



Med Pearls

ANALYSIS OF THE SLOW TOURISM INTERNATIONAL DEMAND

Chapter 4

NETHERLANDS

CONTENT OF THE ANALYSIS OF SLOW TOURISM INTERNATIONAL DEMAND

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“This publication has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of the Med Pearls project partnership and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures.”

Terrassa, 8th January 2021

Elaborated by:

inytur

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Tour operators, institutions, media and fairs linked to “slow tourism” have been analysed for Dutch outbound market. In total number of companies/elements analysed are:

Tour operators	Institutions	Media	Fairs	Total
7	5	8	3	23

1. Tour operators specialised in “slow tourism”

The operators have been analysed considering all the information of the website, All the information about “slow tourism” has been extracted from sections such as "about us", “philosophy”, among others.

It is important to highlight that maybe tour operators do not explain that they offer “slow products” but some of the products can be classified as “slow”. In many cases the information published by operators does not apply 100% to all products. For example, the same tour operator can have products accomplishing the majority “slow tourism” criteria, other products including just some of the criteria and other products far away from the “slow tourism” criteria.

For Netherlands, we have briefly analysed more than 100 tour operators. From those, we chose 72, who were commercialising “slow products” or who could end up marketing slow products. From those 72, 7 were chosen for further analysis.

TOUR OPERATOR	WEB	PRODUCTS
Aarts Wandelreizen	www.aartswandelreizen.nl	walking/trekking
Avila reizen	www.avilareizen.nl	aventure, culture, family, gastronomy & wine, road trip, nature
Cazebonne	www.cazebonne.nl	gastronomy & wine
Eektiv	www.eektiv.nl	cycling, walking/trekking
Het Andere Spanje	www.het-andere-spanje.nl	culture, nature, family
Riksjatravel	www.riksjatravel.nl	culture, nature, family, road trip
Sawadee	www.sawadee.nl	culture, family, aventure, cycling, walking/trekking

Characteristics of “slow tourism” tour operators¹

- The tour operators most specialized in "slow tourism", or those with a “slow” philosophy are usually the smallest or medium tour operators.
- There are virtually no tour operators with 100% “slow” products. And sometimes, products that are considered “slow”, lack some criteria that define the products as such.
- More and more tour operators are looking for products more linked to the “slow principles” and above all, to “responsible and sustainable tourism”.
- Tour operators specialised in wine and gastronomy are the ones with less information about “sustainable tourism” or “slow tourism”. While the ones specialised in nature or outdoors activities are the most sensitive. Tour operators which design tailor-made products are an opportunity to develop “slow tourism”.
- Tour operators from Netherlands are usually the ones with the lower prices within the Med Pearls analysed markets.
- Dutch companies are not as aware of sustainability or responsible travel as German or French tour operators.
- Some of them have a "slow tourism" section and others have the same or similar principles to slow tourism ones.
- Number of total products in/close to pilot areas², identified within total tour operators are:
 - o Egypt: 1
 - o Greece: 6
 - o Italy: 40
 - o Jordan: 22
 - o Palestine: 21
 - o Spain: 7
- Number of total products visiting (IN) the pilot areas, identified within total tour operators are:
 - o Palestine: 8 in Bethlehem
 - o Greece: 6 (3 in Imathia and 3 in Pieria)
 - o Italy: 3 in Sabina-Reatina
 - o Jordan: no products
 - o Spain: no products
 - o Egypt: no products
- Number of products from selected Dutch tour operators in/close to pilot areas:
 - o Greece: 1 (in the pilot area of Pieria)
 - o Italy: 4 (one of them in the pilot area of Sabina-Reatina)

¹ Always based on the analysed tour operators and the consultants’ knowledge

² Pilot areas and its influence as it is described in the “Methodology” chapter.

- Jordan: 1
- Palestine: 2
- Spain: 1

2. Main institutions and entities related to “slow tourism”

For the institution’s analysis, we have focused our search on:

- Institutions linked to travel, both for the public and for business.
- Public administrations that have seemed interesting to us due to various factors.
- Institutions linked to nature and/or sustainability.

During the research, many institutions linked to nature or the protection of fauna and flora or the environment have been found. In many cases, institutions have been ruled out because they were not linked in any way to “slow tourism”.

Most institutions that were only focused on the same country have been discarded, except for those that have been found interesting because members of the institution could be able to make "slow" trips or because the institution itself organized trips.

The portals, both those that are formally constituted as a non-profit association or as a private company, have been included in the “Media” chapter.

The magazines published by institutions are described into the “Observations” in the “Institutions sheet”. We have not analysed the magazine into “Media” chapter.

We have also found international organizations linked to the “slow movement” that we thought were important to consider, for future collaborations with Med Pearls. See the table below:

NAME	TYPE	WEB
Europe by rail	Website & guide	www.europebyrail.eu
Slow art day	Website	www.slowartday.com
Slow food international	Non-profit organization	www.slowfood.com
Slow photography movement	Website	www.slowphotographymovement.com

For the Netherlands market, we have found a first list with approximately 10 institutions. After a first analysis, we chose 5 to study into more detail.

NAME	TYPE	WEB
ANVR	Trade association	www.anvr.nl
ANWB	Private company	www.anwb.nl
Natuurmonumenten	Non-profit organization	www.natuurmonumenten.nl
NKVB	Non-profit organization	www.nkbv.nl
Trekkershutten	Non-profit organization	www.trekkershutten.nl

Characteristics for institutions and entities related to “slow tourism”

The reached conclusions for Dutch institutions and entities after analysing them are the following:

- We have not found any Dutch institution 100% slow tourism.
- “Slow Food” is the main important international association linked to “slow movement”. They have a “travel section”.
- There are many institutions or entities linked to nature conservation or sustainability, but they do not have any reference to “slow tourism” or “travel”. They are 100% focused on the protection.
- The main association of travel agencies (www.anvr.nl) is very active concerning “sustainability” and is responsible of certifications like, “Travelife: sustainability in tourism”. (www.travelife.info).
- The main institutions also publish their own magazines for its subscribers.

