

DISCOVER

HOLLAND

MICHIGAN



GROUP TOUR PLANNER

holland vision

holland
VISITORS BUREAU

Tulip Festival Hours
Monday - Friday 8 am - 6:00 pm
Saturday 8:30 am - 6:30 pm
Sunday 9:30 am - 4 pm
www.holland.org

MICHIGAN
holland
VISITORS BUREAU

MONDAY - FRIDAY
8:00 AM - 5:30 PM

SATURDAY
10:00 AM - 5:00 PM

SUNDAY
(mid-April - October)
10:00 AM - 4:00 PM

78

East 8th Street



WELKOM



We're here to help craft your next sold-out tour

The Holland Visitors Bureau knows our amazing town inside and out, including the small-town characteristics that make Holland a unique destination for your tour. With more than 2,000 hotel rooms, scores of venues, and countless lakeshore activities, there's much to consider. Let us help plan and implement all phases of an extraordinary experience. All at no cost to you! Our services include:

Custom Itinerary Design • Site Visits • Familiarization Tours • Promotional Materials
Booking Accommodations + Dining + Entertainment



www.holland.org • 800.506.1299 • milly@holland.org

Dutch Attractions

Welkom to Holland! No matter what brings you here, we invite you to enjoy our town and immerse yourself in our warm Dutch hospitality.



Windmill Island Gardens 🚌 ♿ 🐾

1 Lincoln Ave
(616) 355.1030
windmillisland.com

Explore *De Zwaan*, the only authentic Dutch windmill operating in America! Learn about the grinding process, see giant wind-driven gears, and enjoy a 360° view of beautifully manicured gardens woven with dikes and canals. There's also a historic Amsterdam street organ that plays tunes new and old, a hand-painted Dutch carousel, and Dutch specialty shops full of treasures to take home.

Attractions:

Mid-April to Mid-October, 9:30am – 5pm daily \$
Tulip Time 9:30am – 6 pm \$

Park:

Open daily in the off-season (grounds and outside of windmill) FREE

Holland Bowl Mill 🚌 ♿

120 James Street
(616) 396.6513
hollandbowlmill.com

One of the last of its kind in America, the Holland Bowl Mill makes exquisitely crafted solid hardwood bowls the same way it was done 150 years ago. The mill's family tree includes wooden shoe carvers, and their descendants are true artisans. Come tour the factory where antique machinery is buzzing, sawdust is flying, and the scent of fresh cut wood perfumes the air.

Tours:

Year round Monday – Saturday, 9am – 3pm \$

Holland Museum ♿

31 West 10th Street
(616) 392.9084
hollandmuseum.org

From the old country to the new world, Holland Museum presents art and artifacts that tell the story of Holland's rich history – from indigenous peoples to the arrival of the Dutch to our diverse ethnic heritage of today. Be sure to see the Dutch Galleries – a spectacular collection of 17th, 18th, and 19th century art and furniture from the Netherlands.

Open:

Monday, Friday, Saturday 10am – 5pm \$
2nd Mondays 4pm – 7pm FREE

Cappon House + Settlers House ♿

228 West 9th Street
190 West 9th Street
hollandmuseum.org

Just a few blocks from the Holland Museum, the Victorian Cappon House tells the story of Holland's first mayor and his 16 children! Nearby, the Settlers House appears just as it did in 1871 when it survived the Great Holland Fire.

Open:

Mid-June – Mid-August, Fridays + Saturdays, 11am – 3pm
and by appointment \$

De Klomp Delft Factory + Veldheer Tulip Farm 🚌 ♿ 🐾

12755 Quincy Street
(616) 399.1900
veldheer.com

Take a tour of the only delft pottery factory in North America. Watch as liquid clay is poured into molds and talk with an artist as she hand-paints and glazes the finished pieces. Admire more than 400 authentic blue and white delft pottery pieces made in the factory – from miniature shoes to jewelry boxes to stunning vases - the variety will amaze you.

This is also the site of the Veldheer Tulip Farm, ablaze with millions of tulips each May!

