

THE GRASS IS ALWAYS GREENER ON THE OTHER SIDE

a sustainable incentive program – 3 nights/4 days based on a 4**** or 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 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!



Sustainable Amsterdam

'Going Green' is the way to go! The Netherlands is no stranger to sustainability with all its greenery, biological agriculture, windmills, water policy, bicycles, etc...in fact our little country has a world-leading role in sustainability and its development. Do you work for a sustainable company, is it a key factor in your success or is lowering your carbon footprint a goal you set for yourself, your team and your company? Then let us inspire you with our sustainable incentive program.

From environmentally-friendly transportation...

Our bus company has an environmentally friendly modern fleet. Generally their coaches are equipped with Euro4 engines and some even with the latest Euro5 engines. They meet all the prescribed environmental standards and its Euro4 and Euro5 engines put them well ahead of the European standard. If you choose to travel with one of their coaches you are making an environmentally conscious choice.

...to 'green' hotels

For years Amsterdam has been working on creating more sustainable hotels. In 2007 they started with 14 'Green Key'-certified hotels and in a mere seven years this number has increased to 62 certified hotels in 2014. Most of these hotels are in the 3, 4 and 5 star segment and Amsterdam is the front runner compared to other European cities such as London, Paris and Copenhagen. This is the result of the combined efforts of the city of Amsterdam, Green Key, KHN and of course mainly the participating hotels. In 2015 there is definitely the expectation that more hotels will receive the Green Key status.

And from eco-conscious activities...

Hiking, biking or pedal boating are just a few ways to see Amsterdam in an ecological friendly way. But we can also take the people on a biological foodie tour or organize a cooking workshop with only the freshest biological ingredients. And how about enjoying a canal tour on an electric boat, sailing on the IJsselmeer or visit a biological farm and windmills in the area of Amsterdam?

...to biological dining options

Enjoy one of the many eco-friendly, biological restaurants Amsterdam has to offer. Farm-to-table, the freshest local ingredients, sustainable cooking methods, there are many options to choose from.



HOTELS

Amsterdam has many Green-Key certified hotels to choose from. The Green Key is a world renowned quality mark for sustainable companies in the hospitality related industry. Companies hereby show their dedication and awareness for our natural environment and exceed the standard environmental laws. There are three levels a company can acquire: bronze, silver and gold. The more environmentally conscious measures a company takes, the higher the status they acquire. A few of the Green-Key hotels Amsterdam offers in the 4**** and 5***** segment are: Conscious Hotel, Radisson Blu, Inntel Amsterdam Centre, Renaissance Amsterdam, De L'Europe and Sofitel The Grand.



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

Upon arrival in The Netherlands your meet & greet will await you. Of course we want to contribute to this sustainable program, so our staff will use public transportation to get to the airport. The guide will escort the group to the bus waiting for them outside the terminal. **All our buses meet the environmental standards.**

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. However discovering Amsterdam on an empty stomach is never good, so let's start with a healthy lunch.

The name of **Restaurant Spelt** refers to a species of wheat, which has found a new market as a health food. At this restaurant you will enjoy a wonderful meal with the freshest and purest ingredients all grown in Holland. From sandwiches to delicious fish, meat and pasta dishes.

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 **cheese store Reypenaer**. Here the group will enjoy a cheese tasting.

Reypenaer is a family business with a long tradition of artisan cheese making, going back more than 100 years. With the making of their cheeses, they constantly strive to achieve excellence in taste and texture. Reypenaer finds it important to respect the natural micro organisms and enzymes used in making cheese, so they have every chance to do their tasteful work later during the ripening and drying processes. They use absolutely no artificial ingredients or environmental conditions to accelerate ripening. They have won several prestigious awards and are particularly proud of their flagship brand Reypenaer.

Their cheeses are renowned for their exceptional flavour. Each cheese is naturally matured in their historic custom-built cheese warehouse in Woerden.

Using age-old traditional maturing techniques, they give their cheeses as long as they need to develop their rich taste and full flavour. Each cheese matures as nature intended in its own time and in tune with natural variations in temperature. In making their cheeses, they use as much milk as possible from cows fed on grass in the summertime. Cows fed on fresh grass give milder and better milk.



Evening

Amsterdam is famous for its many canals. You have seen them during the walking tour today and we find a visit to Amsterdam is not complete without having a view of the city from the water as well. Come on board **salon boat The Soeverein**, which is fully electric thus CO2 neutral, sustainable and as quiet as a whisper.



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 Soeverein will drop the guests off near restaurant Van de Markt, where dinner will be enjoyed.

Restaurant VandeMarkt, situated on a beautiful location on the Amstel, is a known concept in Amsterdam. On 4th July 2012, the new restaurant at the corner of the Weesperzijde opened its doors. In the former animal hospital guests can now enjoy VandeMarkt in a new jacket. The cellar of the restaurant houses the largest wine cellar, belonging to a restaurant, in the Netherlands. VandeMarkt is a true family business, with a fresh and seasonal cuisine, hence the name VandeMarkt, which means 'from the market'. At VandeMarkt guests are truly pampered and it is their goal to have everyone leave satisfied and with a smile.



Day 2

Morning and lunch time

The guests have been introduced to Amsterdam's city centre on foot and from the water. Another means of sustainable transportation, which is the preferred means of transport for citizens of Amsterdam and tourists alike, is the **bicycle**. It's not only environmental-friendly but also the fastest way to get around in the city.



