

## News

As another hectic year draws to a close, we finally have time to prepare another Holland Journal for you. We apologize for the absence of the newsletter so far this year and can promise to do better in 2016. One of the reasons I can make this promise, is because I have recently hired a new addition to the office staff. More on this further on in the newsletter.

I am sure that foremost on all your minds are the recent horrible terrorist attacks in Paris. Our hearts and minds go out to all those affected by these atrocities. We also followed the events in Brussels very closely and understand that slowly but surely, life is returning to normal in both Paris and Brussels. The Netherlands have, fortunately, not been directly affected by these scares. Life here continues as it normally would. Our government is vigilant, however, and has instituted visible and invisible precautions to assure the safety of all.

On a happier note, the city of **Rotterdam** continues to wow both domestic and foreign visitors. Lonely Planet awarded Rotterdam with the number 5 spot on their list of best cities in the world to visit in 2016, thereby beating cities such as Manchester (England) and Rome (Italy). Lonely Planet lauds Rotterdam for its futuristic architecture and inspired initiatives such as inner-city canal surfing. A proliferation of art, and a surge of drinking, dining and nightlife venues make Rotterdam one of Europe's most exhilarating cities right now.

At the end of September, we completed yet another successful **FAM Tour** for travel agents. This year, the tour took place in the cities of The Hague and Rotterdam. Everybody was amazed at what both cities had to offer, the elegance and history of The Hague and the vibrancy and stunning architecture of Rotterdam. In 2016, the FAM will take place between November 27 and December 3, preceding the ILTM in Cannes. The tour will take you to Amsterdam and Maastricht with a side trip to the East. A detailed itinerary will be posted on our web site early 2016. Already interested? Send us an email.

The famous flower exhibit **Keukenhof**, with this year's theme "The Golden Age", will be open between March 24 and May 16, 2016. There will be more than 7 million bulbs in bloom, with a total of 800 varieties of tulips. A unique and unforgettable experience! Besides the spacious 80 acres of flowers, visitors can enjoy the spectacular flower shows, surprising inspirational gardens, unique artwork and other wonderful events. For clients interested in flowers, we suggest to add **Flora Holland flower auction** in Aalmeer (largest flower auction in the world with more than 35-million cut flowers every day). Ask us for special backstage tours through the auction. How about lunch at a private family minutes away from the Keukenhof?

Finally, a last suggestion in case you have clients travelling by train to Amsterdam Central Station and needing a pick up there for a private transfer. We will always suggest having your clients travel to Schiphol Airport instead for this pick-up. Your client will have to walk a much shorter distance, they can make use of free luggage carts and will be able to locate their driver a lot easier. The driving distance between the Airport and most hotels in the city center of Amsterdam will be between 20 and 30 minutes.

## Did you know?

Did you know **Amsterdam** celebrated its **740<sup>th</sup> anniversary** in 2015? On October 27, 1275, Count Floris V signed a document awarding the village of Amestelledamme (later called Amsterdam), with merely 1,000 inhabitants, the right to transport goods without having to pay a toll. This document marks the first mention of this name and is therefore regarded by many as the founding date of the city. The anniversary was celebrated throughout the city with many festive activities, but an even larger event will happen with its 750<sup>th</sup> anniversary in 2025.



## New Office Employee

You may all have noticed how busy I have been in the recent years. I have therefore decided to add a new staff member to my office team: **Rick Bezemer**.

Rick has 20+ years experience in the outbound business travel industry. For many years, he worked for a small Dutch-American non-profit organization, organizing international study programs for Dutch business and government executives.

Rick is very excited about his switch to the inbound luxury leisure market and is looking forward working closely with you all, and putting together wonderful tour programs in the Netherlands and Belgium for your clients. Rick hails from Rotterdam, and can be reached directly at: [rick@thedutchtraveladvisor.com](mailto:rick@thedutchtraveladvisor.com).



## Secure Credit Card Form

I would like to draw your attention to a new feature on our secure web site, a feature that will make credit card transactions a lot safer. We now have a **secure credit card authorization** form on our website, which you can use to provide us with your or your clients' credit card details. We do not charge a credit card fee.

For those who do not wish to pay by credit card, we offer a 3% price reduction.

The credit card form can be found on the following webpage:

<https://www.thedutchtraveladvisor.com/shop/cc/>.



## New: An Exclusive Mansion Tour Amsterdam

In cooperation with the Hendrick de Keyser Association, the historic houses association of The Netherlands, the Dutch Travel advisor has developed a **new exclusive tour**. A tour you will not find in any brochures!

During this tour several 17<sup>th</sup> century mansions in Amsterdam will be visited, those who are in general not open to the public. It will provide an exclusive impression of how wealthy merchants lived in the 17<sup>th</sup> century.

Two of the 17<sup>th</sup> century mansions we will visit are Huis Van Brienen and Huis Bartolotti.

Huis Van Brienen, built in 1620 on the Herengracht (Gentlemen's Canal) was converted into a patrician style mansion in the Louis XIV style in 1728.

