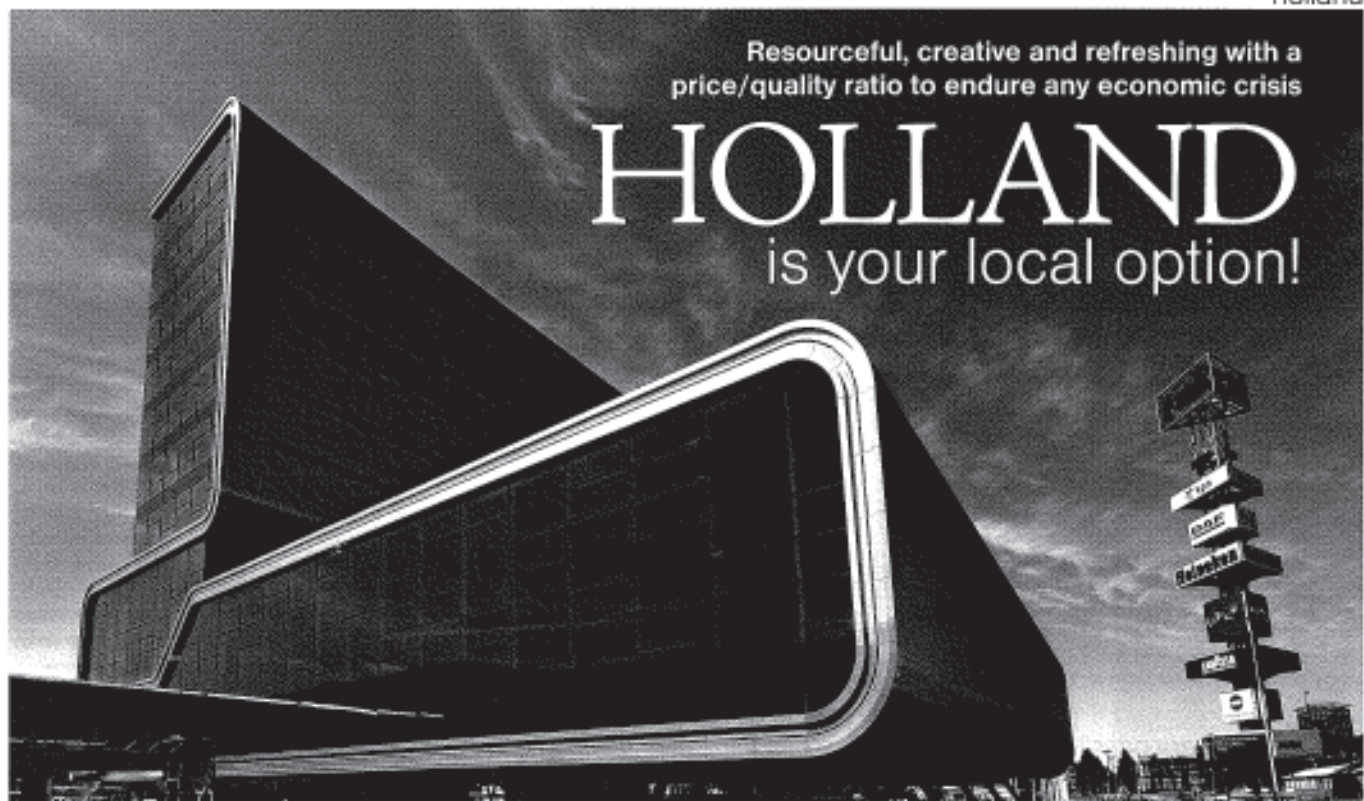


Resourceful, creative and refreshing with a price/quality ratio to endure any economic crisis

HOLLAND

is your local option!



In times where many meeting planners are critically examining their budgets, Holland is, more than ever, open for business. Close, easy to reach from all foreign destinations and with a vast and varied amount of options per square kilometre. Capitalising on its historical resourcefulness and creativity, the country proves that a tighter budget should not stand in the way of organising an inspiring meeting with all the trimmings.

With a surface area of over 40,000 square kilometres - including water - the Netherlands is not exactly a big destination. However, the offering of convention centres and hotels, inclusive of all the options to mix business with pleasure, is quite large. As a result, there are a greater number of options per square kilometre while travel distances and times remain more than acceptable. Small as it is, the Netherlands is a very accommodating country. It is a hospitable destination for foreigners, with a largely English-speaking population. Accessibility is excellent, both by plane, with 100 daily flights from Europe and a similar amount from beyond, but also by train. ICE, Thalys and Eurostar comfortably and expediently take travellers from Germany, France, Belgium and Great Britain to all of the central Dutch railway stations, within a couple of hours.

