

# Amazing Amsterdam

a top notch incentive program – 3 nights/4 days based on a 5\*\*\*\*\* hotel

Amsterdam  
2015



# Amsterdam

Amsterdam has many different faces... Everyone knows the 165 romantic canals with its 1281 bridges, more than 600,000 cycles, the sparkling nightlife and flower market.

Every neighbourhood has its own character; The Heren-, the Prinsen- and the Keizerscanal are recognized by the luxurious, typical Dutch, mansions. Throughout the centuries, the buildings were adapted to the ruling trends.

De Jordaan might be seen as the most interesting and cosiest neighbourhood of Amsterdam. Everyone will feel at home in this most romantic area of the Netherlands.

Every tourist has heard of it even before he ever sets foot in Amsterdam:

The *red light district* is world famous! The area around the Old Church has certainly established its name, the red lights are burning!

Beside these highlights, the city offers many other sights, excellent shopping opportunities and various exhibitions in 50 museums, like the Rijksmuseum, the Van Gogh museum and the Rembrandthouse.

Every day you can choose from various concerts and theatre performances.

*Amsterdam has it all!*



## HOTELS

For first timers and repeaters alike: Amsterdam like you haven't seen it before! See this amazing city in all its luxury and glory. Dine in Michelin star restaurants, enjoy exclusive activities and stay at the most fancy hotels of Amsterdam.

Amsterdam has quite a few 5 star hotels. Varying from ultra modern like the Andaz Hotel and the Conservatorium Hotel to the new contemporary Waldorf Astoria, boutique style The Dylan Hotel and the classic 'grand dames' like Hotel De L'Europe, Sofitel The Grand and Intercontinental Amstel Hotel.



For a sample program please see the following sheets to get an idea of what Amsterdam has to offer. Needless to say these are just some ideas to start off with, there are many more options we can offer!



## Day 1

### **Morning**

Arrival at Schiphol airport where a guide awaits the group with a company sign. She is joined by a lady in a traditional Dutch dress who will serve the guests a Dutch cheese treat.



The guide escorts the group to a VIP bus for a transfer to the hotel. Depending on the arrival time the guests either check in or the bags will be dropped off and the program will start right away.

### **Afternoon**

Lunch will be served in the SkyLounge of the Doubletree Hotel.



Each metropolis has a unique spot to discover the city from great height. Amsterdam has the SkyLounge Amsterdam, an award winning roof-top lounge bar overlooking this unique metropolis. This is the place where inhabitants of Amsterdam and global travelers meet each other. SkyLounge Amsterdam offers you a panoramic view of Europe's most energetic capital, 365 days.

After lunch it's time to explore Amsterdam more upclose and personal. The guests will enjoy a guided walking tour of the city.

Amsterdam is a city with a perfectly preserved historical city centre. The centre is on the Unesco-list of important World Cultural Heritage. It is famous for its many canals, but has a lot of other beautiful sights to see as well.

During this walking tour you will experience the classical side of Amsterdam. You will enjoy walking beside the canals, visit the flower market, the Begijnhof and much more. Explore the hidden paradise in the old centre of Amsterdam. Your guide will take you to the Middle Ages and you will hear all the stories about the old buildings. Discover hidden churches and walk through the narrow alleys of this ancient city pearl.

Take a look at the famous Wallen (Red-light district), the busy city centre and the most praised working-class area of Mokum, the Jordaan. Your guide loves to tell you old stories and anecdotes about it, but also knows everything about the modern daily life of today's residents.



Optional:

To add some extra value to this walking tour we could for example work with local guides/actors. Along the walking route the group would encounter characters who will be dressed up, straight out of a story book. They will share some interesting anecdotes and will serve a little treat for the guests as well.

For example:

#### *Princess Beatrix*

Our former queen, now princess after her son took over has too much time on her hands. She strolls the streets of Amsterdam, reminiscing on her era as queen. She'll delight your guests with some anecdotes about the house of Orange and our capital and will serve a delicious glass of Oranje bitter.







