



# FLEVOLAND OBVIOUSLY DIFFERENT

Group/Trade Brochure for 2023-2024

ONLY 20 MINUTES FROM AMSTERDAM ≈ THE PERFECT DESTINATION FOR  
AN EASY DAY TRIP OR A SHORT BREAK ≈ FOUR METRES BELOW SEA LEVEL ≈  
AFFORDABLE HOTELS ≈ THE SCHOKLAND UNESCO WORLD HERITAGE SITE



# ~ WELCOME

## PLEASE FIND YOUR COPY OF OUR FLEVOLAND TRAVEL TRADE BROCHURE ENCLOSED

Our brochure provides you with an overview of activities and accommodation providers. The information, aimed at both groups and the individual traveller, shows a selection of the accommodation opportunities available, as well as a number of Flevoland's highlights in the areas of nature and culture. Flevoland is only 20 minutes from Amsterdam, and the perfect destination for surprising (day) trips.

If you have any queries or would like to visit Flevoland, please contact Visit Flevoland by telephone +31 (0)6 - 57 59 53 49 or by email at [info@visitflevoland.nl](mailto:info@visitflevoland.nl)

**We look forward to meeting you in Flevoland.**

# FLEVOLAND OBVIOUSLY DIFFERENT

**Quite an accomplishment, building an entire province from scratch.**

Still, that's exactly how Flevoland came into being: manmade land, a good four metres below sea level and secured by miles of dykes. But then Flevoland is never really finished. Probably something to do with that twentieth-century soil under our feet we reckon; it seems to exert an effect on people. Nowhere else offers more space for innovative ideas than right here. As all Flevolandians are well aware: the sky is the limit.

## JUST DO IT

Taken together, Flevoland's three polders form the **largest piece of manmade land on the planet**. The islands which already existed in the Zuiderzee (Schokland and Urk) were marooned in the new land when the sea was drained. Things happen here like nowhere else. Need a wind break... we simply put up wind turbines. And if a dyke needs to be rebuilt, we go for it in an entirely new way.







## DESIGNED LAND, WILD LAND

Everything you see was created on the drawing board. The orderly parcels of agricultural land. The straight roads. The canals. And of course: the spaces dedicated to nature. These designated areas of natural beauty have continued to develop to become fascinating wild polder landscapes. A good example is the extensive wetland area in the Nieuw Land National Park, another is the Netherlands' largest continuous deciduous woods. We are currently creating the Marker Wadden group of artificial islands in the wide waters that surround Flevoland in a bid to attract more fish and birds to the Markermeer lake. Nature is already reclaiming its own, as of course it certainly should.



When the tulip and rapeseed fields bloom, Flevoland is transformed into a riot of intensely colourful hues. Our local food is appreciated across the globe. And between the fields, this is where the people realise their ideals. For example by creating amazing and sometimes even edible estates, yes... you read that right! Everything we want we create ourselves. That's how we do things in Flevoland.

## GREEN IDEALS



# 100% NOW

No other landscape in the Netherlands breathes '20th century' as much as Flevoland does. The modern polder cities are in part architectural museums, featuring the work of such world renowned architects as Rem Koolhaas. There is also space for experimental designers to practise their craft. And nowhere else in the world will you discover so much spectacular landscape art in just one day. The province is continuously renewing. The ports and airports are state-of-the-art and maintained that way and plenty of opportunities exist for the self builders to realize their own dream houses. Here you even have the space to get together and construct your own neighbourhood.

## FLEVOLAND INCOMPARABLE LAND

Flevoland, on the former Zuiderzee seabed, is like nothing else that exists; anywhere! Flevoland is obviously different. Something you will immediately recognise when you drive into the province. The crisp clear lines, the space, that modern twist; you can only be in Flevoland.



*Nowhere else in the world you will discover so much spectacular landscape art in just one day*



# HOLLAND CITY, LAND OF WATER

The Netherlands is characterised by water and almost one-third of the country is below sea level. The Dutch response to water has seen the creation of innovative structures, the major reclamation of land from the sea, changes to the landscape and the accumulation of a wealth of knowledge about water management. That's not all; the country has also developed a huge range of recreational activities: on, under or alongside the water.

