

News

The fourth **FAM / Educational Tour** for travel agents only will take place between **September 28 and October 7, 2012.**

It will be the perfect opportunity to learn everything you need to know about the Netherlands! Right now we are finalizing the itinerary and beginning November we will be forwarding it to you. If you would like to pre sign up, or if you have any questions, please send me an email. info@thedutchtraveladvisor.com

Renewal The Hague Beach Resort Scheveningen

End 2009, the renewal of The Hague **Scheveningen** boulevard started. In the area between the Scheveningseslag and the Harbor a dike is constructed and a new boulevard will be build. The project will be finished in the spring of 2013.

Beside the fact that the looks of the new boulevard will be improved, the project has a functional reason. Because of climate change the ocean level is rising and the power of the waves is increasing. As a result of these changes the Dutch coast has to be reinforced before the year 2020 by broadening and elevating the beach at ten different locations. These locations are being called the “weak links”, the boulevard of Scheveningen is one of these links.

The entire project is enormous and an ingenious design for water-management. The project area covers almost 1.5 miles. The work will progress in four parts moving from the Pier to the Harbor. Around the working area a temporary boulevard will be constructed with different viewing points. This way the visitors can walk along the building site and look over the ocean. During the reconstructions Scheveningen will be perfectly accessible by car, public transportation and by bike.

www.nieuweboulevardscheveningen.nl/Nieuwe-Boulevard-Scheveningen/English/to/New-boulevard.htm



Metamorphosis Miniature City Madurodam

As of November first, 2011 **Madurodam** will be closed to undergo a metamorphosis.

The famous miniatures will stay the heart of the park after the renovation, only they will be divided into three themes: Water as a Friend, Old Town Centres and the Netherlands as a Source of Inspiration for the World.

The park will be more interactive, informative and surprising for all generations.

The park is going to have several activities and information services, which will be offered through digital information screens and smartphones. Visitors can get to work with for example draining a polder and control the Oosterschelde barrier.

To complete the metamorphosis, there is going to be a playground with the theme “Wadden Sea” and new facilities.

As of April first 2012 the new Madurodam will open its doors to the public to celebrate its 60th anniversary with everyone. www.madurodam.nl



Conservatorium Hotel Amsterdam

Amsterdam welcomes the **Conservatorium Hotel**.

The hotel, aiming to open in November 2011 is a 5-star high-end luxury lifestyle hotel. Guests will be offered unique access to the best of the local culture alongside amenities, service and design that compete at the highest level on a global stage.

The hotel, part of an independently owned family of hotels, including Mamilla Hotel Jerusalem, Café Royal Hotel London (opening Spring 2012) and Hotel Lutetia Paris is ideally located, steps away from the Rijks, Van Gogh and Stedelijk Museum, the Royal Concert Hall and the designer fashion street "The P.C."

The Hotel occupies the famous site of Amsterdam's former Sweelinck Music Conservatorium, built at the end of the 19th Century by the renowned Dutch architect Daniel Knuttel. Knuttel was praised for his ability to fuse simplicity and functionality, and the award-winning Milan-based furniture and interiors designer Piero Lissoni has embraced this tradition through the re-incarnation of this spectacular building 100 years later.

According to Lissoni, the sophisticated simplicity of the hotel was conceived with the hope of creating a personal atmosphere and ambience whereby guests and visitors alike instantly feel naturally at home.

The 129 rooms occupy eight floors with room categories ranging from superior, deluxe, grand deluxe and suites of varying sizes. Paying homage to the building's original lofty ceilings and almost half of the rooms have been configured into stunning duplex layout with oversized functional windows and exposed structural beams.

The rooms, all with natural daylight and double glazed windows, range in size from 30m² to a spacious 170m².

An integral pillar of the vision of the Conservatorium Hotel is the creation of restaurant and bar areas that will not just appeal to hotel guests but will become destinations in their own right for locals and international visitors, thereby imbuing the hotel with a wider responsibility in the local culture. All dining venues at the hotel will be under the helm of celebrated Dutch-chef, Schilo van Coevorden, whose style of food has continuously evolved throughout the years.

The Brasserie, the hotel's specialty restaurant overlooks the Atrium and the Paulus Potterstraat (home of the Van Gogh and Stedelijk museums). It offers local dishes from regionally-sourced ingredients while magnificent open-plan kitchens enchant the restaurant's guests.

Offering a place where mind, body and soul rebalance, and where guests can release everyday tensions and rediscover the essence of wellbeing, the hotel addresses physical and emotional needs through Akasha – its 1000 square meter Holistic Wellbeing Center with a separate gym and spa and a pool measuring 18m x 5m that provides an oasis of calm and serenity within the comfort of the indulgent simplicity of Lissoni's design.

The Conservatorium Hotel will introducing staff, who are trained as much in butler services as personal story telling. A Host – a position that combines concierge and guest relations – is assigned to each guest to take care of bookings and arrangements, but also to give guests a personal insight into their host city.

For more information, please contact The Dutch Travel advisor.

This amazing hotel will also be visited during the 2012 FAM / Educational Tour.

www.conservatoriumhotel.com



The New Maritime Museum Amsterdam

The **Maritime Museum** in Amsterdam, reopened after a major renovation October 2, 2011 is housed in the former Amsterdam naval storehouse from 1656 and was designed by the Dutch architect Daniel Stalpaert

The museum is dedicated to maritime history and contains many artifacts associated with shipping and sailing. The collection contains, among other things, paintings, scale models, weapons and world maps. The paintings depict Dutch naval officers such as Michiel de Ruyter and impressive historical sea battles.

The map collection includes works by known 17th century cartographers Willem Blaeu and his son Joan Blaeu. The museum also has a surviving copy of the first edition of Maximilian Transylvanus work "Moluccis Insulis", the first to describe Ferdinand Magellan's voyage around the world.

Outside the museum is a replica of the 18th century trade ship Amsterdam, which sailed between the Netherlands and the East Indies. The replica was built between 1985 and 1990.

The museum is open daily from 9am until 5pm. Entrance fee Euro 15 per person.
www.hetscheepvaartmuseum.nl/?t=English



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