

'City Book' Amsterdam Guide

The first of many city guides to be rolled out on Booking.brand new 'City Book' app – a product designed to seamlessly combine inspiration, planning, navigation and experience so that users can discover a destination in the best possible way.

It combines machine learning models to drive contextually-based recommendations with rich, snappy and relevant content that's all actionable, i.e. everything you see can be saved to your personal bucket-list or reserved, paid for and managed all in one place.

The idea is to make planning an upcoming trip easy, fun and inspiring so that during a stay, users can spend more time enjoying themselves and less time figuring out what to do next or how to get there.

The content strategy was very simple: produce engaging descriptions with a warm and friendly tone of voice, plus a simple call to action to help users curate their own content, build a travel itinerary and pay for experiences.

Here are ten examples of content I personally wrote for the Amsterdam guide:



RESTAURANT

D&A Hummus Bistro



Laid-back vibes and creamy hummus are the staple ingredients at D&A Hummus Bistro – the rest is up to you. Pile your pita high with pickled veggies or slow-cooked meats, and sprinkle some spices on the top. For dessert, locals recommend the Sahlab – a milky Middle Eastern drink.

Reserve a table

Reserve now



RESTAURANT

Ocha



There are two things you count on at Ocha: authentic Thai food and a welcoming atmosphere. This small restaurant fills up quick, so arrive early to minimise your waiting time. Can't decide what you want? Stick with the green Thai curry, a local favourite and a time-honoured classic.

Reserve a table

[Reserve now](#)



RESTAURANT

La Perla Pizzeria



No corners are cut at La Perla Pizzeria. Not only are their brick-oven baked pizzas perfectly round, but they import their ingredients from Italy every week. Keep it simple with the buffalo mozzarella-topped Margherita, or try the salami-based Calabrese di Spilinga if you like it hot.

Reserve a table

[Reserve now](#)



VENUE

Mezrab



Settle in for a night of old-fashioned storytelling or emerging musical talent at Mezrab. This venue brings creatives together to show off their skills – from comedy and storytelling to music and folk dancing. You can take part yourself, if you go on the right night. Or just sit back, listen, and enjoy spoonfuls of the homemade lentil soup.

Plan visit



VENUE

Melkweg



Dutch for 'Milky Way', Melkweg is a world away from your average nightclub. Hosting some of the biggest names in electronic music, the former milk factory features four dance halls, a cinema, a theatre and an exhibition space. Keep your eyes peeled for upcoming club nights or shows – and buckle in for the ride.

Plan visit



MUSEUM

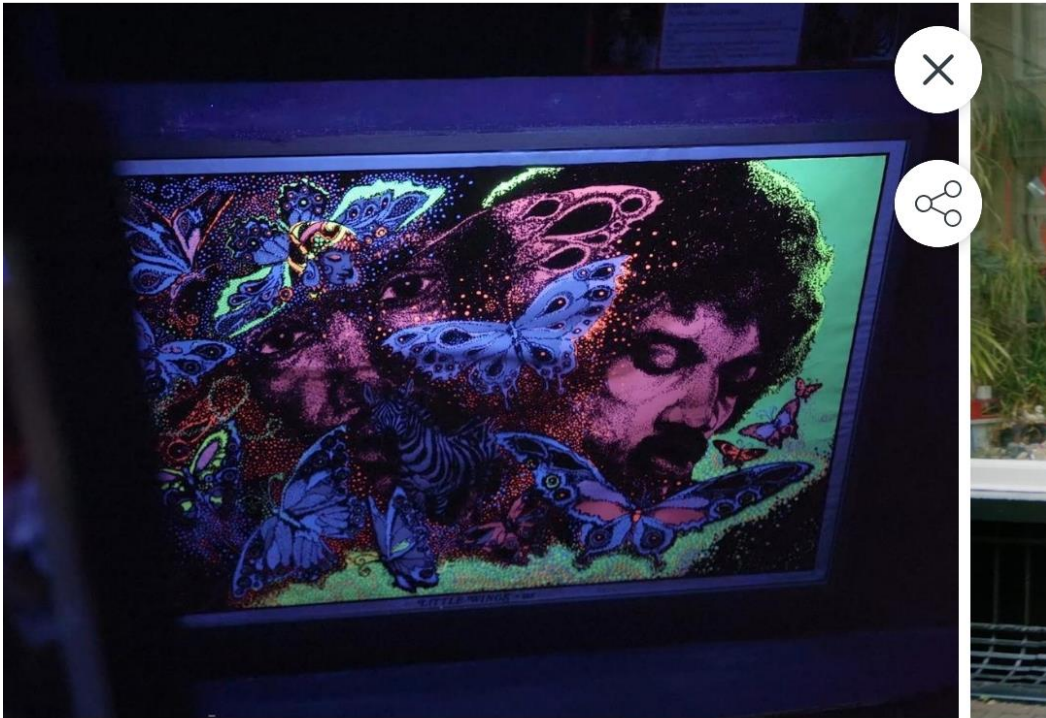
Amsterdam Museum



Learn the compelling story of the Dutch capital, from its earliest developments through to the present day. Masterpieces by Rembrandt, an aerial map from the Middle Ages, a replica of the Red Light District's most famous pub, Café t' Mandje. It's all displayed alongside interactive exhibitions like Amsterdam DNA and The Little Orphanage.

Make a reservation

[Book now](#)



MUSEUM

Electric Ladyland



Electric Ladyland is every bit as psychedelic as the Jimi Hendrix album of the same name. Everything here is fluorescent in colour, from neon 1950s art to rocks with naturally effulgent minerals. Explore its cavernous setting before sculpting your own luminous creation in the Fluorescent Environment area.

Plan visit



RESTAURANT

Badhuis



Plush sofas, a crackling fireplace, hearty burgers and stews being carried from a busy kitchen – it’s just the sort of scene you want to find when you step into a pub in winter. That’s what you get at Badhuis, a former bath house loved by locals and visitors alike.

Reserve a table

Reserve now



CAFÉ
Nol



Café Nol's bright pink neon lights are a fitting advert for what's inside. Think mirrored walls, crystal chandeliers, red carpets and a mix of old and young patrons crooning to classic Dutch songs. Soak up the atmosphere with a beer or two.



Plan visit



STREETFOOD

Mannekenpis



Manneken Pis is a Dutch fries specialist. The production line starts in the soil of the Zeeland province, before each russet potato is peeled, sliced, washed and fried to perfection on the same day. Choose a homemade sauce for dipping, as your fries are cooked one last time for extra crispiness.

Plan visit