



AMSTERDAM TRAVEL AGENCY

CUSTOMER JOURNEY
& BRAND EXPERIENCE

CONCEPT

"LIKE A LOCAL"

In order to effectively welcome tourists as they arrive in Amsterdam, I wanted to help them feel as though **they belonged**. This includes humanizing the design with hand drawn elements so as to have a more traditional and personal feel, while also making it legible, friendly, and of course, **approachable**. Furthermore, the included copy and information allows tourists to feel as though they are **"in the know"**.

LOGO / WORDMARK

AMSTERDAM

X X X

TOTE BAG



The orange +'s are symbolic of the best things to see and do in Amsterdam according to locals. The turned angle of the X into a + shows that these destinations should be added to your journey. The three icons included represent the famous aspects of Amsterdam culture; from transportation (bikes), to life (tulips), to ornate buildings (windmill).

TOTE BAG



FREE TRAIN RIDE COUPON



MAP (INTERIOR)

KEY:

- WATERWAYS
- PARKS & GREENERY
- MOTORWAYS
- RAILWAYS

DESTINATIONS

- 1. Amsterdam Centraal Station** - Rail Station
Don't forget your Free Ride Ticket!
- 2. Red Light District** - Neighborhood Hub
Famous in Amsterdam, but not always family-friendly.
- 3. Rijksmuseum** - Art Museum (~\$61.49)
Contains over 1 million pieces in its collection and has more than 8,000 on display dating from the 1200s.
- 4. Anne Frank House** - Specialty Museum (~\$13.84)
The Anne Frank House (Dutch: Anne Frank Huis) is dedicated to Jewish wartime diarist Anne Frank.
- 5. Van Gogh Museum** - Art Museum (~\$28.15)
Houses more than 200 stunning works and manuscripts of Van Gogh.
- 6. The Jordaan** - Neighborhood Hub
The Jordaan is a relaxing local neighborhood that features coffee shops, bars, and restaurants and more.
- 7. A'dam Lookout** - Observation Decks & Towers
Now the most visible landmark in Amsterdam, there are stunning views of the city from the top.
- 8. Body Worlds** - Science Museum (~\$22.41)
The exhibit takes you on a journey of the Happiness Project, displaying all aspects of the human body.
- 9. Vondelpark** - Public Park
Large green expanse of beautifully planted and maintained parkland and gardens.
- 10. ARTIS Amsterdam Royal Zoo** - Zoo (~\$39.44)
Has a wide variety of animals and even a butterfly house.
- 11. NEMO Science Museum** - Science Museum (~\$24.50)
Proof that science and technology can be captivating for all ages.
- 12. Royal Palace Amsterdam** - Landmark
Though it's in use by the Dutch Royal House, you are welcome to discover the rich history and interior of this magnificent building.

DINING

- 1. Hap-Hmm** - \$ 'Yummy Bite' has been dishing up traditional Dutch cuisine since 1935.
- 2. Sotto Pizza** - \$ One of only two pizzerias in the country to be accepted!
- 3. Stork** - \$\$ A free ferry shuttles you across the water to Noord. This former factory that now serves the best seafood.
- 4. Moeders** - \$\$ 'Mothers' is a quirky restaurant decorated with photos of customers' actual mothers. Has the closest thing the Dutch have to a national dish.
- 5. Jansz** - \$\$\$ Classics with a modern twist are the name of the game in this former apothecary's shop with a canal view.
- 6. Gebr. Hartering** - \$\$\$ Family owned business focuses on local ingredients, the best wines, and several-course meals.

SHOPPING

- 1. De Negenstraatjes** - Central Canal Ring
Brimming with cute boutique shops and charming cafes.
- 2. Madison de Bonneterie** - Old City Centre/ Old Side
A luxurious shopping experience, complete with top fashion brands, spa and the opportunity to book a personal shopper.
- 3. Kalverstraat** - Old Center/ Red Light District
Lined with numerous stores suited to every budget and style.
- 4. Spiegeklwartier** - Central Canal Ring
Known for its antique and art shops.
- 5. Waterlooplein Flea Market** - Red Light District
A famous Amsterdam flea market where you can find great bargains.

Along with recommendations for Dining, Shopping, and Destinations, there is a description of what each place offers, which may also include pricing and location information when applicable.



