3-day Amsterdam City Guide

A preplanned step-by-step time line and city guide for Amsterdam. Follow it and get the best of the city.
Other Destinations
London, Barcelona, Paris, Boston, Athens, Amsterdam, Rome, Budapest ...and more

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END OF DAY 1
Overview of Day 1
Attraction Details

09:00-10:30  Rijksmuseum  (Jan Luijkenstraat 1, Amsterdam)

Opening hours: Daily: 9am - 6pm • Admission: 12.5 €

THINGS YOU NEED TO KNOW
- Rijksmuseum is a national museum dedicated to arts, crafts, and history
- The collection contains some seven million art pieces
- It has an extensive collection of paintings from the Dutch Golden Age (17th c.) and a substantial collection of Asian art
- Rembrandts, Vermeers, Frans Hals and Jan Steens hang on the walls, including Night Watch and The Kitchen Maid
- King Louis Napoleon established the museum in 1808
- Its first home was in the Royal Palace on the Dam; its current monumental home was built in 1885 in neo-Renaissance style
- The protestant king and public first much disliked the building and mocked it "Cathedral" as it bares many Catholic elements thanks to Cuypers, its Catholic architect

THINGS TO DO THERE
- Pick up a free plan or take an audio guide
- Admire the masterpieces on display (the layout makes it easy to do a self-guided tour)
- Pay attention to the impressive interior of the building
- Do not miss the major works: The Milkmaid, The Jewish Bride, and Night Watch

TIPS & INSIGHTS
- Up until 2013, the Rijksmuseum will be renovated but most parts are still open to the public (the museum is still worth a visit in spite of the ongoing works)
- Audio guide is available for 5 €
- Two audio guide options are available: a general overview and a more specific painting-centered one describing the works in detail

MORE Info and Photos >

10:50-11:10  Concertgebouw  (Concertgebouwplein 10, 1071 LN, Amsterdam)

THINGS YOU NEED TO KNOW
- The Amsterdam Concert Hall (Concertgebouw) is one of the world's most prestigious and acoustically perfect concert halls
- It was built in 1888 in Neo-Dutch Renaissance style with a grand colonnaded Neo-Classical façade
- It is home to the world renowned Royal Concertgebouw Orchestra
- The creme de la creme of international musicians and conductors regularly perform here
- The building has two halls: a main hall and the smaller recital hall; both of which host daily performances

THINGS TO DO THERE
- Admire the beautiful building

TIPS & INSIGHTS
- Fantastic concerts are held here. Try to book your tickets for a concert while you are visiting
- Free lunchtime concerts on Wednesdays

MORE Info and Photos >
Attraction Details

### Vondelpark (Vondelpark 3, 1071 AA, Amsterdam)

**11:20-11:50**

**THINGS YOU NEED TO KNOW**
- Vondelpark is the largest (44 ha, 109 ac) and most popular park in Amsterdam
- This is the best place to go if somebody wants peace, quietness and relaxation
- It was established in 1864 by a few philanthropic citizens; the park was named after the 17th c. poet, Joost van den Vondel
- The park features everything needed to make it a lovely place: benches overlooking small ponds, flower gardens, walking and biking trails
- The place becomes especially lively on summer Sundays when many Amsterdamers escape the dense city and come here
- Concerts and plays are held in the open-air theater; the park is filled with joggers, skaters, and performers such as jugglers or fire-eaters; many play football, badminton or Frisbee
- A unique landmark of the park is the Blue Teahouse (Blauwe Theehuis) built in New Functionalist style that looks like a giant blue straw hat

**THINGS TO DO THERE**
- Take a walk, watch people in this well-tended garden any time of the year
- Find an empty bench and relax or stop in one of the many cafés for a cup of tea

**TIPS & INSIGHTS**
- Free performances are held in the open-air theatre
- Perfect place to go with kids on a summer day with paddling pool, playgrounds, puppet shows and face painting

**MORE Info and Photos >**

### Pieter Cornelisz Hooftstraat (Pieter Cornelisz Hooftstraat, Amsterdam)

**11:55-12:55**

**THINGS YOU NEED TO KNOW**
- Pieter Cornelisz Hooftstraat is Amsterdam’s most elegant shopping street
- It is a relatively short street but all the must have luxurious brands are present here such as Vuitton, Armani, Dolce & Gabbana, Ralph Lauren, or Gucci