#### *John Adams*

Did you know Amsterdam housed the first overseas US embassy ever? John Adams will take your guests down memory lane and focus on the Dutch – US connection. Did you know Dollar is a Dutch word? Or how about Waffle? Coney Island? Brooklyn? Harlem? The possibilities are endless. He will also serve herring, which we are sure he absolutely adored!

#### *Saskia van Uylenburg*

This world famous lady is nobody less than Rembrandt's wife! With her charm and natural beauty she will surely amaze your guests. She'll explain about her husband's rise to fame and his demise. She'll serve a krakeling (a Dutch cookie) and explain about the Dutch tradition of 'krakeling trekken'.

#### *Madame Theresa* (picture left)

A brothel owner of the 17<sup>th</sup> Century, tells you all about prostitution in her era. You will hear for example why the colour red is been linked to this area. She will tell you about some Amsterdam monuments that already existed in the 'Golden Age', linked to the oldest job in the world. Madame Theresa knows all about it and when you listen to her stories it becomes clear what remained the same and what has changed over time. She will serve the guests some Dutch cheese.

The walking tour will end at Gassan Diamonds.

For more than four hundred years, Amsterdam has been known as the City of Diamonds. In fact, the brilliant cut, which originated in Amsterdam, is also known as the 'Amsterdam cut'. Find out all there is to know about carats, colors, clarity and cuts, and learn some of the history of this Amsterdam craft at the same time. Experience the thrill of the diamond polishing process at Gassan Diamonds. Admire the work of talented craftsmen as they turn rough diamonds into dazzling, exquisitely polished stones. Watch the process in all its facets.

After exploring the public areas of Gassan the group will be guided to the private offices of Gassan Diamonds where the guests are welcomed with a glass of champagne. But it's not just any glass as the champagne is not the only thing that sparkles! Each guest will find a sparkly stone on the bottom of their glass. After having a diamond expert take a close look at the gems he will pronounce one lucky winner who is now the proud owner of a genuine diamond! The rest of the group will have to settle for a cubic zirconia (synthetic gem).

DIAMONDS & CHAMPAGNE  
A BRILLIANT IDEA



## Evening

Tonight's welcome dinner will take place at one of Amsterdam's fine dining establishments. Examples could be:

*Restaurant Vermeer*, a modern European restaurant with a passion for vegetables and fair trade products.

Restaurant Vermeer has been rewarded with a star from Michelin, 17/20 in Gault Millau and the 17th best restaurant in Holland by 'Lekker'. The restaurant is situated in Amsterdam's city centre, opposite of Central Station. The restaurant is divided in four historical house facades in the typical style of Amsterdam.



*Restaurant Johannes*. If you are looking for a culinary treat, you will definitely satisfy your senses at restaurant Johannes. They serve a classic French-International cuisine with a modern twist. Chef Tommy den Hartog, restaurant manager Aline Mannes and their team are looking forward to welcoming you at Johannes where they found the perfect place to share their enthusiasm. Tommy and his team are creating a new menu every month. The only thing you have to do is choose between 4,5,6 or 7 courses and leave the rest up to them.



## Day 2

### Morning

Amsterdam is home to a variety of world-famous museums. No trip to the city is complete without stopping by the Rijksmuseum, Van Gogh Museum or Stedelijk Museum, but the city also has a multitude of treasures outside of the Museum District. From museums about cats to an amazing collection of handbags, plus photography, archaeology and more, Amsterdam has museums and galleries for every type of interest.

To highlight two of the most popular museums we suggest a visit to either:

The renovation of the main building has resulted in the best exhibition of the highlights of the *Rijksmuseum* ever before. The museum re opened its doors April 13, 2013. All four hundred highlights from the Golden Age are exhibited **together in a surprising** composition. A walk along the famous *Nachtwacht*, the dollhouses of Petronella in combination with crockery, glassware and furniture from the golden age, make this visit a trip back in time.



