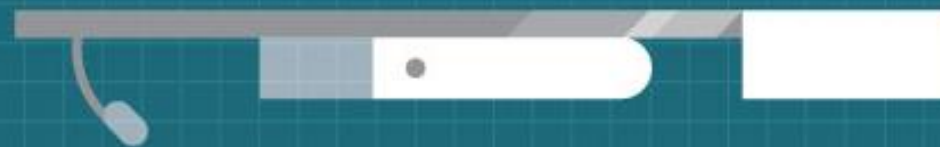




Gemeente
Amsterdam



Real time planning van het sportieve gebruik van de stad



Symposium Sport & Apps - 7 oktober 2015

Nelleke Penninx – Ruimte & Duurzaamheid/Sport & Bos

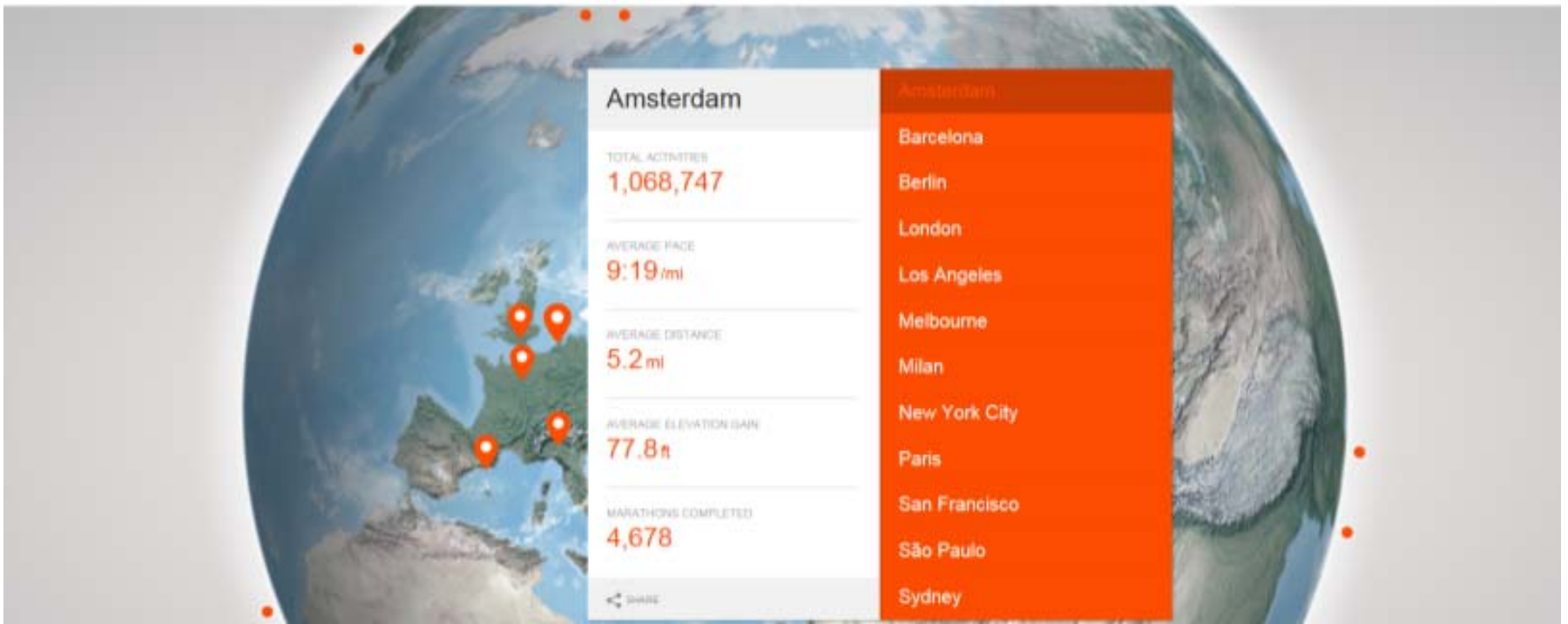


Strava

's Ochtends hardlopen? Daar komt de Amsterdammer zijn bed niet voor uit

STRAVA INSIGHTS

WORLDWIDE



Populairste sporten in Amsterdam