KEY:

- WATERWAYS
- PARKS & GREENERY
- MOTORWAYS
- RAILWAYS

DINING

1. **Hop-Himm** - \$ 'Yummy Bite' has been dishing up traditional Dutch cuisine since 1935.
2. **Sotto Pizza** - \$ One of only two pizzerias in the country to be accepted!
3. **Stonk** - \$\$ A free ferry shuttles you across the water to Noord. This former factory that now serves the best seafood.
4. **Moeders** - \$\$ 'Mothers' is a quirky restaurant decorated with photos of customers' actual mothers. Has the closest thing the Dutch have to a national dish.
5. **Jansz** - \$\$\$ Classics with a modern twist are the name of the game in this former apothecary's shop with a canal view.
6. **Gebr. Hartering** - \$\$\$ Family owned business focuses on local ingredients, the best wines, and several-course meals.

SHOPPING

1. **De Negenstraatjes** - Central Canal Ring
Brimming with cute boutique shops and charming cafes.
2. **Maison de Bonneterie** - Old City Centre/ Old Side
A luxurious shopping experience, complete with top fashion brands, spa and the opportunity to pick a personal shopper.
3. **Kalverstraat** - Old Center/ Red Light District
Lined with numerous stores suited to every budget and style.
4. **Spiegelkwaarder** - Central Canal Ring
Known for its antique and art shops.
5. **Waterlooplein Flea Market** - Red Light District
A famous Amsterdam flea market where you can find great bargains.

DESTINATIONS

1. **Amsterdam Central Station** - Rail Station
Don't forget your Free Ride Ticket!
2. **Red Light District** - Neighborhood Hub
Famous in Amsterdam, but not always family-friendly.
3. **Rijksmuseum** - Art Museum (~\$61.49)
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4. **Anne Frank House** - Art Museum (~\$13.84)
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Has a wior
11. **...**

AMSTERDAM
XXX

EXPLORE
LIKE A
LOCAL

AMSTERDAM NEW ARRIVAL KIT



BANNER DESIGN



COUPON TOKEN BOOK

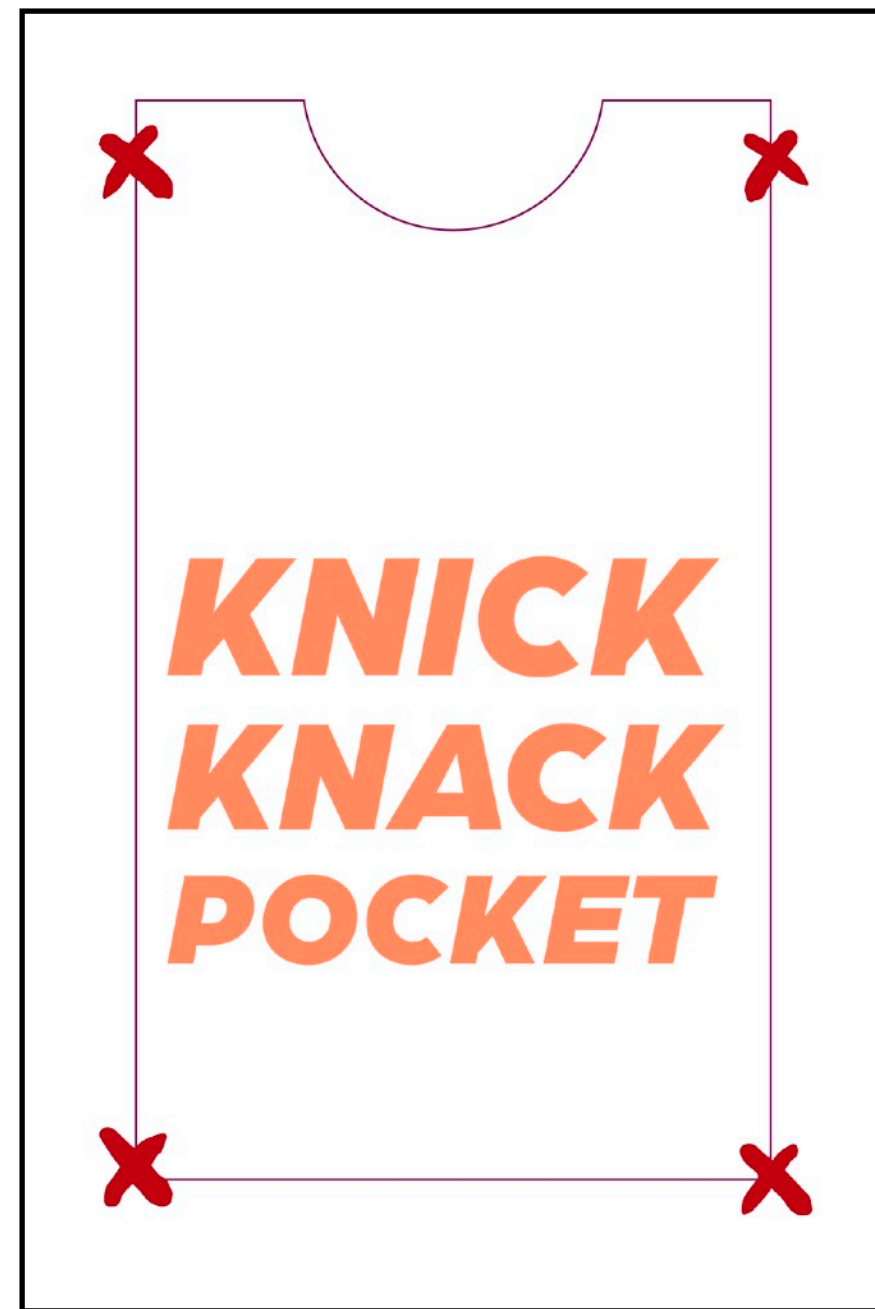
Circular coupons to mimic tokens, coins, or chips, can be ripped out of book along dotted line.



