

# HollandWorld®

The Second Gate of *Amsterdam*  
next to Amsterdam Schiphol Airport,  
Planned Opening April 2023.

*A non-gated park for 4 million (inter)national tourists with:*



- 4.000 Hotel Rooms
- 4.000 m2 Conference Center & Meeting Rooms
- 30.000 m2 Themed Retail and F&B Experiences.

- Holland Water World "The Flood of 1953".
- Indoor Family Water Park "Hans Brinker".
- Holland History World "The Dutch Connection".
- Holland Museum "Dutch Masters of Art".
- Holland Gateway "The Silk Road".
- Holland History Spectacular "The Flying Dutchmen".
- Family Indoor Ride Park "Flowers & The Bee".
- Holland Health & Spa Center.
- Holland Winter World "It's Snow Time".
- Dutch Beer Brewery Experience.

- Health & Spa Center.
- Casino.
- 20 Cutting edge "Destination Icon Attractions":

- Holland Flower World "The Greatest Flower Show on Earth."
- Indoor Flight Experience "Soaring over Holland Waterways"
- Dutch Courage "Ships-hell The Ride"
- Dutch Bicycle Experience "Holland City".
- Holland Magic Dinner Show.
- Theatre "Boom Holland".
- Holland Escape Rooms.
- Kids Experience "Holland Airport".
- Old Dutch Kermis and Arcades
- HollandWorld "The Postcard Experience".



# THE SECOND GATE OF AMSTERDAM

*The number of tourists visiting the Amsterdam region will grow from 17 million in 2015 to 32 million in 2034*

(Source WTO)

International tourists are getting more and more experienced and will increasingly demand higher quality of storytelling and guest experiences.

However, unfortunately the quality of the guest experience in Amsterdam is negatively influenced by overcrowding of the down-town area and the long waiting lines at museums & attractions.

## *Overcrowded Amsterdam.*

At the same time, the growing international tourist market will demand a minimum increase of 35 % in the visitor's capacity of high quality Dutch Icon Experiences in the years to come.

The stop on building new hotels in down-town Amsterdam will create a demand for at least 12.000 new hotel rooms outside the city centre. HollandWorld™ is an important part of the solution. Situated next to Schiphol Airport (15 km from Amsterdam), it is earmarked as a location for 4.000 new hotel rooms and will be designed to operate as the "Second Gate" of Amsterdam.

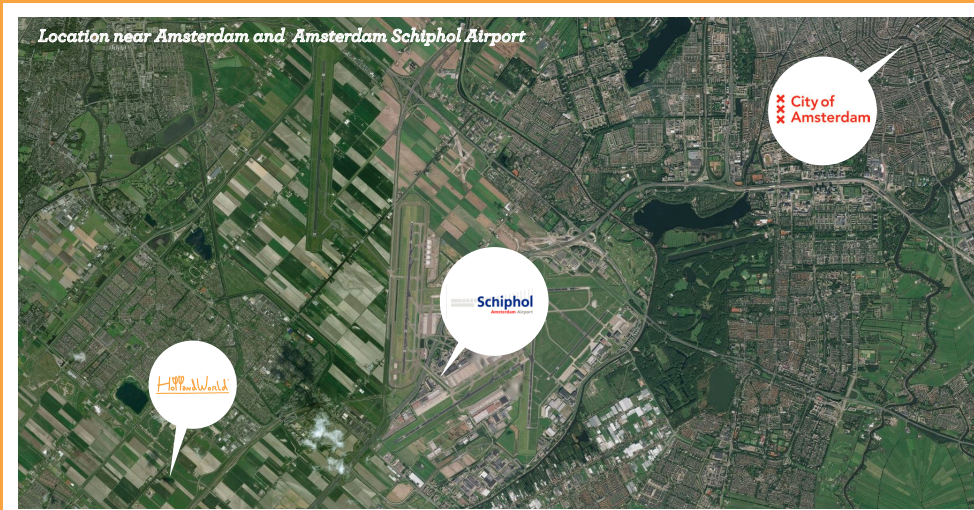
It will absorb a large part of the additional flow of tourists expecting 4 million unique visitors per year, including 2,5 million international tourists, from April 2023 onward.

HollandWorld™ will be a non-gated theme park presenting an



edutainment show case of the top Dutch economic & cultural sectors. It will improve the quality of the story telling and the experience of Destination Holland for all tourists visiting the Amsterdam region. The key to success will be the "one stop/one shop" principle, in combination with state of the art attraction technology. This is how HollandWorld™, as a second gate, will reduce the dwell time of a significant number of tourists in down-town Amsterdam by becoming an desirable destination for tourists and inhabitants in its own right.

HollandWorld™ may function as a pilot project for other classic European cities that require additional capacity for Destination Icon Experiences with Second Gates, such as VeniceWorld, FlorenceWorld, BarcelonaWorld, and so on.



Holland World B.V.  
Nieuwe Gracht 11  
2011 NB Haarlem  
Netherlands

+31 (0)20 4714640  
info@hollandworld.nl  
www.hollandworld.nl

*HollandWorld*

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