Meest beoefende sport per leeftijdscategorie

6-12 jaar

- Voetbal
- Zwemmen
- Vechtsport

13-17 jaar

- Voetbal
- Hardlopen
- Fitness

18-34 jaar

- Fitness
- Hardlopen
- Voetbal

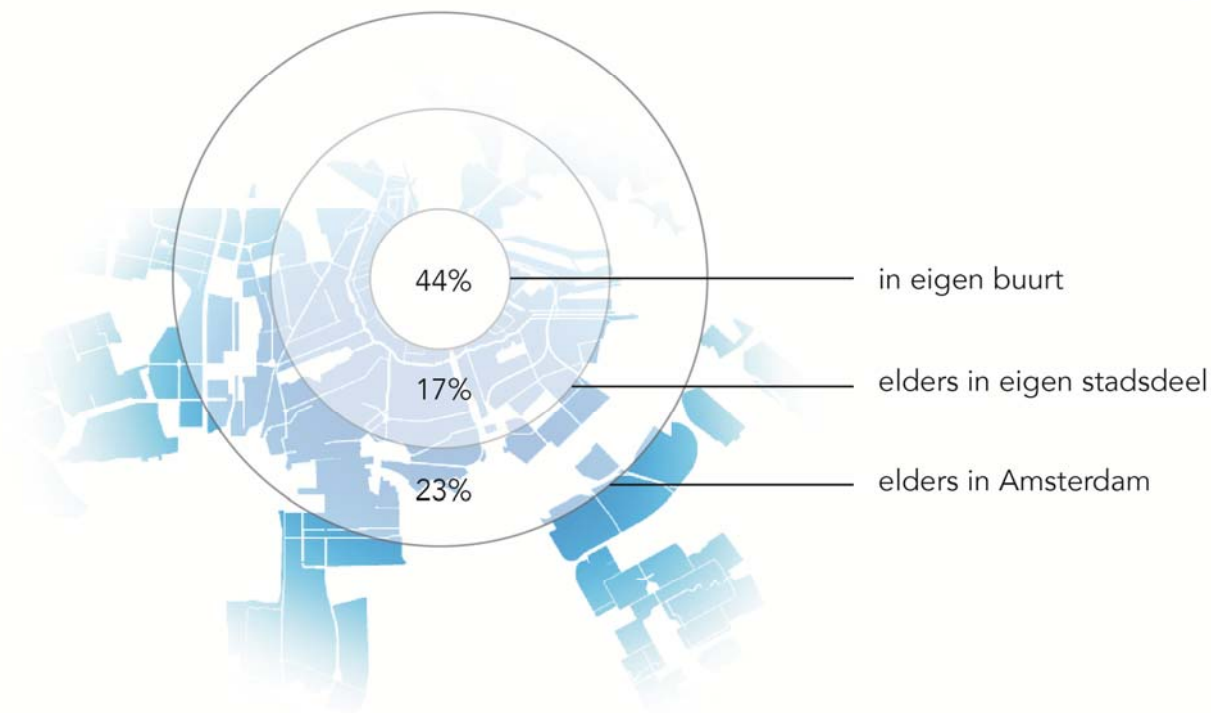
35-54 jaar

- Fitness
- Hardlopen
- Zwemmen

55+ jaar

- Fitness
- Wandelsport
- Wielrennen

Waar sport men





Gemeente
Amsterdam



**Sportaccommodatieplan
2015-2022**