TRAVEL LOG



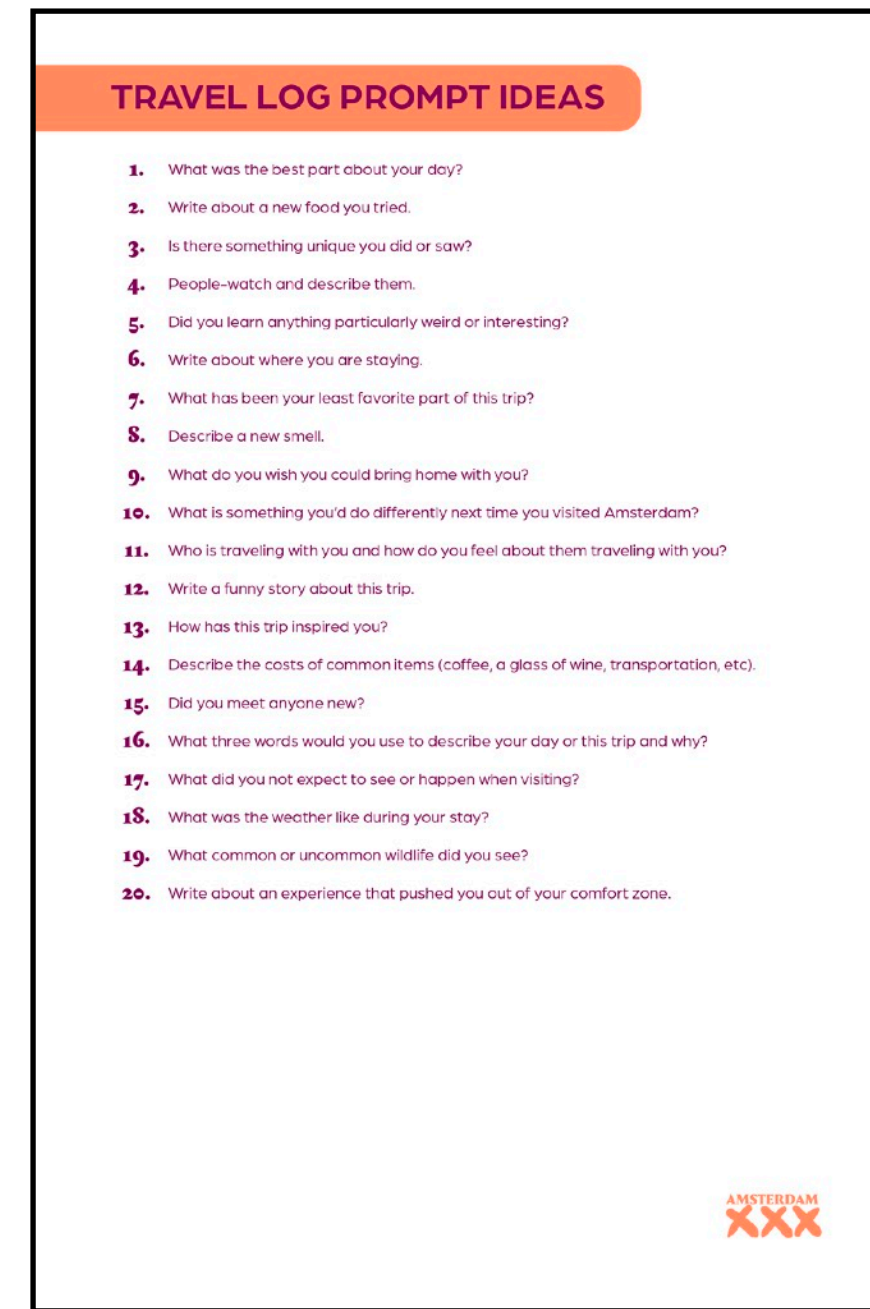
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