3. Media related to “slow tourism”

To analyse the media, we have analysed their websites, but we also looked at the editor’s webpages to extract more detailed information about the circulation or what type of audience the magazine has. In some large groups you can find a “Media Kit” with this kind of information. As not all the magazines had this information, it has been added to the “Observations” section. Clearly, more detailed information can be found when magazines are part of large corporations.

The analysed media are mainly based on “Travel” but we have also analysed magazines about “Lifestyle”, “Gastronomy” and other themes, because we found that they had a travel section or that they could publish news about “slow tourism”. For example, we introduced some “gastronomy

magazines” and discarded others because we only took those with “travel section”. We have also taken in consideration, the magazines aimed at professionals, like *Tourmag* or *Espaces*.

Some magazines, that may have some “slow content” but have very few readers or are very specialized with few readers, have been removed. On the other hand, we have included those specialized magazines that have a section or section on “tourism or travel” and that could deal with slow topics and have more than 5,000 followers on one of the networks.

Concerning blogs, we have only considered blogs with more than 1.000 followers or blogs with “slow tourism” content, even if they have less followers.

For Netherlands, we have found a first list with approximately 20 magazines. After a first analysis, we chose 8 to study into more detail.

NAME	TYPE	THEME	WEB
Evaneos	Portal	Travel	www.evaneos.nl
Flow	Magazine & Site	Lifestyle	www.flowmagazine.nl
Ik wil meer reizen	Blog	Travel	www.ikwilmeerreizen.nl
National Geographic Traveler	Magazine & Site	Travel	www.nationalgeographic.nl/reizen
Reizen met de trein	Blog	Travel	www.reizen-met-de-trein.nl
Stop and Stare	Blog	Slow travel	www.stopandstare.nl
Te Voet	Magazine	Hiking	www.tevoetonline.nl
Travel Valley	Blog	Travel	www.travelvalley.nl

Characteristics for media related to slow tourism

- Practically all printed magazines have a website where they publish the latest articles and create new contents.
- There is never the full information of the magazine for free. In some cases, users subscribe and can also download the magazine in digital format. Usually, users can read the old magazine editions for free but not the current ones.
- The website has a “shop” where to buy the printed magazine or to subscribe.
- Printed magazines websites have usually a section to find the nearest newsstand where to buy the printed edition.

- Some magazines have closed due to Covid-19 or other that had a paper edition, are only digitally edited.
- It is usually difficult to find the number of members or subscribers of the magazines, as well as the circulation.
- “Flow” is a successful Dutch magazine with the same principles as “slow movement” principles. It has a “travel” section.
- Netherlands have the Dutch edition of one of the main magazines worldwide: *National Geographic Traveller*.
- Some magazines have cross-selling with Belgium county speaking Flemish.

4. Fairs related to “slow tourism”

As it is explained in the methodology, it has been considered appropriate to analyse only those fairs that were specifically on travel or that had a big part of travel. For example, gastronomy or nautical fairs, although these activities may be part of the slow products experience, have not been analysed if they do not have a travel section.

On the other hand, although not all fairs are equally interesting for Med Pearls, it has been considered that the analysis of smaller and not so well-known tourism fairs may be interesting for DMC. Of course, there are fairs that are more attractive and others that are less. For example, *Salon du Randonneur* in France, *Birdfair* in the UK and *Eurohorse* in Sweden have been included, because the three fairs are the most important in their sector and DMC can find tour operators and specialized agencies that may be interested in “slow” products.

For Netherlands, we have found a first list with approximately 6 fairs. After a first analysis, we chose 3 for a further analysis.

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
Berg Sport Dag	March	Nieuwegein	Mountaineering	Regional	www.bergsportdag.nkbv.nl
Fiets en Wandelbeurs	February	Utrecht	Outdoor	National	www.fietsenwandelbeurs.nl
Vakantiebeurs	January	Utrecht	Travel	International	www.vakantiebeurs.nl

Characteristics for fairs related to slow tourism

The reached conclusions for Dutch fairs after analysing them are the following:

- There is no fair dedicated to “slow tourism” and there is also no fair that has a section or a pavilion dedicated to “slow tourism”.
- The fairs have more and more, a section dedicated to “responsible tourism” or “sustainable tourism”.
- The smallest fairs are the most specialized and often they are those with a pavilion or a dedicated section to “responsible tourism” or “sustainable tourism”.
- “Fiets en Wandelbeurs” is one of the most important fairs in its sector (walking and walking) in Europe.
- “Vakantiebeurs” is the most important tourism fair in the Netherlands.
- Due to Covid-19, some of the fairs could be cancelled. For now, Bergs Sport Dag 2021 edition will be virtual.

5. Factsheets

5.1. Tour operators

TOUR OPERATOR	WEB	PRODUCTS
Aarts Wandelreizen	www.aartswandelreizen.nl	walking/trekking
Avila reizen	www.avilareizen.nl	aventure, culture, family, gastronomy & wine, road trip, nature
Cazebonne	www.cazebonne.nl	gastronomy & wine
Ecktiv	www.ecktiv.nl	cycling, walking/trekking
Het Andere Spanje	www.het-andere-spanje.nl	culture, nature, family
Riksjatravel	www.riksjatravel.nl	culture, nature, family, road trip
Sawadee	www.sawadee.nl	culture, family, aventure, cycling, walking/trekking



Name Aarts Wandelreizen
Address Waterhoenweide 16
Post code 3403 AW
Town IJsselstein
Country Netherlands
Telephone +31 06-20522102
E-Mail wandelen@aartswandelreizen.nl
WEB Page www.aartswandelreizen.nl