Delft:

Monday – Saturday 10am – 4pm FREE
Tulip Time 8am – 7pm daily FREE

Veldheer:

Tulip Time 8am – 7pm daily \$

Nelis' Dutch Village 🚌 ♿ ☕ 🍷 🐾

12350 James Street
(616) 396.1475
dutchvillage.com

Step back in time to an 1800's Dutch Village, where costumed dancers perform in wooden shoes and welkom visitors into their *klompen* folkdance. Stroll along canals to old-world shops, and watch artisans carve wooden shoes, and sample farmhouse cheese. For an authentic taste of the old country, savor authentic *saucijzenbroodjes* (homemade sausage rolls), the famous pea soup, or a Grolsch lager at the Thirsty Dutchman Pub.

Open:

Mid-April – Mid-September; Daily 10am-5pm \$
Tulip Time 9am – 7pm daily \$

Tulip Time Festival



Each spring in Holland, millions of tulips usher in Tulip Time, the world's longest-running tulip festival. Since 1929, the City of Holland has celebrated its Dutch roots with this beautiful display. Today, the city celebrates with much more than its trademark tulips. Throughout the festival, you'll enjoy nightly entertainment, parades, and the world-famous Dutch Dancers.

Dedicated Tulip Experts at your Service

For 10 days each year, group activity planning shifts from the Holland Area Convention & Visitors Bureau to the Tulip Time festival experts. Contact the Tulip Time office at (616) 396.4221 to learn all you need to know about festival logistics and delightful options. They'll help you fine-tune an itinerary specific to each day's events, including visits to the Tulip Immersion Garden and Windmill Island, step-on guide tours led by costumed local historians, a Dutch Lunch and Dance Performance, and everything you need to know about navigating parade days. Plus, they have the scoop on the best evening entertainment.



Lodging + Dining

Even during the festival, the Holland Visitors Bureau is here to help negotiate the best group hotel rates and dining deals for your tours. We can find a place for your group to eat and stay in Holland at great rates, so you and your guests spend your time exploring our beautiful town instead of waiting in traffic, commuting along highways from locations advertised as "nearby."

FESTIVAL HIGHLIGHTS

- Windmill Island Gardens
- Tulip Immersion Garden
- Dutch-Costumed Step-on Guides
- Dutch Lunch and Dance Performances
- Kinderparade + Volksparade
- Holland Bowl Mill
- Nelis Dutch Village
- Veldheer Tulip Farm
- World-Class Evening Entertainment

Uniquely Holland



Award-Winning Downtown

Named everything from a “Great American Mainstreet” to “Best Lake Michigan Beachtown,” Holland’s lovely city center has it all. Over 100 unique bistros, breweries, and boutiques are concentrated in a four-block radius, and there’s a social district, so your guests can enjoy a local chardonnay or ale as they explore the scenic landscape.

A year-round destination, downtown Holland transforms with each season. In springtime, it’s tulips and parades, and in summer, perennials and street performers. Autumn brings corn stalks and pumpkin carvers, while winter shines with Sinterklaas and ice sculptures. A frost-free bonus? Downtown has the largest municipal snow-melt system in North America, so guests can shop, wine, and dine along snow-free streets and sidewalks all year long.

Big Red

Don’t miss Michigan’s most photographed lighthouse! Since 1907, “Big Red” has stood sentinel over the channel to Lake Michigan. This iconic lighthouse is located across from the Holland State Park’s pristine beach, the best place to admire both “Big Red” and a spectacular Lake Michigan sunset.



Holland Princess

Cruise through Lake Macatawa on this beautiful Victorian-style paddlewheel boat. From spring through fall, “the Princess” journeys to the Big Red Lighthouse, offering lunch, dinner, and sunset tours as it passes historic landmarks, picturesque lake homes, and nature at its best.

8th Street Marketplace

The Holland Farmers Market has been bringing the harvest to town for more than 45 years. What better way to start the day than browsing the cream of the crops from 75+ vendors? Your group can grab some lattes and wander this renowned open-air market to find fresh fruits and vegetables, jams and honeys, and some pretty amazing blueberry donuts.