**THINGS TO DO THERE**
- Walk along this elegant shopping street
- Do some shopping or relax in a café

**TIPS & INSIGHTS**

**MORE Info and Photos >**

### City Canal Cruise (Stadhouderskade 30, 1017 MA, Amsterdam)

**14:00-15:30**

**Opening hours:** Apr - Sept, daily: 10am - 7pm, Oct - Mar, daily: 10am - 5pm • **Admission:** 13 €

**THINGS YOU NEED TO KNOW**
- Amsterdam has a 75-km-long (47 miles) canal system crossed by 1281 bridges
- The unique Amsterdam canal houses, waterside cafés, pretty bridges and houseboats make exploring the canals fun and enjoyable both on foot and boat
- A canal cruise is an absolute must when visiting Amsterdam
- Boat tours offer a different perspective on the city and feature audio systems that help experience Amsterdam in a way that you could not do on your own

**THINGS TO DO THERE**
- Sit back and enjoy the sightseeing
- Admire the beautiful traditional merchant houses, the numerous bridges, the typical houseboats and experience the unique vibe of Amsterdam

**TIPS & INSIGHTS**

**MORE Info and Photos >**
15:50-17:50

**Heineken Experience**  (Stadhouderskade 78, Amsterdam)

**Opening hours:** Daily: 11am - 7pm, Jan 1, Apr 30, Dec 25 and 26: Closed • **Admission:** 15 €

**THINGS YOU NEED TO KNOW**
- The Heineken Experience is a historic brewery for the internationally sold Dutch pilsner, Heineken beer
- The brewery was built around 1897; production ceased here in 1988
- The museum tells the story of Netherlands' most famous beer
- All brewing equipments are still in place: the copper stills, the fermentation tanks (each capable of holding a million glasses of beer), the multistory malt silos and more
- The tour includes the stable that gives home to robust Shire horses that pull Heineken's historic promotional drays loaded with Heineken beer barrels
- In one amusing attraction, standing on a moving floor and facing a large video screen, visitors can sense what it's like to be a beer bottle riding on a conveyor belt
- Visitors get a free Heineken beer at the end of the tour and receive a Heineken glass as a souvenir

**THINGS TO DO THERE**
- Tour around this informative former brewery
- Do not miss the 4D theater, the games and the interactive videos
- At the end of the tour enjoy the free beer in the Heineken bar at the top of the museum

**TIPS & INSIGHTS**
- Even if you are not a beer fan the museum is still an amusing experience

[**MORE Info and Photos >**](#)

18:10-18:25

**Leidseplein**  (Leidseplein, Amsterdam)

**THINGS YOU NEED TO KNOW**
- Leidseplein is a tacky, loud and fun square in the center of the city
- The area is the center of Amsterdam's nightlife
- The square and its vicinity are full of bars, outdoor cafés, coffee shops, restaurants, theaters, and dance clubs
- The square's liveliness is best experienced in the evening when street performers, such as fire-eaters, dancers, singers, family bands, and acrobats start to appear and entertain the crowds
- Leidseplein's most famous landmark is Art Nouveau American Hotel (1902) by Willem Kromhout (on the corner of Leidseplein and Leidsekade)
- This building was a forerunner of the later Amsterdam School of architecture

**THINGS TO DO THERE**
- Enjoy the fun atmosphere of the square
- Have a cup of coffee in a nearby café

**TIPS & INSIGHTS**
- Come back in the evening. Nightspots De Melkweg, Paradiso, and Holland Casino are close at hand

[**MORE Info and Photos >**](#)
Spice up your holiday

Turn your regular holiday into something extraordinary

See all fun activities in Amsterdam. Click here >
Overview of Day 2

LEAVE HOTEL  Tested and recommended hotels in Amsterdam >
Take Tram Line 2 or 5 to Hobbemastraat stop

09:00-10:00  Coster Diamonds • Free guided tour
Take a walk to Van Gogh Museum - 5’