Speerpunt
_stad als speelveld





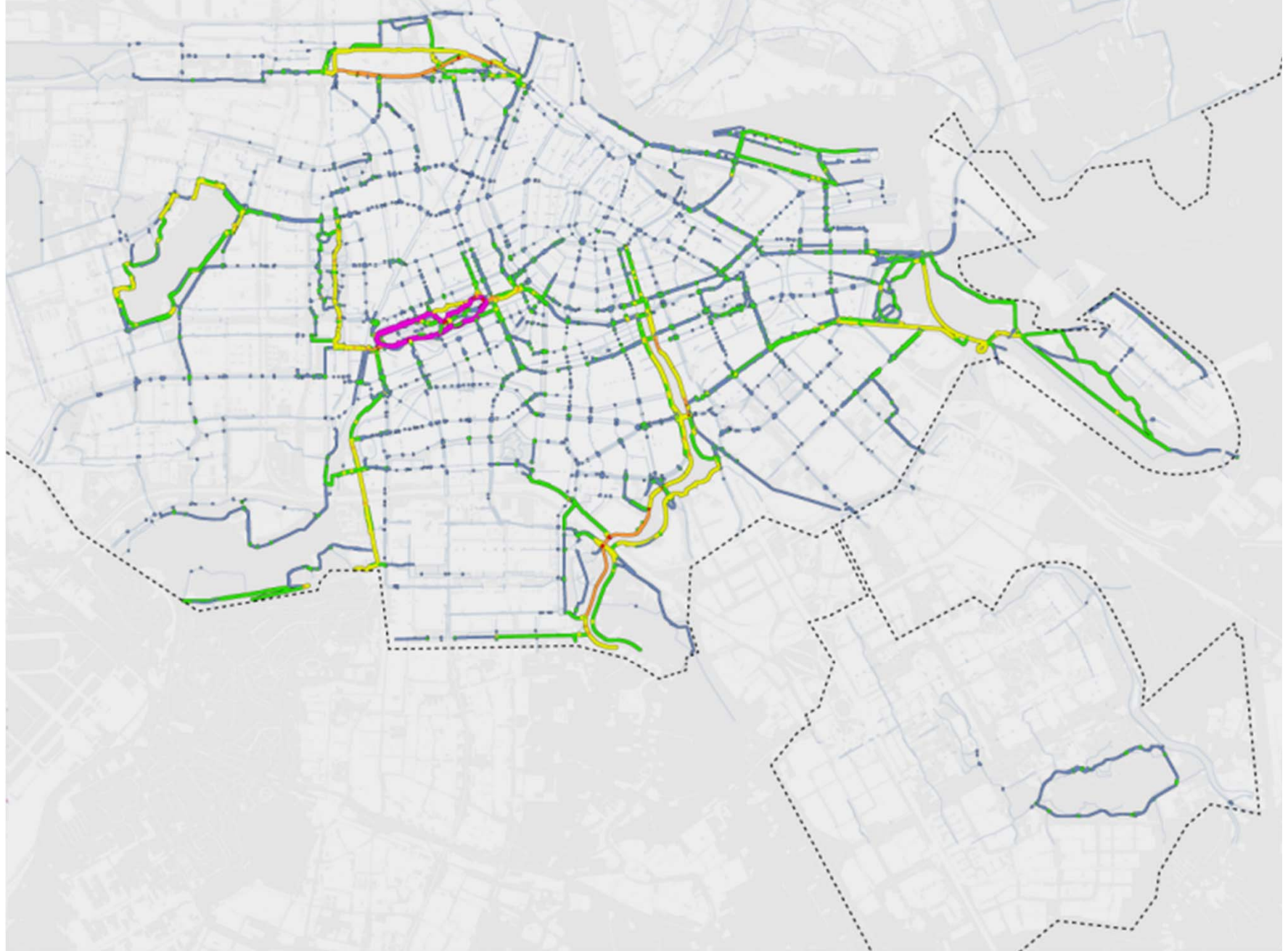




Strava data

All activities

Share of **89.846** activities

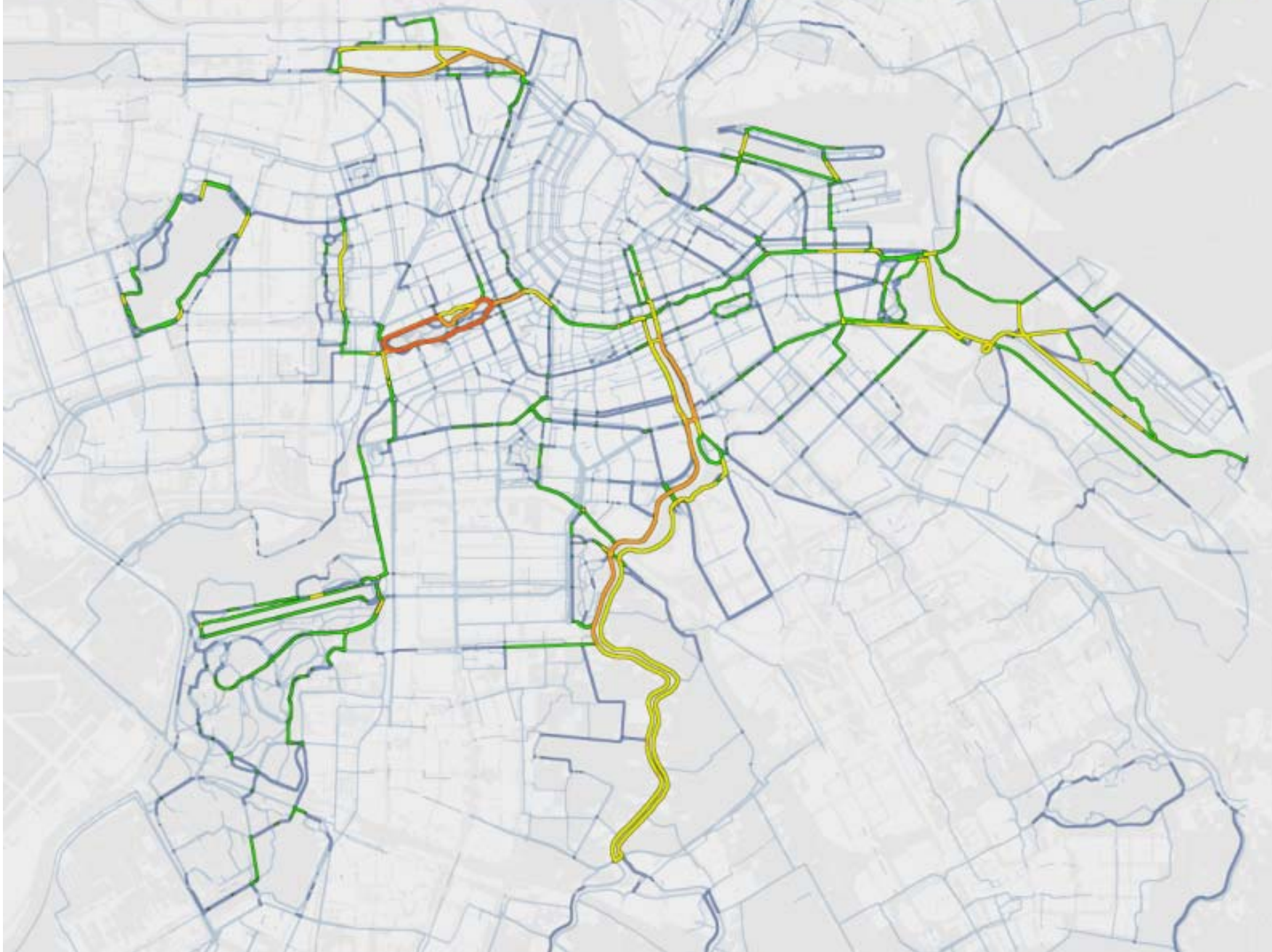


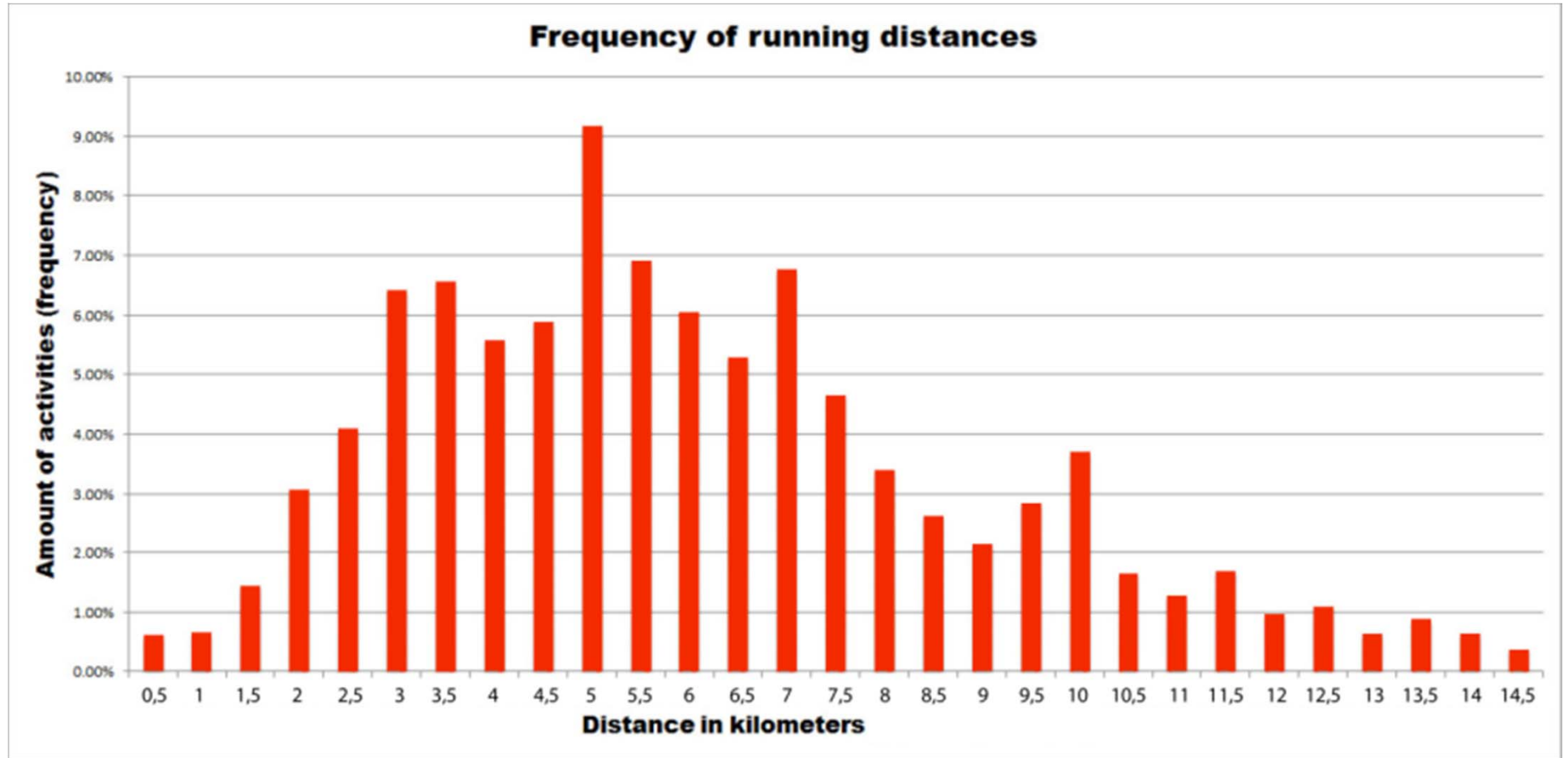


Runkeeper data

unique activities

Share of **9664** activities



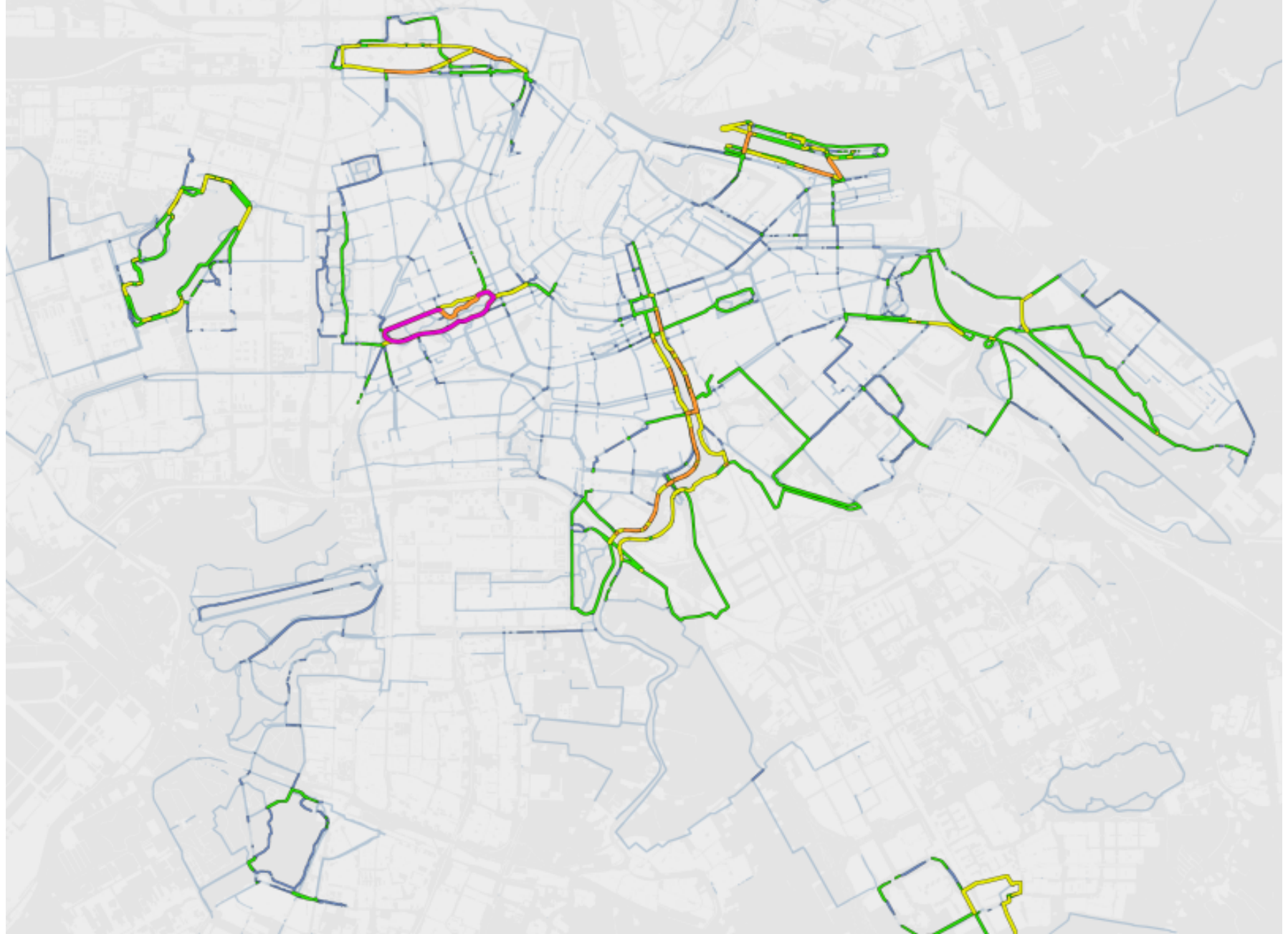
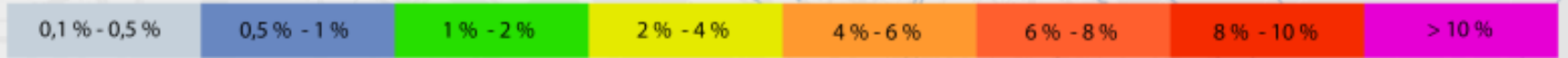