Handcrafted in Holland

In a state known for its award-winning breweries, microbreweries, and brew pubs, the Holland area can hold its own. We are home to several breweries and vineyards that pride themselves on creating fantastic craft beer, artisan spirits, and world-class wine. Let us help you arrange visits to coach-worthy destinations.

West Michigan Pike

If traveling around the lake from Chicago, you’ll be retracing the old West Michigan Pike, the first paved road between the state line and Mackinaw City. Recently designated a National Heritage Route and Michigan Byway, the Pike follows the Lake Michigan coastline, passing the world’s largest freshwater dunes along the way.

Sample Itineraries



The Holland Visitors Bureau specializes in creating custom itineraries year-round, often featuring Dutch-costumed step-on guides and local storytelling.

The experts at the Holland Visitors Bureau are well versed in creating custom itineraries for tours of all types in all seasons. Many begin with a Dutch-costumed step-on guide, a local historian who tells fascinating tales and knows the most scenic spots in town. But really, the sky's the limit. Want a murder mystery evening in a historic landmark? A downtown tasting tour? A coordinated multi-city adventure? We can make that happen. For some ideas, here's a taste of some tried-and-true itineraries to get the creative juices flowing.





In-Town Ideas

“Dutch Touch” Tour

Windmill Island Gardens (*De Zwaan*)
Holland Bowl Mill
Nelis’ Dutch Village
A Dutch meal at Beechwood Grill or De Boer Bakkerij

Historical Holland Tour

Holland Museum, including the Dutch Galleries
Cappon House + Settler’s House Museum
Downtown History Tour
Windmill Island Gardens (*De Zwaan*)

Summer Theatre and Arts

Galleries of Downtown Holland
Concerts in the Park (Tuesdays and Fridays)
Hope Repertory Theatre
Street Performers (Thursday Evenings)

Fall Color and Harvest

Crane’s Pie Pantry + Orchard
Lakeshore Drive with Views of “Big Red” Lighthouse
+ Lake Michigan
Pumpkin Carvers + Farm Markets
Virtue Cider

Holiday in Holland

Kerstmarkt
Magic at the Mill/Sinterklaas
Holidays on the Farm
Christmas at the Cappon House
Holiday Light Parade

Hub and Spoke Tours

Extend your tour without unpacking!
Stay in one of Holland’s quality hotels
while exploring these nearby
communities.

Saugatuck (12 miles south of Holland)

Dune Rides
Star of Saugatuck Boat Cruises
Felt Mansion
Mason Street Warehouse Theatre
Gallery and Boutique Shopping

Grand Rapids (31 miles east of Holland)

Frederick Meijer Gardens
Gerald R Ford Presidential Museum
Grand Rapids Public Museum
Founders Brewery Tour

Regional Tours

Buggies, Bulbs, and Bavaria

A Midwest cultural heritage tour
Holland, Michigan (Dutch)
Frankenmuth, Michigan (German)
Shipshewana, Indiana (Amish)

Michigan’s Triangle Tour

Michigan’s top three tourist destinations
Holland, Michigan
Frankenmuth, Michigan
Mackinac Island, Michigan

Fruit Loop Tour

A Lake Michigan agritourism adventure
Holland, Michigan
Ludington, Michigan
Traverse City, Michigan

Michigan Beachtowns

West Michigan’s freshwater coastline
St. Joseph
Saugatuck
Holland
Ludington
Sleeping Bear Dunes
Traverse City

Add Some Fun



Bowerman's Blueberry Farm

Enjoy a farm-fresh meal at this fourth-generation, 100-acre blueberry farm. Whether blueberry pie, blueberry chicken salad, or blueberry lemonade is on the menu, there's a treat to remember capped off with a visit by the owner for a Q&A and stroll through the farm market.

Carolyn's Painting

Gather around the tables and let everyone try their hand at painting a glass, ornament, or plate to take home. Renowned local artist, Carolyn Stich, brings out the creativity in each guest during this fun and lively event.

Cherry Republic

Experience one of Michigan's favorite shops filled with all things cherry. Enjoy complementary tastings of chocolate covered cherries, cherry salsas, and cherry "Wine for the Tall and Pop for the Small."

