Welcome to the best of region Brabant

The Netherlands
So it only makes sense that North Brabant, in the south of the Netherlands, is a popular tourist destination. In fact, it is one of the fastest growing destinations in the Netherlands.

In Brabant, Van Gogh’s homeland, you can literally follow in Vincent’s footsteps. Here, you can see how he lived and worked, and visit the places that inspired him so much. Brabant also offers many charming historical towns surrounded by panoramic views and spectacular countryside. The vibrant cities full of Dutch Design, art, museums and some of the best amusement parks in the Netherlands complete the province’s offer for a large tourist target group.

Plus, Brabant is easily accessible. Located in the heart of Europe and in the centre of the Benelux, Brabant is closer to Amsterdam, Belgium and Germany than you might think: only 60 minutes! That makes it the perfect destination for a day trip or weekend break.

Brabant, the gateway to the Low Lands.

VisitBrabant is the marketing organisation for destination Brabant, in the south of the Netherlands. VisitBrabant TradeServices offers inspiration and services for the international travel trade market, enabling your guests to reach Brabant without hassle. Discover the wonders of our beautiful province in this VisitBrabant TradeServices Special.

Discover the unique packages, which we would love to tailor to your guests’ wishes. Be inspired by the many stories, images and videos. We are here to help if you are looking for good visual and text material and we would love to bring you into contact with the right people and networks. We are happy to help!
Vincent van Gogh was born and raised in Brabant. He created his first masterpiece, The Potato Eaters in Brabant. It is where he painted most of his paintings. Come and walk in the footsteps of Van Gogh!

Fly direct into North-Brabant via Eindhoven Airport. This airport in the heart of Brabant serves over 80 destinations.
's-Hertogenbosch is famed for its charm and hospitality and has many times been awarded the title ‘Most welcoming city in the Netherlands’. All highlights are near each other, making them easy to explore, from the biggest Dutch cathedral to the historical canals underneath the city.

With resplendent exhibitions, Het Noordbrabants Museum showcases the wealth of Brabant's art, history and culture. One of the largest cultural attractions in the Netherlands. It is the only museum in the southern part of the Netherlands to exhibit original works by Vincent van Gogh.

Het Noordbrabants Museum

Award winning exhibition Hieronymus Bosch 2016

Quiet location in the heart of 's-Hertogenbosch

Great experience for all ages

Van Gogh Pavilion with original Van Gogh paintings

The Story of Brabant gallery

Burgundian lifestyle with excellent restaurants

St. John's Cathedral

City of master painter Hieronymus Bosch

Photo: Karin Jonkers

Historical centre with great shopping

Sailing the city's historical canals

Photo: Janneke van Houswijk

‘s-Hertogenbosch
Fortified towns in Van Gogh’s Homeland

**DAY 1**

HEESWIJK CASTLE & FORTIFIED TOWN OF HEUSDEN

- **Guided tour Heeswijk Castle**
  Experience the rich history of an almost thousand year old castle.

- **Walking tour Heusden**
  A guide will show the must-sees of this beautiful fortified city.

- **Worstenbroodje at Bakkertje Deeg**
  You have to try this typical ‘sausage roll’ from Brabant, of course at the bakery called Bakkertje Deeg.

- **Boattrip Heusden**
  Admire the typical Dutch landscape with windmills, bridges, cows and numerous water birds.

**DAY 2**

BRABANT’S CAPITAL ’S-HERTOGENBOSCH

- **Historical city walk ’s-Hertogenbosch**
  Guided walk past beautiful monuments like St. John’s Cathedral and the typical Bosch backstreets.

- **Historical cruise on the Binnendieze canal**
  Navigate along small waterways and underneath this fortified city in a ‘whisper boat’.

- **The Korte Putstraat**
  A street known across the country for offering culinary treats from a variety of cuisines.

- **Het Noordbrabants Museum with guide**
  Dive into the rich artistic and cultural history of Brabant, with the masters Van Gogh and Bosch.

**DAY 3**

VAN GOGH VILLAGE NUENEN & EINDHOVEN

- **Museum Vincentre**
  Experience how Van Gogh lived and how he created his first masterpiece The Potato Eaters.

- **Guided walk Van Gogh Village**
  Nuenen is an ‘outdoor museum’ with no fewer than 23 locations that remind of Van Gogh.

- **Opwetten Watermill**
  Enjoy lunch at this nostalgic watermill painted by Van Gogh.

- **Philips walking tour through ‘the forbidden city’**
  Guided tour past former Philips factories in the Strijp-S area, now the vibrant creative heart of the city.

**Mix & Match**

Combine various components of the program to your liking and make your own custom program. We are happy to help with more ideas and tailor-made solutions.

**TIP!**

- Try the famous sweet pastry ‘Bossche Bol’ and recharge completely.