10:05-13:05  Van Gogh Museum • The world's largest van Gogh collection
Lunch time
Take Tram line 2 or 5 from Hobbemastraat stop to Koningsplein stop

15:00-15:45  Bloemenmarkt • The only floating flower market in the world
Take a walk to Museum Van Loon - 10’

15:55-16:55  Museum Van Loon • Magnificent canal house
Take a walk to Amstel River - 15’

17:10-17:40  Amstel River • Nice riverside

END OF DAY 2

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Overview of Day 2
Attraction Details

09:00-10:00  
**Coster Diamonds**  (Paulus Potterstraat 2-6, 1071 CZ, Amsterdam)

**Opening hours:** Daily: 9am - 5pm • **Admission:** Free

**THINGS YOU NEED TO KNOW**
- Coster Diamonds, founded in 1840, is a diamond workshop that offers guided tours
- The Koh-i-Noor diamond (mountain of light), part of the British Crown Jewels and once the largest known diamond in the world, was re-polished here in 1852
- Amsterdam became the center of the diamond business in the 16th century when Jews fled the Spanish Inquisition and move to the city
- Visitors can observe how diamond graders, cutters and polishers work with the stones
- Many diamonds come from South Africa

**THINGS TO DO THERE**
- Opt for a self-guided or a free guided tour (30 min.) to discover the process of cutting and polishing diamonds
- Admire the impressive diamond and jewelry collection

**TIPS & INSIGHTS**
- MORE Info and Photos >

10:05-13:05  
**Van Gogh Museum**  (Paulus Potterstraat 7, Amsterdam)

**Opening hours:** Mon - Tue, Sat, Sun: 10am - 6pm, Fri (with the exception of Friday Dec 24 and 31): 10am - 10pm, Jan 1: Closed • **Admission:** 14 €

**THINGS YOU NEED TO KNOW**
- Van Gogh Museum is housed in a 4-story building and is the largest collection of Vincent Van Gogh's work in the world
- Over 200 paintings, 580 drawings and 700 letters make up the collection
- Van Gogh's painting career lasted only 10 years while he created more than 900 paintings
- The collection was amassed by this brother, Theo, who was also his art dealer
- Van Gogh had dramatic shifts in style and color as years passed by and he changed his places of stay; this is very well represented on the 2nd floor
- The museum also showcases a number of other impressionist painters such as Monet, Seurat, Pissarro, Gauguin, and Toulouse-Lautrec
- Van Gogh committed suicide in 1890

**THINGS TO DO THERE**
- First of all buy your ticket online to avoid long queues
- Admire the masterpieces on display (the layout makes it easy to do a self-guided tour)

**TIPS & INSIGHTS**
- Audio guide is available for 5 €
- On Fridays the museum is open until 10pm and live music makes the visit even more unforgettable

MORE Info and Photos >

15:00-15:45  
**Bloemenmarkt**  (Singel 1013, Amsterdam)

**Opening hours:** Mon - Sat: 9am - 5:30pm, Sunday: 11am - 5:30pm

**THINGS YOU NEED TO KNOW**
- Bloemenmarkt is a flower market in central Amsterdam that floats on water
- The stalls are set up on a row of barges along canal Singel
- As the barges are permanently fixed no rocking or movement is sensible any more
- Originally flower farmers sailed up the Amstel river from their nurseries to this spot and sold their flowers from their boats
- The place is a delight with its color explosion especially on a rainy day
- Hundreds of different flowers in multitude of colors can be found here
- The market is a good place to buy tulip bulbs sold in ready-to-travel packets

**THINGS TO DO THERE**
- Take a walk on this colorful street full of flowers
- Just take a stroll through the stunning array of flowers and bulbs in the market
- You can buy cut flowers, bulbs, seeds and garden supplies

**TIPS & INSIGHTS**
- Buy ready-to-travel packets of tulip bulbs
- It is the best place to buy souvenirs here

MORE Info and Photos >
Attraction Details

15:55-16:55

Museum Van Loon  (Keizersgracht 672, 1017 ET, Amsterdam)

Opening hours: Mon, Wed - Sun: 11am - 5pm, Tuesday: Closed, Jan 1, Apr 30, Dec 25: Closed • Admission: 8 €