Products

Walking/Trekking ✓

General Information

Foundation: 2011

Client type: Adult

Product type: self-guided

Booking & Payment on-line: No

Newsletter No

Social Network



Slow Travel information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow tourism" section, but it's a travel agency specialised only in walking tours in Europe, looking for the undiscovered places.
- ✓ They offer Pilgrimages in Portugal and Spain.
- ✓ Individual or small groups (self-guided)



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Easy and basic website in Dutch. It seems quite old. Main menu is classified: Home, Travel information, Left, About Us, Contact, Search. In the search engine clients can search by word or categories. There is a second menu divided by Walk Menu and Travel by country.
- All the travels are listed and divided by destinations.
- Affiliated with the Association of Small-scale Travel Organizations (VvKR)



Interest for Med Pearls

- Small and specialized travel organization that offers individual hiking trips to unknown regions in Europe
- Contact with Small-scale Travel Organizations (VvKR)



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Avila Reizen
Address Nassaulaan, 2
Post code 2011 PC
Town Haarlem
Country Netherlands
Telephone +31 (0) 23 204 49 28
E-Mail info@avilareizen.nl
WEB Page www.avilareizen.nl

Products

Aventure ✓
 Culture ✓
 Family ✓
 Gastronomy & wine ✓
 road trip ✓
 Nature ✓

General Information

Foundation: 2010

Client type: Adult & family

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter No

Social Network



Slow Tourism information



- ✓ They don't have a "slow tourism" section, but travels called "Unique Them Trips in Small Groups" or "Culinary enjoyment" have the same principles as "slow tourism".
- ✓ Tailor made for individuals and small groups.



Sustainability communication

- ✓ Avila Reizen Foundation (<https://avilafoundation.org/>). On the webpage, they explain their engagement with "sustainability" and "responsible" tourism. Involved in different ecological and social projects around the world.



Observations

- Official agent of National Geographic Expeditions for the Netherlands and Belgium.
- Website in Dutch. Well organised. Main menu with destination, travelling with Avila, Who we are, National Geographic Expeditions, Boutique, Foundation, Contact. The webpage includes a "Traveller comments" section.
- The main activities are classified by 12 different themes and they show to the client the "Inspirational travel", as all their travels are tailor-made.
- They have a on-line boutique with world products and the boutique supports the AvilaFoundation.



Interest for Med Pearls

- Products worldwide with a very specific themes.
- Cross-selling Netherlands and Belgium



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	https://www.avilareizen.nl/reizen/on-the-road-in-greece/ IN Also close to Imathia
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.avilareizen.nl/reizen/selfdrive-italie-puur-sicilie/
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Cazebonne
Address Luttk Oudorp 110
Post code 1811 MZ
Town Alkmaar
Country Netherlands
Telephone +31 72 511 61 11
E-Mail mail@cazebonne.nl
WEB Page www.cazebonne.nl

Products

Gastronomy & wine ✓

General Information

Foundation: 1997

Client type: Adult

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow tourism" section, but their travels have the same principles as "slow tourism".
- ✓ Tailor made for individuals and small groups. They don't offer guided groups with fixed dates.



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Customized culinary vacations and winetours since 1997. Products focus on wine regions and culinary city trips.
- Website in Dutch, clear and easy to use. In the main menu, clients can search by Wine and Culinary Travel, Tours and Specials, Culinary city trip, Tailor-made Travel, Gift, Contact.
- They organise trips for professionals: sommeliers, chefs, restaurateurs, importers, winemERCHANTS



Interest for Med Pearls

- Small travel agency specialized in wine and culinary tours.
- Offer products around the world with slow tourism philosophy



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	https://www.cazebonne.nl/wijn-culinaire-reizen/wijnreis-cataluna-priorat/ Also close to Les Garrigues

Name Ektiv
Address Van Hennaertweg 4
Post code 2952 CA
Town Alblasserdam
Country Netherlands
Telephone +31 085 04 77 260
E-Mail reserveringen@ektiv.nl
WEB Page www.ektiv.nl



Products

Cycling ✓

Walking/Trekking ✓

General Information

Foundation: not found

Client type: Adult

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow tourism" section.
- ✓ Individual and small groups
- ✓ Local partners



Sustainability communication

- ✓ No information on "sustainability"



Observations

- Agency specialized in walking and cycling trips.
- Website in Dutch with a search engine to filter the products. In the main menu, clients can search by Walking, Cycling and Hut Tours It includes "Reviews" section.
- There is a "Inspiration" section, which many offers. The main themes classification in "Inspiration" section is: walks, bikes, photography, Gears & Gadgets, Food, People & Experiences, Stand out, Outdoor, Travel around, To sleep, Videos and See & Do.
- They offer also Yoga Tours or Tour with dogs.



Interest for Med Pearls

- Travel agency specialized in walking and cycling tours.
- They don't work in many countries, so it could be an opportunity for Med Pearls partners.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	

GREECE	
Imathia	
Pieria	

ITALY	
Sabina-Reatina	https://www.ecktiv.nl/reizen/fietsvakantie-van-florence-naar-rome/ IN
Alcantara Sicilia	

JORDAN	
Jordan Valley	
As Salt	

PALESTINE	
Palestine Jenin	
Bethlehem	

SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	



Name Riksja Travel
Address Pompoenweg 9
Post code 2321 DK
Town Leiden
Country Netherlands
Telephone +31 071-8910175
E-Mail info@riksjatravel.nl
WEB Page www.riksjatravel.nl

Products

Culture ✓
 Nature ✓
 Family ✓
 road trip ✓

General Information

Foundation: 2000

Client type: Adult & family

Product type: self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



- ✓ They don't have a "slow tourism" section, but their travels have the same principles as "slowtourism".
- ✓ Tailor made for individuals and small groups (guided and self-guided).



Sustainability communication

- ✓ They have a section about "Sustainable Travel", where they explain their engagement with "sustainability" and "responsible" tourism. Involved in different ecological and social projects around the world.
- ✓ All trips booked are 100% CO² compensated (both flight and land package). For this they work together with South Pole Group, a company that starts and supports various CO²-reducing projects around the world.
- ✓ They have *Soulventure* foundation (www.soulventure.nl).
- ✓ They have *Travelife* certificate for sustainable business (www.travelife.info).



