

# THE BEST OF AMSTERDAM

a basic incentive program – 3 nights/4 days based on a 4\*\*\*\* 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 colorful 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

Interested in an incentive program in Amsterdam with a focus on all the highlights this city has to offer? Not an indefinite budget, but still want to offer exclusivity and a city trip to remember? Not a problem! Amsterdam has numerous options for a special yet affordable incentive trip.

Based on budget and type of hotel (chain or boutique style) some of the great and affordable 4 star hotels we can offer are for example the Doubletree by Hilton, Park Hotel, Sir Albert Hotel, Estherea Hotel, Vondel Hotel, Hotel De Hallen and Inntel 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.

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

### **Afternoon**

Lunch will be served at the iconic restaurant In De Waag.

In the centre of the Nieuwmarkt stands the Weigh House or Waag. Originally built in 1488, this characteristic monumental structure now houses Restaurant-Café In de Waag: the ideal place in the heart of Amsterdam for a lunch, reception, meeting or dinner. This magnificent historic building with its constrained yet informal interior design is lit by 300 candles. A combination that ensures a unique atmosphere.



After a good meal we will start with a walking tour through Amsterdam.

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.

During the walking tour we will make a stop at De Drie Fleschjes (The Three Little Bottles). This quaint tasting room serves a wide range of Dutch Gin (Jenever), including Corenwyn from Lucas Bols and a variety of liquors such as "Half and Half", "Bitter Cookies" and of course, the famous "Walk in the Woods" (Boswandeling). Guests will have the opportunity to taste a jenever in the oldest distillery of Amsterdam. We even have our own barrel so if you want to be surprised, ask and we will serve you a drink from this barrel!





## Evening

On the first night we will host a welcome dinner at restaurant Longpura.

Restaurant Long Pura "Eternal Temple" is located in a typical monumental building in the centre of Amsterdam, nearby the Western Church in the cosy Jordaan area. Here hides a beautiful and colourful Indonesian temple. Upon entering you will be pleasantly surprised by the contemporary and stylish interior with Balinese elements and a warm candle light ambiance. The Balinese Chef and his team prepare tastes and fragrances to delight all your senses.

You will be greeted with the "Selamat Datang" welcome and receive welcome flowers from the traditional Indonesian dressed staff.



## Day 2

### **Morning**

A visit to Amsterdam is not complete without experiencing the city like a true Dutchman... by bike. In Amsterdam you will see all kinds of cyclists on the road: office workers with briefcases slung over their shoulders, students with their school bags secured on the back of their bikes, mothers on carrier bikes with their children, dog owners with their pooches in dog trailers. And let's not forget the many recreational cyclists.

Exploring Amsterdam on a bike is a great way to see the city. In the morning the bikes will be delivered to the hotel. We will create a booklet with routes and if requested we can add a game element by adding questions people need to answer and/or tasks they need to perform either individually or in groups.



### **Afternoon**

The bike tour will end at restaurant Cafe Americain where the bikes will be picked up and lunch will be served.

Wine and dine among the local Amsterdam people, writers, artists and actors. The ambiance in the dazzling Café Americain is dynamic and most of all cozy. It has been called Amsterdam's living room by many and that is exactly how it feels. In the beautiful art deco interior, you can enjoy breakfast, lunch and dinner. In fine weather, the spacious terrace is a beautifully sheltered spot.



Following this lovely lunch we will visit one of the most famous Dutch museums, The Rijksmuseum.

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.



## Evening

Besides Amsterdam being a great city for history, culture and sightseeing, it also has a great reputation for its nightlife. Tonight we will definitely get to enjoy this side of Amsterdam as well.

We start the evening at House of Bols for a cocktail workshop.

As winner of the Dutch Design Award for Best Exhibition and Experience, House of Bols is proving that heritage and history mix perfectly with innovation and contemporary design.



House of Bols Cocktail and Genever Experience at the Amsterdam Museumplein is the interactive way to experience the dazzling world of cocktails and bartending. Visitors will discover everything there is to know about Lucas Bols, the World's oldest distilled brand which has been based in Amsterdam since 1575. A self-guided tour takes visitors on a spectacular journey through tastes, aromas, images, sound and film. The Hall of Taste offers new flavor and aroma experiences; the World of Cocktails is a trendy lounge and Bols's best ever Genever from 1820 is presented in the stylish Genever room. The tour ends in the revolutionary Mirror Bar, where bartenders shake Bols cocktails before your very eyes.



After this tour the guests will enjoy a private cocktail workshop at the House of Bols Bartending academy, led by a professional trainer.

The Bols Bartending Academy is the most advanced bar school in the world and provides a unique environment with 12 professionally equipped bars and a dedicated team of experienced trainers. During the day, the Bols Bartending Academy is used for professional bartending courses. In the evenings and weekend, private individuals and companies can learn how easy it is to make delicious cocktails. Muddle, stir, build, layer and shake the most delicious cocktails behind your very own bar, accompanied by funky background music. During the workshop, you will work behind one of the fully equipped bar stations and will be shown all of the techniques involved in making cocktails. You will work exclusively with genuine drinks and fresh fruit.