A visit to the *Van Gogh Museum* is a unique experience. The museum contains the largest collection of paintings by Vincent van Gogh in the world. It provides the opportunity to keep track of the artist's developments, or compare his paintings to works by other artists from the 19th century in the collection. The museum also holds an extensive offer of exhibitions on various subjects from 19th-century art history. During his ten-year artistic career, Van Gogh was highly prolific. A full 864 paintings and almost 1,200 drawings and prints have survived. In addition to work by Van Gogh, the museum has a rich and varied collection of other 19th-century art. The artists represented include Impressionists, Post-Impressionists and others: Van Gogh's friends and contemporaries, those who inspired him, and those who drew inspiration from him.





## Afternoon

After this inspiring museum visit we will board a private saloon boat for a relaxing cruise on Amsterdam's canals, while enjoying a luxurious lunch.

Salon boat the Soeverein brings the heyday of the 19th century salon boats back to life. The Soeverein combines a unique decor with all modern facilities and offers perfection down to the smallest detail. From the hand painted ceilings to the crystal chandeliers, everything is in perfect harmony on salon boat the Soeverein. It differentiates from any other Amsterdam salon boat because of its unique features, such as piano, complete kitchen with cooking performed on board, a dance floor and state-of-the-art technology, which includes Bose music/karaoke player with a microphone, cd, iPod, DVD and flat screen.



The lunch cruise will end at our next location: Ans Markus painting studio. It is time to let your own creative juices flow and let the inner painting artist come out!

Ans Markus is a famous Dutch artist known for her paintings of women in drapings. She has a realistic style and is autodidact. Since her first exposition 1981 she has been painting successfully and in 1995 she opened her own atelier and exposition space. She was selected artist of the year in 2009, which is a remarkable being the only woman to have ever won that prize.

After Ans will explain something about her work she will give instructions to the group. Easels and canvases are set up and the guests will get an apron to prevent any paint stains. We can work individually or in groups, even with a teambuilding aspect, depending on the clients wishes.



## Evening

Today is all about being interactive and creative and we want to continue that trend in the evening program as well. You might have found out you are not the greatest painter in the world, but how about the greatest cook?

Would you like to learn how to cook like a Michelin-starred chef? You'll find the perfect kitchen to do this in the basement of the Hotel Okura Amsterdam. It's the kitchen of such starred chefs as Akira Oshima (\*) and Onno Kokmeijer (\*\*). But it is also your kitchen. The beating heart of the Taste of Okura takes the form of three ivory-white cooking islands. Around these units, Okura chefs give cooking workshops at every level, from beginners and amateur cooks, to semi-professionals and professional chefs. In other words, to you. Together with Ronald Oud, the Taste of Okura's permanent chef, you'll prepare the dishes. As a result of the culinary diversity within Hotel Okura Amsterdam, workshops will be held about Japanese (traditional and teppanyaki) and French as well as international cuisine. Afterwards there's a chance to enjoy the fruits of your labors together with the other guests. The Wine Room at the Taste of Okura is the venue for wine courses and sake tastings.



## Day 3

### Morning

After breakfast we will board the VIP bus for a transfer to Zandvoort, which is one of Holland's coastal towns. Zandvoort is home to Circuit Park Zandvoort, a motorsport race track. How often do you get the chance to release your inner child? Well, you will get that opportunity today, racing the most luxurious sports cars imaginable!

