

*Dear Friends,*

New year: new items in the newsletter. From now on we want to make our bi-monthly update more informative. More nice things to know about our beautiful country. We want to put in more up to date Dutch news and items. It has to be a document you want to forward to you friends, family and colleagues just because it is fun reading it. But first things first: business!



This time about.....

*American tourists,*

Here in Europe we have far more vacations days then the working force at the other side of the Atlantic Ocean. To make it more accessible for them to join the guided tours of ProHolland we offer the 'same' trip but we shortened it a little: Saturday to Saturday. (only 5 vacations days!) We pick you up from Schiphol Airport to join the group as fast as possible. Off course we make sure you get in time at Schiphol for your return flight. Please send us email to know more about this possibility. We will explain it to you in details. We will also figure out an extra discount.

*Short breaks,*

Like last season short breaks are available this year too. In case the Netherlands are only a stop over or the entry port of Europe for you it is possible to join us for a few days. Different than last year: you can join the guided 10 day tour for a few days or get your own guide to guide you through 'the Dutch experience'. Again: please send us an e-mail to know more about this possibility. We will explain it to you in detail.



### *Early birds discounts,*

Last year we ended the season doing last minutes bookings. A discount of € 300,- We want to beat this offer. This season we will start with an “early-bird-discount”.

In case you book a trip before April 1<sup>st</sup> 2011 we lower the set price with € 325,- !!

Our unique 10 day guided Dutch experience on 2 wheels will be no more than

**€ 1529,-”**

In case you want to use one of our motorcycles we can arrange a 10 days tour for only:

**€ 2165,- ”**

\*\* You can find all details about this offer at our website: [www.proholland.com](http://www.proholland.com) (look for the reservation page). Take some special interest in all the services and extras, which are included in this set price! In our opinion an excellent price – quality ratio. For a short cut to this info click [here](#).

\* not included a motorcycle and motor insurance.

### *Senior vacations,*

Reactions are still low but lets be honest “nobody” knows we are thinking about this kind of vacations too! More important: the last newsletter was the very first time we spoke about it! Like

building up the motor vacations department we want to do it slow but very well thought: senior vacations! We are convinced the Netherlands are very special for elderly people too. Like we are for motorists!

## *Facebook,*

Yes we actually have a Facebook page. Look for ProHolland. All three are ours but we only maintain the one called: ProHolland. We try to update Facebook as often as possible like we do our own website. YouTube will be the next step. And Twitter!

To make it more easy for you the visit our Facebook account click at the Facebook logo below:



## *And now the fun part!!!!*

Nice to know. Nice to read. Good to relax. Here we have a television commercial talking about a '4-o'clock cup-a-soup-break'. Just to recharge yourself to perform better during the last hours of labor. We want to offer you the just the same. 5 minutes of fun. Just that. Nothing more nothing less.

<http://www.youtube.com/watch?v=WE8xP9WXe38>

You can find a dozen of these Cup-A-Soup commercial @ [youtube.com](http://youtube.com)



## *Bridges of Amsterdam*

Amsterdam is well known for its drugs and the Red Light district. But more or less you can find those things in every big city all over the world. It is also 'the gay capital of the world'. But in most western countries the opinion towards gays and lesbians is getting more and more tolerant. So this isn't a very special thing too.

Bridges. Amsterdam should be world famous for its bridges. Today there are exactly 1539. But next week this figure will be different. New bridges are built. Old ones are sometimes removed and never rebuilt. More and more the old bridges are totally rebuilt back to the original state back in the 15<sup>th</sup> century.

Amsterdam is built at the river end of the IJssel. The IJssel used to end in the Zuider-Zee (South Sea), but today this is a lake (due to our Delta works which protect the Netherlands against the sea). Being at a river mouth the city was built on very wet soil. All buildings are built on long wooden poles in the ground. To make the soil more dry they dug out many canals. Every time the city expands again a new circular canal was made: to move the water towards the sea and to protect the city against invaders.

Now you know why the bridges are there for.

Year of date 1450: 9 bridges. In the 16<sup>th</sup> century Amsterdam had already 52 bridges. In 1600 this amount was already 110. During the 17<sup>th</sup> century Amsterdam was 'completed' it contained 287 bridges. Today the number is 1539!! 252 of them are situated in downtown Amsterdam.

In fact this number could have been much bigger. First reason to remove bridges was building a sewerage system. The canals used to be an open sewerage, maybe you can imagine the smell during a beautiful summer day..... Second reason: cars. Traffic was getting more and more dense and canals converted into paved roads. Third reason: the city needed extra space for its new public transportation system: the tram. Many monuments were torn down. Up to today many people regret what happened to so many authentic bridges. To stop what happened: 72 bridges are now a National monument and can't be changed in any way!

The old bridges all have a name. Later the city gave new built bridges a number but nowadays they all get names again.



At the crossing of the Reguliersgracht and Herengracht you can see 14 bridges in a row. You are standing at number 15!! (gracht = canal)

The most famous bridge is the 'Magere brug' (Lean bridge) The oldest is the 'Oudste brug'. One of the newest: the 'IJbrug' towards an artificial island.

Photos of many old and new bridges can be seen at Studio Koning. Click [here](#) in case you are interested.

Have a great week. We would like to meet you in the Netherlands.

Ps. If you aren't interested please let us know and I'll stop the e-mails.

*Yours faithfully,*

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