The Netherlands, Land of Water. This story line tells the special story of The Netherlands, Land of Water. There are 13 water icons in six regions and each of them tells part of the story. Flevoland 'the biggest land reclamation project in the world' is an important part of this story line. At Batavialand (the heritage park for the lowlands), you will discover everything about the unique history of Flevoland, and on Urk, home to the Schokland Unesco World Heritage Site, you will experience the story of two islands in the former Zuiderzee.

[www.holland.com/water](http://www.holland.com/water)



## LELYSTAD AIRPORT

Lelystad Airport, amazingly close. Everyone is hard at work on the construction site of this piece of polder landscape busily creating the Netherlands' latest 'holiday' airport. In the future Lelystad Airport will offer exciting European connections and destinations around the Mediterranean, boosting tourism, the business climate and the economic muscle of the Flevoland region.

[www.lelystadairport.nl/en](http://www.lelystadairport.nl/en)



# EVENTS

21 APRIL TO 7 MAY 2022

TULIP TIME

From mid-April to the beginning of May, Flevoland focuses on tulips. The Tulip Festival takes place in the Noordoostpolder, and the tulip route through the Noordoostpolder is the longest continuous tulip route in the Netherlands. During the Tulip Festival visitors can admire the colourful tulip fields by following the cycling or car routes. For an interactive experience, there is a Tulip Festival app available, and children can enjoy playing Bollie the Bear activities at the specially designed Tulip Festival locations. Visit [tulipfestival.nl](https://tulipfestival.nl) for all the details!

6 &amp; 7 MAY 2023

SCANDINAVIAN MARKET ON SCHOKLAND

How about spending a whole weekend immersed in Scandinavia? On 6 and 7 May 2023, a small piece of Scandinavia can be found on Schokland. Dozens of market stalls will be crammed with Scandinavian products. The attractive stands will be spread around the museum grounds and offer details about living, design, travel, food, fashion & handicrafts. There will also be a varied programme of workshops, demonstrations, music and a real Viking camp. The museum will be open to the public.

27 MAY 2023

URKERDAG

A day focused on the traditional costume of Urk. From around eleven in the morning to the end of the afternoon you can experience the typical hospitable, busy atmosphere of Urk, with activities at various locations both in the village and on the quayside. Traditional crafts and routines are revived; washing lines flutter with fresh clothes, old wash tubs, wool spinning, preparing sails, shrimp peeling, children's games, etc. Follow your nose to discover local treats such as Dikkoek, fried and smoked fish, grey peas and cabbage mash.

18 TO 20 AUGUST 2023

LOWLANDS

A Campingflight to Lowlands Paradise, or Lowlands for short, is a three day music festival which has been held annually at the Walibi Holland events ground since 1993. The festival offers a wide range of different entertainment. As well as music, the event includes literature, film, cabaret, ballet, theatre and stand-up comedy.

17 AUGUST TO 3 SEPTEMBER 2023

ZOMER IN HAVEN

A special summer programme is planned in and around the Almere marina with street artists, shanty singers, several stages where musical acts perform, classic concerts in the Goede Rede church, fairs, open-air films and the flea market supplemented by the largest hippie market in the Netherlands. In the water there will be possibilities to SUP, canoe, sail and surf, and the botter boats will return to compete against each other in the traditional botter race.

7 TO 29 OCTOBER 2023

HALLOWEEN FRIGHT NIGHTS

During Halloween Fright Nights, Walibi Holland amusement park transforms into an enormous 'Scare Zone' where monsters and freaks scare you half to death. Experience terrifying Haunted Houses, Experiences and Walkthroughs. Do you dare try it out?

24 &amp; 25 NOVEMBER 2023

URK IN WINTERSFEREN

The old village of Urk comes alive during this event, showcasing Urk in all its winter beauty. The inviting little streets and alleys are magically lit up, transporting you back to the times of constables, traditional clothing and travelling quacks. The scene is beautifully set with characters, stands and tableaux from the Urk of a century ago. Numerous squares also display traditional arts and crafts, peopled by pedlars, hawkers and other figures drawn straight from the history books.

