

The Dutch Travel advisor

Travel in Style



The Holland Journal – Newsletter for Travel Advisors

January 7, 2019

We would like to start our first Journal of 2019 with wishing you a healthy and prosperous New Year. We hope you have enjoyed the holidays. Just like in 2018 we will keep doing our utmost best to keep you well informed on all the amazing sights Holland has to offer.

As you know, Holland is famous for its beautiful flowers. This is why we have dedicated this edition of our Journal to flowers.

The beautiful flower bulb fields in Holland give color to our typical Dutch landscape. Spring in Holland is magnificent and since it is a very popular period to visit the Netherlands, we would like to remind you to secure your flower tour bookings.

The Dutch Travel advisor offers off-the-beaten-path flower tours that will surprise your clients. In this newsletter we will inform you where your clients can discover the beauty of our flowers.



Keukenhof 2019

The famous and spectacular **Keukenhof** flower exhibit park cover 79 acres on which roughly 8 million bulbs are planted every year. Each garden within the park has a specific design and character. A huge indoor spring garden is staged in 76 ft² of pavilions during the annual exhibition where over 500 different varieties are to be seen in 10 indoor flower shows under the name 'Parade'.



Climb the steps of the Groningen-type corn mill to enjoy the views. See the exhibition of some 30 sculptures and other art objects throughout the park. In 2019, the Keukenhof will be open from March 21 until May 19. 'Flower Power' is Keukenhof's 2019 theme. A great theme for celebrating the 70th birthday of the Keukenhof!

On request, there is a possibility for a lecture with a local bulb grower who is exhibiting at the Keukenhof.

www.keukenhof.nl/en/

Royal Flora Holland

Royal Flora Holland is the largest flower auction organization in the world. It is the international flower and plants marketplace for growers and buyers. Did you know that on an average auction day they auction 30 million cut flowers and plants in more than 30,000 varieties?

The indoor Flora Holland compares in size to the city of Monaco. Experience the hustle and bustle of the auction floor, watch traders bidding against the clock and be amazed at the quantity of beautiful flowers traded.

You can watch the entire auction from a walkway above ground-level. A unique experience you'll remember forever. www.floraholland.com



Exclusive Local Growers

The Dutch Travel advisor offers exclusive tours through **local growers**. This is a very special experience since normally you can't visit these growers, which in most cases are family-owned companies.

This could be an African Violets, Orchid, Rose, Tulip, Hydrangea, Gerbera Daisy or any other grower with blooming flowers.

The owner will be there to greet you in person and will guide you through his / her company. All your questions will be answered with great pleasure and skill. The colors cannot be described in words.

A very unique experience!



Hortus Bulborum

Hortus Bulborum is the only garden in the world, where more than 4000 different spring-flowering historical bulbs have been collected. Every spring the fields color in the most diverse shades.

The valuable collection consists mainly of beautiful historic tulips, daffodils and hyacinths.

In addition to functioning as a gene bank, the garden has a seasonal display of thousands of heirloom bulbs, some of which are no longer in commercial production. Certain tulips originated in the 16th century. The on display *Fritillaria persica* was already in cultivation as early as 1577, while the oldest narcissus is several centuries older yet. The garden, therefore, provides a fascinating overview of these immensely popular spring bloomers grown through the centuries. Enjoy legendary tulips as the 'Duc van Tol Red and Yellow '(1595), 'Zomerschoon' (1620) popular during Tulipmania (1635-1637) or the exotic parrot tulip 'Perfecta" (1750) as well as many other examples. Hortus Bulborum is open between April 6 and May 16, 2019.

www.hortus-bulborum.nl



The Colorful Bulb Fields and Flower Parade

The colorful bulb fields can mainly be found between the coastal dunes and picturesque villages such as Lisse, Hillegom, Noordwijkerhout and Voorhout.

The well-known Keukenhof is located in the heart of the bulb district in the village of Lisse. The most famous flower is of course the Dutch tulip. In addition to the tulip, there are many more flower varieties that are grown, such as Crocuses, Daffodils, Hyacinths, but also summer flowers like Dahlias and Callas.



The Dutch Travel advisor organizes off the beaten path, scenic drives through the spectacular blooming bulb fields, including the opportunity for taking pictures within the bulb fields or just to admire the beauty of the wide variety of flowers.

The annually and spectacular **Flower Parade** will take place on Saturday April 13, 2019. The parade with over 20 floats and over 30 decorated 'special' vehicles will run between Noordwijk and Haarlem over a distance of 25 miles. From early morning until 10pm arriving in Haarlem. For the decoration, use is made of the bulb flowers, such as hyacinths, tulips and daffodils. While other tourists have to wait for a long time along the road, you can book a special VIP arrangement with The Dutch Travel advisor where you enjoy the parade with the locals. Limited availability!

www.bloemencorso-bollenstreek.nl/en/

Recommended Flower Tours

The Dutch Travel advisor offers unique off-the-beaten-path flower tours including the above sights.

One of our most popular tour of our flower tours include:

- Flora Holland flower auction.
- An exclusive grower tour.
- Lunch with a local Dutch family.
- The colorful bulb fields.
- Keukenhof flower exhibit.

Tour between 7.45am and 4.30pm.

[Click here](#) for a detailed itinerary of this tour.

Or

- The colorful bulb fields.
- Keukenhof.
- Lunch with a local Dutch family.
- Hortus Bulborum.

Tour between 9am and 5pm.

[Click here](#) for a detailed itinerary of this tour.

For more custom-made suggestions and or pricing, please contact us at: info@thedutchtraveladvisor.com



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