



pt

SAMPLE PROGRAM AMSTERDAM  
GOLD  
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 it's 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 it's 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!



## ■ 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



## W Amsterdam \* \* \* \* \*

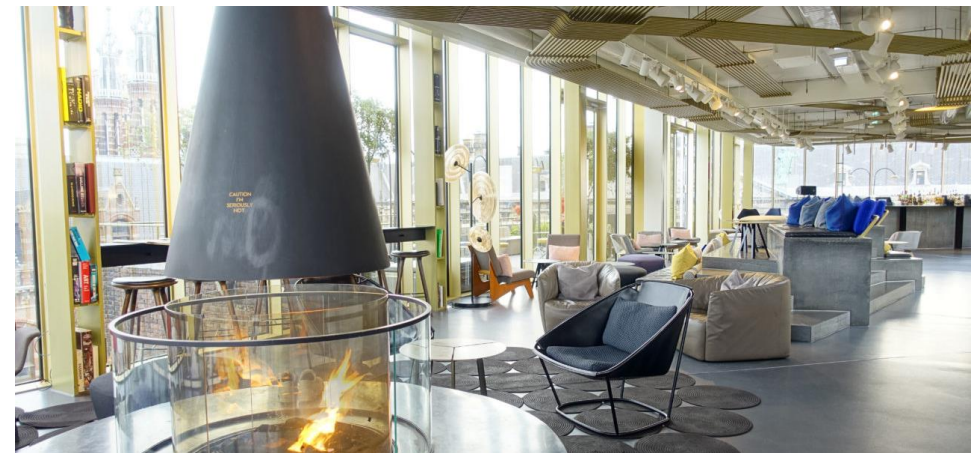
Rooms: 238 rooms including 28 suites

Distance to airport: 16 kilometer / 20 minutes  
by car / coach

Distance to Dam Square: 300 meter / 4  
minutes walking

Meeting facilities: 1 multifunctional meeting  
room of 414 Sq m.

Click [here](#) for the website



# PROGRAM AT A GLANCE

	Day 1 - Friday	Day 2 – Saturday	Day 3 - Sunday
<b>Morning</b>	Arrival at Schiphol Airport and transfer to the hotel	Breakfast at the hotel  <b>Morning activity suggestion:</b> - Ducktrail to the Dutch Windmills – ‘Must See’	Breakfast at the hotel  <b>Morning activity suggestion:</b> - Canals it is ‘Lazy Sunday’
<b>Afternoon</b>	<b>Lunch suggestion:</b> - RIJKS* - ‘Art on a plate’  <b>Afternoon activity suggestion:</b> - Rijksmuseum – World Famous	<b>Lunch suggestion:</b> - De Hoop op D’Swarthe Walvis -	<b>Lunch suggestion:</b> - Lion Noir – ‘Hidden Gem’  Transfer to Schiphol Airport
<b>Evening</b>	<b>Welcome dinner suggestion:</b> - De Kas - ‘Home Grown’	<b>Dinner suggestion:</b> - The Loft – ‘On top of the World’.	





## DAY I - LUNCH OPTION I.

### Rijks\*

RIJKS® is the restaurant of the Rijksmuseum. The Rijksmuseum tells the story about the Netherlands. Influences from countries far and near can also be seen in the museum. At RIJKS® they follow this pattern: quality, authenticity and uniqueness translated to: the kitchen, the chefs, the interior and the location. RIJKS® is the Rijksmuseum served up on a plate.







## DAY I - ACTIVITY OPTION I.

### The Rijksmuseum

Take 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. We will arrange a guided tour through the museum which will approximately take 1,5 hour. The guests will also have some free time after the tour so that they can take a look at the museum's shop or to have a look on their own.







## DAY I - DINNER OPTION I.

### 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, daily using the best the season has to offer. It seems an obvious concept, but the founder spent twenty years surrounded by white tiles under fluorescent lightning before he came up with it.

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 with help from the municipally and his family and friends, Hageman succeeded in converting the unique 8 meter high glass building into a restaurant and nursery.







## DAY 2 - ACTIVITY OPTION 1.

### Ducktrail at Zaanse Schans

No highways or bigger motorways, but small roads with twists and turns through the beautiful landscape, through picturesque villages and typical Dutch scenery.

The guests will be divided over 8 well maintained 2CV's or as the Dutch call them "Lelijke eendjes" (ugly ducks), and will drive a trail through the landscape over Amsterdam.

The tour will take about 3,5 hours, visiting a typical Dutch cheese farm and the mills of Schermerhorn.

A great way to experience The Netherlands outside Amsterdam!







## DAY 2 – LUNCH OPTION I.

### De Hoop op d'Swarte Walvis

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.







## DAY 2 - DINNER OPTION 1.

### The Loft

A'DAM is proud of its roots – as it boldly claims the well-known abbreviation of Amsterdam. The brand name A'DAM also stands for 'Amsterdam Dance and Music', which reflects the business of the owners and main tenants: ID&T, AIR Events and MassiveMusic.

The Loft - 16th floor

The penthouse of A'DAM covers a total of 600 square meters on two floors, connected by a handcrafted spiral staircase. Meter high windows offer a fantastic view of Amsterdam. This total concept include a living area of 160 square meters, a kitchen, a record library and a private smoking room. In the Loft 160 people can enjoy a sit down dinner, at the theater there is space for 150 people and for a party or reception for 225 people.







## DAY 3 - ACTIVITY OPTION 1.

### Canals It Is

A canal cruise is always a fun way of seeing the city of Amsterdam. Being on the water the views over the city are completely different than walking or biking on the side walks and roads. The boats we use are also used for regular canal boat rides, but can be made with a bar on board and 2 wait staff per boat serving drinks to the guests if preferred. Generally we do not have any guides on board, but this can also be a possibility. The guide can then explain what the guests are seeing along the way.

The boat will make a nice cruise on the canals of Amsterdam, and to add another great canal experience: a visit to The Grachtenhuis. This museum is totally focused on Amsterdam's famous canals. For centuries money has been earned, art has been created, feasts celebrated and life has been enjoyed on the canals of Amsterdam. The story has been brought to life by the museum.







## DAY 3 - LUNCH OPTION I.

### Lion Noir

December 12 2010, Lion Noir quietly opened its doors to the public. Located on the happening street the Reguliersdwarstraat 28, Amsterdam, Lion Noir will offer a delicate lunch, cocktails, and a french fine dining experience.

Lion Noir is a collaboration between three extraordinary entrepreneurs: Casper Reinders (nightclub Jimmy Woo, bar-restaurant Bo5), Mr Yen (Restaurant Dynasty, bar-restaurant Bo5), and Serge Rijn (Restaurant Serge).

A great mix of people, who compliment each other in an amazing way.





# 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 in the centre 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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