1 TO 31 DECEMBER 2023

WINTERDREAM ORCHIDEEËN HOEVE

In December indoor park De Orchideeën Hoeve transforms into a magical winter wonderland full of twinkling lights, unusual animals and enchanting decorations. Enjoy tasty bites to eat and drink, shop for fun Christmas presents in the shop and round off the day with an enchanting visit to the candle-lit evening. It's an international winter spectacle for young and old!



An overview of all events in Flevoland is available at [visitflevoland.nl](https://visitflevoland.nl)

# ACCOMMODATION

Flevoland offers a wide range of accommodation opportunities including hotels and holiday parks which are also highly suitable for groups. And even better, the average price of a hotel room in Flevoland is far lower than an equivalent room in Amsterdam.



## LEONARDO HOTELS

Leonardo Hotels is a chain of hotels renowned for their quality and personal service. We do our utmost to ensure that our guests return. Both 4 star hotels are centrally located and convenient for all local shops, bars and restaurants. Combine a stay at one of our Leonardo hotels with a trip to Bataviawerf or Aviodrome, a cycling trip to the Oostvaardersplassen nature reserve, an afternoon of shopping fun at Batavia Fashion Outlet or a day trip to Amsterdam or Amersfoort. Both hotels offer ample parking space either below or opposite the hotel. We also offer several different meeting facilities, and we are the ideal location for a range of events!

### Leonardo Hotel Almere City Centre

☎ +31 (0)36 527 4500

✉ reception.almere@leonardo-hotels.nl

### Leonardo Hotel Lelystad City Centre

☎ +31 (0)320 24 24 44

✉ reception.lelystad@leonardo-hotels.nl

### Groups

✉ groups.leonardo@leonardohotels.nl

🌐 www.leonardo-hotels.nl

### Walibi Village

☎ +31 (0)321 32 99 90

✉ info@walibivillage.nl

🌐 www.walibivillage.nl

## WALIBI VILLAGE



Round off your GETTING THE RUSH day by booking an overnight accommodation in one of the comfortable bungalows in Walibi Village. The vacation park is centrally situated in Flevoland and offers many possibilities for small families to large ones and groups of friends. Walibi Village has 4-, 7- and 8- person huts, as well as a cosy 16-person villa! They are all situated within easy walking distance of the most spectacular amusement park of the Netherlands. Visit the Veluwe beach, explore in the woods, or visit one of the nearby Hanseatic towns. Are you looking for more exercise? Check out the various cycle and walking routes nearby or walk your feet off during a shopping trip in Batavia Stad Fashion Outlet.

# PRODUCTS

Below you will find a number of activities you can experience in Flevoland. More information is available at [visitflevoland.nl/travel-trade](https://visitflevoland.nl/travel-trade).

## URK

Urk is a dynamic, traditional fishing village, sited on the shore of the IJsselmeer lake. For centuries Urk was an island in the Zuiderzee, the sense and atmosphere of which still permeates the village. The best way to experience Urk is to join a tour with an experienced local guide. As a group the walk will lead you through the narrow 'ginkies' (alleys), skirt the historic harbour area with its old fishing smacks, before passing small fishing cottages on the way to the IJsselmeer lake's last working fish market. A visit to Urk is incomplete without calling in at the museum, climbing the lighthouse, taking a boat excursion and eating some fresh fish.



### Tourist Info Urk

☎ +31 (0)527 68 40 40

✉ info@touristinfourk.nl

🌐 www.touristinfourk.nl



## MUSEUM SCHOKLAND

The museum tells the special story of a centuries-old location: from the Ice Ages to the drainage of the Noordoostpolder. The ancient battle between humans and water is still very much evident. It is not surprising that in 1995, Schokland was declared the first Unesco World Heritage site of the Netherlands.

A visit to the museum accompanied by a guide is possible in combination with Museumrestaurant Schokland for a coffee and/or lunch.

