

PRESS RELEASE,

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The Launch of Amsterdam's grassroots platform for unique, personal and sustainable experiences - Who Is Amsterdam - on March 23rd, 2023

Do tourism and a livable city go together? We think so. Especially by attracting visitors who want more than just a tour of the Amsterdam Red Light District or circling the canals on a big boat. The kind that want to know the soul of Amsterdam through unique personal experiences.

For them and for the city we love so much, we are launching '**Who Is Amsterdam**' - a travel platform for a new wave tourism on March 23rd. It's a place to find and book unique, authentic and sustainable tours in and around Amsterdam. Through this, we contribute to a different kind of tourism that is good for visitors, residents, entrepreneurs and the city.

Who Is Amsterdam is full of unique experiences that share stories you cannot find in guidebooks, where visitors interact with uninhibited locals, visit authentic local family-run businesses and taste their offerings, dive into the counter-culture of the Northern part of Amsterdam, etc. The list goes on. Brought to you by award-winning independent tour operators with thousands of five-star reviews and curated by local guides.

WORKING TOWARDS SUSTAINABLE TOURISM

Creating immersive experiences are our priority, but not at any price. We protect the city by applying the following five criteria:

1. Preservation of cultural heritage,
2. Create benefits for local residents and entrepreneurs,
3. Practice sustainable leadership,
4. Embrace inclusiveness, and
5. Respect for the environment.

In short, we take sustainability in travel seriously and put it into practice. This is also evident from the fact that 'Who is Amsterdam' and four of our partners are among the total of sixty companies selected across Europe for the TOURBAN EU programme: Sustainable Urban Tourism Acceleration 2022 - 2023.

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Visit our platform on www.whoisamsterdam.com