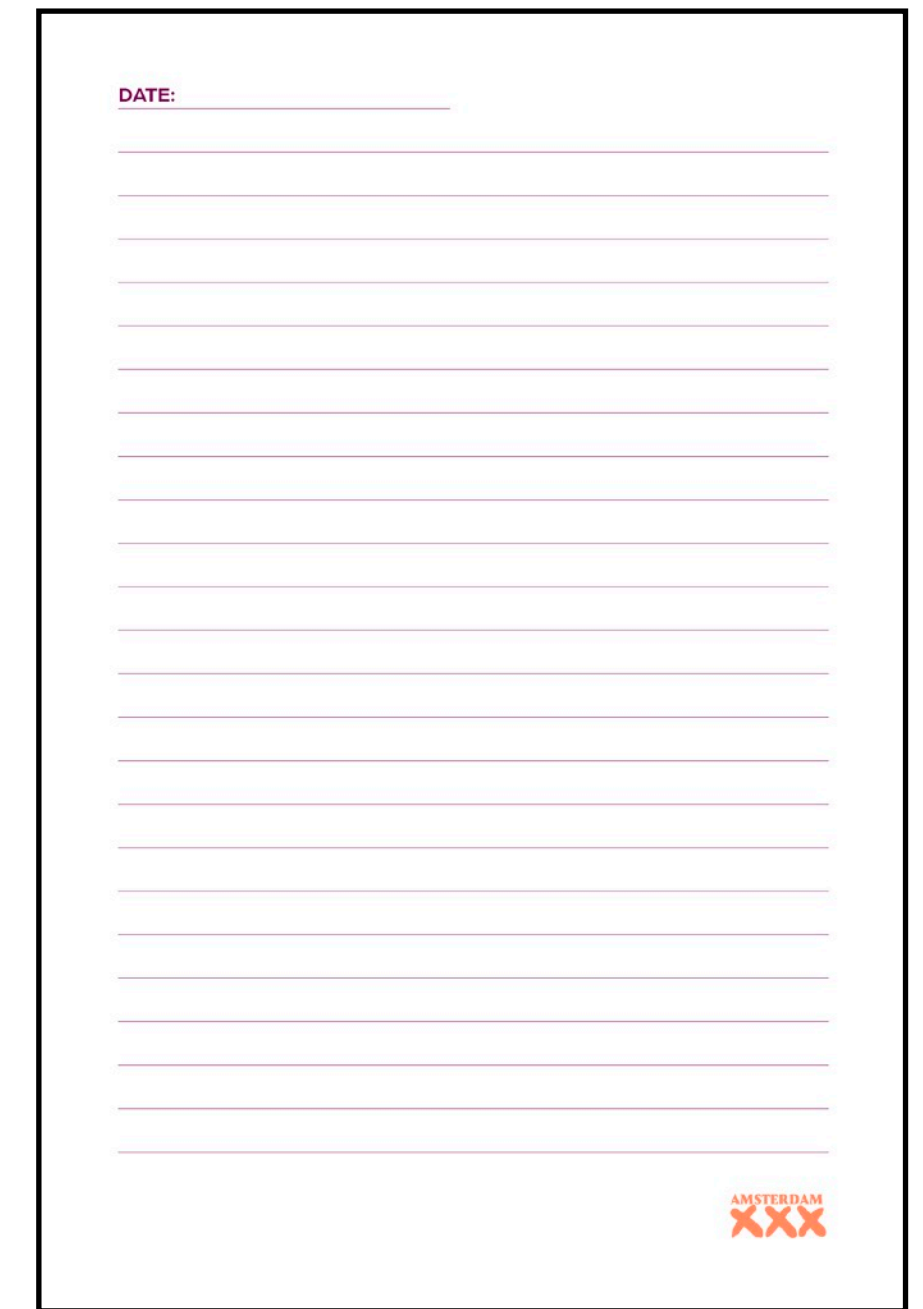
(INTERIOR PAGE 1 WITH POCKET)