### Museum Schokland

☎ +31 (0)527 76 06 30

✉ info@museumschokland.nl

🌐 www.museumschokland.nl





## BOERKOK

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Explore the taste of Flevoland at a unique location, “the Erf of Boerkok”. It’s a former farm that has been transformed into a stunning place to dine and hold events. Our family business is located just after exit A6 Lelystad when heading towards Lelystad Airport. It’s a delightful place to relax, and there is a focus on local products from the neighbouring farms. You are warmly invited to enjoy a cup of coffee on the terrace, or dinner in our greenhouse or, for example, hold a business meeting in the former potato shed. In this place we do what we enjoy doing: standing firmly on the ground, cooking with heart and soul, telling stories, organising meetings and making connections. You feel at home at Boerkok.

### Boerkok

☎ +31 (0)320 41 77 31  
✉ organisatie@boerkok.nl  
🌐 www.boerkok.nl

## BATAVIA STAD FASHION OUTLET

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Discover a unique shopping experience at Batavia Stad Fashion Outlet. There are over 250 national and international brands located here with the latest trends in fashion, as well as jewellery and kitchenware and more. There is a wide choice of stylish collections with savings ranging from 30% to 70%. Would you like to start or end the day with something tasty to eat? Check out our Coffee&Treat vouchers at one of our catering locations and the VIP Day Pass. The Batavia Stad VIP Day Pass gives an additional 10% savings on the Outlet prices at the participating brands. Batavia Stad Fashion Outlet is open daily, except on December 25. This fashion outlet with enchanting alleys, squares and unique architecture is the perfect destination for fashion-conscious visitors during a stay in the metropolitan region of Amsterdam and Flevoland.



### Batavia Stad Fashion Outlet

☎ +31 (0)320 29 29 00  
✉ info@bataviastad.nl  
🌐 www.bataviastad.com



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### Batavialand

☎ +31 (0)320 22 59 00  
✉ reserveringen@batavialand.nl  
🌐 www.batavialand.nl

## BATAVIALAND

Batavialand consists of a museum and a shipyard where you can experience the unique traditional crafts. Across from it, on the water, is moored the reconstruction of the 17th-century ship the Batavia. Discover the rich history of the Zuiderzee region in the museum: from the Swifterbant culture to the exciting stories about excavated shipwrecks, from the reclamation of the Zuiderzee to the arrival of the pioneers on the recently created Flevoland.

## JUNGLEPARK DE ORCHIDEEËN HOEVE

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Hidden under the huge roof of the indoor park De Orchideeën Hoeve lies an imposing jungle world (25,000 m²) just waiting to be discovered. Take an enthralling journey through numerous theme areas and experience the best of the tropics at first hand. Get close to exotic animals like flamingos, butterflies and parrots which roam freely in the park, go on safari with a ranger, or reserve an enchanting group lunch in the ‘SkyFlora Garden’. De Orchideeën Hoeve (with its flower shop) is open all year round and can also be booked for a coffee or lunch break.



### De Orchideeën Hoeve

☎ +31 (0)527 20 28 75  
✉ info@orchideeenhoeve.nl  
🌐 www.orchideeenhoeve.com



# WORLD-FAMOUS ARCHITECTURE

2

**Open-air architecture museum.** Almere is just half a century old. And that is noticeable! Do not expect to see a historical urban centre with centuries-old canals and monumental buildings. Almere is rich in new, modern, architectural gems designed by world-famous architects like Rem Koolhaas, René van Zuuk and Herman Hertzberger. So it's not surprising that Almere is an internationally praised destination for architectural buffs. Go for a walk and discover this open-air architecture museum. Go on a tour with a VVV guide (tourist information centre) and be amazed by the youngest city in the Netherlands. Good to know: 30 km from Amsterdam.