The interior of this 18<sup>th</sup> century mansion is ranked in the top 100 of most important interiors of the Netherlands. Here, time seems to have stood still.

Huis Bartolotti, also located on the Herengracht was built in 1617 by Willem van den Heuvel tot Beichlingen, one of the richest inhabitants of Amsterdam at the time. Huis Bartolotti was one of the largest merchant's mansions within Amsterdam in the early 17<sup>th</sup> century.

To complete the 17<sup>th</sup> century experience, participants in the tour will be transported from mansion to mansion by horse and carriage. For more information, please contact us.



## Tickets Anne Frank House Amsterdam

The **Anne Frank House** continues to be one of the most visited museums in Amsterdam. In 2014, the museum had a whopping 1,227,500 visitors. Considering Anne Frank's compelling story, this is hardly a surprise. As a result, tickets sell out weeks and sometimes months in advance, and the waiting lines outside the museum can run up to 4 hours.

But this is going to change. As from April, 2016 the Anne Frank House is going to use a new system where more online tickets will be available. This will hopefully result into shorter lines. Also some of the logistics will change. More about the upcoming changes in the future Holland Journals.



If you have booked a tour with one of The Dutch Travel advisor's professional guides, it will guarantee that you not have to stand in any waiting lines. [www.annefrank.org](http://www.annefrank.org)

### Vermeer's Little Street Delft

Earlier last month, a century old mystery was solved concerning one of Vermeer's most famous paintings "**The Little Street**": the exact location of the street in Delft.

Frans Grijzenhout, Professor of Art History at the University of Amsterdam, consulted 17<sup>th</sup> century records that had never before been used for this purpose and clearly indicate the site of 'The Little Street' in Delft. The discovery of the whereabouts of Vermeer's 'The Little Street' is the subject of an exhibition in the **Rijksmuseum** in Amsterdam between November 19, 2015 and March 13, 2016. It will then transfer after 320 years back to Delft, for a special exhibit at the **Museum Prinsenhof**.

During our guided tours through Delft we will, as from today also include a visit to the location of the houses portrayed.



### Microbrewery De Prael Amsterdam

**Microbrewery De Prael** opened in 2002 and is located right in the heart of the Amsterdam's Oudezijds Voorburgwal, one of the oldest parts in Amsterdam. This brewery makes several tasty beers, and used to have a policy of naming their brews after famous Amsterdam singers.

Despite modern equipment, the brewing process at De Prael keeps up centuries-old traditions. Organic grains and malt are selected and milled by the owners, and beers come unfiltered, unpasteurized, and untouched by fake flavors. Beers get their sparkle from natural carbon dioxide formed during fermentation.

The Dutch Travel advisor organises private guided tours through the brewery with at the end a tasting of various beers.



### W Hotel Amsterdam

Wake up to a new Amsterdam where design, fashion, and music connect to create an extraordinary dynamic for the city of canals. Located in the heart of the Dutch capital, behind the Royal Palace, the **W Amsterdam** hotel is just steps from the city's iconic canal district, with its vibrant restaurants, bars and nightlife scene. Redefining luxury with its innovative design, signature amenities and unique style, W Amsterdam will provide guests with an integrated contemporary lifestyle experience.

Split across two unique buildings, a former telephone exchange building and a bank, W Amsterdam is an intriguing design mix of heritage and contemporary style where nights never end and the pulse is set high with a full calendar of exclusive W Happenings.

Step inside W Amsterdam and go straight to the top and check in at its rooftop W Lounge. Experience the innovative design and luxury of the 238 stylish guestrooms, including 23 suites, three WOW suites and two lavish Extreme WOW Suites.

The signature Whatever/Whenever service is there for you 24/7 for anything you might need. Whatever you want, whenever you want it, as long as its legal. Meet the W Insider, the in-the-know tastemaker, here to connect you to what's new/next in Amsterdam. [www.wamsterdam.nl](http://www.wamsterdam.nl)



### New Restaurant: The Duchess Amsterdam

**Restaurant The Duchess** Amsterdam, inspired by the splendor and eminence of the Belle Époque, took residence in the summer of 2015. True to her imperial roots, The Duchess resides in one of the best-kept historic gems, the former Kas Bank and W Hotel Amsterdam, where she will introduce her guest to the elegance of traditional London hospitality balanced with Viennese grandeur.

Her Royal nature is captured in the refined flavors from Southern France and Italy, known as Nouveau-Niçoise Cuisine. The custom-made Molteni kitchen is an impressive centerpiece fit for a Royal, where the light and pure dishes arise alongside decadently delicious desserts. The Duchess menu is one of intricate simplicity with eclectic classics as luscious Fruits de Mer platters, Rotisserie and grill specialties as well as homemade ice-cream coupes prepared at the table. [www.the-duchess.com](http://www.the-duchess.com)



### New Entrance Hall Van Gogh Museum

On September 5, the new entrance to the **Van Gogh Museum** was opened to the public. Visitors now enter the museum through a spectacular glass structure on Museumplein.