(POPULAR AMSTERDAM INFORMATION CHEAT SHEET)



(WRITING PROMPTS)



(LINED AREAS FOR JOURNALING)

TRAVEL LOG



PAPER FORTUNE TELLER / GUIDE

1 I dare you to get a pair of custom made clogs

2 RIDE A BOAT

3 relax at a coffee shop, maybe people-watch like a local

4 Type in "free walking tour audio" or "free guided tour audio" + "Amsterdam" on Google and follow along

5 Just start walking, follow the color of your choosing and see where you end up

6 rent a bike (and helmet) for the day and see more of the city

7 Get a gift for a friend

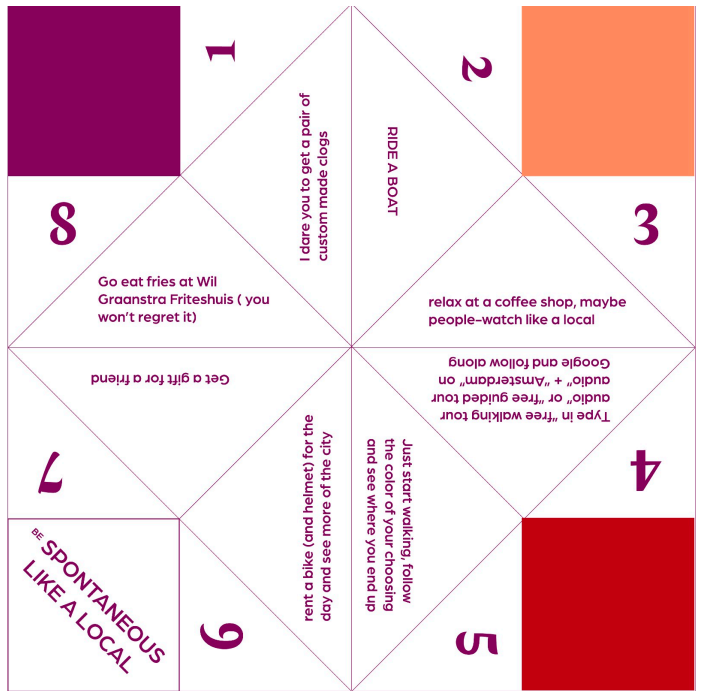
8 Go eat fries at Wil Graanstra Friteshuis (you won't regret it)

