



FLEVOLAND

SURPRISE FROM THE SEA

Group/Trade Brochure for 2024-2025

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

We look forward to meeting you in Flevoland.

FLEVOLAND SURPRISE FROM THE SEA

Flevoland is the newest province of the Netherlands. It's a new piece of the Netherlands that used to be underwater so we can now live, work and especially enjoy ourselves there. Surrounded by dikes and lying 5 m under sea level, this province has enough space for new ideas, which is reflected all over. From its impressive history and traditional Dutch regional products to the new nature reserves, stunning architecture, various water sport possibilities and cosy hotspots. Flevoland, a true gift from the sea.

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

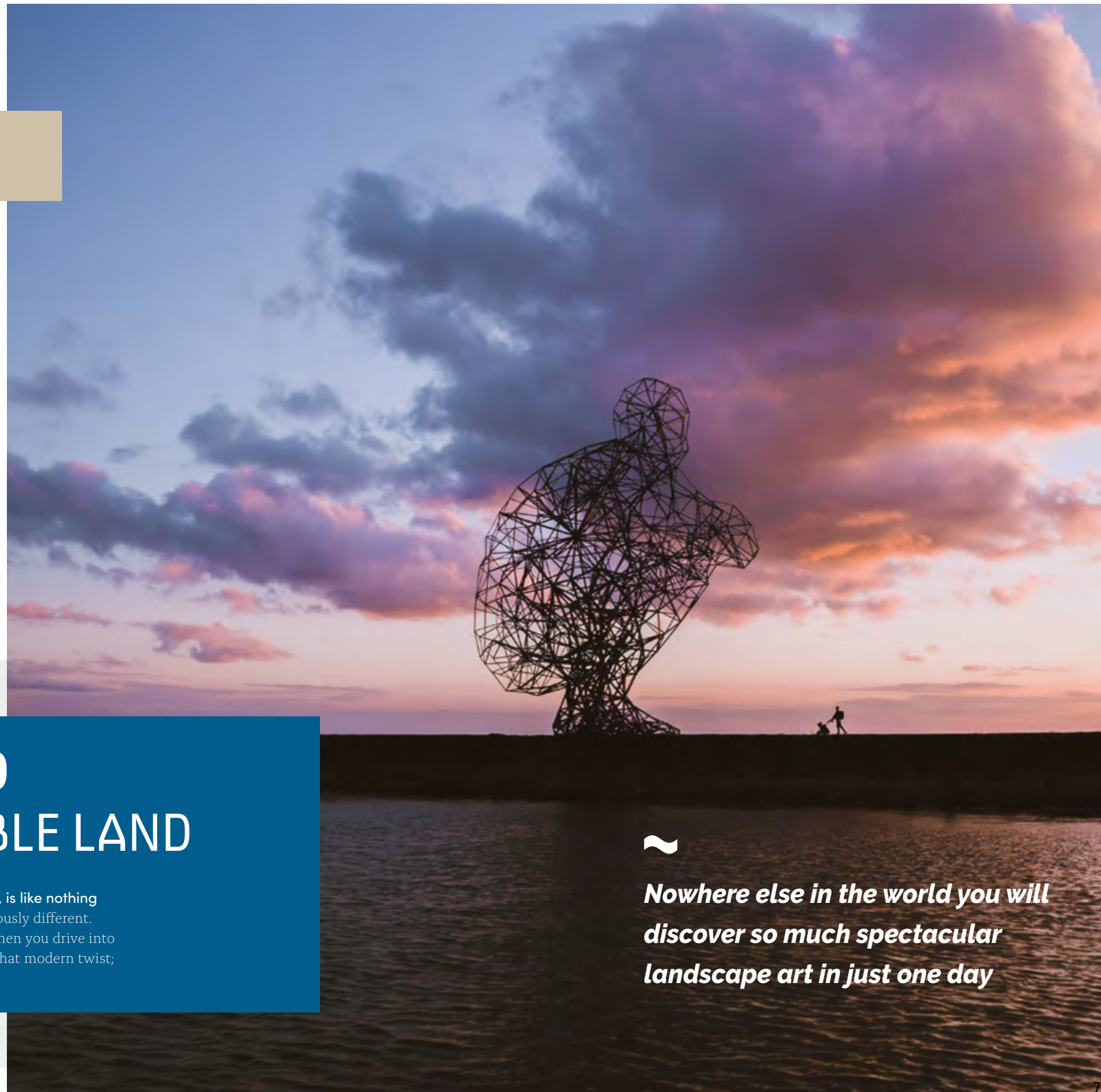
No other landscape in the Netherlands breathes '20th century' as much as Flevoland does. The modern polder cities are in part architectural museums, featuring the work of such world renowned architects as Rem Koolhaas. There is also space for experimental designers to practise their craft. And nowhere 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 12 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



BATAVIAHAVEN

On the west side of Lelystad, the Bataviahaven marina lies on the Oostvaardersdiep. With its modern facilities and many attractions nearby, it is easy to enjoy a day off here. The BataviaHaven offers a spacious and secure mooring for all types of boats and ships. Whether you are visiting the harbour with your own 22-foot Jol or a 135-meter long river cruise ship, you will feel at home and welcome.

bataviyahaven.nu/en

EVENTS

19 APRIL TO 5 MAY 2024

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 Bolle the Bear activities at the specially designed Tulip Festival locations. Visit tulpenfestival.nl for all the details!

