

OFFICIAL VISITOR GUIDE 2026

THIS IS HOLLAND

Amsterdam · Rotterdam 24€

https://thisisholland.visit-tickets.com/en/ · Skip-the-Line Tickets & Official Prices



History & Experience

ORIGIN & HISTORY

From Concept to Sky-High Reality

GOOGLE 4.7 ★★★★★ 11 870 reviews

TIQETS 4.7 ★★★★★ 636 reviews

The story of **THIS IS HOLLAND** begins with a bold ambition: to bring the world's most advanced flight simulation technology to Amsterdam. Inspired by Disney's Soarin' attraction, which debuted in 2001 at California Adventure Park, this project was initially conceived under the working title 'Fly over Holland' by Brand New Leisure. However, financial challenges delayed its realization until real estate developer Nedstede took over in 2016. The result is a technological marvel that opened on **October 12, 2017**, marking a significant milestone as the first panoramic flight simulator in the Benelux region and only the fourth in Europe.

Built by renowned ride manufacturers **Vekoma** and Brogent Technologies, the attraction represents one of the most expensive tourist installations in the Netherlands, with a staggering budget of **€18 million**. This colossal investment allowed for the creation of a unique cylindrical pavilion, standing 24 meters high, situated on the former Shellterrein Overhoeks industrial site. The building itself is an architectural statement, housing the simulator above the underground parking garage of the A'DAM Toren, seamlessly blending modern engineering with the repurposed industrial heritage of Amsterdam-Noord.

What sets THIS IS HOLLAND apart is not just its hardware, but the meticulous curation of its content. To capture the essence of the country, filmmakers used specialized **6k cameras with fisheye lenses** mounted on helicopters and drones. This required special permissions from nature organizations and municipalities to fly extremely low over protected areas. The footage includes exclusive shots of the Amsterdam canals, skaters on natural ice in Friesland, and the iconic windmills of Kinderdijk, creating a visual tapestry that is both authentic and breathtakingly cinematic.

In recent years, the experience has evolved further with the introduction of new panoramic films in 2024 and 2025. These updates utilized a specially built large drone equipped with an IMAX camera, allowing for even more intimate and dynamic perspectives. This continuous innovation ensures that visitors are not just seeing static images, but experiencing a living, breathing portrayal of Dutch landscapes, from the bustling port of Rotterdam to the serene Wadden Sea, keeping the attraction at the forefront of immersive tourism.

THE EXPERIENCE

Stepping into the **cylindrical pavilion** of THIS IS HOLLAND feels like entering a futuristic portal. The architecture immediately signals that this is no ordinary museum; it is a temple of sensory immersion. As you ascend through the levels, the atmosphere shifts from informative pre-shows to anticipatory excitement. The lighting is carefully calibrated to guide your focus, while the ambient sounds of wind and distant seagulls begin to hint at the adventure awaiting you. It is a space designed to strip away the distractions of the city outside, preparing your mind for a journey across the skies.

The true magic unfolds when you board the gondola. Suspended **10 meters above the ground**, you face a massive 19-meter-high spherical screen that envelops your entire field of vision. There are no windows, no barriers—only the illusion of open sky. As the gondola pushes forward, the floor seems to drop away, and you are instantly transported. The combination of **wind jets, mist, and scents** creates a multisensory reality where the boundary between simulation and actual flight dissolves completely. You are not just watching the Netherlands; you are flying over it.



PREPARING FOR YOUR VISIT

Practical Information

ADDRESS

Amsterdam-Noord · Ferry: Buiksloterweg (free, every 4 mins from Central Station) then 4 min walk.

OPENING HOURS

Open daily from 10:00 AM to 5:00 PM. Check specific hours during school holidays or public holidays.

PRICES

From €22. Free with the I amsterdam City Card (time slot booking mandatory).

VISIT DURATION

Allow about 1 hour for the full experience, including interactive pre-shows and the main 9-minute flight. Plan this time to avoid rushing.

PHOTOS

The souvenir photo is taken via chromakey before the flight. Photos during the flight are prohibited for safety reasons and total immersion.

AUDIENCE

Ideal for families and hurried travelers. Strict restrictions: minimum height required, forbidden for pregnant women and people suffering from heart or back pro

HOW TO GET THERE

Access & Transportation

Metro / Tram

: Central Station Kiss & Ride — 6 min à pied

Central Station Kiss & Ride (7 min) · North Station (13 min)

Bus

: Central Station — 5 min à pied

Central Station Kiss & Ride (10 min) · North Station (19 min)

Car

Central Station Kiss & Ride (5 min) · North Station (12 min)

OV-fiets / Bike

Central Station Kiss & Ride (4 min) · North Station (15 min)

LOCALISATION

Où se trouve THIS IS HOLLAND ?