Runkeeper data

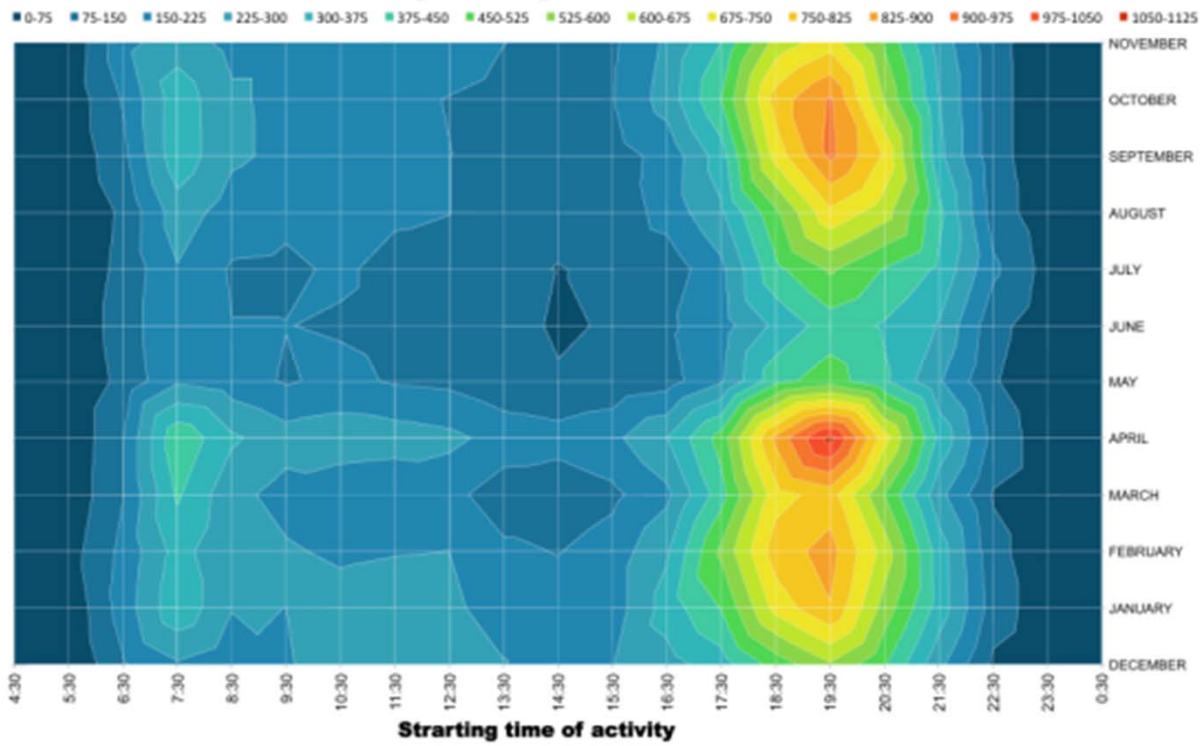
activities > 4,5 - 9 km

Share of 10020 activities

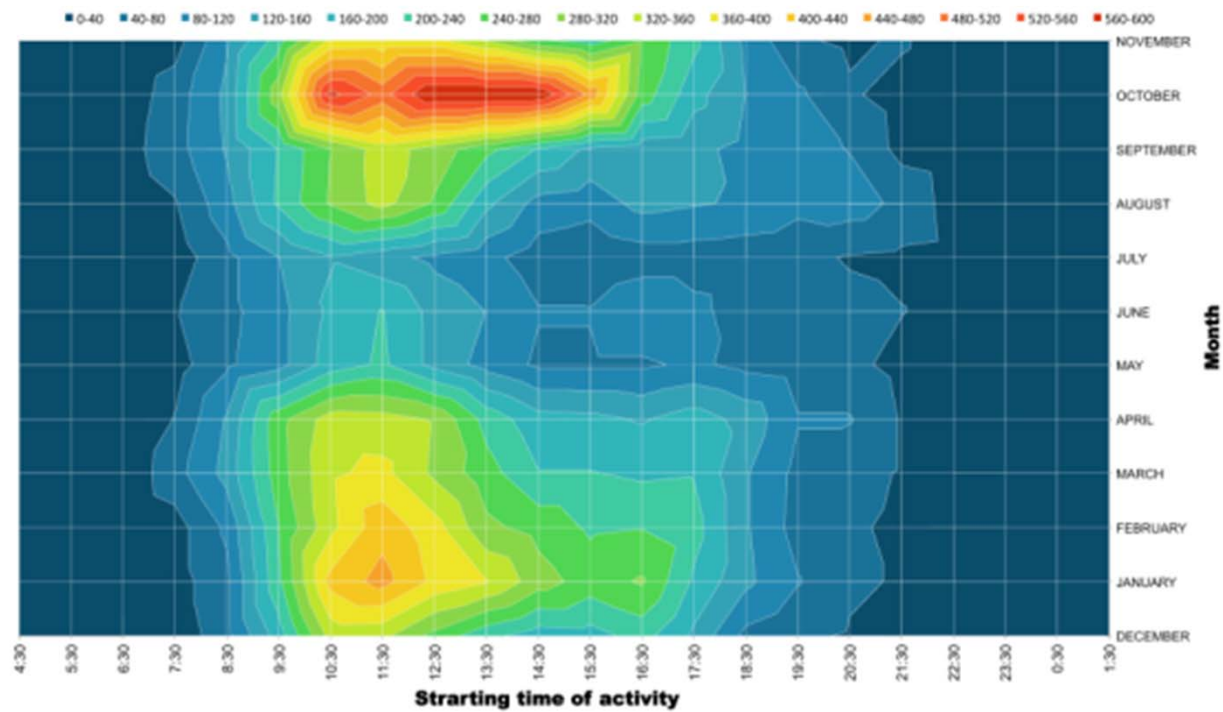




Strava: Amount of weekday running activities in Amsterdam 2014

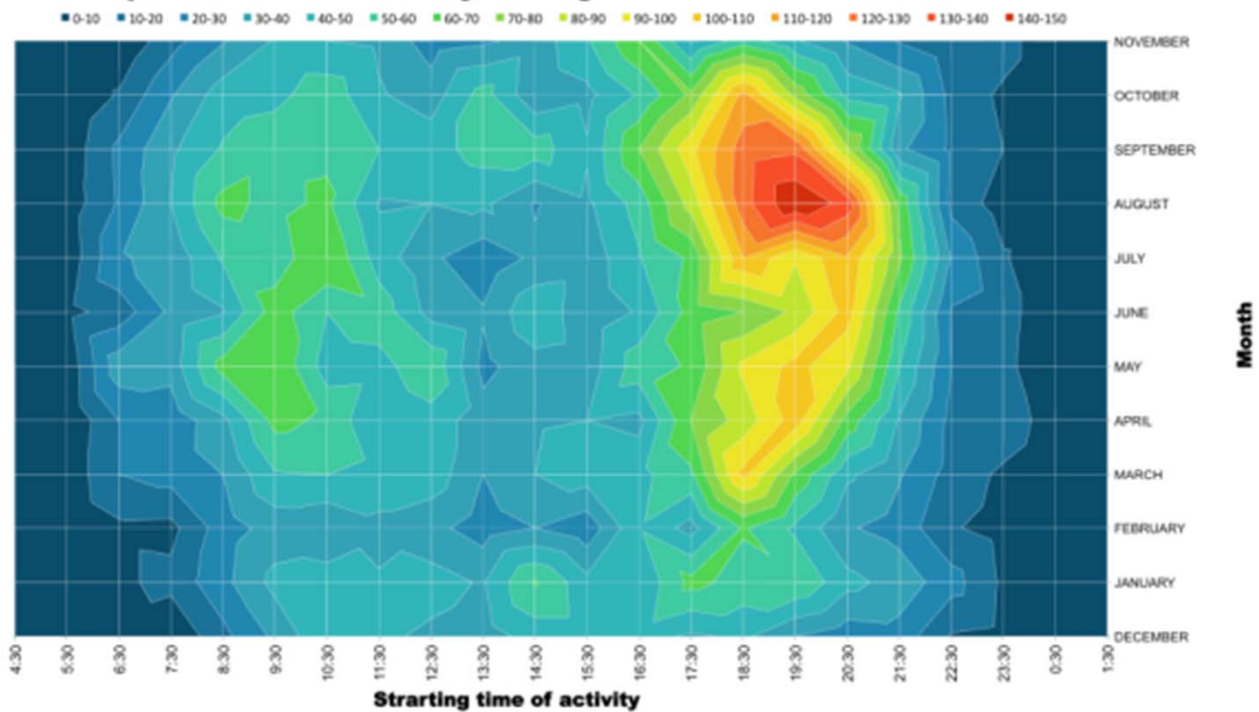


Strava: Amount of weekend running activities in Amsterdam 2014

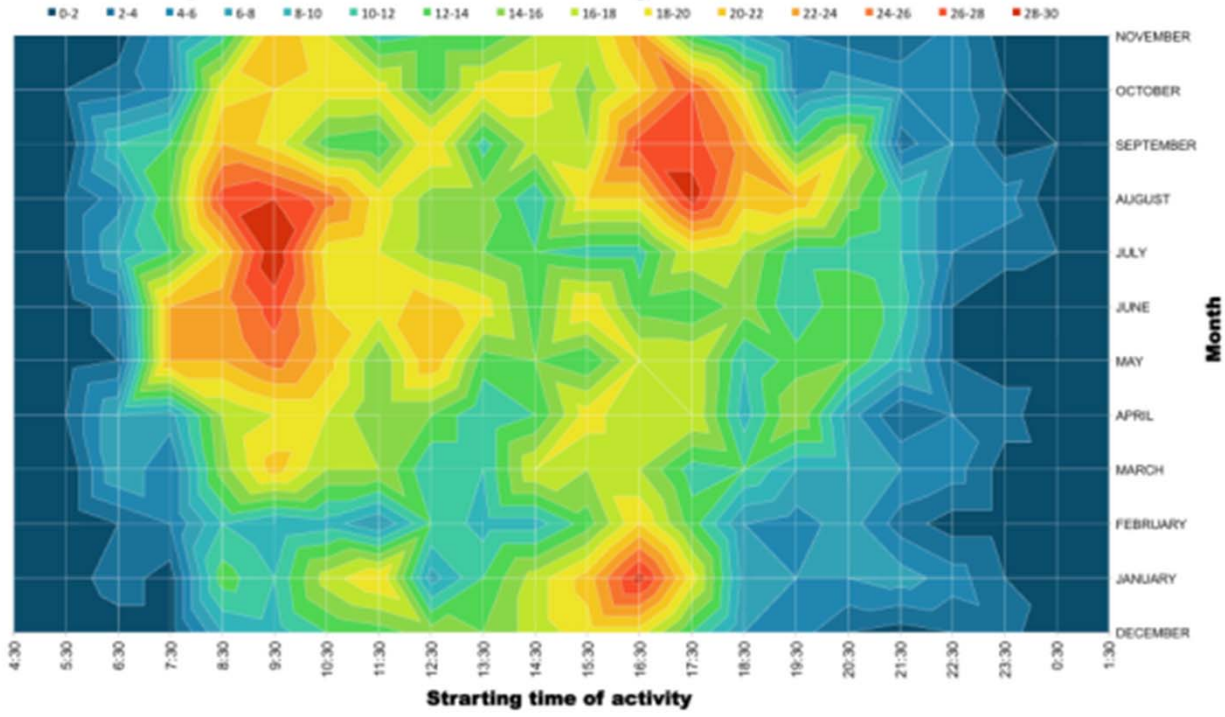