Costumed Guides

Dutch-costumed step-on guides are available year round and are often the highlight of an entire tour. Let a local expert "welkom" your guests to the area and then escort them on a tour of history and beauty.



Culture

Cheese Shop

A feast for the eyes as well as the tastebuds, the Culture Cheese Shop offers cheeses from around the world. Enjoy a fantastic charcuterie workshop or wine and cheese pairing event.

Fustini's

Plan a fun evening at Fustini's "after hours" where your group can learn about imported oils and vinegars while trying sumptuous treats made with Fustini's own products.

Tanglewood Winery

"More fruit makes better wine" is the motto of this rustic winery overlooking fields of lush blueberry bushes. Meet the vintners and sample a flight of fruit, dessert, and port wines, including their award-winning Bourbon Barrel Blue Blood, the richest blueberry port around.

Favorite Group Restaurants



Beechwood Grill

Serving up family-style all-you-can-eat meals for 40 years, this popular eatery just a few miles from everything offers a Dutch menu to delight your guests. A private dining area is perfect for groups up to 120 guests.



Big Lake Brewing

Named after Lake Michigan, Big Lake Brewing has a beer hall feel with a culinary flare. The brewery takes pride in its high-caliber traditional beers and offers an extensive menu of wood-fired pizzas, inventive handhelds, and a few Dutch specialties: *Kibbeling* (Fish & Chips), *Stamppot*, and a terrific *Stroopwafel* Sundae. Bring up to 30 guests for a Handcrafted Holland experience to remember.



Boatwerks Waterfront Restaurant

Holland's only lakeside bistro, Boatwerks reminds you of simpler times – vacations on the lake and carefree summers. The theme is classic vintage motorboats of the 40's, 50's, and 60's. Outdoor waterfront dining is available as well as a private dining area with scenic views for up to 50 guests.



De Boer Dutch Brothers Bakkerij

This fifth-generation full-service European bakery touts over 200 years of culinary experience. Authentic Dutch meals, artisan breads, and flaky pastries are made using time-tested family recipes. Their commitment to excellence and fresh ingredients truly makes de Boer's a taste of the old country and a "must" on any Holland visit. Appropriate for groups up to 30.



Hops at 84 East

Chef Bob Repp and his staff take great pride in seasonal farm-to-table menus featuring one-of-a-kind sandwiches, salads, brick oven pizzas, fresh seafood, and butcher block boards. Hops houses 60 curated taps of Michigan beer, as well as sommelier-selected wine and house-crafted cocktails. The seating configuration welcomes groups or intimate gatherings.



Hungry Dutchman Café

While an entrance to Nelis' Dutch Village is required to dine at this café, it's well worth it for the cultural food experience. Dutch favorites such as *Metworst*, *Erwtensoup*, *Saucijzenbroodjes*, and *Banket*, the delicious dessert pastry, are served up alongside favorite American comfort foods. Next door, the Thirsty Dutchman pub offers local beer, wine, and cider to wash down the Dutch culinary delights.



Macatawa Legends

This beautiful golf club is a wonderful place to wine and dine your guests. Both the RedRock Grille and the private event rooms have large picture windows with striking views of the course and grounds. Groups of up to 400 can enjoy wonderful food beneath majestic, vaulted ceilings or al fresco on the deck beside the ballroom.



Russ'

Established in 1934, this hometown favorite is known for value, quality food, and fast service. Casual dining at its best, with a few Dutch specialties to boot! Russ' is the place to bring your motorcoach for a taste of classic Holland.



Nearby Attractions



Grand Rapids Area

Frederik Meijer Gardens

1000 E Beltline Avenue NE • Grand Rapids, MI 49525
(888) 957.1580 • (616) 957.1580 • meijergardens.org

Discover the beauty and splendor of this spectacular botanical garden and world-class sculpture park. Indoors, experience the Victorian, carnivorous, and arid gardens, as well as the largest tropical conservatory in Michigan. Outdoors, you'll find a striking Japanese garden, an English perennial garden, and Michigan's Farm Garden. The Sculpture Park features significant works of art within a variety of natural settings connected by waterways, meandering paths, lawns, meadows, and quiet walkways. A narrated tram tour is a great way to explore.



