



# Holland Journal

Edition 56, January 14, 2010

Dear Holland Specialist / Travel Agent,

We wish everybody a healthy and prosperous 2010!

In this first Journal of the new year; important dates for 2010, **NEW** tickets for public transportation, difference between **Tulip Time** and **Garden Time** and **NEW**, you can now order quality tulip bulbs at The Dutch Travel advisor for a very good price, travel agents will get a commission!



Like every year I am getting lots of questions regarding the famous flower exhibit Keukenhof and visiting gardens during the same period. I like to clear up something.

Every year the flower exhibit Keukenhof is open for only 8 weeks, for 2010 between March 18 and May 16. This years theme "From Russia with Love". Peak season for the tulips is always around the second / third week of April, depending on the weather. If March and the beginning of April is warm enough, like the last two years, the peak will be during / the end of the second week of April.



After the peak it goes really quickly and believe me, in May there is not much left! To avoid huge disappointment please do not send your clients to the Keukenhof in May if they would like to see many tulips or other flowers in bloom. Also the tulip fields outside the Keukenhof will be gone in May!



This does not mean there is nothing to see at the Keukenhof. The green houses have their exhibits like the Worlds largest Lilly Festival, that starts on May 6 and will last until closing day May 16. [www.keukenhof.nl](http://www.keukenhof.nl)



Another thing; the Keukenhof or tulips in general can't be combined with visits to blooming gardens. The garden season normally starts at the third week of May, again depending on the weather. So if you have clients who are interested in visiting gardens, end of May or even better in June would be the perfect time to visit.

In cooperation with the **Lewis Ginter Botanical Gardens**, Richmond, Virginia, The Dutch Travel advisor organized a spectacular garden tour through Holland. This tour will take place between **June 11 – 21, 2010**.

For more information like a detailed itinerary and price please contact us a.s.a.p.

**NEW** at the Dutch Travel advisor are **Flower Bulbs**.

Every year I am getting questions about where to buy good bulbs. The ones that are sold at local markets like the floating flower market in Amsterdam or at tourist sights are not always of good quality and besides this you pay a lot of money for a small bag of bulbs. And what a lot of people do not know, US and Canadian customs requires that the bulbs have a special health certificate, which should be on the package.

In cooperation with a Dutch bulb grower in the flower district, The Dutch Travel advisor is going to sell 13 bulb collections with only first class bulbs (including health certificate) for a very good price. From a large assortment of tulip bulbs, for example parrot tulips, double tulips, lily tulips to daffodils in all kinds, hyacinths in all kinds, amaryllises and other bulbs.

As there are so many varieties we can't put them all in a few collections. So if you are looking for a special kind of bulb or if you require more from a certain bulb, please let us know. Collections, for example tulip bulbs will be around 100 bulbs, 10 varieties of each 10 bulbs. Hyacinths for example 70 bulbs, 10 varieties of 7 bulbs.

To keep them as fresh as possible, we are sending the bulbs at the time when you need to plant them. Shipment will be in the last two weeks of September.

In the coming week there will be more information including prices, collection pictures / details, how to order and commission for travel agents on the website under tulip bulbs.

**Tip:** Bulbs are great for a holiday gift!





In our last Holland Journal we talked about the **NEW Holland FAM tour for travel agents only**. This tour will take place between **October 9 – 17, 2010**.

We received emails from agents who are interested and several already signed up for this special learning experience. But there is still space available!

The spectacular price is **Euro 699,00** per person and includes deluxe 4-star hotels, meals and beverages (some exclusive), specialist guides, entrance fees and land transportation.

Do you have an interest in learning more about the Netherlands, please contact us. You can also find a detailed itinerary at [www.thedutchtraveladvisor.com](http://www.thedutchtraveladvisor.com) under study tours. Here you will also find the special terms and conditions and other inclusions.

Like every year many conventions are taking place in Amsterdam. During the below dates lots of Amsterdam hotels will be fully booked and or using rack rates for the rooms they have left! Do you have clients who like to come to Holland during the below mentioned dates? I advise you stay out of Amsterdam. There are many possibilities and because of our contract rates your clients will save a lot of money.

**IS Europe:** February 2 – 4, 2010.

**Intertraffic:** March 23 – 26, 2010.

**T.B.A.:** April 14 – 18, 2010.

**Interclean:** May 4 – 7, 2010.

**Giro D'Italia:** May 8, 2010.

**PLMA:** May 18 – 19, 2010.

**WCIT:** May 25 – 28, 2010.

**FENS Congres:** July 3 – 7, 2010.

**IBC:** September 10 – 14, 2010.



#### **Cycling fans attention!**

Both the **Tour the France** and the **Giro D'Italy** are starting in the Netherlands 2010.

**Tour the France July 3 and 4 in Rotterdam.**

**Giro D'Italy May 8, 9 and 10 in Amsterdam.**

During the above dates Rotterdam and Amsterdam can be very crowded and roads can be closed! Also hotels can be fully booked.

In my earlier Holland Journal I talked about various tickets for public transportation in the Netherlands. The main ticket for using Bus, Tram or Underground is the Strippenkaart or in English Strippen Card. A Strippen Card is not valid on the train; here you have to buy a regular train ticket.



Since a few years we also have a new system, the **OV Chip Card**.

This is a special electronic card where you have to put money on it.

The OV Chip Card is valid on the train, bus, tram or underground.

There are personalized cards with a picture of the owner but there are also blanc cards especially for tourists. We call this the Tourist OV Chip Card.



You can buy a tourist card for Euro 7,50 per card. Then you need to charge it by putting money on it. You find the "charge" points at the larger location like train stations. When you enter the Train, Bus, Tram or Underground, you need to hold the card in front of a scan machine. Than it will activate. When you are getting out you need to scan it again so it knows you left the Train, Bus, Tram or Underground.



Today you can still use both Strippen Card and OV Chip Card in Amsterdam, The Hague and Rotterdam. As from February 2010 you can only use the OV Chip Card for transportation in Rotterdam. Amsterdam, The Hague and other cities will follow soon but a date is not yet set.

We will keep you up to date regarding to the OV Chip Card.

For more information you can also look at [www.ov-chipkaart.nl](http://www.ov-chipkaart.nl)

Please do not hesitate to contact us if you have any questions.

Become part of future Holland Journals? E-mail us your comments and ideas for arrangements in Holland.

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***The Holland Journal, your first step to Holland!***

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***Your tour guide for Holland***