Runkeeper: Amount of weekday running activities in Amsterdam 2010 - 2015



Runkeeper: amount of weekend running activities in Amsterdam 2010 - 2015

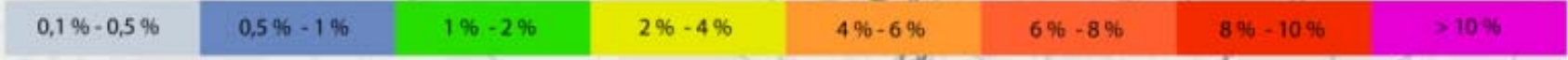




Runkeeper data

unique activities

Share of **9664** activities

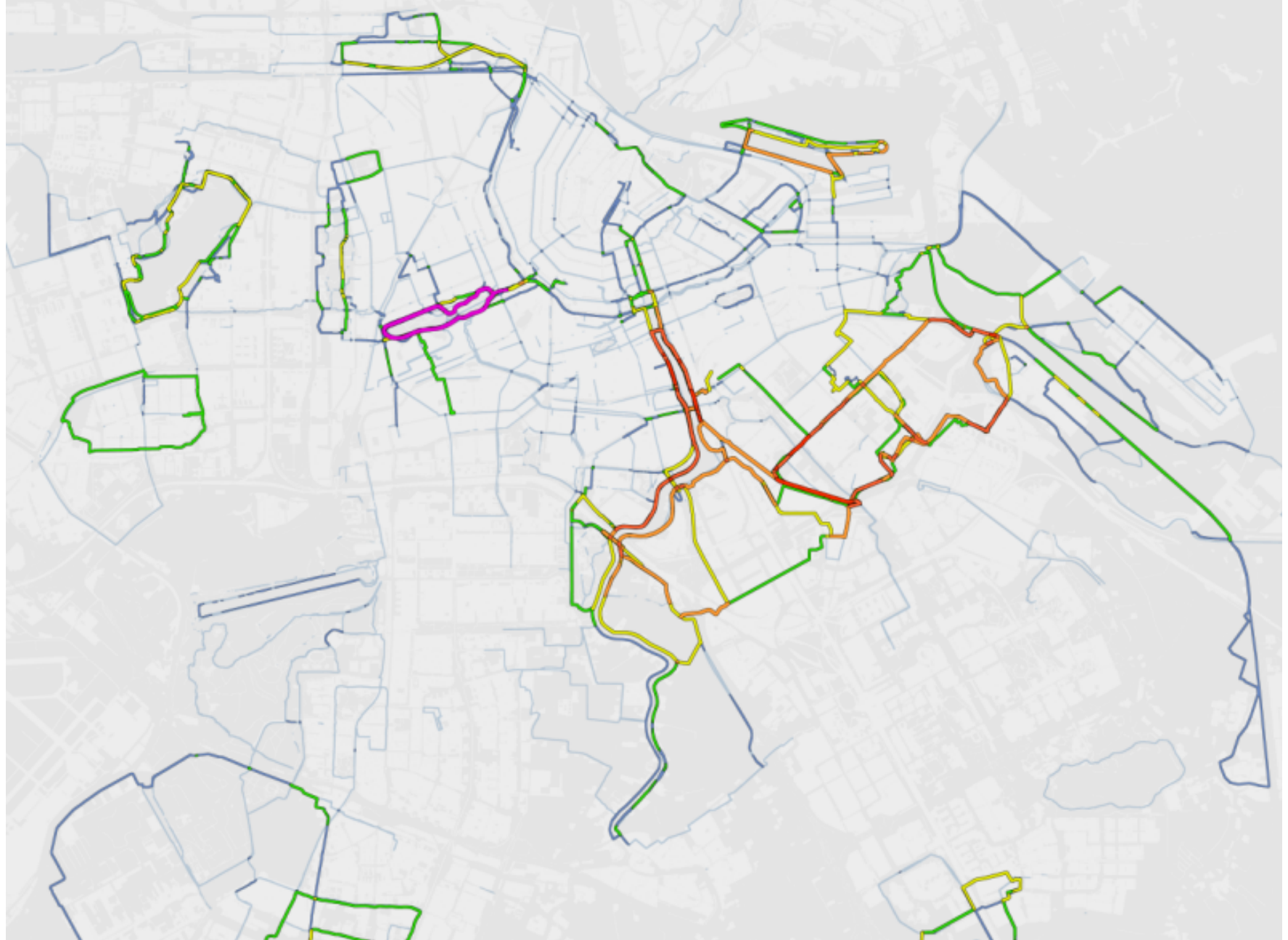


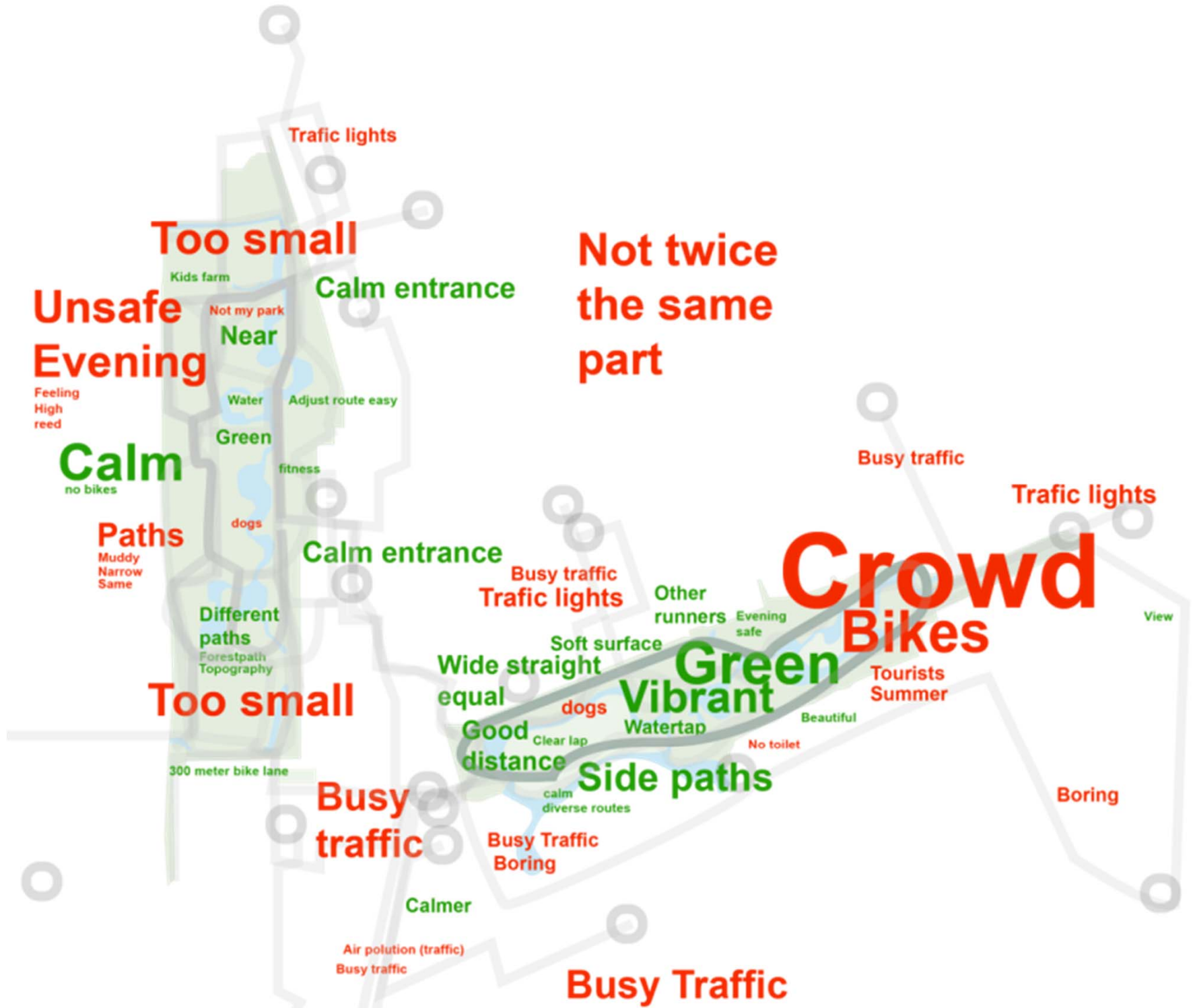


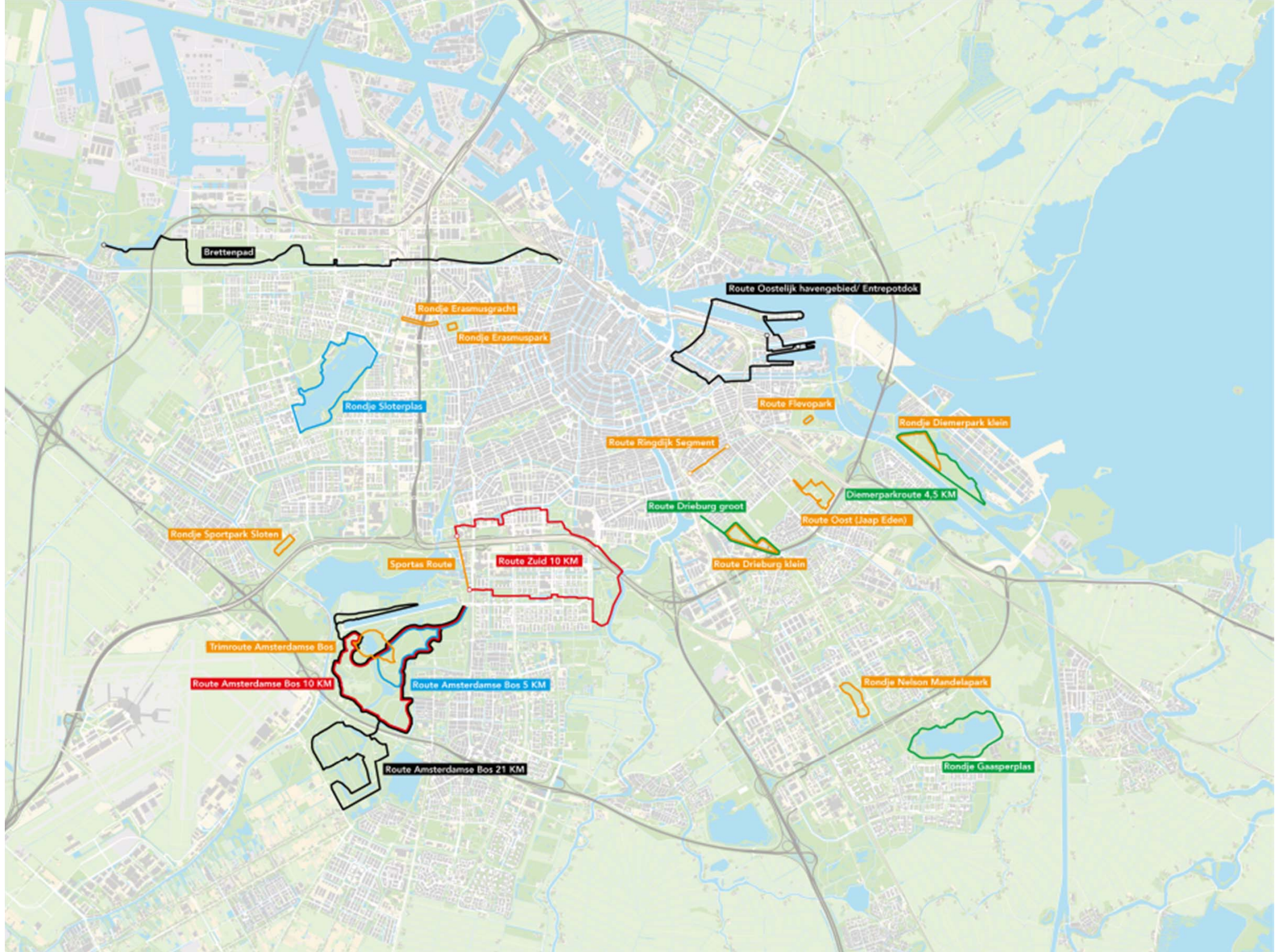
Runkeeper data