📍 THIS IS HOLLAND, Overhoeksplein 51 — 1031 KS Amsterdam

🌐 52°23.051′ N, 4°54.132′ E



ORGANIZATION

Navigating the Immersive Journey

Level 1: Pre-Show & Interactive Zone

Upon arrival, visitors enter the interactive lobby where they engage with touch panels and QR codes to learn about Dutch culture. This level hosts the first pre-show, a 10-minute film presented by Jolijn Henneman (since July 2024) that explains how the Netherlands reclaimed land from the sea. Here, you also take your souvenir photo using the chromakey system before ascending to the main hall.

Level 2: Safety Briefing & Gondola Boarding

After taking the elevator up, visitors watch a second pre-show detailing the specific locations featured in the flight and providing crucial safety instructions. This level leads directly to the boarding area where guests are assigned to one of the four gondolas. Each gondola seats ten people and is secured with lap bars, ensuring safety while maximizing the sensation of freedom during the lift-off.

Level 3: The Main Flight Experience

This is the heart of the attraction, featuring the massive 19-meter spherical screen. The gondolas are pushed forward, suspending visitors 10 meters above the floor. Here, the 9-minute film plays, synchronized with wind, mist, and scent effects. The immersive environment transports you over 22 authentic locations, from the Amsterdam canals to the Wadden Sea, creating a visceral sense of flight without leaving the building.

ACCESSIBILITY

♿ **Accessibility for people with reduced mobility**

Building accessible for people with reduced mobility, but experience not suitable for severe sudden

👨‍👩‍👧 **Families**

Ideal for families with children of sufficient height; check restrictions before visiting.

🎧 **Audio guide**

French, English, Dutch



Must-sees

SELECTION

Key Moments of the Flight

01 Main Hall

The Spherical Screen Immersion

The centerpiece of the experience is the **19-meter high curved screen** that wraps around the viewer. Unlike flat screens, this bowl-shaped display eliminates peripheral distractions, making the illusion of flight convincing. The resolution is so high that individual blades of grass and water ripples are visible, enhancing the realism significantly.

> 💡 The screen's curvature is precisely calculated to match the human field of vision, reducing eye strain and increasing the **sense of depth** during rapid movements.

02 Film Segment 1

Flight Over Amsterdam Canals

One of the opening sequences takes you soaring over the **Grachtengordel**, Amsterdam's famous canal ring. The camera glides closely past historic gabled houses and bridges, offering a perspective rarely seen from the ground. The detail allows you to spot reflections in the water and the intricate architecture of the 17th century.

> 💡 Filming these scenes required special permits to fly extremely low over protected heritage sites, capturing **exclusive angles** unavailable to standard tourists.

03 Film Segment 2

Zaanse Schans Windmills

The flight continues to Zaanse Schans, where you circle around iconic **Dutch windmills**. The drone footage captures the mechanical movement of the sails and the rustic charm of the wooden houses. This segment highlights the historical importance of wind power in Dutch industry and drainage systems.

> 💡 The use of a specialized **IMAX-equipped drone** allowed filmmakers to weave between structures that helicopters could not safely navigate, adding dynamic motion to the scene.

04 Film Segment 3

Tulip Fields in Bollenstreek

Visitors are treated to a vibrant descent over the **Bollenstreek**, known for its endless rows of colorful tulips. The vivid colors pop against the green landscape, and the scent effect releases floral aromas at this precise moment. It is a sensory peak that combines visual beauty with olfactory delight.

> 💡 The timing of the **scent release** is synchronized millisecond-perfectly with the visual cue, ensuring the smell hits you exactly as you see the flowers.

05 Film Segment 4

Schiphol Airport Approach

A thrilling sequence involves flying near **Schiphol Airport**, where you witness planes taking off and landing. The scale difference between the simulated aircraft and the real ones creates a dizzying sense of speed and altitude. Wind jets intensify here to mimic the turbulence of airport airspace.

> 💡 Capturing this footage required coordination with air traffic control to ensure safety while getting **close-up shots** of commercial jets in action.

06 Film Segment 5

Rotterdam Port Panorama

The flight transitions to the industrial might of **Rotterdam's port**, the largest in Europe. You soar between massive cargo ships and cranes, emphasizing the economic backbone of the Netherlands. The contrast between the natural landscapes earlier and this urban industrial zone showcases the country's diversity.

> 💡 The drone maneuvered **between two moving ships** for one shot, a feat impossible with traditional helicopter filming due to safety regulations.

07 Film Segment 6

Wadden Sea & Nature

Towards the end, the scenery opens up to the vast **Wadden Sea**, a UNESCO World Heritage site. The wide-angle shots capture the tidal flats and seabirds, highlighting the ecological importance of the region. The mist effect adds a cool, damp sensation reminiscent of the North Sea breeze.

> 💡 Special permissions were granted by **nature organizations** to film over sensitive habitats without disturbing wildlife, ensuring ethical documentation.

08 Film Segment 7

Natural Ice Skating in Friesland

A unique winter scene shows skaters on **natural ice** in Friesland, a rare occurrence due to climate change. This segment captures the cultural tradition of 'IJsselmeer skating' and the communal joy of outdoor ice sports. It serves as a poignant reminder of the Netherlands' relationship with water and weather.

