



pt

SAMPLE PROGRAM AMSTERDAM
BRONZE
FRIDAY - SUNDAY
50 PERSONS

AMSTERDAM

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

Every neighbourhood has got its own character. The Heren-, the Prinsen- and the Keizerscanal are recognizable by the luxurious, typical Dutch, mansions. In the different centuries, the buildings were adapted to the ruling trend.

De Jordaan is maybe the most interesting and cosy neighbourhood of Amsterdam. Everyone will feel like he is home in the most romantic area of the Netherlands. Every tourist has heard of it even before he ever put a step 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 this, 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 got it all!



Suggested hotel property

Ibis Amsterdam Centre ***

Rooms: 363

Distance to airport: 18,4 kilometer
/ 24 minutes by car / coach

Distance to Dam Square: 900 meter / 11
minutes walking

Click [here](#) for the website



■ YOUR REQUEST

Name group:	Sample program Amsterdam
Number of people:	50 guests
Dates:	Friday – Sunday
Concept:	Activity, Dinner, Transfer, Lunch, Hotel

■ WHY WORK WITH US?

- Full Service
- All in one hand
- Creative and flexible team
- SITE Membership
- A great number of freelancers we work with on a regular basis

PROGRAM AT A GLANCE

	Day 1 - Friday	Day 2 – Saturday	Day 3 - Sunday
Morning	Arrival at Schiphol Airport and transfer to the hotel	Breakfast at the hotel Morning activity suggestion: ➤ <i>Beers n’ Burgers (Heineken for beers)</i>	Breakfast at the hotel Morning activity suggestion: Start and end is at the hotel ➤ <i>Canal Cruise</i>
Afternoon	Lunch suggestion: Walking distance from the hotel ➤ <i>Restaurant In de Waag</i> Afternoon activity suggestion: Starts at the restaurant and ends at hotel ➤ <i>Classic Walking tour with Dutch tastings</i>	Lunch suggestion: ➤ <i>Beers n’Burgers (Thrill Grill for burgers)</i>	Lunch suggestion: En route to the airport ➤ <i>Amsterdams proeflokaal</i> Transfer to Schiphol Airport
Evening	Welcome dinner suggestion: Walking distance from the hotel ➤ <i>Humphrey’s Restaurant Amsterdam</i>	Dinner suggestion: Walking distance from the hotel ➤ <i>Het Groene Paleis</i>	



DAY I - LUNCH OPTION I.

Restaurant in de Waag

In the middle 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.





DAY I - ACTIVITY OPTION I.

City tour with Dutch cheese tasting

The old neighborhood the 'jordaan' is most definitely worth a visit. With its beautiful canals, cute stores and peaceful courtyards it will blow your guests away. Even more so when the guide starts telling about the old inhabitants of this part of Amsterdam.

But this is no ordinary walking tour, during this walk the group will stop for a cheese tasting at Reypenaer. Reypenaer is a family business with a long tradition of artisan cheese making going back more than 100 years. In making cheeses, they constantly strive to achieve excellence in taste and texture. Reypenaer has won several prestigious awards and are particularly proud of our flagship brand Reypenaer.

You will not even see, feel but also taste the city of Amsterdam!





DAY 1 - DINNER OPTION 1.

Humphrey's Restaurant Amsterdam

Humphrey's is a chain of restaurants with a very good reputation in the Netherlands. This restaurant is situated in the heart of Amsterdam, in walking distance of the Rokin.

When entering the restaurant, you see a huge bar, where you can have an aperitif before going to your table. This part of the restaurant is homely and cosy and therefore the perfect spot for a dinner for 2 or 4 persons.

But do not be fooled, Humphrey's continues from there! In the spaces behind the first part, you find the perfect spot for bigger groups like companies or birthday party groups. The same great atmosphere as the first part, this area has bigger spaces to host bigger groups.





DAY 2 - ACTIVITY OPTION 1.

Heineken Experience

The Heineken Experience, located in Amsterdam, is a historic brewery and corporate visitor center for the internationally distributed Dutch pilsner, Heineken beer. The historic industrial facility was built as the first Heineken brewery in 1867, serving as the company's primary brewing facility until 1988.

The Heineken Experience is an attraction located at the Heineken's first built brewery in Amsterdam's city centre. In 1988, the brewery was closed due to the inability to meet the high demand. Nowadays, you can learn about Heineken's heritage, brewing process, innovations, sponsorships and what it takes to serve a star in a 1.5 hour self-guided tour. At the end of the tour you can, of course, enjoy two Heinekens.





DAY 2 - LUNCH OPTION 1.

Thrill Grill

Thrill Grill was founded by famous Michelin star chef Robert Kranenburg. The philosophy of Kranenburg is that all the ingredients should be top quality. From the meat that they use to the buns. They strive to get the best and won't accept less. They use only beef from double use cows, after they stop giving milk, they are fattening them, and the meat is considered of prime quality.

Kranenburg launched the Thrill Grill because he loves street food. In the Netherlands you see according to Kranenburg street food only on King's day. He wants to break this with the Thrill Grill: super quality street food, but then in a restaurant.





DAY 2 - DINNER OPTION I.

Het Groene Paleis

In 1903 Het Groene Paleis closed her doors, under a lot of protest of the Amsterdam locals.

Now, 114 years later, the locals get what they wanted! Welcome to Het Groene Paleis! A bar and restaurant full of life, wine and food.

A sunny terrace on a new and vibrant Rokin. They offer international dishes and typical Amsterdam food and drinks. They have a reading table with a wide selection of newspapers. A beautiful bar where you break, talk or forget about your working week.

From business events, a cosy diner or a night out, they are open every day for breakfast, lunch, diner and drinks.





DAY 3 - ACTIVITY OPTION I.

Canal cruise

In 90 minutes you can see during this tour both the modern part of Amsterdam along the banks of the IJ, and the world famous canals in the old town with highlights such as the skinny bridge, the Amstel, the narrowest house and the beautiful canal houses along the three large canals of the center.

During the voyage you can use our Personal Audio System, which plays audio commentary in one of the 21 available languages





DAY 3 - LUNCH OPTION I.

Het Amsterdamse Proeflokaal (The Taste of Amsterdam)

The Taste of Amsterdam is a place where everyone can get to know 'The Taste of Amsterdam'. Traditional Amsterdam dishes are served here, inspired by local, national and international culinary influences which have found their way to our capital over the past few centuries. The restaurant and event centre boasts over 1800 m² of floorspace, divided over 2 floors. Downstairs breakfast, lunch and dinner is served in the restaurant, on their signature tasting tables or the Dutch seafood bar. Upstairs private spaces are abundant with a Wine & Beer world and a workshop kitchen to name a few.



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 boutique DMC based in the heart of Amsterdam. We strive 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.

DISCLAIMER

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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