For this specific program we created a guided route for the guests to ride, which will take them along some of Amsterdam's green spots. Upon departure the group will be split into subgroups and each subgroup receives a grocery list with all items needed for a specific dish. The guide for each subgroup will carry cash money to pay for the groceries. Along the way there will be several biological supermarkets (for example **Marqt**) for them to choose where they will buy the groceries that are on that list.

The tour will end at the lovely **Keizer Culinair**. This unique city centre location is housed in a classical canal building at the Keizersgracht. From the cozy dining room you have a beautiful view across the 'Emperor Canal' (suitable for groups upto 20 pax, for larger groups they have a nice location very closeby).

Each team will receive a recipe based on the ingredients they bought at the biological supermarket and under supervision of the Keizer Culinair team they will create their own creative and biological luncheon during this fun **cooking workshop**!



After lunch the guests will be able to enjoy Amsterdam at leisure. We can provide a guide book with sights to see and things to do.



Evening

Tonight's dinner will take place at **restaurant WestergasTerras** which is located at the green and historical site of the Westergasfabriek. With its massive outdoor terrace it's ideal for terrace lovers, but also during the colder months you can enjoy a meal indoors near the fireplace, enjoying views of the Westerpark. The interior is characterized by its industrial look of brick, concrete and rusty iron. The cuisine exists of seasonal biological dishes, ingredients delivered by local suppliers.



Day 3

Morning

On our last full day in The Netherlands we will be exploring the countryside during a **car rally**.



This will be done in Hollands' first **100% electrical cars**, which since 2008 are also allowed to enter the highways. A complete route will be set up through the green and peaceful surroundings of The Netherlands.



Our first stop will be made just outside Amsterdam at organic **Stadhoeve farm**. Here lunch will be served, which could even take place in the cow shed! It's a brilliant venue for smaller and larger groups, if you want the place to yourselves – but don't mind sharing it with a few lambs, calves, cows and sheep.

In the summer the doors are thrown wide open and you can eat in the open air. They even cook outside in the wood-fired chuckwagon, which gives the food a taste of the wild west, which you wouldn't expect to find in the Dutch countryside. All the food and drinks are organic. The meat is locally sourced from Waterlants Weelde.



Afternoon

After lunch we will continue our rally.

Several stops will be made along the way at (bio)farms and windmills where tastings and games will be played. It is not about who finishes the rally first, it's all about taking in the beautiful surroundings, spoiling your taste buds with local cheeses, juices and other produce and having fun!



Evening

For your final dinner we will take a short drive to the beautiful **restaurant De Kas**.

A kitchen surrounded by fertile soil, where vegetables and herbs thrive... Where daylight shines in from all sides and where the chefs are free to express their creativity, using the best the season has to offer every day. In 2001, top chef Gert Jan Hageman, who had earned a Michelin Star in Dutch haute cuisine, found a new direction for his own career and a new purpose for the old greenhouse that belonged to Amsterdam's Municipal Nursery. The greenhouse, which dated from 1926, was due to be demolished. With a lot of luck and, most importantly, with help from the municipality and his family and friends, Hageman succeeded in converting the unique 8 meter high glass building into a restaurant and nursery.



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 restaurant Fifteen, owned by famous British chef Jamie Oliver.

Jamie Oliver's Fifteen is established in an old warehouse with great atmosphere. In 2015 they celebrate their tenth anniversary.

A unique feature of this restaurant is their program to help youngsters who have already faced huge challenges in life.

You will find 15 motivated apprentices in their kitchen who get the opportunity to change their life forever. Restaurant Fifteen offers them a chef training course with plenty of scope for additional individual attention. The program is designed to help the apprentices gain unique product knowledge. For example, each year they go to Lindenhoff Farm in Braambrugge where they spend two days helping in the fields and in the cattle sheds.

Fifteen is inspired by the following three keywords: simple, sophisticated, social. On their menu you will find local, sustainably produced ingredients of the highest quality.



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

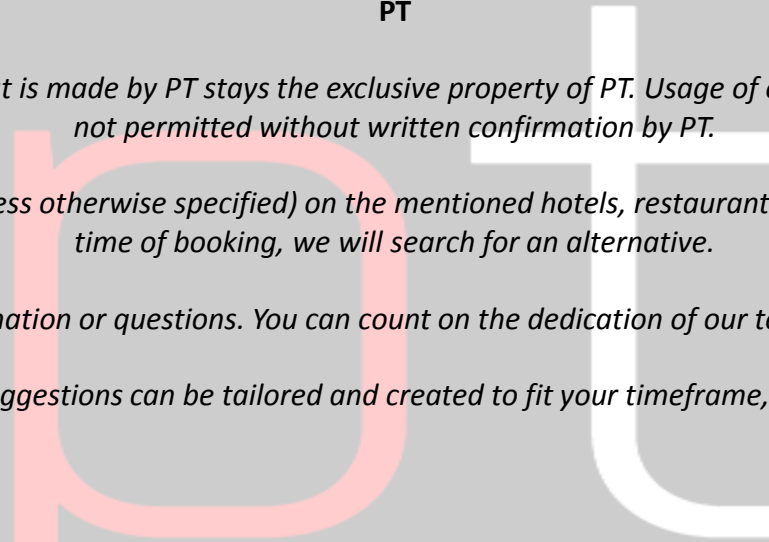
PT

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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