BE SPONTANEOUS LIKE A LOCAL

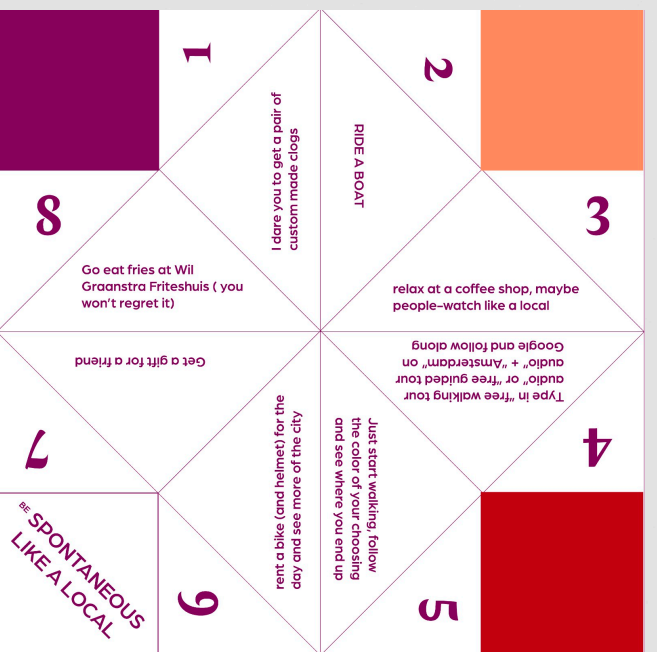
PAPER FORTUNE TELLER / GUIDE

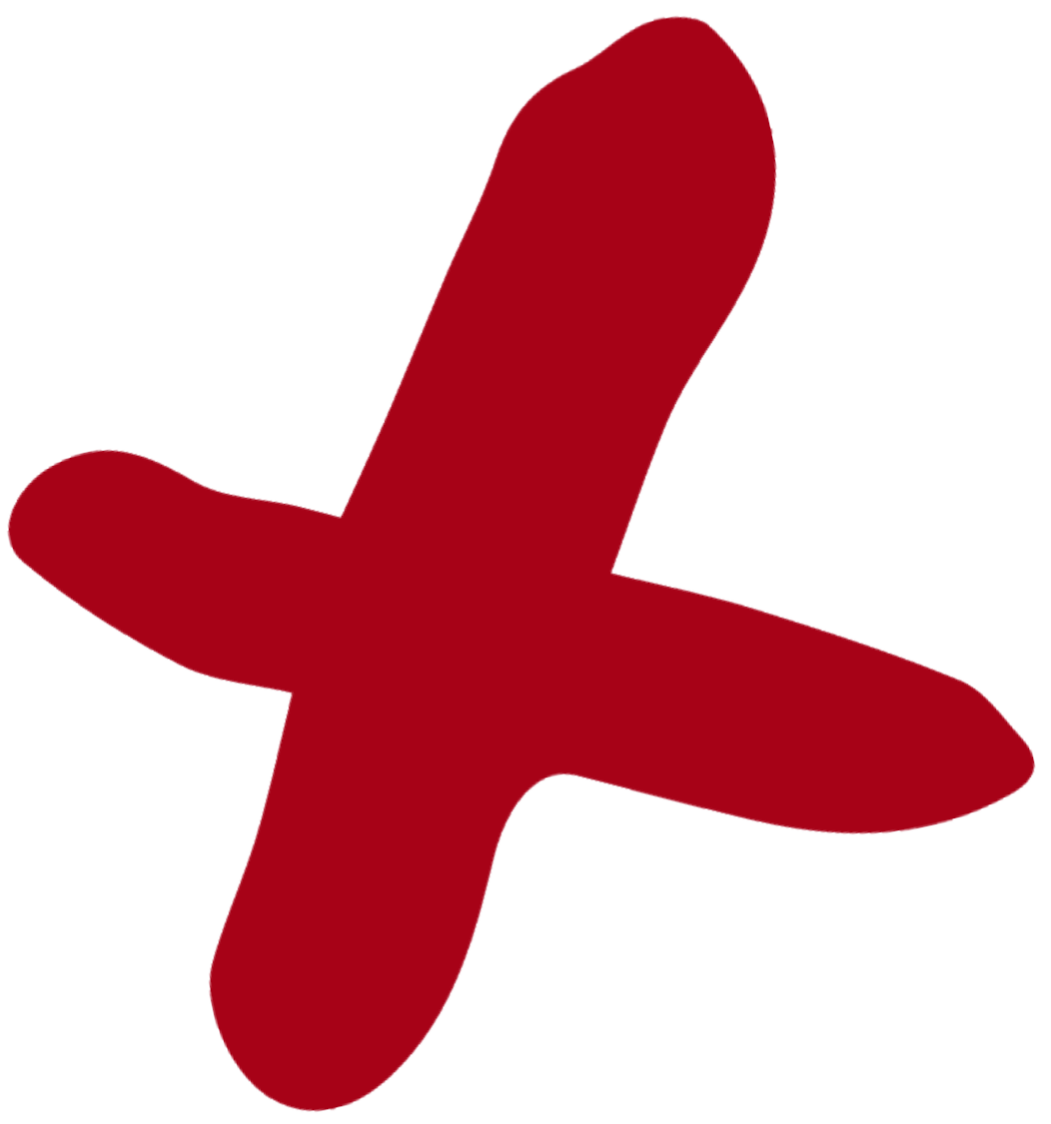


BANNER AND ADDITIONAL PROMOTIONAL ITEMS



EXPLORE AMSTERDAM





**thank
you!**

