

## **Amsterdam City Tours Sees Increase in Last Minute Bookings and Web Visitors Using Mobile Devices**

*Leading Holland tours provider Amsterdam City Tours saw a dramatic increase in last minute bookings for Amsterdam tours and website views by mobile devices, indicating travelers are increasingly booking tours at the last minute.*

June 22, 2010 (FPRC) -- Amsterdam City Tours recently reported significant increases in mobile phone website traffic and last minute tour bookings. The website, which allows visitors to browse different tour options and book online, has become popular to view on Smartphones like the Blackberry, iPhone, and Android-powered mobile devices. Phone visitors often don't have the time to schedule tours before arriving in the country, leading them to visit Amsterdam City Tours on their phone while en route to the airport. With increased mobile functionality, Amsterdam City Tours is able to provide detailed information to a visitor browsing by phone, helping them find great Holland tours from anywhere in the world.

"We believe everyone deserves to experience the best that Holland can offer." said Menno Jong, Director of Amsterdam City Tours. "A mobile accessible website makes a great Amsterdam experience possible for anyone, regardless of how much trip planning they can do ahead of time." According to the company's latest statistics, they have been successful in helping last-minute planners book tours. Last minute bookings have grown dramatically over the last few months, largely due to increased accessibility of the internet in hotel rooms and public venues.

The combination of mobile accessibility and widespread internet access makes booking one of Amsterdam City Tours' more than 100 tours easier than ever. The website has features like live chat and toll free numbers for the US and UK, connecting travelers with the service before they enter the country. For those who like to plan ahead, Amsterdam City Tours offers the necessary booking options and support. But increasing economic pressure may drive some visitors to delay booking tours until they arrive. Many worry about being seen as less productive in a job setting, leaving them with little time to plan their vacations. Once they arrive in Amsterdam, they are able to think about a schedule and arrange Amsterdam tours accordingly.

It is no surprise that visitors continue to choose Amsterdam City Tours for booking day trips in and around Holland's capital city. Staffed by men and women who have lived in the Holland area for their entire lives, the company also offers multilingual staff able to speak a range of languages including English, Italian, French, German, and Spanish as well as Dutch. In addition to Amsterdam excursions, Amsterdam City Tours offers day trips out from Amsterdam into popular areas such as The Hague, Rotterdam, Delft, Volendam, and Marken. The company is committed to expanding its tour options, introducing new routes and innovative ideas such as dinner cruises and river excursions to complement its walking and bus options.

Considering the company's history, Amsterdam City Tours seems poised to serve an increasing number of clients in the coming years. Amsterdam remains a sought after international tourism destination, drawing thousands of travelers from the US, UK, and European continent every season. With its commitment to the best client services and the increasing accessibility of its website, Amsterdam City Tours seems likely to serve an ever growing market and adapt to its changes.

About Amsterdam City Tours:

As a top Amsterdam tours company, Amsterdam City Tours offers excursions and trips in Amsterdam and throughout Holland. Tours are customizable, cost effective, and supported by a knowledgeable staff of local experts. Online chat and international toll-free numbers make organizing your tour as easy as a phone call.

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