



**6 Nights
Incentive
Programme**
Holland & Belgium

 **Ovation**
Holland

Known the world over for its windmills, cheese and tulips, Holland (The Netherlands) offers many more reasons to visit. Small but diverse, the country offers a cosmopolitan melting pot of social, cultural possibilities for meetings and events.

Often called the Essence of Europe, Belgium is both multicultural and multilingual. Within the span of one day, you can take a romantic cruise, hunt for diamonds, enjoy waffles, frolic in a festival in Binche, get lost in a castle in Namur, discover antiques at an outdoor market in Liege, and explore a fine art museum in Brussels.



Day 1

Holland & Belgium



Day 1



Arrival and transfer from Amsterdam Schipol Airport to the American Hotel for leisurely welcome lunch. Canal cruise past medieval merchant houses and countless vaulted bridges to the hotel of choice. Champagne, or Dutch jenever, refreshments during check in.



○ **Afternoon**

Having unwrapped welcome room gift packages, guests gather for an orientation coach tour of the city. Coffee and Dutch cookies on board.



○ **Evening - Sparkling Cocktails**

It's the home of diamonds so stylish cocktails in Amsterdam have a special sparkle! At this evening's reception each glass has a glittering addition and some are real! A diamond expert is hand to share the secrets of his trade before announcing the lucky new owner.



Day 2

Holland & Belgium



Day 2



○ Morning - A picture paints a thousand words

A visit to the Vincent Van Gogh Museum offers much more than a retrospective of his fine art. Teambuilding opportunity for the group to paint one of his masterpieces!



○ Afternoon - choice of activity:

- Decipher the Rembrandt Code
- Endure a bicycle challenge at the Vondel park
- Engage in a GPS treasure hunt
- Solve a theft crime at the Rijksmuseum!
- Discover Amsterdam by Segway



○ Evening

An evening of drama in a cosy Italian eatery of the charming Spiegel quarter. Aria singing waitresses, chaotic Italian scenes and mouthwatering food are all on the menu.



Day 3

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Day 3



○ Old Amsterdam

Did you know the Dutch Eastern Trade Company sailed the seven seas and set up trading missions around the globe back in the 17th century? Asia was particularly favoured so what better setting for a Dutch/Asian cookery workshop than the Maritime Museum?

Donning chef aprons and hats, guests cook up a culinary feast with spices of the golden age before lunching on their creations.



○ Afternoon

Choice of activity, guests may choose:

- A boat rally of Amsterdam.
- An architecture tour of the city.
- Cheese or jenever tasting.
- Sailing trip on the IJsselmeer lake.
- Excursion to the Hague, home to the Royal Family.
- Tulips Tour in the Keukenhof area (only in spring).



Day 4

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Day 4



○ Morning - Antwerp

Depart by motor coach to the city of Antwerp, just south of the Dutch border. Enjoy a panoramic tour of the city's historical centre and a walking tour of its quaint streets. Some of the highlights are fortress Het Steen, the historic Market Place with its guild houses, the "Vlaaikensgang" and the Rubens house.



○ Lunch

Lying like a moored ship along the Schelde River, the panoramic views and unique architecture of Restaurant Zuiderterras provide a lovely backdrop to its simple honest cooking.



○ Afternoon - Culture couture

Discover the Fashion Museum, the vibrant fashion quarter and shop a little in the designer boutiques of the Meir. Continue to the fairytale city of Bruges.



Day 5

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Day 5



○ Morning – Venice of the North

Explore this World Heritage site in a non traditional way; in the shoes of rich traders and 16th century businessmen strolling from harbour to market and to Huys Ter Beurze, the world's first stock exchange.

○ Lunch

Tours conclude at the Old Crossbow Guild of Saint George which is privatised for a light buffet/ barbecue lunch and archery demonstration. Tuition for those who wish to shoot the crossbow themselves, don't aim the arrow at colleagues!



○ Afternoon

Time at leisure, stroll along romantic canals with ornate spires and step gabled houses at every turn. Climb 366 narrow steps of the Belfry to discover the impressive clock mechanism, the 47 bell carillon and stunning city views. Art lovers will enjoy the fine Flemish collections housed in the Groeninghe and Memlinc galleries.

The Chocolate Museum is not to be missed. Since Christopher Columbus discovered chocolate, prestigious Belgian chocolate makers like Neuhaus, Godiva & Leonidas have been vying to create the most original tastes and presentations.



○ Evening – The Belfry Tower

In this exclusive 14th century venue on the Bruges Market Square, a team of celebrity Belgian chefs has prepared an exquisite feast for the eyes and tastebuds. The entertainment program pays homage to the city's rich cultural heritage.



Day 6

Holland & Belgium



Day 6



○ Morning - Ghent

The city made rich and famous as the largest European cloth producer of the 14th century. Roam its historical centre: St. Bavo Cathedral, the Castle of the Counts and quaint antiques shops of Patershol.



○ Lunch - Castle of Ooidonk

Set on the Lys river with stunning views of lush green meadows and centuries old oak trees, lunch in this 14th century, war ravaged castle is a treat.

○ Afternoon - Brussels

Welcome to the capital of Europe, home to the Atomium, the European Parliament and 'Manneken Pis'. Stop for a beer in the historic Grand'Place and enjoy one of Belgium's 450 different varieties, each with its special shaped glass designed to enhance the flavour and work up an appetite.



○ Evening - dine around

From light fare to a Michelin starred restaurants, Bruges has dining options to suit everyone. So gather with new friends and enjoy a relaxing dinner in an eatery of choice.



Day 7

Holland & Belgium



Day 7



Early morning departure to Brussels Airport for onward journey home.

For those who wish to extend their trip, excellent train connections link Belgian and Dutch cities with the rest of Europe. In less than 3 hours you can be in Paris, London or Cologne.





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