The Vettel Experience is a half-day program. We welcome you and your guests in a VIP room, which has some excellent catering options. At the end of the program there will be an award ceremony. Trophies and certificates for the participants are included. This package includes:

- Ferrari achieved countless successes in motorsport and has been making magnificent cars for decades. Who hasn't dreamt of ever driving a Ferrari? At Race Planet you can!
- The Lamborghini Gallardo is all violence. The Gallardo accelerates with a deafening roar in 4.2 seconds from 0 to 100 km/h. At Race Planet you get to drive this thoroughbred yourself. Step on the throttle and feel the 5 liter V10 transfer 520 BHP to the tarmac. Unbelievable, what a thrill!
- Driving on a race track is an unforgettable experience. And so is driving the legendary Porsche 911. Bleekemolens Race Planet offers both. Feel the acceleration and handling of a Porsche 911 race car on the circuit of Zandvoort. A unique experience you will not soon forget.
- Stylish, fascinating and extremely fast; that is the Aston Martin V8 Vantage. It really is a wolf in sheep's clothing, a top athlete in a suit. Driving an Aston Martin is an unforgettable experience. Bleekemolens Race Planet brings this unique experience at your fingertips.
- Every speed freak sometimes dreams of driving a real formula car. You will now have the chance to jump into the cockpit and experience the handling, braking and acceleration of a super fast formula car.
- Bleekemolens Race Planet offers you the unique opportunity to ride in a real race car. Our professional driver shows you how 'heavy' the G-forces are acting on you during a fast lap. Hear the engine roar, see how fast 'your' driver switches gears and how much concentration it takes to drive on the limit. A unique and unforgettable experience!



### Afternoon

Driving these fast cars definitely will make you hungry. On our way back to Amsterdam we will enjoy a sumptuous lunch at restaurant Bokkedoorns.





Restaurant De Bokkedoorns is located close to Haarlem and Amsterdam, amidst the beautiful and unique dunes of the province of North Holland, overlooking a dune lake.

Hospitality with class is how De Bokkedoorns could be described. Owner John Beeren, chef Menno Post and master host Peter Bruins welcome you together with the rest of the team. Product knowledge, team spirit and passion is what they stand for and deliver.

Each dish is prepared with love and craftsmanship and served with passion and full dedication to the guests.

In 1978 De Bokkedoorns received a Michelin star. In 1991 they were awarded two Michelin stars.

Upon return to Amsterdam the guests will be able to spend the rest of the afternoon at leisure. Take a stroll along the canals, shop until you drop, enjoy a cup of coffee in one of the quaint cafes, visit one of the many museums or relax in your hotel room. We can recommend things to do upon request.

### Evening

For your final night in beautiful Amsterdam the guests will be treated to a truly memorable dinner. Amsterdam has many gorgeous dinner venues for every group size and budget. From classic to modern, from old warehouses to museums, from a simple dinner to a full blown conceptual gala dinner, based on the number of people and the clients wishes we can propose a fitting venue.

For tonight we choose one of Amsterdam smaller museums, Geelvinck Hinlopen House.



Built in 1687, Museum Geelvinck Hinlopen Huis, a typical Dutch Canal Mansion, is located on the golden bend of Amsterdam's Herengracht. This house is conveniently suitable for festive celebrations and business events, and is located within walking distance from many other museums and shopping areas. The Museum Geelvinck Hinlopen House was designed and built to showcase the wealth and position of the owners Albert Geelvinck and Sara Hinlopen.

The Geelvinck family were active in the East India and West India trading companies and built this house as a family home suitable for entertaining business guests. The house consists of a few impressive period rooms that all have been restored and a well maintained garden. Geelvinck Hinlopen Huis is open to the public and bookable for private events. The house also once served as a bank, and there is still a large vault in one of the souterrain rooms.



## Day 4

### **Morning**

The morning is to be spend at leisure. Time to relax or do some last minute shopping.

### **Afternoon**

After check out the group will board the bus that will eventually bring them to Schiphol airport. But before saying goodbye to Holland we will enjoy a final lunch at another Michelin star restaurant.

Restaurant Aan de Poel is situated lakeside in Amstelveen. Their modern and cosmopolitan interior encourages a relaxed and creative atmosphere. Michelin chef Stefan van Sprang serves from a fresh, inspired and well balanced menu that changes every three weeks. Master sommelier Robbert Veuger ensures that his wines compliment and enhance the dishes in a subtle and distinguished way. Pure enjoyment during either lunch or dinner.

