of Western Europe, and you can expect locals to be helpful and friendly.

ATTIRE

Western-style dress is the norm, and many of the bars and clubs welcome a relaxed approach to clothing. That said, some of the classier restaurants may require more formal dress so it's best to check with your concierge.

LANGUAGE

Dutch, though English and other European languages are widely spoken.

CURRENCY

Euro

EXCHANGE RATE

\$1 = €0.70

£1 = €1.11

COUNTRY DIALLING CODE

+31

24 HOUR EMERGENCY CONTACT

Ambulance: 112

Fire: 112

Police: 112

EMBASSY CONTACTS

US Consulate General +31 20 794 0808

British Consulate General +31 20 676 4343

TIME ZONE

GMT +1

POPULATION

780,152

RELIGIOUS DEMOGRAPHIC

Christian

PUBLIC HOLIDAYS

January 1 - New Year's Day

April 22 - Good Friday

April 24 - Easter Sunday

April 25 - Easter Monday

April 30 - Queen's Day

June 2 - Ascension Day

June 12 - Pentecost Sunday (Whitsunday)

June 13 - Pentecost Monday

December 25 - Christmas Day

December 26 - Boxing Day

TYPICAL OPENING HOURS

Opening hours tend to vary in Amsterdam, although most shops are usually open from 9am to 6pm Monday to Saturday and 12pm to 5pm on Sundays.

Month	Mean temperature (°C)		Total rainfall (mm)	Rain days per month
	Daily minimum	Daily maximum		
January	1	5	48	22
February	1	6	42	19
March	3	9	42	16
April	5	13	34	16
May	8	17	34	14
June	11	19	47	14
July	13	22	56	17
August	13	22	61	18
September	11	19	64	19
October	8	14	63	20
November	5	9	66	21
December	2	6	58	21

AMSTERDAM IN THE WINTER

