



NBTC  
Holland Marketing

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The Hague, November 17th 2015

Dear Jon,

As Managing Director of NBTC Holland Marketing, aka Netherlands Board of Tourism & Conventions, it is my pleasure to inform you of the following.

The development of the so called 'Indoor Golf Arena' would contribute to the strengthening of the Dutch tourism and leisure proposition for both domestic and international travellers. In particular the growing number of international visitors contribute substantially to the Dutch economy and are continuously looking for new reasons to travel.

Golfers are particularly interesting to our visitor economy due to the fact that they spend well above average and have a high propensity to get off the beaten track and thus contributing to regional spread throughout our country. Both value and spread are key elements of our branding and marketing strategy for destination Holland.

Your forward-thinking and ambitious concept definitely has the potential to support the promotion of the Netherlands, both nationally as well as internationally, and could prove to be a valuable contribution to strengthening the market position of the Netherlands in an increasingly competitive market.

We look forward to future cooperation with you and wish you all the best with the further development of Indoor Golf Arena.

With kind regards,

Jos Vranken  
Managing director

