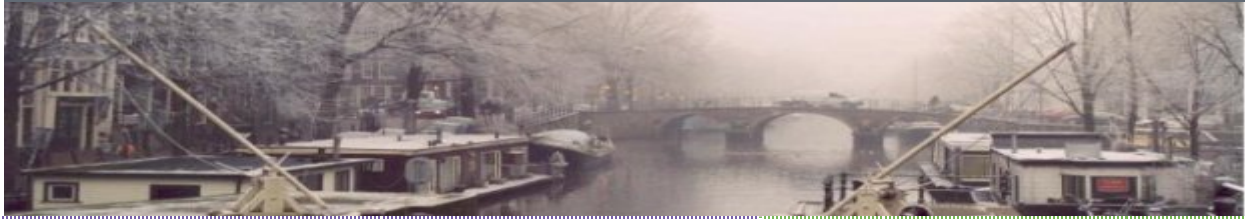


HollandNews



Holland has unique experiences to offer to your clients in the coming seasons with more focus on "value for money." A spring break may be a good alternative and why not start considering Holland for the autumn or 2010? We like to call Holland "a BIG small country" because it offers something different that cannot be found elsewhere. It's less than a two-hour flight away from home and at most a three-hour drive to travel through every corner of the country, but there is so much to see and do at every stop!

Book your meeting with us at [TUR](#) to discuss possibilities for future cooperation and to receive an update on the latest developments in the market. You will also have the opportunity to meet some of our most important business partners. Send an e-mail to halma@holland.com or [book via TUR](#).

Our successful Tour Operator Workshop will be held 13 and 14 May 2009 in The Hague and Delft. During this two-day program you will get to see the second largest city of the Netherlands (The Hague) and the nearby picturesque city of Delft, which is famous for its royal pottery. You will also participate in a workshop with the most important Dutch businesses who can help you out with your arrangements. Everything will be taken care of during this workshop! Requests for participation can be sent to halma@holland.com.

Keukenhof 2009 "A celebration in the world's most beautiful spring garden!"



Keukenhof is *the* place to go to see spring come to life! If you think about Keukenhof, you think of lots of flowers and colors - in short, a stunning garden where nature can be seen in all its beauty. In 2009 we are celebrating Keukenhof's 60th birthday. In addition, we will be commemorating the fact that 400 years ago, in 1609, Henry Hudson, on behalf of the Dutch East India Company, stepped ashore on what is

now Manhattan, where New Amsterdam was established and later renamed New York. This city was founded by the Dutch and Dutch history still plays an important role even today.

In the coming season (19 March to 21 May 2009) Keukenhof will take a close look at the historical relationship between the USA and the Netherlands. A spectacular flower mosaic of the Statue of Liberty, made up of more than 25,000 bulbs, has been created. You can also follow an amazing themed route through an American-style garden. These all form part of Keukenhof's theme in 2009: "USA, New Amsterdam - New York, 400 years." [Experience the spring at Keukenhof and don't forget to bring your camera!](#)

Amsterdam Art City 2009

During the art year Amsterdam Art City 2009, the capital of the Netherlands will pay tribute to its museums' marvels. An important highlight this year is the extraordinary exhibition "Van Gogh and the Colors of the Night," which will be on display at the Van Gogh Museum in Amsterdam from 13 February till 7 June 2009.



Throughout his career, Vincent van Gogh (1853-1890) was fascinated by the challenge of representing the night through *light*. Evenings and nights are recurring themes in Van Gogh's work, and many of those



'God created the world, but the Dutch created Holland'

The top 10 wonders of Holland that your clients cannot miss:

1. Afsluitdijk
2. The canals of Amsterdam
3. Dutch polders
4. Waddensea and its islands
5. Deltawerken
6. The city hall of Middelburg from 1452
7. National Park De Hoge Veluwe
8. Dutch architecture like the Van Nelle Factory in Rotterdam and the Kurhaus in

representations are among the artist's greatest paintings. It is the first time an exhibition is being devoted especially to this theme. Moreover, Amsterdam is the only city in Europe hosting this exhibition, which is being organized in collaboration with the Museum of Modern Art (MoMA) in New York.

