

This was your visit in

The Hague



It was my privilege to welcome you and share our highlights. We sincerely hope you've enjoyed the new discoveries and that you'll remember them fondly in the future.

Therefore, we have summarized our experiences in this magazine.

Let's take a look!

◆ The City
The Beach
The **Hague.**

Your visit in **The** Hague



Your visit in **The** Hague



Your programm in **The** Hague



Wednesday 27th May 2026

Time	Activity
16:00	Arrival of foreign participants at Mövenpick Hotel The Hague
17:30	Welcome by Mövenpick Hotel The Hague
18:30	Dinner at L'Osteria

Thursday 28th May 2026

Time	Activity
08:30	Arrival of other participants and welcome at Mövenpick Hotel The Hague
09:30	Guided tour The Hague and visit TRIBE Hotel Den Haag Centraal
10:30	Visit Mauritshuis
11:15	Visit Escher in The Palace
12:15	Visit Boutique Hotel Carlton Ambassador
13:00	Lunch in Boutique Hotel Carlton Ambassador at Restaurant Sophia
14:45	Visit Museum Panorama Mesdag
15:30	Transport by taxi
15:45	Tasting at Van Kleef
18:30	Dinner at Restaurant Moose

Friday 29th May 2026

Time	Activity
9:00	Transport by coach via Peace Palace and Embassy Quarter to Scheveningen
9:30	Guided tour Scheveningen
10:15	Speeddates with partners at Hart Beach
12:15	Seaweed walk with partners
13:15	Lunch with our partners at Hart Beach
15:00	Visit Inntel Hotels Den Haag Marina Beach
15:30	Transport by coach to The Hague Central Station
16:00	End of the FAM-Trip 'Culture by the Sea'

Day 1

Thursday 28th May





The Welcome

After your travel to The Hague, it was time for a warm welcome at Mövenpick Hotel The Hague. Everyone started to get acquainted and prepared for the official kick-off. It was truly a pleasure to meet and greet you for the FAM-Trip 'Culture by the Sea'. The excitement and anticipation for the upcoming days were in the air.

The Hotel

Mövenpick Hotel The Hague represents a modern interpretation of the idea of The Netherlands as a 'Warehouse of the World'. This stylish 72-room boutique hotel fits the lifestyle preferences of modern global travelers.

With a restaurant, Coffee & Wine Lounge, fitness area and three meeting rooms, located in the heart of this majestic city. The ideal spot to explore the city's shops and museums. All hotel rooms offer spacious bathrooms with walk-in rainfall showers and some with a charming view.

Mövenpick Hotel The Hague
Paleisstraat 5
2514 JA The Hague

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E: movenpickhotel.thehague@accor.com
I: denhaag.com/en/movenpick-hotel-the-hague



The Dinner

As soon as you open the door of L'Osteria Den Haag Grote Markt you feel like in a typical Italian osteria. This is where people meet – families, friends, couples, young and old – to enjoy good food. There is a somewhat lively atmosphere, which is permeated with the delicious smell of real Italian cuisine. A hospitable and cozy place, where you immediately feel at home. All dishes are freshly prepared in the open kitchen 'à la mamma'. As a guest you experience live what the passion for Italian cooking entails.

L'Osteria
Grote Markt 16
2511 BG The Hague

T: +31 (0)70 209 6050
E: yon.corbeek@losteria.nl
I: denhaag.com/en/losteria



The Walk

The area around Mövenpick Hotel The Hague is perfect to explore on foot. Accompanied by our enthusiastic guide, you'll discover the many hidden stories behind the elegant facades of Noordeinde, Lange Voorhout, and Lange Vijverberg. Wander through the royal surroundings of the Paleistuin, where history and tranquility meet in the heart of the city. As you stroll past stately palaces, embassies, and charming streets, The Hague's royal character truly comes to life. After this guided walk, the city will hold no more secrets for you.





The Mauritshuis

The Royal Picture Gallery Mauritshuis, located at a unique 17th-century palace in The Hague, has the highest number of masterpieces per square metre in The Netherlands. The museum houses a world-famous collection of paintings from the Dutch Golden Age. This exceptional collection offers an amazing overview of Dutch and Flemish paintings from 1400 to 1800, with works by painters such as Vermeer, Rubens, Rembrandt, Jan Steen, Frans Hals, Van Dyck and Adriaen Coorte.