## VVV Almere / Visit Almere

☎ +31 (0)36 548 5041  
✉ [info@visitalmere.com](mailto:info@visitalmere.com)  
🌐 [www.visitalmere.com/traveltrade](http://www.visitalmere.com/traveltrade)



# OOSTVAARDERSPLASSEN ALMERE

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## Oostvaardersplassen Almere

📍 Oostvaardersbosplaats 1, Almere  
✉ [info@oostvaardersplassenalmere.nl](mailto:info@oostvaardersplassenalmere.nl)  
🌐 [www.oostvaardersplassenalmere.nl](http://www.oostvaardersplassenalmere.nl)

**The rough backyard of Almere.** Oostvaardersplassen Almere forms part of the Nieuw Land National Park, the youngest man-made nature park of the Netherlands. The Oostvaardersplassen are unique in the Netherlands, and in Europe. It's home to thousands of geese and waterfowl, Heck cattle, Konik horses, red deer and foxes. Start your visit at Natuurbelevingencentrum De Oostvaarders. It has a toilet, cafe and an educational exhibition. Book an Ecar excursion with a guide into the central area or walk with a guide along the edges of the Oostvaardersplassen. Along the way, the guide will tell you about the origin of this special area. And who knows, you may spot the rare sea eagle. It is also possible to make an arrangement with the catering service on site. Good to know: 30 km from Amsterdam, bus parking, catering services.

## Almere City Marketing

☎ +31 (0)36 548 50 43  
✉ [info@almere-citymarketing.nl](mailto:info@almere-citymarketing.nl)  
🌐 [www.almere-citymarketing.nl](http://www.almere-citymarketing.nl)

# ALMERE CENTRUM

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## Shop and enjoy Almere Centrum.

Almere Centrum is the newest urban centre of the Netherlands and the perfect destination for a day out shopping. It offers a unique mix of top brands, specialist stores and local shops. There are also fun squares with cafes and restaurants. Various restaurants are equipped to receive groups. Buses can always park nearby, hotels are within walking distance. The centre lies next to a large bathing lake with a lovely park and delightful beach. In the summer months fun events are held there. Almere Centrum is open seven days a week and, as a fun city trip, is the best-kept secret of the Netherlands!



# NAUTICA EXPERIENCE

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## Discover Almere from the water with Nautica Experience, the platform for the most fun

**excursions on and by the water!** Rent a boat you can sail yourself, get in an excursion boat for a tour or enjoy sitting in the sun at one of the affiliated restaurants by the water. From SUP to a city tour with a guide, there is an incredible amount to do and experience around the waterways of Almere. The various options can accommodate 1 to 200 people, so it's perfect for couples, families as well as companies! Look at all the possibilities yourself and choose your favourite activity or arrangement.



## Nautica Experience

☎ +31 (0)36 303 16 79  
✉ [info@nauticaexperience.nl](mailto:info@nauticaexperience.nl)  
🌐 [www.nauticaexperience.nl](http://www.nauticaexperience.nl)



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## EXPERIENCE THE COLOURFUL TULIP FIELDS



### Tulpenfestival

☎ +31 (0)6 14 72 91 94  
(accessible during the festival)  
✉ info@tulpenfestival.nl  
🌐 www.tulpenfestival.nl

From April 21 through May 7, the Tulip festival will be held in the Noordoostpolder (Flevoland). This annual festival is highly attractive for both local and foreign visitors. The Noordoostpolder has the most extensive tulip fields in the Netherlands (around 2,000 hectares) and lies close to the World Heritage site of Schokland, picturesque Urk, De Orchideeën Hoeve and other great sites. Go along the tulip route using the interactive Tulip festival app, and during the trip you will receive information through audio fragments about this special region, tulip cultivation and the history of the Noordoostpolder. At the specially designed Tulip Festival locations, Bollie the Bear activities are being organised for children. Plan your spring excursion to the Noordoostpolder, it's guaranteed to be a fun day out!

## WALIBI HOLLAND THE MOST SPECTACULAR EXCURSION

Are you looking for a really fun day out for you and your friends? Come to GETTING THE RUSH in Walibi Holland. Experience together a unique ride on the UNTAMED rollercoaster, be surprised by Xpress: Platform 13, let yourself go in Speed of Sound. Are you ready for a real adrenaline kick? Scream at the top of your lungs on the Goliath megacoaster and a weightless ride in Lost Gravity. Even those who do not like rollercoasters will have a great day out. You can go on a splashing adventure in our water attractions, be launched in Space Shot, and go on a dizzying ride in G-Force. In other words, with over 35 spectacular attractions, there is plenty to experience! So go for it at GETTING THE RUSH Walibi!