THINGS YOU NEED TO KNOW
- Museum Van Loon, a 17th-century canal house, used to be the elegant home of the wealthy and prestigious Van Loon family between 1884-1945
- Willem van Loon was one of the founders of the extremely successful trading company, Dutch United East India Company or VOC in Dutch
- The enterprise was founded in 1602 and became the world's first multinational corporation and also the first company to issue stock
- VOC clearly outperformed all its competitors combined both in number of people employed and tons of traded goods
- The company made huge profits from its spice monopoly

- The museum houses painstakingly restored period rooms that are richly filled with stuccowork mirrors, fireplaces, furnishings, porcelain, medallions, chandeliers, rugs, and more
- Another highlight of the house is its imposing marble staircase

THINGS TO DO THERE
- Go first to the basement and watch the video that tells stories of the family and what the rooms were used for
- Continue your visit by discovering the house
- Finish the tour in the beautiful formal garden

TIPS & INSIGHTS

MORE Info and Photos >

17:10-17:40

Amstel River

THINGS YOU NEED TO KNOW
- Amstel is the river running through Amsterdam
- The river used to flow into the IJ bay, Amsterdam's waterfront, but now ends at Muntplein, in the center of the city
- A fishing village was established at the Amstel's mouth in the 12th century
- In 1222 a dam, Amsterdam, was built and the village turned from fishing to trade
- This is when the expansion of a city began that evolved into one of the most powerful trading empire by the 17th century

- Magere Brug (Skinny Bridge) is an 18th century wooden double drawbridge that is very popular among Amsterdamer
- The river banks are lined with ships, many of which are houseboats, and offer an excellent place for a nice stroll

THINGS TO DO THERE
- Take a nice walk along the river
- Walk through Magere Brug

TIPS & INSIGHTS

MORE Info and Photos >
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Overview of Day 3

LEAVE HOTEL  
Take Tram Line 13, 14 or 17 to Westermarkt stop

09:00-10:30
Anne Frankhuis  
Take a walk to Jordaan neighborhood - 5’  
Very moving and emotional experience

10:35-11:10
Jordaan neighborhood  
Atmospheric neighborhood

11:30-11:45
Dam Square  
Amsterdam’s main square

11:45-12:15
Nieuwe Kerk  
National church of the Netherlands

14:00-15:00
Koninklijk Paleis  
Impressive Dutch royal palace

15:15-15:45
Begijnhof  
The city’s oldest house

16:00-16:30
Oude Kerk  
Amsterdam’s oldest monument

16:35-17:05
Red Light District  
Famous and unique district

END OF DAY 3
Overview of Day 3
Attraction Details

09:00-10:30  Anne Frankhuis  (Prinsengracht 263-267, 1000 AS Amsterdam)

Opening hours:  Sept 15 - March 14, Sun - Fri: 9am - 7pm, Sept 15 - March 14, Sat: 9am - 9pm, March 15 - Sept 14, Sun - Fri: 9am - 9pm, March 15 - Sept 14, Sat: 9am - 10pm, July and August daily: 9am - 10pm • Admission: 8.5 €

THINGS YOU NEED TO KNOW
- The Anna Frank Museum is the house where the Jewish Frank family took refuge in total silence during World War II
- This is where the 13-year old Anna begun to write her world famous diary in 1942
- In August 1944, after 25 months of hiding from the Nazis, the family was betrayed; Nazi forces raided the house and deported the Franks to concentration camps
- The only survivor of the family was Otto, the father; Anna died from typhoid shortly before her camp was liberated near the end of the war
- Apart for a number of protective Plexiglas panels, the rooms were left unchanged; Anna’s original diary is on display
- Miep Gies, one of the people hiding the Franks, found the diary on the day the family was arrested and handed it to Otto on his return from Auschwitz
- Otto published the diary in 1947; since then it has been printed in more then 60 languages

THINGS TO DO THERE
- First of all buy your ticket online - especially in summer time - to avoid long queues
- Walk through the warehouse offices, secret entry bookcase, and both levels of the Secret Annex including Anne and Fritz Pfeffer’s room
- As Otto Frank intended, the rooms remain unfurnished and artifacts/explanations are sparse
- The tour ends downstairs with an explanation of the current mission of the Anne Frank Center with the requisite bookshop selling mementoes and videos

