

Dear Friends,

Here we are again. Much tooooooo late! The last weeks of the 2010 season were killing us. Tired of all the traveling and all the late nights. But also satisfied. So, after the last trip through the Netherlands, first things first: rest! Lots of it.

Now we are starting up the preparations for next season. Last year we did it much later resulting in a lot of stress just before the first customers arrived. Learning our lessons next season we will do things different. We will change many things. On the other hand: we will make sure our strongholds remain: flexibility, personal attention, customer care, all the extra's included in our trips will remain the same, small groups, low travel pace but most of all: we will have (time after time) lots of fun, happiness and laughter.

Prices.

We won't raise our prices next season. For sure! Print this mail and keep it. Whenever we rise our prices next season (summer 2011) you have prove to get a refund. At this moment we are looking for possibilities to save money. Operate more cost effective. In case we do an excellent job it is possible our clients will benefit from this operation too paying less money for their vacation with ProHolland. We will keep you informed about the developments in this part of our business.

Commercials.

We did it before. Having lots of success doing it, we repeat it: commercials from the Netherlands. Some of them are spoken Dutch but even without understanding our language for sure you will understand the message.

http://www.vkmag.com/videos/videos_mcdonalds_zet_nederland_te_kakken/ Going Dutch the McDonald's way.

http://www.muzeindereclame.nl/grappige_commercials/heineken_inloopkoelkast_reclame.php The difference between men and women is getting smaller.....



http://www.muzeikindereclame.nl/muziek_in_de_reclame/mcdonalds_reclame_liedje_2010.php Remember: halfway the commercial his dad tells him: you have to think about sometime better!

http://www.muzeikindereclame.nl/muziek_in_de_reclame/centraal_beheer_even_apeldoorn_bellen.php No comment, see this insurance commercial for yourself.

<http://www.youtube.com/watch?v=1V4RwgvvzD8> There's a lot of Dutch talking during this commercial. But..... It is about the small raisin breads of Bart's bakery. Your imagination will do the rest!

http://www.youtube.com/watch?v=zMcKqF_w_D0 Heineken again, same principal but again very very entertaining*

<http://www.youtube.com/watch?v=kaThWX8ep8> It takes over 8 minutes to show various commercials of an insurance company. 'Call Apeldoorn' gives us funny commercials for over 3 decades! Time after time very good ones.



Newspaper ad of 'Call Apeldoorn' insurance.

Newspaper ad of 'Call

* if you want to see more Heineken commercials: look at you tube. Even the banned commercials are still present at You tube. They are great but a little 'too much' to show here.

Senior vacations

Driving a motorcycle without getting wet or freeze to death is only possible during the summer season in the Netherlands. The result: we have to let go most of our staff after the last trip. Before the start of the next season we have to look for new people and invest a lot of time and money to train them. It is getting more and more difficult to employ good and motivated people due to the recession. Most people like to have a 'life time job' now the unemployment cues are getting longer and longer. To solve our problem we are thinking to start up: **ProHolland senior vacations**. We won't use motorcycles but a comfortable coach. The route to follow will be 'the same' although less small narrow winding roads. To go from highlight to highlight by coach we simply have to use some highway tracks. This way we can employ the best and most enthusiasm crew members all year long and our clients will benefit of an even better tour organization.

Please let us know what you think about this idea. Do you have good suggestions? Please let us know!

Short stays.

During the 2011 season we want to expand this part off our business. We noticed many foreigners think the Netherlands are too small to stay one week (we don't agree.....) But it is simple: whenever the market asks for short stays we will make this happen. We want to increase our flexibility in it. How and what? Right now we are busy working out many different possibilities. Which one it will be: we don't know yet. Again: we will keep you informed.

To give you an idea about a short stay:

Just join the normal tour and leave more early. Or join a few days later. You won't see the entire country because doing the Netherlands in 4 days simply isn't possible in our opinion. But there will be enough left to see in a few days!

Again, we want to do it *good*. And be aware: the winding, curved, small roads in our country will demand lots of your driving skills. It *won't be* free-wheeling towards a waiting glass of cold beer at the end of the day. It *will be* tons of fun, laughter, pleasure, happiness and good times.

Back to the short vacations: we can arrange a 10 day full service guided trip through the Netherlands for only € 1354,-* divide this by 10 and multiply it with the number of days you would like to stay in the Netherlands and you have the total amount for your personal 'Dutch experience'.

4 days: (€ 1354,-/10) * 4 = € 541,60 more simple isn't possible!

N.B. 1. Of course it is possible to drive by yourself to visit other places. Just ask and we will offer our help and knowledge.

* Look for all travel details at our website www.proholland.com to know more about the € 1354,- deal.



During rainfall we

Regards,

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p.s. if you aren't interested please let us know and we'll stop the e-mails