**TIP!**

- Get to know Hieronymus Bosch, the medieval painter from ’s-Hertogenbosch, at the Art Centre, with a special walk or canal cruise.

---

**HEESWIJK CASTLE**

11th century old Heeswijk Castle

The iconic little bridge of Heusden

**BRABANT’S CAPITAL ’S-HERTOGENBOSCH**

The small streets of ’s-Hertogenbosch

Het Noordbrabants Museum is the largest museum in the south of the country
Wander through the picturesque streets of this charming fortified town while your guide tells stories of centuries ago, and sail along the fortress walls. This historical setting is home to galleries, speciality shops, friendly restaurants and pavement cafes.
The roots of the Low Lands

**DAY 1: VAN GOGH ZUNDERT & ETTELEN-LEUR**

- **Van Gogh House Zundert**
  Get to know how Van Gogh grew up in the place where he was born. Visit the chapel and his brother’s grave with a guide.
- **Van Gogh Church Etten Leur**
  Take a look at the animated timeline of Van Gogh in the church where his father preached.
- **Biesbosch National Park Cruise**
  Navigate through the lush green areas of one of the few freshwater tidal areas in the world.

**DAY 2: NASSAU CITY BREDA**

- **Guided Nassau city walk**
  Discover the history of the Royal Family Nassau at the Castle of Breda, the Beguinage, and relax and enjoy the city’s Valkenberg park.
- **Grote Kerk (Great Church)**
  The forefathers of the Dutch Royal Family have been laid to rest in this Nassau Church, at the picturesque ‘Grote Markt’ square.
- **Boat tour Breda**
  This idyllic tour in a longboat showcases Breda’s history on and near the water.

**DAY 3: HISTORICAL BERGEN OP ZOOM & VIBRANT TILBURG**

- **Guided walking tour Bergen op Zoom**
  One of the Netherlands’ oldest cities with a rich and turbulent past that goes back 800 years.
- **Markiezenhof**
  Visit the oldest city palace in the Netherlands where the lords and marquises of Bergen op Zoom lived.
- **La Trappe Trappist Monastery Tilburg**
  Guided tour through the brewery and a film about the life in the monastery concluded with a Trappist beer-tasting.
- **Dwaalgebied Tilburg**
  Wander around the charming streets with authentic little shops and lovely restaurants.

**Mix & Match**

Combine various components of the program to your liking and make your own custom program. We are happy to help with more ideas and tailormade solutions.
If you love design, shopping and going out, Eindhoven is the place to be! This lively creative city bursting with energy has been declared ‘the most inventive city of the world’. Come and feel the vibe!

Always buzzing and in the forefront with countless festivals, exhibitions and events throughout the year. Shopping in the Dwaalgebied, culinary discoveries in the Railway Zone or being inspired in galleries and wonderful museums. Come and discover Tilburg!
Urban life & Dutch Design

**DUTCH DESIGN CAPITAL EINDHOVEN**

- **Design Tour Strijp-S area**
  Guided tour through the old Philips industrial area, now the creative and cultural heart of Eindhoven.
- **Piet Hein Eek at Strijp-R area**
  Visit the workplace, showroom and exhibition area of the internationally renowned designer Piet Hein Eek.
- **Eindhoven city centre**
  Stroll past the Blob and through the atmospheric narrow streets of the Bergen district with countless design boutiques.
- **Van Abbemuseum art tour**
  One of Europe’s leading contemporary art museums, including works by Picasso, Chagall, Beuys, Dumas, El Lissitzky and Appel.
- **Restaurant Kazerne**
  Enjoy dinner in this hotspot where wine, fine dining, design, art and technology all combine.

**VIBRANT TILBURG**

- **Textiel Lab tour TextielMuseum**
  Get a glimpse inside the ‘design kitchen’ and manufacturing processes of the textiles produced in the museum.
- **Urban Spoorzone tour**
  Discover the former home of the Dutch Railways that has now been turned into an inspiring hotspot area.
- **De Pont museum**
  Housed in a former wool-spinning mill, where contemporary art can be seen at its best. The Sky Mirror by designer Anish Kapoor is a real eye-catcher.
- **Piushaven**
  This former industrial harbour is a wonderfully active place, packed with restaurants and lively waterside cafes.

**‘S-HERTOGENBOSCH & BREDA**

- **Museum quarter ‘s-Hertogenbosch**
  Discover in Het Noordbrabants Museum and the Design Museum Den Bosch the many-faceted range of art from old masters such as Van Gogh, modern masters and an extensive collection of contemporary art and design.
- **Social Label and Werkwarenhuis at Tramkade**
  Open designlab where makers, designers and products are given an exceptional stage.
- **Blind Walls Gallery Breda**
  Walk past all the artworks and wall paintings at surprising locations in the city.
- **Stedelijk Museum Breda**
  Where history and modern design meet.