The completion of the new entrance hall, designed by Kisho Kurokawa will see the Van Gogh Museum fulfil a long-cherished dream. Featuring advanced glass building techniques, the new entrance is completely transparent. The new entrance hall creates an additional 800 m2 of surface area, meaning the museum is better equipped to welcome the growing number of visitors.

Same as for the Anne Frank House, timed tickets are needed to enter the Van Gogh Museum. Going on tour with The Dutch Travel advisor assures you of having these tickets and not having to stand in any lines. [www.vangoghmuseum.nl](http://www.vangoghmuseum.nl)



### TEFAF Maastricht – Defining Excellence in Art

**TEFAF Maastricht**, March 11 - 20, 2016, is universally regarded as the world's leading art fair, setting the standard for excellence in the art market. The fair is truly an unmissable event by collectors and museum representatives.

Presenting 275 of the world's leading galleries from 20 countries, TEFAF Maastricht is a continuously evolving showcase for the best works of art currently on the market. Alongside the traditional areas of Old Master Paintings and antique Works of Art, you can see and buy a wide variety of Classical Modern and Contemporary Art, Photographs, Jewelry, Twentieth Century Design and Works on Paper.

In March 2017, The Dutch Travel advisor is going to present a special tour based on the world's leading art fair. More about this special tour in our future newsletters.



### Public Art Depot - Museum Boijmans Van Beuningen

**Museum Boijmans Van Beuningen's** collection is seen as one of the best in the world. It comprises some 145,000 objects, many more than can be shown in the museum at any one time. Those works not shown, approximately 70,000 are currently housed in storage facilities in Rotterdam and elsewhere. Due to the poor condition of these storage facilities and the fact that these works can not be seen by the public, a new idea emerged: why don't we make a new building and solve both problems?

A spectacular new building, called the **Public Art Depot**, was designed which will be a truly accessible building for the public. There are three ways to visit the building: 1- visitors can make their way up to the roof terrace and rooftop restaurant, 2- visitors who want a glimpse behind the scenes of the museum can buy a ticket that allows them to wander around the majority of the large building, 3- visitors who wish to see more can arrange a special tour through The Dutch Travel advisor, taking them to the depots. If all goes to plan, the Public Art Depot will open in 2018. [www.boijmans.nl](http://www.boijmans.nl)



## 2016 Must See Exhibits

**Selfies on Paper** - until March 20, 2016 at the **Rijksmuseum** in Amsterdam.

The Rijksmuseum is exhibiting ninety drawings, prints and photographs spanning a period from the 17<sup>th</sup> century to the 20<sup>th</sup> century to tell the story of the “selfie” on paper.

Virtually every artist in the past looked in a mirror and captured his or her image for posterity – just as we do now. Self-portraits by such artists as Rembrandt, Ter Borch, Van der Cooghen, Wouter, Van Troostwijk, Kollwitz, Jan Toorop, Kokoschka and Willink can be found in the print rooms on every floor of the museum. [www.rijksmuseum.nl](http://www.rijksmuseum.nl)



**Barbara Hepworth: Sculpture for a Modern World.** Until April 17, 2016, the **Kröller Müller Museum** in Otterlo will be honoring the British artist Barbara Hepworth (1903-1975) with a large-scale retrospective exhibition.

In this exhibition, her career is mapped out step by step, from her early days as an artist in the 1920s to her period as an internationally-famed sculptor towards the end of her life. Sculptures from wood, marble, and bronze – all unique thanks to the incredible craftsmanship with which they are made – are alternated with paintings, drawings, film footage and photographs of Barbara Hepworth at work in her studio or amidst friends.



The exhibition shows how Hepworth developed her own unmistakable “signature”, drawing inspiration from shapes and forms in nature, sometimes figurative, sometimes abstract. Her style was of great significance and influence for the world of modern sculpture. A walk through the museum’s sculpture garden, admiring the world-famous Rietveld pavilion and enjoying the surprises offered by the rich collection of bronze sculptures that the museum owns makes the exhibition complete. [www.krollermuller.nl](http://www.krollermuller.nl)



**Suggestion:** The Dutch Travel advisor recommends a private day tour, taking you to the Kröller Müller Museum, having lunch at a local Dutch restaurant and the off the beaten path Airborne Museum.

**Karel Appel** - between January 16 until May 16, 2016 at the **Gemeentemuseum** in The Hague. Internationally, Karel Appel is perhaps the most renowned Dutch artist of the latter half of the 20<sup>th</sup> century.

In 2016, it will be ten years since his death: time for a new generation of visitors to look afresh at an oeuvre that many people still associate with Cobra and the 1950s, although it actually extends over a period of more than sixty years. In this major retrospective, therefore, Cobra is just one of the many aspects of Appel’s work that will be reconsidered from a number of, sometimes unexpected points of view.

[www.gemeentemuseum.nl](http://www.gemeentemuseum.nl)



## Happy Holidays

I will be on my annual vacation between December 27 and January 29, 2016.

During this time, Rick will be more than happy to assist you with any enquiries you may have, and answer all your questions.

We would like to thank everybody for booking arrangements through The Dutch Travel advisor and we look forward to continuing to work with you in 2016.



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