



Dear Garden Club Officers:

My name is Mr. Jaap Snijders and I am Director of ITB Holland in Amsterdam, The Netherlands. ITB Holland is the official travel partner in the U.S. market for the 2012 Floriade, a World Horticultural Expo that takes place in Holland every 10 years. ITB organizes ground services for the Floriade and we have been welcoming U.S. travelers to the Benelux region for 31 years.

Larry Voelker of EuroWorld Holidays, Ltd. in Milwaukee, Wisconsin has been a U.S.-based sales agent with our company for over 10 years. He will be working on our behalf with state, local and national garden clubs. We trust you will give Larry an opportunity to present our range of services with the endorsement of the Floriade Board, the Dutch Horticultural Council, the Dutch Flower Council and the Dutch Ministry of Agriculture.

Together, we would all like to encourage your members to join us sometime between April-October 2012 to experience the Floriade and to visit our region, including the countries of: The Netherlands, Belgium, Luxembourg and western Germany. We would also like to partner with your clubs to plan special, customized group travel programs that could include; special lecturers and speakers, tours of public and private gardens, interesting horticultural venues, important tourist destinations, European river cruises, and much, much more.

Our objective is to work within the parameters of your important organization to expand your membership's knowledge of the Floriade and to suggest options for travel groups to our region which offers a treasure trove of natural wonders.

Thank you very much for your attention and we thank you in advance for your consideration. We all look forward to seeing you at the 2012 Floriade.

Sincerely,

Jaap Snijders
Director
ITB Holland