Observations

- Agency specialized in tailor-made programs for individuals. They offer a wide range of destinations around the world.
- Website in Dutch. In the main menu, clients can search by Destination. As they offer tailor-made, they have a section called “inspiration”, where clients can find the top destinations.
- They have two online magazine/brochures (Thailand and Europe) with ideas, advices and information about countries.
- Their offer any kind of activity including some addressed to families.



Interest for Med Pearls

- Medium travel agency specialized in tailor-made travels.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.riksjatravel.nl/italie/rondreis/fly-drive-sicilie/
JORDAN	
Jordan Valley	
As Salt	
PALESTINE	
Palestine Jenin	
Bethlehem	
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

Name Sawadee
Address Sarphatistraat, 648
Post code 1018AV
Town Amsterdam
Country Netherlands
Telephone +31 015 407 558
E-Mail info@sawadee.nl
WEB Page www.sawadee.nl



Products

Culture ✓
 Family ✓
 Adventure ✓
 Walking/Trekking ✓
 cycling ✓

General Information

Foundation: 1983

Client type: Adult & family

Product type: Guided & self-guided

Booking & Payment on-line: No

Newsletter Yes

Social Network



Slow Tourism information



Longer Stay



Adventure



Sustainability



Creative



Authenticity



Local Exchange

- ✓ They don't have a "slow tourism" section, but some of their travels have the same principles as "slow tourism".
- ✓ Individual and small groups (maximum 20 participants).



Sustainability communication

- ✓ They have a section about "Sustainable Travel", where they explain their engagement with "sustainability" and "responsible" tourism.
- ✓ All trips booked are 100% CO² compensated
- ✓ They have Travelife certificate for sustainable business.
- ✓ They have a project called "support your local" and its main is to help the local companies they work with.



Observations

- Website in Dutch with a search engine to filter the products. In the main menu, clients can search by Destinations, Travel Types and Actions. It includes “News” and “Travellers Comments” sections. And also a Traveller Calendar for the guided groups.
- Main classification of products is: group tours, individual tours, family travel, single travel, 22-35years travel, cycling and walking. They also have a sub classification for type of trip and activities (nature, wildlife, relax, active, culture).
- It is part of Travelopia, a collective of more than 50 (international) travel brands.



Interest for Med Pearls

- Travel Agency with wide range of products and destinations.
- They offer guided tours with small groups, as well as individual, and look for responsible travels.
- Trips for 22-35 years old travelers.



Products in/close to pilot areas

EGYPT	
Monthaza	
Lake Mariout & Lake Edu	
GREECE	
Imathia	
Pieria	
ITALY	
Sabina-Reatina	
Alcantara Sicilia	https://www.sawadeereizen.be/wandelvakanties/europa/italie/ewtel-wandelvakantie-italie-sicilie-en-de-eolische-eilanden/
JORDAN	
Jordan Valley	
As Salt	https://www.sawadeereizen.be/singlereizen/midden-oosten-en-noord-afrika/israel/joi-rondreis-israel-en-jordanie/
PALESTINE	
Palestine Jenin	https://www.sawadeereizen.be/singlereizen/midden-oosten-en-noord-afrika/israel/isr-vakantie-israel-groepsreis/
Bethlehem	https://www.sawadeereizen.be/groepsrondreizen/midden-oosten-en-noord-afrika/palestijnse-gebieden/jwr-rondreis-isra%C3%ABl-en-de-palestijnse-gebieden/
SPAIN	
Anoia	
Les Garrigues	
Ribera d'Ebre	

5.2. Institutions and entities

5.2.1. Dutch Institutions and entities

NAME	TYPE	WEB
ANVR	Trade association	www.anvr.nl
ANWB	Private company	www.anwb.nl
Natuurmonumenten	Non-profit organization	www.natuurmonumenten.nl
NKVB	Non-profit organization	www.nkbv.nl
Trekkershutten	Non-profit organization	www.trekkershutten.nl

ANVR

General Dutch Association of Travel Companies is an association that represents the interests of tour operators and travel agencies.



General Information

Type: Business association

Number of members: 4,7 million

Foundation: 1966

Address: Wassenaarseweg 220

City: 2596 EC, Den Haag

Phone:

Email: info@anvr.nl

Website: www.anvr.nl

Social Media (Q4 2020):



4.743 fans in facebook

2.882 followers in twitter

3.210 followers in linkedin

Slow Tourism Information

Specific information not found.



Observations

- They are very concern about "Sustainability" (www.anvr.nl/English/sustainable-tourism.aspx) and they set up Travelife label (www.travelife.info) jointly with ABTA (the UK Travel Association).
- ANVR provides quality guarantee and reliable service to travelers who book through one of the affiliated organizations.
- Website has a section where clients look for a destination and find the travel agency or tour operator organizing holidays there.
- Website has also a section with tips and breaking news from the countries and the tourism industry.
- Website in Dutch and English.



Interest for Med Pearls

- ✓ The main important Dutch association concerning travel agencies and tour operators.

ANWB

The Royal Dutch Touring Association (ANWB) is an association that represents the interests of its members in the field of mobility, holidays and leisure with a unique mix of influencing and service activities. In its work, the ANWB wants to contribute to the sustainable development of society.



General Information

Type: Private association

Number of members: 4,7 million

Foundation: 1883

Address: Wassenaarseweg 220

City: 2596 EC, Den Haag

Phone: +31 088 269 2222

Email: Not found

Website: www.anwb.nl

Social Media (Q4 2020):



256.153 fans in facebook
76.425 followers in twitter
25.571 followers in instagram
30.300 subscribers in youtube
37.641 followers in linkedin



Slow Tourism Information

Specific information not found.