Of the thirty Vermeers known to exist the Mauritshuis has three in its collection: the world famous and widely reproduced 'Girl with a Pearl Earring', the 'View of Delft' and 'Diana with the Nymphs'. Among the 16 Rembrandts, there are outstanding works such as the 'Lesson in Anatomy of Dr. Tulp', 'David and Saul', and three masterful self-portraits. There are also thirteen paintings by Jan Steen, which depict Dutch daily life in the 17th century, as well as the famous painting 'The Bull' by Paulus Potter.

Mauritshuis
Plein 29
2511 CS The Hague

T: +31 (0)70 302 3435
E: trade@mauritshuis.nl
I: denhaag.com/en/mauritshuis



The Lunch

Close to the city centre, nestled among stately avenues, you'll find a place where the pace slows down just a little: Restaurant Sophia. A relaxed setting to catch up or simply unwind after a day in the city. Whether it's for a good cup of coffee, lunch, drinks, or a leisurely dinner: everything goes, nothing is expected.

Restaurant Sophia
Sophialaan 2
2514 JP The Hague

T: +31 (0)70 363 0363
E: reservations@carltonhotels.nl
I: denhaag.com/en/boutique-hotel-carlton-ambassador

The Visit

Located in the historical shopping center, within walking distance of the Dutch Parliament and the Royal Palace Noordeinde you find TRIBE Hotel Den Haag Centraal.

Relax after a long day in one of the Bold Design rooms or enjoy the social hub with a good drink from the bar. TRIBE Hotel Den Haag Centraal is the place to eat, sleep, work and relax. 'We have everything you need and nothing you don't'.

TRIBE Hotel Den Haag Centraal
Spui 180
2511 BW The Hague

T: +31 (0)70 363 6700
E: jeroen.peek@accor.com
I: denhaag.com/en/tribe-hotel-den-haag-centraal

The Art

Museum Escher in The Palace is a permanent exhibition dedicated to the world-famous artist M.C. Escher, whose art startled millions of people all over the world. The collection is housed in the former winter palace of Queen Mother Emma of the Netherlands. Escher was a genius at drawing impossible situations. If you take a closer look at his work you realise that Escher's illustrations are mathematical masterpieces of optical illusion. In 'Waterfall', one of his most famous works, water flows uphill and the towers are put together incongruously.

Escher in The Palace
Lange Voorhout 74
2514 EH The Hague

T: +31 (0)70 427 7730
E: info@escherinhetpaleis.nl
I: denhaag.com/en/escher-in-the-palace





The Tasting

In the historical centre of The Hague you'll find the only remaining genever and liqueur distillery Van Kleef. Founded in 1842, they are still in use today. Step inside and the craftsmanship, quality and history of this traditional local company are tangible. A tour by the enthusiastic owner of the Van Kleef Museum and Distillery is a real treat. During the tour you'll hear about how The Hague was once the third large distillery city and alcohol producer in The Netherlands.

Van Kleef
Lange Beestenmarkt 109
2512 ED The Hague

T: +31 (0)70 345 2273
E: info@vankleef.eu
I: denhaag.com/en/van-kleef

The Visit

Boutique Hotel Carlton Ambassador is located in the heart of The Hague; surrounded by the stately buildings of international organisations, multinationals and embassies. A historic neighbourhood, a historic building. Within walking distance of the Peace Palace and luxury shopping streets with boutiques, antique dealers, galleries and cosy bars and restaurants.

Boutique Hotel Carlton Ambassador
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2514 JP The Hague

T: +31 (0)70 363 0363
E: reservations@carltonhotels.nl
I: denhaag.com/en/boutique-hotel-carlton-ambassador



The Dinner

Just around the corner from the Denneweg in The Hague's city center, nestled in the charming Kazernestraat, lies Restaurant Moose. Opened in early 2024, this modern, small-scale European restaurant guarantees an evening filled with hospitality and refined quality.

Moose offers a unique culinary experience in an intimate setting, where the team prepares each dish with care and a love for detail.