**Mix & Match**

Combine various components of the program to your liking and make your own custom program. We are happy to help with more ideas and tailor-made solutions.
Efteling

Efteling is a unique theme park with a fairytale atmosphere, natural surroundings and a wide range of thrilling and enchanting attractions, making it ideal for the whole family. This European top 3 theme park welcomes you 365 days a year.

More than 5 million visitors per year

Europe’s largest water show

The fairytale forest is for all ages

Many thrilling rides for daredevils

Sleep at Holiday Village Efteling Boarkik or Loonsche Land or in a fairytale suite in Efteling Hotel

Beekse Bergen

Have an adventurous safari experience on foot, by bus, boat or drive your own car. Spot cheetahs, tigers, elephants, rhinos and many more. Sleep in the luxury Safari Resort and wake up the next day with the sound of a roaring lion...

Europe's biggest safari park 525 acres

Organised safaris

Sleep in luxurious Safari Lodges among the wildlife

150 different species of wildlife

Safari on foot, by bus, boat, or drive your own car

125 acres

Europe’s biggest safari park

150 different species of wildlife

Have an adventurous safari experience on foot, by bus, boat or drive your own car.
Fun with Family & Friends

**DAY 1**

**EFTELING THEME PARK – WORLD OF WONDERS**

Enjoy a full day in a world where fairy tales come to life in one of Europe’s most important theme parks surrounded by countryside. Enchanting attractions, thrilling rollercoasters and spectacular shows. Efteling offers plenty of adventure for daredevils, for the whole family and even for the smallest children! In Efteling, you will not be bored for a single moment!

**DAY 2**

**FORTIFIED CITY OF HEUSDEN & VIBRANT TILBURG**

- **The Loon and Drunen Dunes**
  Stroll with a nature guide through the dunes of this unique National Park, the ‘Sahara of Brabant’.
- **Heusden Windmills**
  The miller will explain the importance of the mills in the history of this fortified town.
- **Boat tour Heusden**
  Take a magnificent boat tour on the Maas along the natural and typical Dutch landscape.
- **Nature Museum Tilburg**
  Natuurmuseum Brabant is a family museum about the lives of plants and animals. A perfect trip out for the whole family.

**DAY 3**

**SAFARI PARK BEEKSE BERGEN**

A full day of adventure in the largest safari park in Europe. A ranger will explain all about the big five during your bus safari. Continue your journey of exploration with a relaxed boat safari in the lush greenery. Enjoy your lunch while you spot rhinos and ring-tailed lemurs. The walking safari brings you past lions, elephants and chimpanzees. Don’t miss the feeding sessions!

**DAY 4**

**HEESWIJK CASTLE & ’S-HERTOGENBOSCH**

- **Heeswijck Castle**
  Feel like a real princess or knight while you climb the tower and search for the secret stairs.
- **Bosch walk ’s-Hertogenbosch**
  The Bosch Experience takes you along the curious and life-size figures of The Garden of Earthly Delights.
- **Heaven and Hell boat tour**
  Sail through and underneath the city of Hieronymus Bosch and discover the curious figures of his masterpieces.

**Mix & Match**

Combine various components of the program to your liking and make your own custom program. We are happy to help with more ideas and tailormade solutions.
We serve the international travel trade sector through our VisitBrabant TradeServices department. VisitBrabant TradeServices is your contact for information and services for the professional national and international travel trade market. We can organise large or small-scale site inspections and introductory visits.

Arrangements, mediation and ticketing
We hope to inspire you with our packages, but we would prefer to brainstorm with you about the wishes and requirements for you and your target group. We mediate on behalf of our Brabant partners: from tourist sights to overnight accommodation and from the major icons to the still undiscovered parts of Brabant.

Single point of contact
Our trade team is available around the clock to answer your questions and to supply you with all the information about what Brabant has to offer.

Questions?
Don’t hesitate to contact us:

trade@visitbrabant.com
+31(0) 13 303 0393
@brabanttrade
visitbrabant.com/trade

In 2019 and 2020 we will be celebrating 75 years of freedom. In 2019 the province of Brabant will launch a unique programme in commemoration of its past during the Second World War, a programme in which powerful and life-changing stories will be a central theme. Impossible choices that people were forced to make under the pressures of war form the basis of these stories. They come to life in places which remind us of those times: the Overloon War Museum, the General Maczek Museum in Breda, the British War Cemetery and the Canadian War Cemetery in Bergen op zoom and the Wings of Freedom Museum in Best. But the dilemmas of the time are illustrated in a contemporary way and told by leading designers and storytellers in places such as the former SS camp in Vught, from hiding places, landing zones and on the Operation Market Garden route. In short, a unique experience and something not to be missed as part of a visit to the Brabant region.

TIP!

Bergen op Zoom
Breda
Overloon
Vught

BRABANT
BRABANT

Operation Market Garden route

Former SS camp in Vught