

PAKHUIS DE ZWIJGER



POSSIBILITIES FOR REGENERATIVE TOURISM

10th & 11th December 2025, Amsterdam



Funded by
the European Union

Introduction

The Possibilities For Regenerative Tourism event(s) in Amsterdam bring together European partners, students, researchers, citizens, and professionals to rethink the role of tourism in our cities. Through lab visit, collaborative hackathon, and a public panel discussion, participants will explore regenerative approaches to visitor economy and tourism to move from damage control towards creating positive impact for communities and disadvantaged groups. Together, we will decode key concepts, share best practices, and build pathways for just and regenerative futures in tourism.

Urban Leisure & Tourism Lab

Urban Leisure & Tourism (ULT)Lab, founded by Inholland University of Applied Sciences, is located in Amsterdam-North, where they perform small-scale testing to determine what might be feasible on a much larger scale. Their research and education projects are all about connecting people with their living environment and with each other.

The research results and projects show how the tourism and leisure industry can become a solution for complex issues within the city. The results are interesting for everyone who is involved or interested in the tourism and leisure industry of a city.

Municipality of Amsterdam



Amsterdam's Vision on Tourism 2035 shifts from volume growth to a sustainable visitor economy that protects residents' quality of life. The city aims to control overall visitors and overnight stays, restore the historic centre as a place to live and work, and restrict new tourist accommodations while prioritizing housing.

It distinguishes responsible, locally valuable entrepreneurship from “cheap tourist entertainment” that erodes liveability.

Policy shifts disperse activity across a polycentric city.

Amsterdam will promote respectful, culture-minded visitors and realign its global image with its identity, leveraging milestones like the 750-year anniversary to tell a new story about freedom, creativity, and shared urban space.

Urban Leisure & Tourism Lab Visit



Wednesday 10/12

14:30-15:00 – Welcome Tea & Coffee at Urban Leisure & Tourism (ULT) Lab

15:00-16:00 – Introduction & Presentation of Urban Leisure & Tourism (ULT) Lab

Anouschka Trauschke, Program manager SPRONG “Gastvrije Transitie” at Inholland University of Applied Sciences

16:15-17:00 – Guided Tour & Walk Around the Area (Amsterdam Noord)

Case Visit: Story Bench & Buurtboek

Zac Woolfitt, Learning Director Living Labs at Inholland University of Applied Sciences

We’ll spend the afternoon inside Inholland’s Urban Leisure & Tourism Lab, a living lab in Northern part of Amsterdam (Amsterdam Noord) where researchers, students, and local partners prototype small-scale interventions to improve quality of life through leisure and tourism. After a short primer on regenerative tourism, we’ll take a guided walk in the neighborhood to see student-installed cases and hear from the people behind them—grounding the big ideas in real streets, shops, and community spaces. Expect a hands-on feel for how the lab connects residents, visitors, and the city.

Regenerative Tourism Hack

Reimagining AI for Regenerative Tourism Economy



Thursday 11/12

13:00-13:30 – Welcome & Introduction to Regenerative Tourism Hack

- Luca von Prittwitz, Program assistant at Inholland University of Applied Sciences

13:30-14:30 – Mapping Different Perspectives on the Subject

- Ko Koens, Professor of New Urban Tourism at Inholland University of Applied Sciences

14:45-15:45 – Hackathon Activities (Participants Working on Prototypes)

16:00-17:00 – The Jury's Decision & Reflection

- Roos Gerritsma, Lab Lead ULT-Lab & Associate Professor at Inholland University of Applied sciences

- Maya Janssen, Managing Director Insights & Marketing Strategy at Amsterdam & Partners

- Thijs Koster, Policy Advisor of Tourism, Hospitality & Visitor Economy at City of Amsterdam

In this hands-on hackathon, participants explore how AI could be used, challenged, or reimaged to make tourism more equitable, human-centered, and ecologically sound. Through a fast-paced, design sprint-style process, teams will dive into three key themes – Regenerative Tourism, Measuring Impact, and Governance – to discuss AI's risks and benefits and to co-create future-oriented concepts or “post-AI” alternatives. Guided by experts from academia and practice, participants will ideate, prototype, and pitch their ideas to a jury. The Challenge: design tools, systems or narratives that reduce tourism's ecological footprint, strengthen local social ecosystems, and put residents' wellbeing at the heart of Amsterdam visitor economy.

(Live) Panel Talk



Thursday 11/12

19:30-21:00 – Panel Talk at Pakhuis de Zwijger

Program Speakers:

- *Jimena Diamint, Urban Tourism Researchers at Inholland*
 - *Roos Gerritsma, Lab Lead ULT-Lab & Associate Professor at Inholland*
 - *Anouschka Trauschke, Program manager SPRONG “Gastvrije Transitie” at Inholland University of Applied Sciences*
 - *Thijs Koster, Policy Advisor of Tourism, Hospitality & Visitor Economy at City of Amsterdam*
- Students Groups Presentation*

At 21:00 – End of Program / Drinks at the Bar of Pakhuis de Zwijger

We'll close the day with an open-to-public panel talk at Pakhuis de Zwijger, Amsterdam's go-to forum for design, policy, and societal change. Researchers, policymakers, and practitioners will unpack what regenerative tourism means in urban contexts, share lessons from living-lab practices, and invite the audience into a Q&A on trade-offs, governance, and next steps. Students from Inholland University of Applied Sciences will find the opportunity to present their final projects at this stage as well. It's an opportunity to connect the hackathon ideas with a wider city network that regularly hosts programmes on regeneration and future-minded design.

Programme Page

Via the link below you can get more information for each event and to read more about speakers and organisers:

<https://dezwijger.nl/programma/possibilities-for-regenerative-tourism>



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