TIPS & INSIGHTS
- If you do not have an online ticket, go early or late in the afternoon to avoid queues
- Read the diary before you go

MORE Info and Photos >

10:35-11:10  Jordaan neighborhood

THINGS YOU NEED TO KNOW
- Jordaan is one of Amsterdam’s most interesting neighborhoods with an intimate and easy-going atmosphere
- Many successful artists, intellectuals, and slightly older yuppies live in the area
- Small-scale streets, tiny canals with numerous bridges, centuries-old almshouses (hofjes) and inviting canal side cafés lend charm and an unforgettable character to the districts
- The area is peppered with art galleries and all sorts of interesting shops

THINGS TO DO THERE
- Take a long stroll in this lovely neighborhood up and down its beautiful tree-fringed canals
- Look at the buildings and the houseboats and then stop for a strong coffee at a neighborhood café
- Drop in your way the following streets: Bloemgracht, Egelantiersgracht, Tichelstraat, Karthuizersplantsoen, Lindengracht

TIPS & INSIGHTS
- MORE Info and Photos >
**11:30-11:45 Dam Square** (Dam, Amsterdam)

**THINGS YOU NEED TO KNOW**
- Dam Square or "the Dam" (as locals call it) is Amsterdam's main square
- It marks the site of the original 13th c. dam on the Amstel River around which the city was built
- Highlights of "the Dam" include the New Church (Nieuwe Kerk), the Royal Palace (Koninklijk Paleis) and the National Monument
- By the 17th c. this square became the center of the powerful Dutch trading empire
- The Royal Palace was built as a town hall in the Dutch golden ages of the 17th c., and now is one of three palaces that belong to Queen Beatrix
- The National Monument commemorates the Dutch who died in World War II. The wall behind the obelisk contains urns holding soil from Dutch colonies and provinces

**THINGS TO DO THERE**
- Walk around the square for a great view of Koninklijk Paleis, Nieuwe Kerk and the National Monument
- There is always something going on here, whether it be street theater, living statues, organ grinders, protests, and lots of pigeons

**TIPS & INSIGHTS**

MORE Info and Photos >

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**11:45-12:15 Nieuwe Kerk** (Gravenstraat 17, 1012 NL, Amsterdam)

**Opening hours:** Daily: 10am - 5pm • **Admission:** 15 €

**THINGS YOU NEED TO KNOW**
- New Church (Nieuwe Kerk), Amsterdam's second church, is a gracious Neo-Gothic church
- It was originally built in the 14th c., after the congregation outgrew the Oude Kerk
- It burnt down many times, but some original parts survived such as the choir
- It was consecrated to Our Lady and St. Catherine, but has always been called Nieuwe Kerk - to distinguish it from the Oude Kerk
- In the 19th c. it received the title of National Church of the Netherlands, Dutch monarchs are crowned here since then

**THINGS TO DO THERE**
- Walk around and admire the altar, the organ and the beautiful stained-glass windows

**TIPS & INSIGHTS**

MORE Info and Photos >
Attraction Details

14:00-15:00 Koninklijk Paleis (Nieuwezijds Voorburgwal 147, 1012 RJ Amsterdam)

Opening hours: See: [Official site](#) • Admission: 7.5 €

**THINGS YOU NEED TO KNOW**
- Koninklijk Paleis (Royal Palace) is an imposing Classical palace located at the Dam square
- The edifice and its neoclassical facade symbolize Amsterdam's power in the 17th century
- The palace was originally built as a town hall (1648-55) and only later turned into a royal palace (1808)
- It is the official residence of the royal family, but Queen Beatrix prefers to live in The Hague
- The palace has a breathtaking interior filled with early-19th-century furniture, chandeliers, and marble floors
- A unique feature of the Burgerzall (Citizens' Chamber) is the maps inlaid on the marble floors depicting Amsterdam as the center of the World
- The royal family does not own the royal estates; the state does and makes a budget of 4 million € available for there maintenance. The Queen earns an additional net income of 750.000 €