Observations

- The association is selling a wide range of products and services in the world of mobility, holidays and leisure. They have from travel equipment shops to driving schools or car mechanic shops.
- Despite being a touring association, it has an important part dedicated to holidays and trips, including camping. There is a booking section on the website (www.anwb.nl/vakantie/zoeken/).
- The association has outsourced its activities to the company ANWB BV. The Federal Council is the general meeting of members of that association. The federal council consists of representatives of the members of the twelve provincial departments.
- "De Kampionen" is the magazine edited by the company. It is one of the oldest and most read publications in the country. The magazine is published 10 times a year and is sent to all members of the ANWB, but all the editions can be read for free on the website.
- Website only in Dutch.



Interest for Med Pearls

- ✓ The biggest touring association in the Netherlands with a magazine that arrives to all their members.



NATUURMONUMENTEN

Natuurmonumenten is an association of people who love nature. It protects nature reserves, valuable landscapes and cultural heritage.

General Information

Type: Non-profit organization

Number of members: 730.000 members and donors

Foundation: 1905

Address: Stationsplein 1

City: 3818 LE Amersfoort

Phone: +31 033 479 70 00

Email: Not found

Website: www.natuurmonumenten.nl

Social Media (Q4 2020):



365.899 fans in facebook
52.233 followers in twitter
26.484 followers in linkedin
125.636 followers instagram



Slow Tourism Information

Specific information not found.



Observations

- Two possibilities of participation: being a member or supporting it with a donation.
- There are regional member committees that maintain contact with the members. The committee members from all regions form together the Members' Council.
- On the website, there is a section called "Into Nature" with cycling and walking routes inside Netherlands, monuments, nature reserve or visitors centers. There is also a "business section" and a "children section" with proposals and activities to do with children.
- Website only in Dutch.
- 730,000 members from a total population of almost 18 million interested in nature protection.



Interest for Med Pearls

- ✓ It is a very relevant group of members interested in nature protection and it could be an opportunity to offer the "slow products" linked to nature and outdoors.

Koninklijke Nederlandse Klim en Bergsport Vereniging (NKBV)



The Royal Dutch Climbing and Mountaineering Association, sport association mainly for climbing, mountaineering and snow and mountain activities.

General Information

Type: Non-profit organization

Number of members: 65.000

Foundation: 1902

Address: Stationsplein 1

City: 3818 LE Amersfoort

Phone: +31 033 479 70 00

Email: Not found

Website: www.nkbv.nl

Social Media (Q4 2020):



23.889 fans in facebook
5.141 followers in twitter
9.369 followers in instagram
125.636 followers in flickr
1.410 subscribers in youtube



Slow Tourism Information

Specific information not found. But in their philosophy section, they explain their commitment with sustainability: "Awareness has a positive ecological, social and economic impact on this environment".



Observations

- NKBV offers numerous activities and services in the field of information, training, refresher courses, technical training, specific insurance, member discounts and national sport climbing competitions.
- It organizes the "Bergsportdag" (see fairs and exhibition section).
- They are specialized in 8 sports: mountaineering, hiking, bouldering, climbing, trail running, ice climbing, snowshoeing, ski touring.
- Website only in Dutch.



Interest for Med Pearls

- ✓ Consolidated association which organizes the "Mountain Day" (Berg Sports Dag)

TREKKERSHUTTEN



The network of *Hiker's Cabins* is administered by De Groene Koepel, which is a representative body for 'green tourism', specifically outdoor facilities for campers and hikers.

General Information

Type: Non-profit organisation

Number of members: Not found

Foundation: 1999

Address: Postbus 413

City: 3430 AK Nieuwegein

Phone: +31 0 30 6033701

Email: info@degroenekoepel.nl

Website: www.trekkershutten.nl

Social Media (Q4 2020):



19.914 fans in facebook

1.046 followers in twitter

1.731 followers in instagram

16 subscribers in youtube



Slow Tourism Information

Specific information not found. But they have an explanation about their commitment with sustainability.



Observations

- Type of accommodation deeply used in the Netherlands, aimed at itinerant cyclists / hikers. They are often located inside campsites and offer, at a low price, all the necessary equipment to spend 1 night or 2.
- They apply the core values of sustainability, the nature experience, cultural history and (corporate) social responsibility to their three networks: "Natural Campsites", "Group Natural Campsites" and "Hiker's Cabins".
- They maintain close contact with private sector operators and public authorities in order to safeguard the future of the Hiker's Cabins as a special form of leisure facility.
- The website is in Dutch, English, French and German.



Interest for Med Pearls

- ✓ The users of the "Hikers' Cabins", can also be tourist of "slow tourism". It is a good organization as they have a big data base of clients and users.
- ✓ Model of good practices for other countries with a lack of specific accommodation

5.2.2. International Institutions and entities

NAME	TYPE	WEB
Europe by rail	Website & guide	www.europebyrail.eu
Slow art day	Website	www.slowartday.com
Slow food international	Non-profit organization	www.slowfood.com
Slow photography movement	Website	www.slowphotographymovement.com

Europe by Rail

EUROPE BY RAIL

Exploring Europe by train is easy, economical and enjoyable train guide.

General Information

Type: Website & guide

Address: Geraer Strasse 14-c

City: 12209 Berlin

Phone: +49 (0) 30755 16 128

Email: editors@europebyrail.eu

Website: www.europebyrail.eu

Social Media:



3.588 fans on Facebook
12.330 followers on twitter
753 followers on Instagram



Slow Tourism Information

Specific information not found but they propose travelling around Europe by train.



Observations

- Europe by Rail is a guidebook featuring over fifty great routes, country information and off-beat diversions.
- It is also a website with updated news about railways and train in Europe.



Interest for Med Pearls

- ✓ Interesting platform to publish the Med Pearls project and the products linked to train tours.

SLOW ART DAY



Slow Art Day is a global event with a simple mission: help more people discover for themselves the joy of looking at and loving art.