EXCITING CONTRASTS

As a MICE destination, Holland is a land of appealing and exciting contrasts. This country became internationally renowned because of its cultural-historic heritage of the Golden Age: beautiful merchant houses, picturesque canals with drawbridges and brilliant works of art by famous Dutch masters. The Dutch are also

known for their traditional craftsmanship, both down to earth and resourceful, that created world famous products such as cheese, clogs, windmills and tulips. Naturally, the Dutch cherish this heritage, which can still be seen to a large degree and is sometimes still being practiced. Some convention venues and/or hotels are even situated directly at these inspiring locations. But besides these typically Dutch icons, Holland also offers many types of modern art, design and architecture. Landmarks such as the famous Erasmus Bridge and the still to be built super modern Market Hall in Rotterdam. Or the completely redeveloped Eastern Harbour area in Amsterdam, with the KNSM island and the eye-catching residential tower Piraeus. And the Maastricht neighbourhood Céramique, with its residential, professional and commercial buildings, the Bonnefantenmuseum and the Derion Theatre, that has been established in an industrial monument. Artists such as Marlene Dumas, Jacob Karbier and Herman Brood. Architects such as Rem Koolhaas and Zwarts & Jansma. Designers such as Marcel Wanders and Droog Design. Fashion designers such as Marlies Dekkers and Viktor & Rolf. Need we go on?



holland



Previous page: Elicium, Amsterdam RAI. Clockwise from top: Hermitage, Amsterdam; SS Rotterdam; Momo, Amsterdam; Fokker Terminal, The Hague.

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NEWEST VENUES

The Dutch are proud of their past, but at the same time they are contemporary. This is also seen by the amount of investment in the offering of venues. In early 2009, Amsterdam RAI opened a special new building: Elicium. At the heart of Elicium is a multifunctional ballroom, a dividable space, that can host up to 2000 guests, depending on the event. In June 2009, the famous Hermitage Amsterdam was reopened. It features prominent exhibitions of the Hermitage in Saint Petersburg, as well as banquet rooms for meetings, receptions, private dinners, parties and other business events. At the end of this year, Novotel Amsterdam City will complete its large scale renovation that will bring the rooms, the convention areas and the building itself in line with modern standards with regard to comfort, functionality and design. Novotel Amsterdam City will then be the only location in the capital that can host a convention of 450 participants including overnight stays. In Rotterdam, the flag ship of the former Holland America Line, the SS Rotterdam, was converted into a convention and event location, including a cruise hotel, and at the end of 2009 in Maastricht, Townhouse Hotel Maastricht will open, a surprising three star hotel concept with a balance between tradition and modern values. Last but certainly not least, there is The Hague Industrials, a collaboration between a number of historical, industrial locations in The Hague, a venue for conventions and other business events: The Kotelhuis of the former Caballero Factory, the hangar and the old aviation school classrooms

of the Fokker Terminal, the former Norfolk site in the seaside town of Scheveningen, the halls of the historic National Automobile Centre and the characteristic monumental Remise, where meetings can be held surrounded by classic trams and buses.

NO BUSINESS WITHOUT PLEASURE

No matter how high quality and inspiring the convention locations and hotels are, a successful meeting is only possible in combination with creative and relaxing incentives. Holland continues to evolve here as well. Take the internationally orientated restaurants Momo and Umoja in Amsterdam and Spize in The Hague, where the refined flavours and exuberant colours of the entire world are combined with the style and elegance of the West. Sophia (Amsterdam), De Rechtbank (Utrecht) and Beluga Nxt Door (Maastricht), are establishments where design creates the ideal surroundings for high quality and tasteful creations from the kitchen. And we have not even mentioned the many sights and other accommodations in the cities, on the coast and in the forests that are perfectly suited for day trips, tours, and hands-on or relaxing group activities. The list is never-ending. In short: for every possible combination and every thinkable group of business people, Holland offers the perfect ingredients for a surprisingly inspiring, refreshing and memorable meeting experience. It's with good reason that the Netherlands Board of Tourism and Conventions calls Holland surprisingly refreshing! ♦

HOLLAND GOES GREEN

Innovation means investing in green meetings. Again the Netherlands is at the forefront and when it comes to CO2-neutral business meetings, more and more options are being offered.

Travel to and from the Netherlands can be as green as the traveller wants. First of all, there is the central location that grants the Netherlands points when it comes to CO2 calculations for corporate meetings. All the available and varied options help as well. A lot of investments are being made into Amsterdam Airport Schiphol, in order to achieve CO2-neutral operations by 2012 and to ensure that 20 percent of the energy used is sustainable. This makes it increasingly easier to travel 'green' by plane. Railway, which has always been an environmentally friendly transportation alternative, takes visitors from surrounding countries to centrally located railway locations in the Netherlands within a few hours. And upon reaching their destination, the genuinely green minded visitor travels by bicycle of course!

GREEN MEETINGS AND OVERNIGHT STAYS

Hotels and convention centres in the Netherlands are increasingly investing in the Green Key. Currently, 450 companies in the tourism and recreation industry have earned this international eco-rating. Many convention centres and hotels, including NH hotels all over the country, have even earned the highest achievable Green Key rating: Gold Level. The Green Globe is also on the rise in the Netherlands. Amsterdam RAI is one of the venues that has earned this rating: due to their policy with regard to personnel and socially responsible entrepreneurship and the way in which the organisation processes waste, water and energy.

MAXIMUM COMPENSATION FOR CO2 EMISSION

Various PCOs, DMCs and venues now use a CO2 calculator to calculate the total CO2 emissions of meetings, so that optimal compensation can be provided. The Netherlands Board of Tourism and Conventions will introduce such a calculator in autumn 2009. This calculation will also take into account the CO2 emissions that are the result of the production of meeting related brochures and other handouts and giveaways. Business meetings were never this green!



Let Holland refresh your perspective and go to www.holland.com/meetings.

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