Gerald R. Ford Museum

303 Pearl Street NW • Grand Rapids, MI 49504
(616) 254.0400 • fordlibrarymuseum.gov

Experience America's most entertaining presidential museum. Attend a White House State Dinner, step inside the Oval Office, see the original Watergate burglar tools and Smithsonian-caliber changing exhibitions. The museum grounds include the final resting place of Grand Rapids' native son, President Ford, and his wife Betty B. Ford.



Grand Rapids Public Museum

272 Pearl Street NW • Grand Rapids, MI 49504
(616) 456.3977 • grmuseum.org

Michigan's first museum offers exhibits on history, nature, cultural heritage, and more. Ride a 1928 carousel, catch a show in the planetarium, or eat in the cafe overlooking the Grand River.



Founders Brewery Tour

235 Cesar E Chavez Avenue SW • Grand Rapids, MI 49503
(616) 776.1195 • foundersbrewing.com

Rated among the best breweries in the U.S. for two decades, Founders has several beers listed in the top 100 beers of the world and is one of the top ten craft breweries in the country. Embark on a guided tour to learn the ins and outs of the brewing process or enjoy a guided tasting of their regularly distributed beers, with a special surprise thrown in.



SYMBOL KEY

Motorcoach Parking • Restrooms • Café • Dining • Wireless Internet • Beer/Wine/Spirits



Saugatuck/Fennville Area

Crane's Pie Pantry Restaurant + Winery

6054 124th Avenue • Fennville, MI 49408

(269) 561.2297 • cranespiepantry.com

Stop for lunch in this charming 1800's barn in the middle of lush, rolling farmland. The restaurant is filled with antiques and memorabilia, the perfect setting for sampling homemade cider and a variety of breads and pies made onsite with ingredients from the orchard. Don't forget to stop by the tasting room, where you can savor their hard ciders and fruit wines.

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Felt Estate

6597 138th Avenue • Holland, MI 49423

(616) 335.8982 • feltmansion.org

Step back in time to the estate of Dorr Felt, a self-made millionaire made famous by his invention of the Comptometer, which performed basic math functions to improve bookkeeping skills and speed. Felt transformed duneland into a thousand-acre farm with a beach house, carriage house, farmhouse, and even a petting zoo. In later years, Felt Mansion became a boarding school, St. Augustine Seminary, where Pope Leo XIV attended as a boy. Today, the Felt Mansion can accommodate groups of any size, and self-guided and private tours of this historic landmark can be booked in advance.

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Mason Street Warehouse

400 Culver Street • Saugatuck, MI 49453

(269) 857.4898 • masonstreetwarehouse.org

Broadway comes to West Michigan at this "uptown theatre in downtown Saugatuck." Professional performers come from all over the country to perform in cutting-edge plays and rollicking musicals. The season runs from late spring to early fall. 🚗 🍷 🍷

Saugatuck Dune Rides

6495 Blue Star Highway • Saugatuck, MI 49453

(269) 857.2253 • saugatuckduneride.com

Adventure, history, and breathtaking views—the Saugatuck Dune Rides have captivated generations of West Michigan visitors for decades. This iconic attraction offers a one-of-a-kind experience, blending the thrill of off-roading with a touch of humor and plenty of local lore. It's no wonder so many visitors return year after year, bringing new friends and family along to share in the fun. Ride from May to mid-October. 🚗 🍷 🍷

Star of Saugatuck II Boat Cruises

716 Water Street • Saugatuck, MI 49453

(269) 857.4261 • saugatuckboatcruises.com

This authentic sternwheel paddleboat will take your group on a 90-minute narrated cruise along the Kalamazoo River and into Lake Michigan. Capture a stunning Lake Michigan sunset, admire the fall colors, or relax on a themed "Beer on the Boat" or "Wine on the Water" cruise. The Star sails from May into October. 🍷 🍷 🍷

Tour-Friendly Lodging

Holland is home to 25 hotels and has something for everyone. We've hand-picked the ones that are best equipped to host large groups and listed them here. For smaller groups, please go to holland.org or contact us for more wonderful options.