**THINGS TO DO THERE**
- Pick up a free audio guide
- Walk around in the rooms, halls and galleries that feature the Empire collection, as well as hand-painted ceilings, grand marble floors and epic sculptures and paintings from the 17th and 18th centuries

**TIPS & INSIGHTS**
- The palace is closed to visitors during periods of royal residence and state receptions

**MORE Info and Photos >**

15:15-15:45 Begijnhof (Nieuwezijds Voorburgwal 373, 1012 RM, Amsterdam)

Opening hours: Daily: 9am - 5pm • Admission: Free

**THINGS YOU NEED TO KNOW**
- Begijnhof is a leafy garden courtyard in central Amsterdam that is the original epicenter of the city from which it expanded
- The houses belonged to Begijn, a lay Roman Catholic sisterhood living in a loose semi-monastic community but without formal vows
- No. 34, Het Houten Huys, is the city's oldest house and one of two remaining timber houses. Timber houses were banned in 1521 after a series of catastrophic fires
- No. 30 is the Begijn Chapie (Begijnhofkapel) the sisterhood's chapel built in 1671
- Begijnhof remained active even after 1578 when the city converted from Catholicism to Protestantism. The last Begijn died in 1971
- The central church is the English Church (Engelse Kerk)
- Today the houses are privately owned.

**THINGS TO DO THERE**
- The entrance can be found on Gedempte Begijnensloot
- Enter the wooden door and you will feel like in an oasis of silence
- Walk around and look around in the peaceful courtyard
- Enter the Catholic chapel to see a stained glass window of the Pilgrims praying before boarding the Mayflower

**TIPS & INSIGHTS**
- Please respect the tranquility of the place

**MORE Info and Photos >**
### Oude Kerk

**Address:** Oudekerksplein, 1012 GX Amsterdam  
**Opening hours:** Mon - Sat: 11am - 5pm, Sunday: 1pm - 5pm, Jan 1, Apr 30 and Dec 25: Closed  
**Admission:** 5 €

**Things You Need to Know**
- Oude Kerk (Old Church) is a Protestant church and Amsterdam's oldest monument
- Originally it was built as a small stone parish church consecrated in 1306
- The building went through a number of reconstructions since, and evolved into a mighty Late-Gothic basilica by 1566
- During Reformation (1566) the Catholic ornamentation and treasures were discarded and a stark interior remained
- The building features a grandiose 18th c. organ called Vater-Müller organ named after its creator and renovator, Christian Vater and Johann Caspar Müller
- The massive wooden vaulted ceiling is touted as Western Europe's largest; its beautiful 15th c. paintings were revealed only during restoration work in 1955
- The building stands in the Red Light District; the 2007 statue in front of the church shows a hooker standing in a doorway calling for "respect for sex workers all over the world"

**Things to Do There**
- Walk around and take a look at the painted wooden ceiling and the impressive organ
- Visit the Maria Kapel and marvel at its stained glass
- Find vault 28K with the inscription Saskia Juni 1642 where Rembrandt's wife lies
- Take a look at the fascinating Vater-Müller organ and note its magnificent oak-encased pipe work, marbled wood statues and gilded carving
- Participate in the guided tower tour

**Tips & Insights**
- You can climb the church tower on a half-hourly guided tour (in English) for a great view of Old Amsterdam

### Red Light District

**Address:** Rosse Buurt (Red Light District) occupies Amsterdam's oldest quarter, de Walletjes (meaning the little walls)

**Things You Need to Know**
- It is one of Amsterdam's most famous tourist attractions with prostitutes sitting in windows
- The district emerged in the 13th c. when Amsterdam became one of Europe's leading ports; and sailors coming back from long journeys were desperate for female attention
- The sex industry amounts to approximately a $1 billion business in the Netherlands.
- To this day debates are ongoing about the right approach to and regulations on prostitution
- The health department strictly regulates the sex industry requiring all kinds of rules to be followed such as the temperature prostitutes must wash their underwear

**Things to Do There**
- Walk around the district (Oudezijds Achterburgwal street) that offers a fascinating window into the world's oldest profession

**Tips & Insights**
- The women have diverse backgrounds: some are professionals but many are young students earning money for college or housewives trying to raise some extra cash

**More Info and Photos >**
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