11 & 12 MAY 2024

SCANDINAVIAN MARKET ON SCHOKLAND

How about spending a whole weekend immersed in Scandinavia? On 11 and 12 May 2024, 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.

16 TO 18 AUGUST 2024

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.

23 AUGUST TO 8 SEPTEMBER 2024

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.

28 AUGUST TO 1 SEPTEMBER 2024

HISWA TE WATER

Besides all the beautiful boats in the marina and beautiful stands on the quay, there is much more to do. Demonstrations on the quay, sea trial in the marina, delicious food on one of the terraces and a visit to Batavia Stad Fashion Outlet or Batavia Museum. Theme tours through the port accompanied by a specialist of the fair. And if you come with a group, there are special arrangements so you can get a real 'behind the scenes' tour with all the details.

OCTOBER 12 TO 3 NOVEMBER 2024* 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?

29 & 30 NOVEMBER 2024

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 2024

WINTERDROOM PANTROPICA

In December, the indoor park Pantropica transforms into a magical winter wonderland full of twinkling lights, unusual animals and magical decorations. Enjoy delicious food and drink, shop for the best Christmas presents at the Panmarket and end the day with an enchanting visit to the candlelit evening. It's an international winter spectacle for young and old!

21 DECEMBER 2024 TO 5 JANUARY 2025*

BRIGHT NIGHTS

Experience Bright Nights during the Christmas holidays! The most spectacular rides in twinkling lights. Make unforgettable memories together in Walibi's cosy Christmas atmosphere, where attractions shine like never before, light shows amaze you, winter entertainment enchants you and tasty treats tempt you. As soon as dusk falls, the park starts to glow with thousands of lights and the attractions are literally in the spotlight.



An overview of all events in Flevoland is available at 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.



1 2

Leonardo Hotel Almere City Center

☎ +31 (0)36 527 4500

✉ info.almere@leonardo-hotels.nl

Leonardo Hotel Lelystad City Center

☎ +31 (0)320 24 24 44

✉ info.lelystad@leonardo-hotels.nl

Groepen/Meetings

✉ leisuregroups.leonardo@leonardo-hotel.nl

🌐 www.leonardo-hotels.nl

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 en 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!

Walibi Village

☎ +31 (0)321 32 99 90

✉ info@walibivillage.nl

🌐 www.walibivillage.nl

WALIBI VILLAGE



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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- 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.

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.

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Tourist Info Urk

☎ +31 (0)527 68 40 40

✉ info@touristinfofourk.nl

🌐 www.touristinfofourk.nl



Museum Schokland

☎ +31 (0)527 76 06 30

✉ info@museumschokland.nl

🌐 www.museumschokland.nl

MUSEUM SCHOKLAND

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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.

BATAVIA STAD FASHION OUTLET

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This is the unique shopping experience for a complete day out. Come enjoy discount shopping on the sea floor of the former Zuiderzee. In 2001 the first fashion outlet centre of the Netherlands opened, situated in the Flevopolder, on the Markermeer in Lelystad, near the Oostvaardersplassen. Did you know that Batavia Stad Fashion Outlet borders the largest man-made nature park in the world, National Park Nieuw Land? Centrally situated in the Netherlands, in Lelystad, Batavia Stad Fashion Outlet is open 7 days a week and can be easily reached with public transport or by car. Parking is affordable, and there are electric charging stations in the large car park. It's also just a stone's throw away from Batavia Haven with all kinds of ships, from private boats to river cruise ships.

VIP day pass

There are various cycle routes starting from and around Batavia Stad Fashion Outlet so you can become acquainted with the loveliest and most surprising places in and around Batavia Stad with themes like: day out with children, sustainability, art & design, wetland Lelystad. The stores offer a wide choice of stylish collections, always discounted from 30% to 70%. You can find here over 250 national and international brands with the latest trends in fashion, but also for example jewellery and kitchenware. Ask about our coffee & treat vouchers from one of the food service locations and the VIP Day Pass. The Batavia Stad VIP Day Pass entitles you to an additional 10% discount on the outlet prices of participating brands.

Batavia Stad Fashion Outlet

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



Batavialand

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



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BATAVIALAND

Batavialand consists of a museum and a shipyard where you can observe unique traditional crafts. Next to the shipyard lies the reconstruction of the 17th-century ship the Batavia in the water. Discover the rich history of the Zuiderzee region in the museum: from the Swifterbant culture to the exciting stories of the excavated shipwrecks; from the reclamation of the Zuiderzee to the arrival of pioneers in the newly established Flevoland.