Restaurant Moose
Kazernestraat 62
2514 CV The Hague

T: +31 (0)6 4246 1104
E: restaurantmoose@gmail.com
I: denhaag.com/en/restaurant-moose



The View

Panorama Mesdag in The Hague is the largest circular canvas in Europe. Look 360° around you and experience the magical optical illusion created by this panorama of Scheveningen from 1881 in Museum Panorama Mesdag. The view is never the same; the incidence of light is more than magnificent and changes from moment to moment. The vista of the sea, dunes and old fishermen's village

Scheveningen was painted by H.W. Mesdag. Panorama Mesdag is a unique cultural historical monument.

Panorama Mesdag
Zeestraat 65
2518 AA The Hague

T: +31 (0)70 310 66 65
E: info@panorama-mesdag.nl
I: denhaag.com/en/museum-panorama-mesdag

Day 2

Friday 29th May



The Walk

Scheveningen is excellent to explore on foot. Listening to our enthusiastic guide you will be amazed at the many special stories hidden behind the facades. While strolling through the historic center, the seaside resort comes to life and from now on you'll look at the buildings and monuments with different eyes. After this guided city walk, Scheveningen will no longer hold any secrets for you



The Speeddates

Summary of all participating partners

• Mauritshuis	Simone Hollen	s.hollen@mauritshuis.nl
• Royal Delft	Co van Nieuwenhuijzen	c.van.nieuwenhuijzen@royaldelft.com
• Inntel Hotels Den Haag Marina Beach	Trenja Mulder	tmulder@inntelhotels.nl
• Staybridge The Hague	Yagmur Memis	Yagmur.memis@staybridgethehague.nl
• Kunstmuseum Den Haag	Marianne de Nooijer	m.denooyjer@vialetra.nl
• Panorama Mesdag	Marije Beckers	mbeckers@panorama-mesdag.nl
• Museum Beelden aan Zee	Maud Kurvers	kurvers@beeldenaanee.nl
• Hart Beach	Daniël Hoornweg	events@hartbeach.nl
• The Hague & Partners	Chantal Pastoors	c.pastoors@thehague.com

The Seaweed

Step outside and discover the power of the sea during this Seaweed Walk. Fresh sea air, new perspectives, and surprising insights make this sustainability-focused activity an experience you will remember long after the day is over.

Led by an enthusiastic guide, you'll explore the coastline of Scheveningen. Along the way, you'll learn about edible seaweed, sustainability, and innovation in an engaging and hands-on way.

Flitz-Events
Schokkerweg 44
2583 BJ The Hague

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The Visit

The 'sails' of Inntel Hotels Den Haag Marina Beach shine against a background of sea and beach. This iconic hotel has 13 floors and occupies a prominent position at the head of the Northern Pier.

It is a location for a healthy dose of Vitamin Sea. The 224 luxurious rooms offer a wonderful view of the North Sea, the Northern Beach and The Hague's skyline.

Thanks to its unique central location on the beach, sports activities, relaxation and the centre of Scheveningen are within walking distance.

Inntel Hotels Den Haag Marina Beach
Strandweg 1
2586 JK The Hague

T: +31 (0)70 217 0710
E: tmulder@inntelhotels.nl
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The Transport

Touring coach company Van Heugten Tours, based in The Hague, is dedicated to creating a unique travel experience every day. They offer more than just transportation; they promise a journey where every smile, personal interaction, and moment of engagement builds upon an experience that puts the guest at the heart of everything.

Traveling with Van Heugten Tours is more than simply covering a distance. It is a customized experience, accommodating everything from small groups to large ones. Whether for congresses, events, or swimming trips, Van Heugten Tours provides appropriate and well-regarded transport solutions for every occasion in and around The Hague.

Van Heugten Tours
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2631 RV Nootdorp

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The Travel Trade

Some destinations should be cherished forever and The Hague is one of them. The international city of peace and justice; new styles and old masters; chain stores and royal palaces; exotic cuisine and fishing port; two beach resorts and residence of the King and Queen. The Hague is the only major Dutch city located at the sea. At just 15 minutes from the historical city center, with no less than 11 kilometers of

beach. A unique combination to experience the ultimate holiday feeling here in all four seasons. Need information or help with your programs? Please let us know!

The Hague & Partners
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Thank you!

We have seen a lot in these two days. We explored The Hague, the cultural sights, historical highlights, the seaside, the good food and hotels. But there is by far more to explore. We can't wait to welcome you back soon!

The **Hague.**

& Partners

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