activities during darkness

Share of **2055** activities





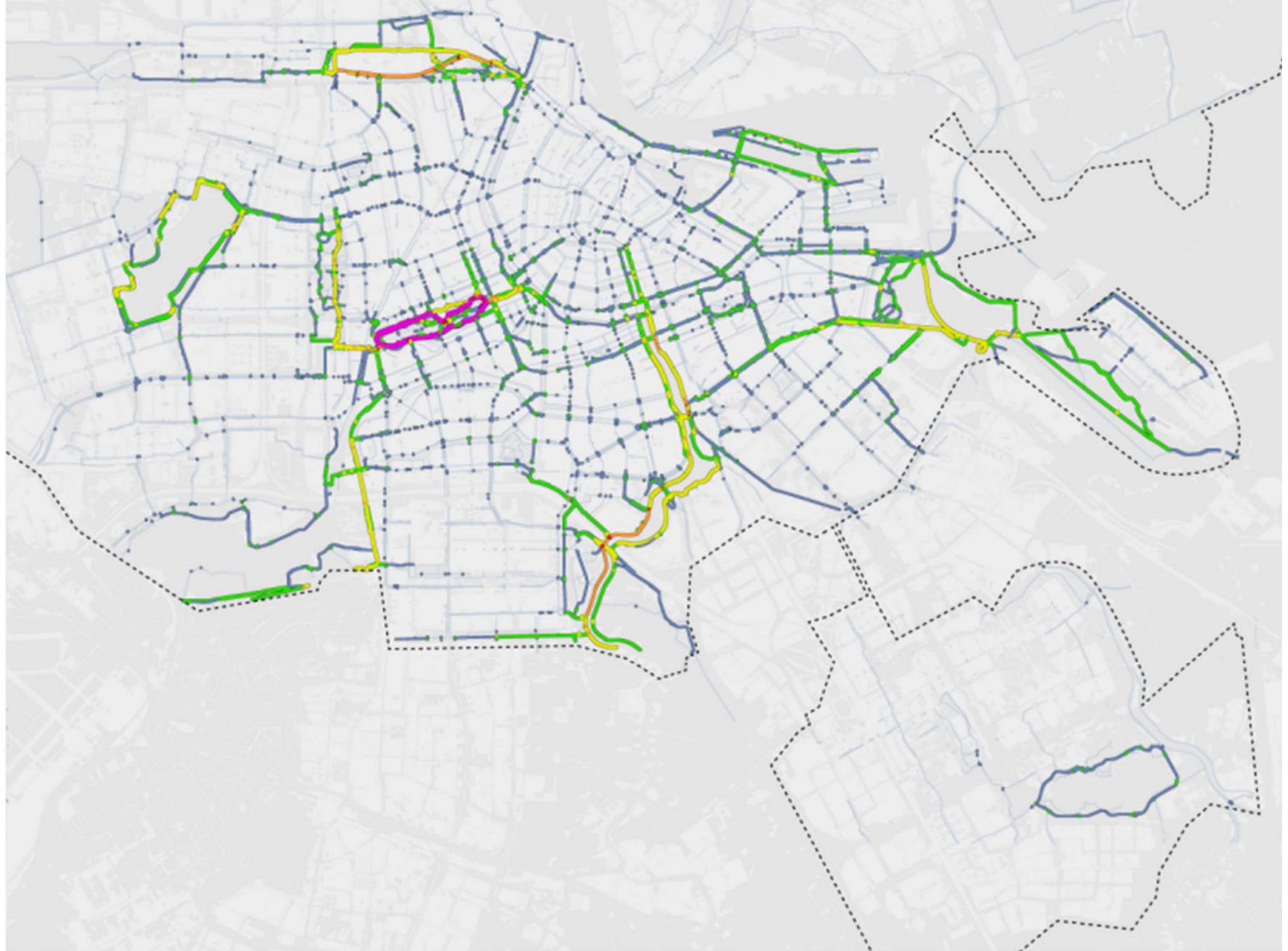


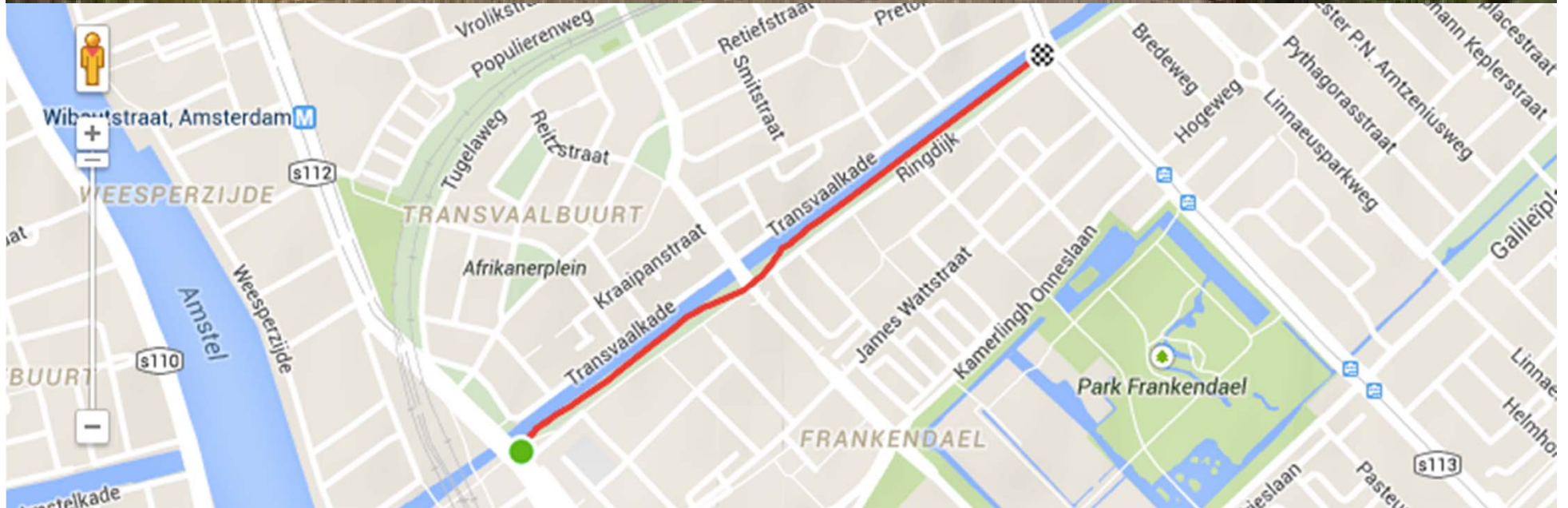


Strava data

All activities

Share of **89.846** activities







Door al die fietsers zou je bijna vergeten dat Amsterdam een echte hardloopstad is. Het is er mooi, het is er nooit te heet en het is een vlakke stad die op voetgangers is ingericht.

14.102 Hardloopsessies per week 122.686 Kilometer per week

Top hardlooproutes in Amsterdam

[Amsterdam Fietsgids >](#)

1

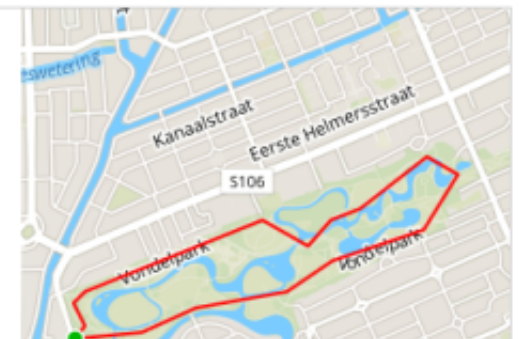
Vondelpark

3,4 km 25 m

Het Vondelpark ligt ten zuiden van het stadscentrum en het is een van de meest favoriete hardlooplocaties van de stad. Het park is vlak, prachtig en groot genoeg voor een flink ...