Avid Hotel

8225 Westpark Way, Zeeland
(616) 953.3900
avidhotels.com/zeelandmi

Enjoy proximity to both downtown Zeeland and downtown Holland, plus easy access to I-196, attractions, and area businesses.



Country Inn + Suites By Radisson

12260 James Street, Holland
(616) 396.6677
countryinns.com/hollandmi

Close to attractions, shopping, and dining, the Country Inn has all you need to fully enjoy your stay in Holland, including a lobby with coffee, buffet breakfast, and an ATM. 🐾



Courtyard by Marriott

121 E 8th Street, Holland
(616) 582.8500
suburbaninns.com

Located in the heart of our award-winning downtown, the Courtyard has everything you want for a business trip or family getaway: complimentary Wi-Fi, Starbucks™ Coffee, and an indoor pool. 🏊🏠🍷



DoubleTree by Hilton

650 E 24th Street, Holland
(616) 394.0111
holland.doubletree.com

This full-service hotel is close to downtown, attractions, and Lake Michigan. It features a business center, onsite restaurants, and an indoor recreation center with a saltwater pool and whirlpool. 🐾



Fairfield Inn by Marriott

2854 West Shore Dr, Holland | (616) 786.9700
marriott.com/grfi

The Fairfield Inn is close to local attractions and features a business center, hot breakfast, pool, and hot tub.



Hampton Inn

12427 Felch Street, Holland
(616) 399.8500
suburbaninns.com

Bright and spacious rooms just minutes from downtown, attractions, and sports complexes. 24-hour business center, guest laundry, and on-site Sharkee's Bar + Grill (which offers cocktails and family-style dining). 🐾🍷



Home2 Suites By Hilton

3140 West Shore Drive, Holland
(616) 377.7905
home2suites.hilton.com

All suites have full kitchens, refrigerators, and living and sleeping areas. Outdoor grills, fireplace, and coin laundry are available year-round. Daily hot continental breakfast included in your stay. 🐾



Homewood Suites by Hilton

625 Southpointe Hotel Dr, Holland | (616) 795.0134
hilton.com/en/hotels/grrabhw

Located off I-196, this new all-suite hotel is under four miles from downtown Holland and 20 minutes from the Holland State Park beach. It features in-suite kitchens, an indoor pool, and a spacious outdoor area. 🐾🏊



Holiday Inn Express

12381 Felch Street, Holland
(616) 738.2800
suburbaninns.com

Families enjoy staying in these spacious rooms with black-out shades, coffee makers, and microwaves. The entertainment area has a Michigan-shaped pool, sports court, and game room.



Residence Inn by Marriott

631 Southpointe Ridge, Holland
(616) 393.6900
residenceinn.com/grrrho

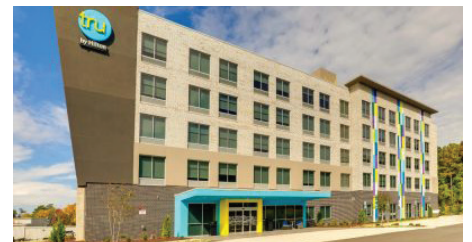
Apartment-style, all-suite hotel with saltwater pool and fitness center. Suitable for both long-term and short stays, rooms feature full kitchens and separate living and bedroom areas. 🐾🏊



SpringHill Suites

3084 West Shore Drive, Holland
(616) 399.2500
marriott.com/grrsl

Modern and stylish all-suite hotel designed to help guests relax and revitalize so they can leave refreshed.



Tru by Hilton

12400 Riley St, Holland
hilton.com/en/hotels/grrruru-tru-holland-mi

Opening Spring 2025. Minimal, meet meaningful. At Tru, you get functionally fun-sized rooms with all the essentials.

Discover more at holland.org



78 East 8th St • Holland, MI 49423 • 800-506-1299 • holland.org