

Beat: Travel

Amsterdam awarded travel prize

Internationally recognised destination

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USPA NEWS - The UK travel trade publication Selling Short Breaks has announced the winners of its Travel Agents Choice Awards 2012, with Amsterdam picking up an award for “Short haul destination of the year for City Breaks”.

Internationally recognised destination

Representatives from Amsterdam Marketing will proudly collect the city’s award for “Short haul destination of the year for City Breaks” at the World Travel Market event in London, taking place from 5 to 8 November.

The recognition from the readers of Selling Short Breaks magazine reflects the results of the Amsterdam Visitor Survey 2012, which was published earlier in 2012. A wide range of visitors to the Amsterdam Metropolitan Area were interviewed for the survey: Dutch and international visitors, tourists and business travellers and same-day visitors that opt not to stay the night.

In general, the 10,000 surveyed visitors were extremely satisfied with the city, producing an impressive overall rating of 8.1 out of 10. In particular, visitors to Amsterdam were primarily pleased with aspects including cultural activities, the atmosphere, the compact layout of the city and its architecture.

Travel success

Amsterdam Airport Schiphol also plays an important role in bringing international visitors to Amsterdam. Already in 2012, the airport has collected a number of industry awards, including Best Airport in Europe (Business Traveller magazine), Europe’s Best Airport (Skytrax) and Best European Airport (Airports Council International).

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