General Information

Type: Website & global event

Address: 1350 Avenue of the Americas,
2nd Floor

City: Nueva York, NY 10019

Phone: +646.503.3902

Email: pterry@slowartday.com

Website: www.slowartday.com

Social Media:



8.089 fans on Facebook
2.593 followers on twitter



Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



Observations

- April 4 in 2020 – people all over the world visit local museums and galleries to look at art *slowly*. Participants look at five works of art for 10 minutes each and then meet together over lunch to talk about their experience.
- The goal is to focus on the art and the art of seeing.



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about “slow” movement.
- ✓ DMC’s could introduce the “slow art day” in some of their products, to reinforce the “slow movement”.

SLOW FOOD INTERNATIONAL



Slow Food is a global, grassroots organization, to prevent the disappearance of local food cultures and traditions, counteract the rise of fast life and combat people's dwindling interest in the food they eat, where it comes from and how our food choices affect the world around us.

General Information

Type: Non-profit organization

Foundation: 1989

Address: Piazza XX settembre 5

City: 12042 Bra (Italia)

Phone: +39 0172 419611

Email: international@slowfood.it

Website: www.slowfood.com

Social Media:



211.589 fans on Facebook

42.721 followers on twitter

68.818 followers on instagram

7.440 subscribers on youtube



Slow Tourism Information

It is a webpage about "slow food movement" and it is a section exclusively for "[Slow Food Travel](http://www.slowfood.com/what-we-do/themes/slow-food-travel/)". In this section, they offer a new model for tourism, made up of meetings and exchanges with farmers, cheesemakers, herders, butchers, bakers and winegrowers who, along with the chefs who cook their products, will be the narrators of their local areas and unique guides to the local traditions. www.slowfood.com/what-we-do/themes/slow-food-travel/



Observations

- Since its beginnings, Slow Food has grown into a global movement involving millions of people in over 160 countries, working to ensure everyone has access to good, clean and fair food.
- Slow Food believes food is tied to many other aspects of life, including culture, politics, agriculture and the environment. Through our food choices we can collectively influence how food is cultivated, produced and distributed, and change the world as a result.
- Slow Food has launched a global partnership with Airbnb to promote sustainable tourism, by providing tourists with unique insights to local food cultures and debates while supporting our local network.



Interest for Med Pearls

- ✓ It is important for the project to know the global initiatives about "slow" movement.
- ✓ DMC's could introduce "slow food" label in their products as a member or introducing providers with the label.

SLOW PHOTOGRAPY MOVEMENT



Platform for passioners for a slow approach, both fellow photographers and the community with which we share the photographers work.

General Information

Type: Website

Address: not found

City: not found

Phone: not found

Email:

slowphotographymovement@gmail.com

Website:

www.slowphotographymovement.com

Social Media:



302 fans on facebook

3.167 followers in instagram



Slow Tourism Information

Specific information about tourism not found, but they are sharing the same principles.



Observations

- Their main goals are:
 - o Encourage a slow and more personal approach to visiting, appreciating, and photographing a place. Foster thoughtful and respectful attitudes towards photographic subjects.
 - o Focus on the quality of the photographic experience, in a way that enhances the end result.
 - o Nurture dialogue among photographers about what slow photography means to them, examine their unique perspectives and approaches, and celebrate common experiences.
- There is a blog with posts and news about "slow photography".



Interest for Med Pearls

It is important for the project to know the global initiatives about "slow" movement

5.3. Media

NAME	TYPE	THEME	WEB
Evaneos	Portal	Travel	www.evaneos.nl
Flow	Magazine & Site	Lifestyle	www.flowmagazine.nl
Ikwilmeerreizen	Blog	Travel	www.ikwilmeerreizen.nl
National Geographic Traveler	Magazine & Site	Travel	www.nationalgeographic.nl/reizen
Reizen met de trein	Blog	Travel	www.reizen-met-de-trein.nl
Stop and Stare	Blog	Slow travel	www.stopandstare.nl
Te Voet	Magazine	Hiking	www.tevoetonline.nl
Travel Valley	Blog	Travel	www.travelvalley.nl

EVANEOS

Evaneos is a platform that connects travelers and selected local agencies around the world, allowing them to create trips directly with travellers.



General Information

Type: Portal

Theme: Travel

Language: Dutch

Newsletter: Yes

Website: www.evaneos.nl

Social media (French) (Q4 2020):



64.783 fans on facebook
26.168 followers on instagram
5.868 followers on twitter
1.430 subscribers on youtube



Slow Tourism Information

Specific information not found, but all their philosophy is based on “responsible tourism”, looking to work with local responsible travel agencies, creating a model to beneficiate the local communities and promoting meetings and minimizing local impact.



Observations

- Evaneos is a worldwide brand with national platforms in different countries. In 2009, the French platform was the first one to connect travellers with local agents. There is a Dutch platform.
- It doesn't exist specific information for the platform on the Netherlands.
- In general, Evaneos group:
 - o Offers 160 destinations.
 - o Collaborates with more than 2.000 local agencies.
 - o Designs 8.000 tailor-made tours.
 - o Has 500.000 clients who trusted them.
 - o Has more than 1 million members.



Interest for Med Pearls

- ✓ Good opportunity to enter as a local agent, as the trips are tailor-made.

FLOW

Flow is a lifestyle magazine about simpler life and small happiness. It has four main themes: “live mindfully”, “simplify the life”, “feel connected” and “spoil yourself”.



General Information

Type: Magazine & Site

Theme: Lifestyle

Language: English & Dutch & German & French

Publications: 10 issues per year

Distribution: Not found

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.flowmagazine.nl

Social media (Q4 2020):



131.120 fans on facebook

23.300 followers on Instagram

68.670 followers on pinterest



Slow Tourism Information

The magazine philosophy is the same as “slow travel” principles. In the site, users can find a “Slow moments” section. In its presentation, it is written: “We focus on creativity, the beauty of imperfect things and small pleasures linked to time, people, images, and life. Time, to feel the spirit of the times with an openness to the world; People to meet, discover, be inspired experiences and the world of others; the Images to contemplate, escape for the time of a visual interlude and Life for a practical and daily approach to better slow down and disconnect.”