+2



What's happening on Human now

Amsterdam
18:10.468 min



Austin
12:23.312 min



Berlin
19:51.526 min



Copenhagen
22:52.942 min



London
13:42.689 min



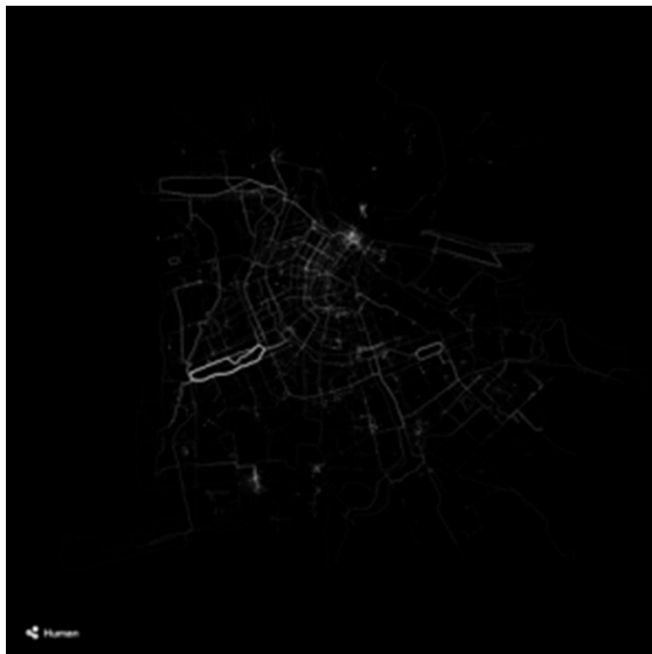
Paris
18:19.813 min



Tokyo
41:16.993 min



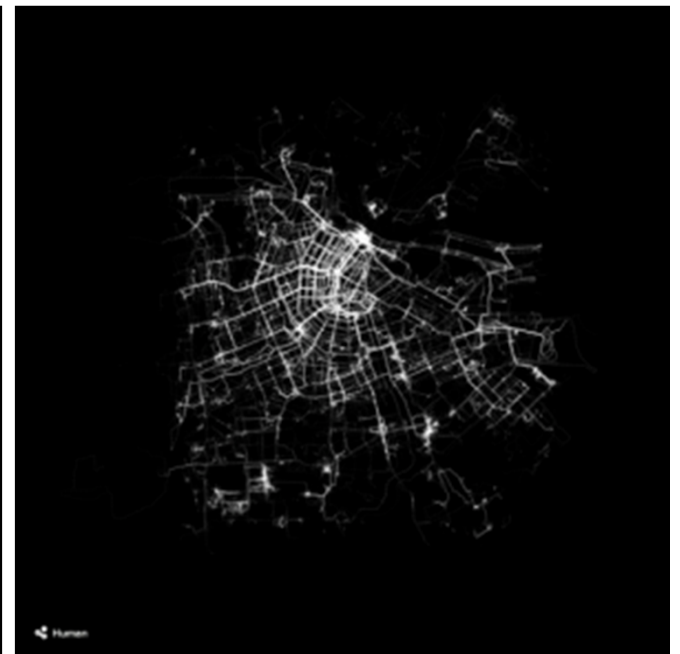
Toronto
13:29.586 min



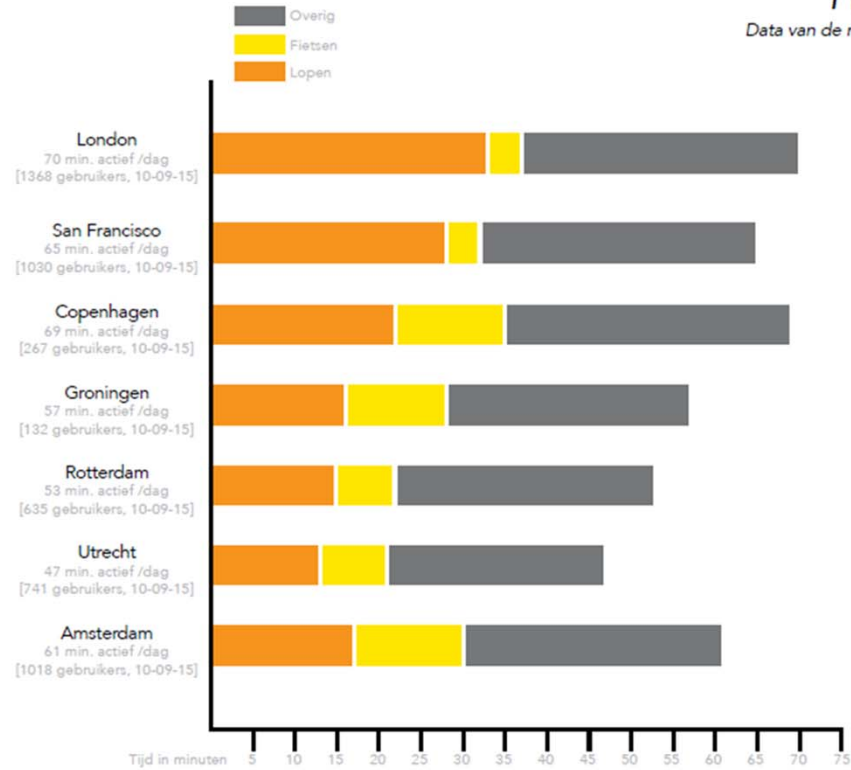
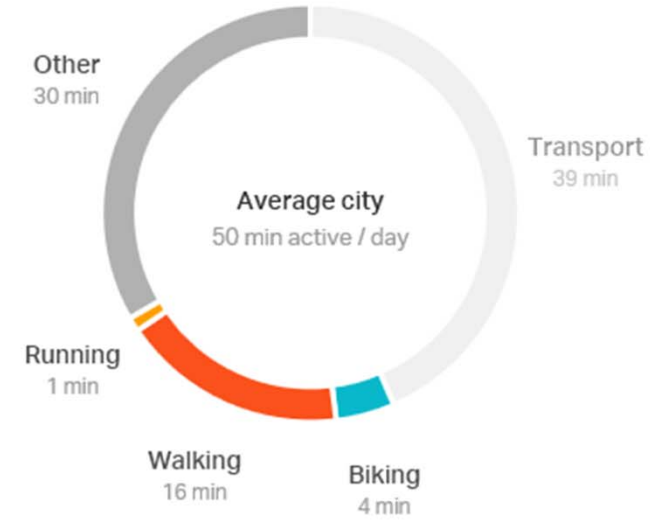
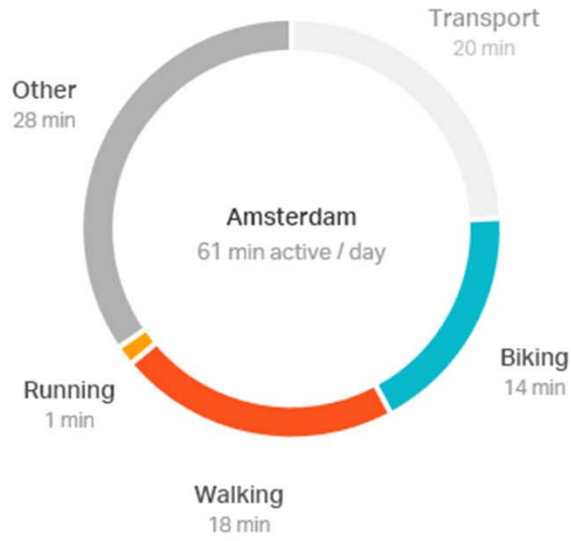
running



biking



walking





Wearable-tech sales expected to rise fast

111.9

MILLION
Number of
wearables
expected to ship
worldwide in

2018

19.2

MILLION
Number of
wearables
expected to ship
worldwide in

2014



Source: Juniper Research

Bankrate