To continue the festive mood we will enjoy a trendy dinner.

Kitchen & Bar Van Rijn is located on the Rembrandtplein in Amsterdam and is inspired by the beauty and the masterpieces of Rembrandt van Rijn. In a cosmopolitan atmosphere with open kitchen, guests can enjoy authentic Dutch cuisine with a modern twist for lunch and dinner.



The night is still young and next to the restaurant one finds one of Hollands most popular night clubs; Escape. We have rented a private area for the guests to enjoy the fantastic DJ's and party atmosphere. Put your dancing shoes on!



## Day 3

### Morning

After breakfast we will meet today's guide in the hotel for a transfer by bus to Zaanse Schans.

The Zaanse Schans is one of the most beautiful parts of The Netherlands; a lively live and working area of the 18th and 19th century with wooden windmills, barns, houses and museums in the typical Zaan architecture.

Ingrid Marsman is an inhabitant of the Zaanse Schans. She welcomes the group, dressed in traditional costume. At her house guests will be shown around and enjoy a cup of coffee or tea with a Dutch snack. Teunis Slagter, mayor of the village of Westzaan, once lived here. The house was built in 1734.



After visiting her house, she will continue on with a tour of the Zaanse Schans. In her own unique way of guiding, the group experiences the Zaanse Schans in a special way, learning about interesting themes like cheese, clogs, houses and windmills.

The tour will end at restaurant Hoop op d'Swarte Walvis, where the group will enjoy a scrumptious lunch.



This impressive listed building is an amalgamation of three separate historical buildings: an orphanage from Westzaan dating 1717, a merchant's house and a small warehouse. They have been tastefully combined to form De Hoop op d'Swarte Walvis. This exclusively luxurious restaurant is magnificently situated on the river and surrounds a shady terrace overlooking boats, windmills and the fabulous old houses on the opposite bank. Weather permitting, sit back and relax with a drink, and watch the boats slipping past.



### Afternoon

Upon return in Amsterdam guests will have time 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

Amsterdam's canals are probably its most significant feature. Besides the guided canal cruises you can enjoy during the day, boats are often used as a means of transportation to restaurants or other venues as well. To conclude your wonderful stay in Hollands greatest city, we offer the guests a cocktail cruise followed by a private dinner.

The Anna Maria is an amazing ship from Friesland dating from 1910 with a glorious history. Due to the specific and unique hull of the boat it makes its way elegantly through the Canals. The boat has been remodeled and is now a very luxurious and comfortable ship suitable for 60 people, outfitted with a bar, toilet, mood lighting, music installation with Ipod connection, and if necessary heating. The unique quality of this boat is the detachable roof which can be completely removed on a sunny day allowing the whole party to stand in the open air.



The cruise will end at your private dinner venue for the final dinner in Amsterdam:

Restaurant Vijff Vlieghe on the Spuistraat in the absolute city centre is a piece of art in its own. The 6 adjacent canal houses boast a magnificent art and antique collection that will surely amaze your guests. The estimated amount of their art and antique collection within the walls of the restaurant vary between 40 and 45 Million Euro including no less than 4 original etchings by Rembrandt van Rhijn.

The cosy atmosphere, fine damast linen and candles add to the charm. The kitchen is Dutch inspired, using seasonal products from The Netherlands in a style that has been called the New Dutch cuisine. The Vijff Vlieghe is a definite recommendation when visiting Amsterdam.





## 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 a very special and typical Dutch location: a windmill.

Restaurant “De Jonge Dikkert”, a Dutch windmill built in 1672, offers a great variety of delicious dishes, presented to you in a modern way. For larger parties, the kitchen is pleased to create special menus that are well balanced and offer a broad choice.



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

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### 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

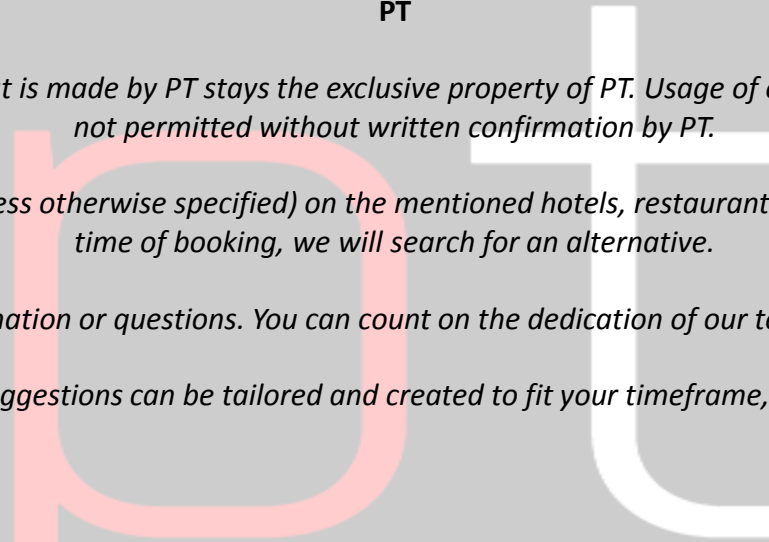
PT

*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.*



## Performance Travel

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