Observations

- FLOW has been successful on the Dutch market since 2008. An international, English-language edition was launched in 2012 (www.flowmagazine.com). They produce six English-language editions every year, which are for sale in thirty-nine countries around the world. Since the end of 2013, a German-language Flow has been published as a license by publishing house G + J in Germany (www.flowmagazine.de). And from the beginning of 2015 there is also a French-language Flow that is released as a license by Prisma Media (www.flowmagazine.fr).
- It reaches 330.000 readers with the printed edition and reach 33.000 users on-line.
- Site very complete with “shop”, “read” and “news” section. The “read” sections is like a blog where readers can find themes about travel, sustainability, creative, live conscious, among others.
- Due to Covid-19, the English print edition is not published anymore. But the site is in English and Dutch.



Interest for Med Pearls

- ✓ Very interesting magazine and site to publish “slow products”.

IKWILMEERREIZEN

Ikwilmeerreizen is a blog where all kinds of inspiring travel stories appear. The webpage is also famous because its shop.



General Information

Type: Blog

Theme: Travel

Language: Dutch & English

Newsletter: Yes

Website: www.ikwilmeerreizen.nl

Social media (Q4 2020):



101.000 fans on facebook

21.399 followers on instagram

1.218 followers on twitter

2.368 followers on pinterest



Slow Tourism Information

Specific information not found, but there are some “posts” labelled as “slow tourism” or “slow travel”.



Observations

- *Ikwilmeerreizen.nl* is known mainly because of the great gift shop they have with gadgets and handy travel items (they also sell the book “Backpack Destinations” and the iconic “goodbye box”).
- Site very complete with “shop”, “destinations”, “type of trip”, “to do” (it is like the theme of the trip) and “travel tips”.
- The website has an English version section that is only the shop.



Interest for Med Pearls

- ✓ The biggest travel blog in the Netherlands.

NATIONAL GEOGRAPHIC TRAVELER

National Geographic is a worldwide magazine and brand. It offers travel reports around the world, amazing photographs, research work and an International TV channel. The magazine inspires with breathtaking photography, personal stories and practical travel information.

General Information

Type: Magazine & site

Theme: Travel

Language: Dutch

Publications: 4 issues per year

Distribution: 40.000 copies per issue (2019)

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.nationalgeographic.nl/reizen

Social media (Q4 2020):



63 million fans on facebook (US)

20.621 followers on twitter

50.112 followers on instagram



Slow Tourism Information

There are news related to "slow tourism".



Observations

- National Geographic is a worldwide brand with national editions in many countries. The magazine was founded in 1888. Dutch version exists from 2000. It belongs to the media company "Hearst" (www.hearst.nl).
- The Dutch printed edition has 221.000 readers monthly. Website has 920.000 and 335.000 unique visitors. The printed edition is distributed in the Netherlands and Belgium.
- In November 2020 was launched in the Netherlands and Belgium, the special issue of "Escapes", which combines the authority and expertise of National Geographic with the appetite for travel and expertise of National Geographic Traveler.
- The readers profile is world traveler interested in the culture, the history and the landscape of the destination he or she is visiting. Not just the destination, but the journey is important too.
- The website is very complete with different options, even the TV channel of National Geographic. Not found a Facebook specific for the Netherlands edition.



Interest for Med Pearls

- ✓ One of the most important travel magazines for Dutch travellers.

REIZEN MET DE TREIN

Reizen met de trein is a blog to discover all corners of the beautiful world by train.



General Information

Type: Blog

Theme: Train Travel

Language: Dutch

Newsletter: Yes

Website: www.reizen-met-de-trein.nl

Social media (Q4 2020):



2.686 fans on facebook

2.620 followers on instagram

1.127 followers on twitter

40 subscribers on youtube



Slow Tourism Information

Specific information not found, but it is a blog based only in train trips.



Observations

- The website has four main sections:
 - o Nations: with a big range of destinations around the world.
 - o Travel tips.
 - o Train guides: from different countries.
 - o Shop: selling train tickets but also guides and travel equipment.
- The website has an important video section.



Interest for Med Pearls

- ✓ Travel blog based on “train trips”, that could be a good blog for “slow products” based on train transport and other activities.

STOP AND STARE

Stop and Stare is a travel stories blog. A place that reflects on destinations and where there is room for local initiatives and sustainable tourism.



General Information

Type: Blog

Theme: Slow Travel

Language: Dutch

Newsletter: Yes

Website: www.stopandstare.nl

Social media (Q4 2020):



7.387 fans on facebook

2.987 followers on instagram

1.571 followers on twitter



Slow Tourism Information

Specific information not found, but their philosophy is “slow travel”. They define travel as “Traveling is being on the way, being on the way to somewhere else. But traveling is also standing still and taking the time to enjoy yourself. Stop and Stare goes off the beaten path, away from the crowd and in search of the uniqueness behind a destination.”



Observations

- Apart from the founder of the blog, many other storytellers are now also connected to the website filing it with stories and news.
- The website has three main sections:
 - o Where to?: with a big range of destinations around the world.
 - o Themes: different type of trips.
 - o The Netherlands: travel information about the country.



Interest for Med Pearls

- ✓ Travel blog based on “slow tourism”.

TE VOET

Te Voet (On Foot) is the walking newspaper in the Netherlands. An independent publication for avid walkers. Every issue of "on foot" is packed with informative and inspiring articles.



General Information

Type: Magazine & site

Theme: Walking and nature

Language: Dutch

Publications: 4 issues per year

Distribution: Not found

Paper: Yes

Commercialization on-line: Yes

Newsletter: Yes

Website: www.tevoetonline.nl

Social media (Q4 2020):



28.435 fans on facebook

568 followers on instagram

2.695 followers on twitter



Slow Tourism Information

On the website there is a section called "Day Walks: Slow Tours", which are day trips in the Netherlands. Their slogan is "enjoy the movement and the landscape".



