



Holland Journal

Edition 60, August 11, 2010

Dear Holland Specialist / Travel Agent,

The summer sun is still shining but already we have some autumn news for you and even news for spring 2011. For example the famous Maurits House Museum in The Hague is up for some years of remodeling and we have a new system for paying Public Transport. But first I will tell you about a brand new Hilton Hotel in The Hague and Sail 2010 in Amsterdam.



Since June 2010, the **Hilton Hotel** in The Hague is open for the public. The date for the official opening is still unknown.

The hotel is located directly next to the famous Panorama Mesdag Museum, a must see in The Hague! The tastefully designed hotel, once the headquarters of the National Telecom Company, has been put to new use.



The 30 sq.ft guestrooms and very spacious bathroom with a separate shower are all equipped with individual air-conditioning, wireless internet and LCD television.

All rooms have large windows, comfortable workspaces and luxurious bedding. The Deluxe rooms include a kitchenette, which is nice for longer stays. All hotel guests can enjoy many hotel amenities like executive lounge serving breakfast, canapés and drinks. There is a fitness centre, an outdoor terrace and in-room dining. Further on the hotel offers complete meeting room and banquet facilities, including several boardrooms, flexible meeting spaces, a pre-function atrium and a grand ballroom that can accommodate up to 400 people!



The hotel restaurant is called The Pearl @ Hilton and is styled in a Vermeer-inspired casual atmosphere. www.hilton.com/thehague

Sail Amsterdam is the largest, free entrance, public event in Holland

Sail Amsterdam takes place every 5 years on and around the IJ river in Amsterdam. The event is well within distance of Amsterdam Central Station. More than 550 sailing heritage ships and an impressive fleet of tall ships from all over the world will come to Amsterdam from 19 August till 23 August 2010.

The fleet will be accompanied by an extensive sports and cultural programs. On August 19 it all starts with the Sail-In Parade. During the next 4 days thousands of people will visit Amsterdam to watch the beautiful ships, boats, shows and all festivities held during those days.

This year Sail Amsterdam will end with a Sail-Out Parade, the first time ever. All ships will depart together on the last day, Monday August 23.

www.sail2010.nl



On July 2, 2010 Queen Beatrix opened the **Louwman Car Museum** in The Hague.

This brand new museum hosts a unique private car collection of car importer Evert Louwman. Mr. Louwman started collecting cars in 1934. His first car was a 20-year-old Dodge, which is still to be seen in the museum.

The today's collection consists of 230 antique and classic cars. The museum also has the biggest collection of automobile art in the world!



The museum is open Tuesday through Sunday from 10am until 5pm. Entrance fee Euro 13,50 pp, children up to 12 years old Euro 7,50 pp.

www.louwmanmuseum.nl

As from April 2011 the **OV-chip card** will be the only transportation ticket that can be used for all public transportation like trams, trains, buses or metro. Already in Amsterdam and Rotterdam this is the only possibility to travel.



When you travel with the OV-chip card there are 4 important steps:

Step 1: Choose your kind of OV chip card.

Step 2: Charge your OV chip card.

Step 3: Check in when you board.

Step 4: Check out when you get off.



Step 1: There are 2 kinds of OV chip cards, a personal one and an anonymous one.

1 - The personal one will only be useful for you when you are a Dutch citizen.

2 - For visitors / tourists the anonymous card is the only option.

Some public transportation companies will still be selling loose tickets for trams and buses but against higher prices than the OV chip card.



Step 2: Before you travel with the OV chip card, you need to charge the card.

There are more than 100 locations throughout The Netherlands where you can charge the OV chip card. These places are mostly train stations and supermarkets.

Step 3 & 4: With the OV chip card you always have to check in when you board and check out when you get off. To do this you hold the card in front of the card reader, which are located by every door of every tram and bus. When you travel by train or metro you will find the card reader before passing through an entrance – or exit gate.

Important note: Every time you transfer you have again to check out and check in.

For more information please visit the following website: www.ov-chipkaart.nl



In the province of North-Brabant is a small town called Nuenen.

This is where Vincent van Gogh painted his well-known painting The Potato Eaters. On July 18 2010 the **Vincentre** was opened.

In this unique building you can experience the life of the famous painter.

Van Gogh lived in Nuenen for 2 years and because the town hasn't changed much you get a good and real life feeling as if you could encounter Vincent every minute of the day. In one word unique.



You can explore the surroundings of Nuenen with a guide, which takes about one hour, or on your own as the town is like an open-air museum.

There is a special tour along the 21 places that have a direct relation with Vincent van Gogh. From the 21 sights, 14 were used in his drawings and paintings.

The other 7 sights are mostly homes where his models lived. All 17 sights have information boards, some with audio.



The Vincentre is open from Tuesday through Sunday from 10am until 5pm.

Entrance fee Euro 6 pp, children up to 17 years Euro 3.50 pp.

www.vangoghvillagenuenen.nl/english.aspx

The **Maurits House Museum** in The Hague has a new project "Building the Future". By creating more space and possibilities to show its masterpieces, the museum wants to attract more art lovers than they can host right now. By expanding the surface there will be more room for art, expositions, education and events.



The entrance will move to the grand square in front of the building. There will be an underground foyer that will be connected with the building across the street.

During the extensive renovation most of the masterpieces will be on display in The Hague Historical Museum, right across the Maurits House Museum.

Other masterpieces like "The Girl with the Pearl Earring by Vermeer" and the late "self-portrait by Rembrandt" will be touring through Japan.

The museum will be closed from spring 2012 until mid 2013.



After the renovation the Maurits House Museum will have a new auditorium, a new exhibition area and a remodeled café and museum shop.

www.maurtishuis.nl



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Your tour guide for Holland