

Holland 2020:

Discover Amsterdam with FlowerSchool New York

Led by Executive Director Calvert Cray

Tuesday, April 14th – Sunday, April 19th, 2020



Tuesday, April 21st

Arrive in Amsterdam

Upon arrival in Amsterdam, students will check into the luxurious brand new hotel, Hotel Arena or, if staying elsewhere, meet the group at the hotel for a welcome reception hosted by FlowerSchool. This is a great opportunity to become acquainted with the rest of the group and staff will be available to answer all questions about the tour.



Hotel Arena is a city hotel extraordinaire. Deeply rooted in Amsterdam, with the Oosterpark at its feet. A place with an urban crowd and a village feel, where the lines between park and hotel, City Centre and Amsterdam East, day and night, work and play, friends and strangers are blurred. Our monumental building is a green hideaway where we celebrate the contrasts that colour our city. We are the place you go to eat, drink, work, sleep and dance. Where you talk and listen, discover and admire, come home, go out and broaden your horizons.



Wednesday, April 22nd

Aalsmeer Tour – 6:00am

On our first full day in Amsterdam, we will travel to the neighboring town of Aalsmeer. Here, we will have a tour of the famed Aalsmeer Flower Auction where over 20 million stems are sold daily on the auction clock. This will be an exclusive; behind-the-scenes look at this integral aspect of the floral industry.

Flower Exporter Tour – 9:00am

We will visit an exporter who ships the finest Dutch flowers world-wide and pick up a few flower treats while we are there.

Flower Farm Visit

Before lunch we will next explore several of the blooming flower farms local to the area. At these farms the growers coax flowers into perfect blooms using a variety of traditional methods and innovative technologies. We will visit a few different farms growing various products from the famous Dutch hydrangea to roses and lilac. This will be a unique look inside the floral growing process and starting point of the flower business

Lunch at Restaurant De Kas

Following our morning at the flower auction, we will enjoy lunch at the prestigious restaurant, Restaurant De Kas. Led by Michelin rated chef, Gert Jan Hageman, De Kas grows their own produce and herbs in the restaurant's greenhouses and garden.

Everyone will be free for dinner and students will be provided will be provided a list of tested restaurants to visit.



Thursday, April 23rd

The Historical Garden Aalsmeer

Holland has been linked to the growing and selling of flowers and plants for generations. The Historic Garden Aalsmeer will transport you back to the 17th century when farmers cultivated fruit trees and began to sell flowers at auction. Historical Aalsmeer continues to grow ancient rose and lilac varieties using ancient methods and techniques developed by the first Dutch growers.

The Historical Garden will take you back in time to explore the rich history in Aalsmeer flower tradition including giving all the students the opportunity to use a real auction clock from the 50's.

Lunch / Historical Garden Aalsmeer Tour

After the morning tour lunch will be served in the garden followed by a private tour of the beautiful Historical Garden Aalsmeer.

Upon our return to the hotel, students will be free for the evening to enjoy dinner.



Friday, April 24th

Keukenhof Garden and Tulip Field Tour

We will begin the day with a trip to the Keukenhoff growing fields and park. Keukenhof has a rich history. For centuries, the area was part of the estate of Teylingen Castle. During the 15th century, game was hunted and food collected in the region's untamed woods and dunes, for the kitchens of the castle of Jacoba van Beieren. This is where 'Keukenhof' gets its name, which means 'kitchen courtyard' in Dutch. We will make a special stop at a family owned tulip farm where we can explore and speak directly to Dutch growers.

Private Tour of the Rijks Museum – 2:00pm

After returning to the city, will have the option to go on a private tour of the newly renovated Rijks Museum to inspire for the following day's. The Rijks is home to many of the world's most beloved masters including Hals, Rembrandt, Vermeer and van Gogh.

After the museum tour students will have the remaining afternoon and evening to explore the city and will meet up in the canal district for a canal cruise.

Cocktail & Hors D'oeuvres Cruise – 5:00pm

Later that evening, we will welcome you to Amsterdam with a traditional cocktail cruise aboard a renovated 19th century wooden salon boat. You haven't seen Amsterdam until you have floated through the canals sipping champagne and had a taste of the local cuisine on one of these beautiful antique boats.

After being dropped off in the city center, students will be free for dinner.



Saturday, April 26th

Workshop

After days of inspiration, shopping at the best flower farms in the world and visiting cultural sites, we will create an elegant party inspired by the Dutch landscapes, museums and cultural events of the week using the best flowers available in Holland.

Our final dinner will be served at the hotel around the table and with a menu specially curated to fit the Dutch growing season.

Sunday, April 27th

Official Departure - If you wish to stay an extra night, or two, please notify Calvert so he can ensure your room. However, this will be at your own cost.



TOTAL COST

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Five Night/ Six Day Complete Package with Arena Hotel stay included: \$4,500**

Price includes hotel accommodations (single room), all transportation throughout Holland, all breakfasts, tickets to all group attractions and tours, and materials fees for all workshops. Included lunches and dinners are indicated below.

Six Day Programming Package: \$3,000.00

Price includes all transportation throughout Holland, tickets to all group attractions and tours, and materials fees for all workshops. Included lunches and dinners are indicated below.

* Flight arrangements will be the responsibility of each individual participant.

Included Meals

All breakfasts if staying at Arena Hotel

Three lunches

2 cocktail parties

1 cocktail cruise

Two full dinners

Payment Schedule:

The first deposit of \$1,000 is required no later than February 15th 2020 to hold a space on the trip (refundable until March 1st).

The second deposit of \$2,000 will be due by March 1st, 2020. **(non-refundable)**

The remaining balance and full payment will be due by April 1st, 2020. **(non-refundable)**

Please note that changes may occur as we refine the details to Holland 2020. At least six participants are required for the trip. Depending on the number of registrants, FlowerSchool New York reserves the right to cancel the trip until March 1st. After that date all payments will be non-refundable.

For more Information, please contact Calvert Cray at (212) 661-8074 or calvert@flowerschoolny.com.

REGISTRATION FORM

Holland 2020:
Discover Amsterdam with FlowerSchool New York
Tuesday, April 14th – Sunday, April 19th, 2020

Name:

Phone:

Address:

Date of Birth:

Name, Address and phone number of person to be contacted in case of emergency:

Name:

Phone(s):

Address:

Relationship:

List any allergies that you have (including food or drug allergies):

Payment Schedule:

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Signature _____

Date _____

CREDIT CARD AUTHORIZATION FORM

Holland 2020:

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Name On Card:

Credit Card Type

VS

MC

All credit cards require a 2.5% transaction fee on purchases of \$600 or more.

Issuing Bank

Card Number

CVC Number

_____ (3 digits from back of card, or 4 digits above number)

Expiration Date

Billing Address

City

State/Province

ZIP/Postal Code

Country

Phone Number

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B. I hereby authorize the following charges, including applicable sales tax and processing fees, to be applied to this credit card: Deposit: _____ Balance:

C. I hereby authorize FlowerSchool New York to bill the above credit card for items noted in Part B. I certify that I am the person authorized to use this credit card and that all information provided is accurate and complete.

Signature of
Card Holder:

Date