INDOORPARK PANTROPICA

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Under the huge roof of indoor park Pantropica there is hidden a tropical world full of adventure.

Take a compelling journey through ten different continents and discover the best highlights of the tropics. Encounter exotic animals like flamingos, toucans and butterflies that roam freely in the park, follow a ranger or reserve an enchanting group lunch in the Hanami Flowerpark. Pantropica (including the flower shop) is open all year round and can be booked as a coffee break or lunch stop.



Pantropica

☎ +31 (0)527 20 28 75
✉ info@pantropica.nl
🌐 www.pantropica.nl/en

WORLD-FAMOUS ARCHITECTURE

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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
🌐 www.visitalmere.com/traveltrade



OOSTVAARDERSPLASSEN ALMERE

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Oostvaardersplassen Almere

📍 Oostvaardersbosplaats 1, Almere
✉ info@oostvaardersplassenalmere.nl
🌐 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. Be warned: in 2024 the visitors' centre will be expanded so there will be even more facilities available for our visitors. Do you really want to discover this region? Then book an ecar excursion with guide in the core area or take a walk with a guide on 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. Good to know: 30 km from Amsterdam.



ALMERE CENTRUM

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Discover Almere Centrum. Almere Centrum is the newest town centre of the Netherlands and the perfect destination for a busy day out. The centre provides a unique mix of top brands, specialist shops, local boutiques and cultural activities. There are also squares surrounding by enticing catering options. Some of the restaurants are even designed to welcome groups. Buses can always find parking close by, hotels are within easy walking distance. The centre lies directly on a large recreational lake with a lovely park and pleasant beach. In the summer months, fun outdoor events are organised there. The city distinguishes itself by a wide range of architectural buildings. Take a walk with one of the local guides and experience the city in a very different way. Almere Centrum is the best-kept secret in the Netherlands for a fun city break.

Almere City Marketing

☎ +31 (0)36 548 50 43
✉ info@almere-citymarketing.nl
🌐 www.almere-citymarketing.nl

NAUTICA EXPERIENCE

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 350 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.

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Nautica Experience

☎ +31 (0)36 303 16 79
✉ info@nauticaexperience.nl
🌐 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 19 through May 5, 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, Pantropica 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 the whole family or with your friends? Visit Walibi and discover the newest family area Speed Zone - OFF ROAD and the newly designed area 'Play Ground'. Climb in the quad of family roller coaster 'Eat my Dust', decide how high you want to fly on the magical bikes of 'Wind Seekers' and jump through the play fountains of 'Cooldown'. Experience a unique ride together in roller coaster UNTAMED and scream out your lungs in megacoaster GOLIATH. Have fun in the cool water rides, whizz away on the carousel and compete in the bumper cars. With 40 spectacular rides, including 8 roller coasters, there is plenty of fun for everyone.

Do you want to GET THE RUSH? Walibi!



Walibi Holland

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

NIEUW LAND EXPERIENCE BUS TOURS

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Visit Flevoland with the Nieuw Land Experience VR Bus. During the bus trip, the guide tells the story of Flevoland and its unique origin. The VR experience in the bus transports you to Nieuw Land on the sea floor. The bus tour Flevoland and Schokland takes you on a journey through the newest province of the Netherlands past unique architecture, National Park Nieuw Land, Het Werkeiland Lelystad, Museum Batavialand and Museum Schokland. The bus & boat tour Oostvaardersplassen & Polder Experience is a journey by land and sea, and virtually through the air. Routes can also be customised to your wishes.

NIEUW LAND EXPERIENCE BOAT TOURS

3



Go on boat tours with MS Nieuw Land and the historic ferry MS Waddenzee through National Park Nieuw Land. Sail with Historic Ferry MS Waddenzee and marvel at one of the largest nature projects in Western Europe: Marker Wadden. Or go on an expedition with MS Nieuw Land through the Oostvaardersplassen. What was originally designated on the drawing board as an industrial terrain has become a varied marshy region of international significance for brooding and migrating birds. During the tour, the on-board guide enchants you with the story of Flevoland as you go past several hotspots of Flevoland: the VOC ship the Batavia, Houtribsluizen locks, the Crouching Man sculpture, Poldervaart and passing through the Noordersluis lock. There's a unique exhibition on board with historical maps of Nieuw Land on the sea floor. For small groups of up to 12 people, the fishing cutter SU7 and Skûtsje [Frisian sailing boat] Vrouw Ymkje are available.

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, Tourist Info Urk, Richard Terborg, Sjors Evers, Allwrite, Tulpenfestival, Almere City Marketing, Visit Flevoland **CONTENT** Visit Flevoland **DESIGN&LAYOUT** ComSi.nl



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

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VISIT
FLEVOLAND

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NL Netherlands