In 2008 and 2012, for their culinary skills, they received the two Michelin stars and foodie magazines named them the best terraced restaurant in Holland. They are in the top 100 of food bible Lekker and Gault Millau highly recommends restaurant Aan de Poel with 16 points.



After this lunch the guests will be transferred to the airport for their flight back home.

*We hope you had a great time in beautiful Amsterdam and hope to see you back some day!*

**END PROGRAM**



## Add on possibilities



### Pillow gifts

*Welcome your guests with a special treat placed in their hotel room.  
Something typical Dutch or linked to their stay in Amsterdam.*



### Bottled mineral water

*Start your day fresh with a 0,5 L bottle of water*



### Menu cards

*Branded with your logo, this folded A5 size menu card will explain the menu  
and there is space for text about the restaurant / venue you're having diner at.*

### Whisper system

*We highly recommend using a whisper system in the museums and on the walking tours.  
It increases the guests attention span to the guide's story and guests can take their time  
without worrying about losing the group.*



## About Performance Travel

We at Performance Travel specialize in incentive travel and have created many successful programs in The Netherlands. From a workshop beer pulling at Heineken to Van Gogh themed painting workshops, from classical city tours with guides through town to 2CV tours through the countryside. From having dinner in the hottest places in town to exclusive gala dinners in former merchant houses and churches and anything in between. We're ready to present a creative offer that will surely amaze you.

### Flexible & Creative

Performance Travel is a small, dedicated DMC. We thrive to be flexible and offer a creative approach towards your incentive program. Our 'personal notes' are famous in the industry and is the showcase of our product knowledge. This product knowledge will accompany you throughout your entire program when working with us.

### Service

We're known for our service, onsite 24/7 with senior staff ensuring you and your customer get the best Amsterdam and The Netherlands have to offer.

### Competitive pricing

We offer competitive pricing, through low overhead and good buying conditions. Please note we are open to discuss our fee if necessary.

References on request!



## Services we provide in The Netherlands

### Incentives

*We specialize in incentive travel and have created many successful programs in The Netherlands. From a workshop beer pulling at Heineken to cocktail workshops at House of Bols, from classical city tours with guides through town to 2CV tours through the countryside. From having dinner in the hottest places in town to exclusive gala dinners in former merchant houses and churches and anything in between. We're ready to present a creative offer that will surely amaze you.*

### Meetings

*Do you need assistance on site? Knowledge on AV solutions? Are you looking for that creative break out to live n up your meeting? We have the experience and solutions to assist you in getting the energy level up instantly!*

### Event Management

*Are you responsible for planning an event in Amsterdam and have no idea where to start? We've got the destination knowledge and access to suppliers who can turn your event into one that everyone remembers for years to come.*

### Transportation Management and Congress Travel

*In need for transportation support, hostesses or any kind of congress support? At Performance Travel we've got years of experience with supporting clients who are attending congresses at the RAI.*

### Special interest tours

*Do you have that group particularly interested in agriculture, art, water management, architecture, WWII history or any kind of other special interest. We have plentiful experience in organizing these tours in The Netherlands for any given budget.*

### VIP tours

*Are you that lucky person with endless budgets, who envisions the group being spoiled from beginning to end, receiving nothing less than the very best? At Performance Travel, we're up for the challenge.*



## Disclaimer

### PT

*Every idea, concept, offer and creation that is made by PT stays the exclusive property of PT. Usage of our ideas, concepts, offers and creations are not permitted without written confirmation by PT.*

*At the moment no options are taken (unless otherwise specified) on the mentioned hotels, restaurants and activities. In case of no availability at time of booking, we will search for an alternative.*

*We are at your disposal for further information or questions. You can count on the dedication of our team in making your event a successful one.*

*Above program suggestions can be tailored and created to fit your timeframe, budget and wishes.*

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