The Dutch master's love for the evening and night came at an early age and continued to play a role during his extraordinary years as a painter. The exhibition will present new insight into Van Gogh's depictions of night landscapes, interior scenes, and the effects of both lamplight and natural light on their surroundings. Representing all periods of the artist's career, the exhibition will comprise over two dozen works from international collections, such as *The Starry Night* (MoMa) and *Eugène Boch* (Musée d'Orsay). All collections are of superb quality and several have never been seen together, even though they were very clearly created with each other in mind.

Other highlights this year include the reopening of the Hermitage Amsterdam and the Royal Palace. In June 2009 Hermitage Amsterdam will reopen its doors in the 17th-century Amstelhof. The reopening will be celebrated with a spectacular exhibition: "*Russian Court Life*," which can be visited from 20 June 2009 until the end of January 2010. The Royal Palace in the center of Amsterdam will be open to visitors in June 2009 after a renovation process that took nearly 3 years. The reopening will start off with a fascinating exhibition on Italian architect Vincenzo Scamozzi (1548 -1616).

More information:

[Van Gogh Museum](#) at Paulus Potterstraat 7 in Amsterdam

[Hermitage Amsterdam](#) at Amstel 51 in Amsterdam

[Royal Palace](#) at Dam 1 in Amsterdam

Sofitel Amsterdam joins Accor's exclusive collection of upscale hotels and becomes The Convent Hotel



As of January 2009, Sofitel Amsterdam has joined Accor's newest and most exclusive collection of non-standardized hotels, MGallery, and will be renamed for that occasion The Convent Hotel.

MGallery combines the excellence of its service offering with individual establishments with a marked personality to make every guest's stay a unique experience. It also relies on the fundamental values of human contact, warmth, and service quality. The MGallery collection aims at meeting the expectations of "hedonistic" and discriminating clients who want a hotel that is an integral part of their travel experience, or who wish to enjoy a setting that has a history, an identity and a soul. Each hotel operates under its very own name, bearing out individual character and design and a personal service that reflects the spirit of the MGallery hotels.

The Convent Hotel Amsterdam is the first hotel in Holland to operate under the new label. It is a 148-room hotel laden with history and character. It owes its name to the two convents that were housed in the premises in the 14th century. The illustrious history of The Convent Hotel reverberates in its facade, its leaded windows, and even the painted tiles. The hotel is conveniently situated in the heart of Amsterdam, at only a walking distance from the Royal Palace on Dam Square.

[The Convent Hotel Amsterdam has been chosen as the first location in Holland to express the ambitions of the new label.](#)

Update on Flight Connections

Where some struggle, others see opportunities for the future. On 1 April 2009 Norwegian starts two new connections to Amsterdam. Departing airports are Oslo Gardermoen and Copenhagen Kastrup. On the same day (this is no joke!) Ryanair will expand its network to Düsseldorf Weeze from Västerås in Sweden. This means that the Ryanair connections from Scandinavia will include Oslo Torp, Göteborg Landvetter, Stockholm Skavsta, Växjö and Västerås.



Last but not least, on 30 March KLM will expand its number of flights from Helsinki to Amsterdam with a fourth flight per day.

Scheveningen (The Hague)

9. 5000-year-old Hunebedden graves

10. Het Loo Palace and the museum Ons' Lieve Heer op Solder in Amsterdam



Tour de France 2010 starts in Rotterdam

From the 1st till the 4th of July 2010, the largest cycling event in the world - Tour de France - will start in Rotterdam, the port of Europe. With more than 1 million people living in this area and the knowledge that Holland has over 15 million bicycles, it is going to be an amazing orange event that your clients cannot miss.

Combine the visit to the start of the Tour de France with a visit to Rotterdam - a city of design, architecture and night life. And why not offer your travelers some of the most amazing cycling routes, of which there are over 17 000 km in the country? Learn more about Rotterdam and the Tour de France [here](#).



Your personal contact

For more information on what we can do for you and your customers, please contact our Meetings & Conventions and Leisure Trade representative Harma.

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