Observations

- The emphasis is on walking in the Netherlands and the immediately surrounding countries but they offer articles to walk worldwide. On the website there is a section called "Walking Holidays", with proposals in different countries.
- They provide information about which route are the best such as Pieterpad, Pilgrimage path, among others.
- The website is very complete with various sections like "equipment", "tips and training", and with a very good section about "news".



Interest for Med Pearls

- ✓ Very interesting for all the "slow walking" products developed on the project framework.

TRAVEL VALLEY

Travel Valley is a blog where users can read about travel stories from bloggers, who write in response to trips they have taken themselves. Of course, they will also read about the latest travel trends and find plenty of tips and photos for travelers looking for information on a destination they want to visit.



General Information

Type: Blog

Theme: Travel

Language: Dutch

Newsletter: Yes

Website: www.travelvalley.nl

Social media (Q4 2020):



27.953 fans on facebook
7.216 followers on instagram
1.447 followers on pinterest
5.619 followers on twitter



Slow Tourism Information

Specific information not found.



Observations

- Every travel lover can publish their own trip in this website.
- Travel news worldwide.
- News are classified into 11 themes: general, day out, gadgets, lifestyle, nature, relaxation, city trips, holiday deals, fly, winter, summer.



Interest for Med Pearls

- ✓ Active blog where “slow products” or “slow destinations” can be promoted.

5.4. Fairs

NAME	DATES	LOCATION	TYPE	CLASSIFICATION	WEB
Berg Sport Dag	March	Nieuwegein	Mountaineering	Regional	www.bergsportdag.nkbv.nl
Fiets en Wandelbeurs	February	Utrecht	Outdoor	National	www.fietsenwandelbeurs.nl
Vakantiebeurs	January	Utrecht	Travel	International	www.vakantiebeurs.nl

BERG SPORT DAG



Bergs Sport Dag is a one-day event about mountaineering and mountain activities.

General information

City: Nieuwegein

Place: Nieuwegeins Business Center

Address: Blokhoeve 1

Post Code: 3438

Website: www.bergsportdag.nkbv.nl

Social Media:



Specific Information

Type of fair: International event

Format: B2C

Next date: March 2021 (15th to 21st)

Number of visitors (2019): around 5.000

Number of exhibitors (2019): not found



Slow Tourism Information

No information about "slow tourism" or "sustainable tourism".



Observations

- Annual event organised by the Royal Dutch Climbing and Mountaineering Association.
- There are 6 countries that provide all the information about the best tours and activities in their country. 14 mountain regions from Europe are also represented.
- The day is organised into "Activities", "Workshops" and "Speakers". The activities are divided into a number of themes: trail running, mountain hiking, multisport, sport climbing, equipment and winter.
- Edition 2021 has been cancelled and it will be a digital "Mountaineering Week" from 15 to 21 March 2021.



Interest for Med Pearls

- It is not a very big fair, but it is the most important event about mountain activities in the Netherlands. It could be a possibility for country partners with outdoor products.

FIETS EN WANDELBEURS

International fair about specialized in cycling and walking. It is the combination of the 'Fiets en Wandelbeurs', E-bike Xperience and Bike MOTION Benelux.



General information

City: Utrecht

Place: Royal Dutch Jaarbeurs Exhibition & Convention Center

Address: Jaarbeursplein 6

Post Code: 3521

Website: www.fietsenwandelbeurs.nl

Social Media:



Specific Information

Type of fair: International fair

Format: B2B and B2C

Next date: February 2021 (19th to 20th)

Number of visitors (2020): more than 41.000

Number of exhibitors (2020): 400



Slow Tourism Information

No, any information about "slow tourism", but there is an area exclusively for "small touroperators", as according to their words: "Entrepreneurs of small travel organizations are often very personally involved in what they do. People are often enthusiastic cyclists or walkers themselves."



Observations

- International fair with exhibitors from all over the world with a huge offering of (sporting) bicycles, e-bikes, active holidays and outdoor equipment.
- Fair specialised in cycling (cyclotourism and mountain biking) and hiking. It has an area only for "Pilgrim routes".
- A ticket for the "Fiets en Wandelbeurs" also gives access to E-bike Xperience, which takes place simultaneously in Jaarbeurs.
- Edition 2021, depending on the Covid restrictions.
- "Fiets en Wandelbeurs" is organised also in Belgium (Ghent), but with less visitors.



Interest for Med Pearls

- ✓ The most important fair in the Netherlands for cycling and hiking.
- ✓ Interesting tour-operators and travel agencies to have business with.

VAKANTIE BEURS

International Tourism & Recreation Fair located in Utrecht. It offers trips and activities around the world.



General information

City: Utrecht

Place: Royal Dutch Jaarbeurs Exhibition & Convention Center

Address: Jaarbeursplein 6

Post Code: 3521

Website: www.vakantiebeurs.nl

Social Media:



Specific Information

Type of fair: International Tourism and Recreation Fair

Format: B2B and B2C

Next date: April 2021 (8th to 11th)

Number of visitors (2020): 103.302

Number of exhibitors (2020): 1.106 from 124 countries



Slow Tourism Information

No, any information about “slow tourism”. There is no information about “sustainable tourism”.



Observations

- International fair with exhibitors from all over the world.
- “Fair Trade days” with 12.925 travel professionals in 2020. The fair organizes two B2B days (previous to open the fair to the general public), where travel professionals come together to network and to do business.
- Edition 2021, depending on the Covid restrictions. Usually, the fair took place in January. The fair is very conscious about Covid19 situation and is taking strict measures to protect all customers.
- In 2020, visitors looked for Europe holidays (69%) and Outside Europe holidays (66%).
- Website in English and Dutch.



Interest for Med Pearls

- ✓ The most important tourism fair in the Netherlands.
- ✓ Two days for professionals with the opportunity to meet tour operators.