



City of Amsterdam

CITY COACH POLICY

The Coach Bus as a Problem

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Amsterdam 2014

Visitors 🏠 17,6 million

Hotel guests 🏠 7,2 million

Hotelrooms 🏠 27.000

Residents 🏠 810.000



Traffic Policy Objectives

Overall

- Public Space
- Traffic Safety
- Traffic Circulation





Coach Traffic

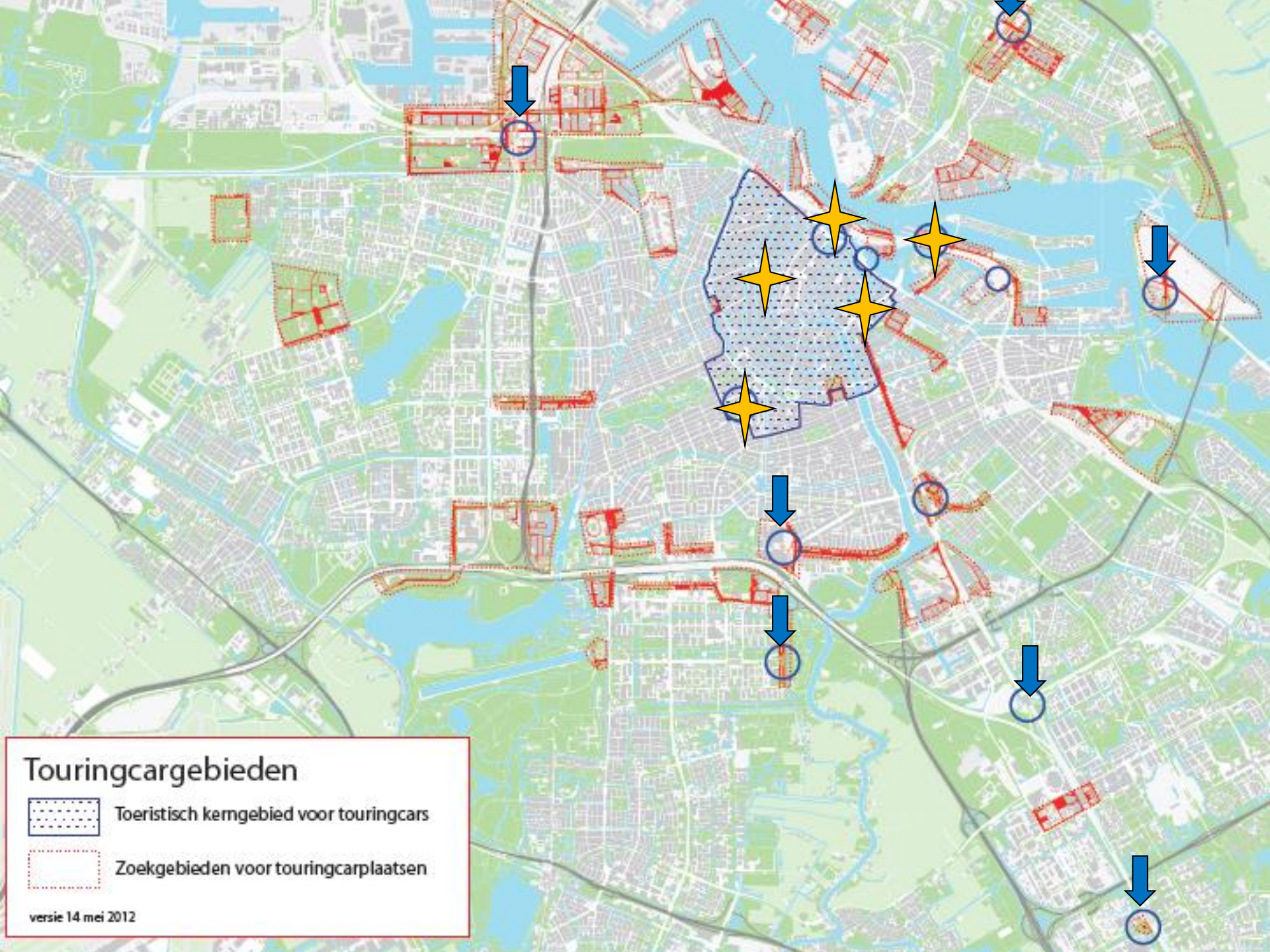
1. City facilitating tourism growth with routes, stops and parking
2. Market responsible for reducing nuisance and congestion. Taking care of busstop and parking management.



Present Coach Traffic Policy

Different Facilities for Different Coach Market

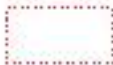
 Long distance line inbound	Busstop at Railstation City Border
 Long distance coach outbound	Coach Parking City Border
 Excursions outbound	Excursion terminal at PTA Sea Cruise Terminal
City Roundtours	Routes and stops
 Specific destination City Center	Busstop near destination adres (e.g. museum, canal/river/sea cruises)



Touringcargebieden



Toeristisch kerngebied voor touringcars



Zoekgebieden voor touringcarplaatsen

versie 14 mei 2012



Coach Stewards Project

Convenant City – Tourist Market

- 1. Busy coach stops in city center**
- 2. City facilitates busstop, parking and routes**
- 3. Market is host and regulator**
- 4. Facilities will be removed in case of nuisance or congestion**

(KNV Coach Industry Association is absent)



Current Developments

- 1. Tourism growing**
- 2. Streets are crowding**
- 3. Low emission zone**
- 4. Low weight vehicle zone**



Coach Parking facilities

Museumplein



PTA



✕✕✕ Coaches in a PT busstation?





Problems

- 1. “Group tourism = crowded streets”**
- 2. Door-to-door service under pressure by access restrictions**
- 3. International market vs. local regulation**
- 4. Coach industry - weak business and organisation**



Opportunities

- 1. Cooperation city < > coach industry**
- 2. Cooperation coach industry < > public transport industry**
- 3. European as regulator and administrator of coach marketplace.**