### Walibi Holland

☎ +31 (0)321 32 99 99  
✉ sales@walibiholland.nl  
🌐 www.walibi.nl/en

## WATERLOOPBOS NATIONAL HERITAGE SITE

### National heritage site: Waterloopbos

☎ +31 (0)527 25 25 70  
✉ flevoland@natuurmonumenten.nl  
🌐 www.natuurmonumenten.nl/waterloopbos



This is a unique wood area. For decades this is where hydraulic engineers studied the impact tides and water flows would exert on major hydraulic projects, such as the Delta Works. The Netherlands owes much of its international reputation for water management on the research that took place here. Dozens of weirs, sluices and hydraulic models are secluded away in the woods. You're never far from the sound of flowing water. Deltawerk//, the impressive piece of land art, is one of the major attractions in this former open-air testing ground.

## NIEUW LAND EXPERIENCE BUS & BOAT TOURS

Bus and ferry tours with Nieuw Land VR bus, MS Nieuw Land and historic ferry MS Waddenzee. The Marker Wadden and Oostvaardersplassen are special destinations reached by ferry in the Nieuw Land National Park. The Marker Wadden are natural islands created by human hands in the Markermeer. This newest piece of the Netherlands is contributing to the restoration of nature. Get on the historic ferry MS Waddenzee and admire one of the largest nature projects in Western Europe. Or go on an expedition with MS Nieuw Land through the Oostvaardersplassen. Where once an industrial terrain was earmarked on the drawing board, a diverse marshy region has now arisen, which is internationally important for brooding and migrating birds. During the ferry tour, we pass by various hotspots of Flevoland: the VOC schip De Batavia, Houtribsluizen lock, the Crouching Man, Poldervaart and the Noorder- and Zuiderluis locks with their 6 m difference in height. On board, the guide will talk about the various sites to see. In the small exhibition room of the boat, you can learn about the origin of Flevoland during the trip. The ferry tours can be booked in combination with the Nieuw Land Vr bus.



### Nieuw Land Experience Bus & Boat tours

☎ +31 (0)6 12 62 94 75 / + 31 (0)320 26 45 18  
✉ vaartocht@nieuwland-experience.nl  
🌐 www.nieuwland-experience.nl  
🌐 www.mswaddenzee.com





*Nowhere else offers more space  
for innovative ideas than right here.  
As all Flevoland-ers are  
well aware: the sky is the limit.*





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**COLOPHON** IMAGES Schokker Fotografie, Sjors Evers, Allwrite, Feenstra Fotografie, Almere City Marketing, Richard Terborg, Stefan Claessens, Fotostudio Wierd **CONTENT** Visit Flevoland **DESIGN&LAYOUT** ComSi.nl



READY TO EXPLORE FLEVOLAND?  
GO TO VISITFLEVOLAND.NL  
AND BE INSPIRED!

## ABOUT VISIT FLEVOLAND

The role of Visit Flevoland is to market Flevoland both in the Netherlands and abroad as a region for holidays and leisure activities. It does this by developing new products and promotional campaigns together with the tourism and recreation sector, with the aim of attracting as many visitors to Flevoland as possible.

Visit Flevoland works closely with the main suppliers of tourism services across the region: the tourist offices in Almere, Lelystad, Dronten, Noordoostpolder, Urk and Zeewolde.

### How can Visit Flevoland assist trade?

- By providing information
- By helping to arrange hotel accommodation and short break programs
- Introductions to museums, attractions, accommodation and destinations
- Images database
- Regular trade newsletter updates

**VISIT**  
**FLEVOLAND**

### Visit Flevoland

+31 (0)6 - 57 59 53 49

info@visitflevoland.nl

www.visitflevoland.nl/en/travel-trade

**VISIT**  
**FLEVOLAND**

HET RAVELIJN 50, 8233 BR LELYSTAD

[VISITFLEVOLAND.NL](https://www.visitflevoland.nl)

