

NOT ALL CHEESE AND TULIPS

Holland may be only a small country but it had the largest stand at the World Travel Market. Likewise, it may not be the most exotic of places to visit, but it does boast what is probably the world's most famous flower: the tulip. Flowers are in fact a mainstay of the Dutch economy, not just tulips but hyacinths, daffodils and, in all, more than 4,000 different kinds of flowers and 1,500 species of plants.

Next year is a special year for flowers, even by Dutch standards: from April 10th till October 11th the Floriade will take place. This is the World Horticultural Exhibition which will be held on a site of no less than 70 hectares.

Edam cheese is another famous Dutch export, but if you are more of a connoisseur of fine arts, why not visit the Rembrandt Exhibition which runs till March 1st? Holland has also its share of museums among which: the "Museum for the Bulb" in Lisse, which is dedicated entirely to the bulb and the bulb industry. There is also a tree nursery museum and a museum cum nature resort, the "Hoge Veluwe National Park.

Among other major international events taking

place next year is the Rotterdam Marathon (5 April), the North Sea Jazz Festival (9-12 July) in the Hague, and an Old Music Festival (Renaissance, Baroque, Classical and Romantic) to be held in Utrecht (28 August to 6 September).

Entry to Holland is by air, sea or via France or Belgium. Sealink/Stena, North Sea Ferries and Olau Line serve Holland from a number of ports, while British Airways and Royal Dutch Airlines are among the regular services from London and Manchester.

For further information contact VVV Amsterdam Tourist Office, Postbus 3901, NL-1001 AS Amsterdam.

SWALLOW launches "Standby" discounts for Christmas holidays booked on Christmas Eve - 10! reduction for mystery destinations - Record bookings as habit grows to avoid the "Yule slog"

Record Christmas and New Year bookings for Swallow Hotels, up 20% and 15% respectively