> 💡 This footage was captured during a specific cold snap, requiring the production team to wait for **perfect freezing conditions** to get the shot.

TIPS

Essential Tips for a Smooth Visit

TIMING

Arrive 15 minutes early to allow time for security checks and medical restrictions. Height and health checks are strict and can slow down access if you arrive exactly at your reserved time.

BILLET

If you have the I amsterdam City Card, entry is free, but you MUST book a time slot online in advance. Without a reservation, access will be denied regardless of card validity.

PARCOURS

Plan for approximately 1 hour total. This includes the two pre-shows, the interactive quiz, the souvenir photo, and the 9-minute flight. Do not rush; each step enhances the immersion.

PHOTO

Your only visual souvenir is the chromakey photo taken before the flight. Smile well and pose naturally, as this image will be integrated into the aerial landscape. Photos during the flight are prohibited for safety.

PAUSE

Combine your visit with a meal at Restaurant The Eye or the Holland Lounge inside the attraction. The terrace offers a great view of the IJ canal after the intense sensory experience.

ENFANTS

Check child height restrictions beforehand. Children under 4 years old or shorter than 100 cm cannot participate. Verify this on the website to avoid disappointment at the gate.

AUDIOGUIDE

While not explicitly an audioguide, the pre-shows serve as essential context. Listen carefully to the safety briefing and location descriptions to fully appreciate the landmarks you will 'fly' over.

CONFORT

Wind and mist effects may dampen hair and clothing. Wear appropriate attire if you are sensitive to moisture. The indoor environment is climate-controlled, so comfortable shoes are sufficient.



FREQUENTLY ASKED QUESTIONS

FAQ

Does the I amsterdam City Card cover entry?

Yes, access is free with the card, but a time slot reservation is mandatory on the official website before your visit. Present your digital confirmation and physical card at the entrance to avoid any refusal of entry.

Do I really need to book in advance?

Yes, highly recommended, especially during peak season and weekends. Time slots fill up quickly. Without a reservation, the risk of long waits or denied entry is high, even though occasional spots may open up.

Are there combined tickets available?

Yes, offers exist with A'DAM Lookout. These packages allow you to explore the North Quarter completely: simulated flight, real panoramic views, and often facilitated access. Check synchronized availability on the site.

How far in advance can I cancel?

Conditions vary depending on the type of ticket purchased. Generally, free cancellation is possible up to 24 hours before the time slot. Consult specific terms during checkout to confirm the refund policy.

How long does the total experience last?

Allow approximately 1 hour in total. This includes the two pre-shows, the interactive quiz, the souvenir photo, and the main 9-minute flight. Plan for 15 minutes early for security checks and medical restrictions.

DID YOU KNOW?

Anecdotes & curiosities

The €18 Million Investment

THIS IS HOLLAND is one of the most expensive attractions in the Netherlands, costing **€18 million** to build. This budget covered not just the Vekoma and Brogent Technologies machinery, but also the custom cylindrical pavilion and the extensive filming campaign across the country.

Heir to Disney's Soarin'

The technology is based on **Disney's Soarin'**, which opened in 2001. However, THIS IS HOLLAND adapts this platform specifically for Dutch landscapes, offering a localized experience that resonates deeply with both locals and international visitors.

First in the Benelux

When it opened in 2017, it was the **first panoramic flight simulator** in the Benelux region. Only three other similar attractions existed in Europe at the time, making it a pioneering venture in Dutch tourism technology.

Suspension Technology

The gondolas are pushed forward, leaving visitors suspended **10 meters above the ground**. This elevation is crucial for the psychological effect of free-fall and openness, distinguishing it from seated simulators that remain on the floor.

AROUND THE MUSEUM

Located in the vibrant district of **Amsterdam-Noord**, THIS IS HOLLAND is perfectly positioned for a broader cultural exploration. Just steps away stands the iconic **Eye Filmmuseum**, whose striking architectural design complements the high-tech nature of the simulator. After your flight, you can easily visit the Eye to delve deeper into cinema history or enjoy a light lunch at **Restaurant The Eye**, which offers a terrace overlooking the IJ canal. For those seeking panoramic views from a real height, the nearby **A'DAM Toren** provides a stunning vantage point of the city center, often available via combined tickets. The area also features the transformed **Shellterrein Overhoeks**, a former industrial site now hosting various cultural venues, making it an ideal spot for a half-day outing that blends technology, art, and urban renewal.



THIS IS HOLLAND is more than a ride; it is a condensed love letter to the Netherlands, experienced in just **nine minutes**. Whether you are a seasoned traveler or a first-time visitor, the sensation of soaring above tulip fields and historic castles leaves an indelible mark. It offers a perspective rarely accessible, turning geographical distance into emotional proximity. Do not let this opportunity pass—book your slot, feel the wind in your hair, and discover why this remains the **most impressive simulator** in Europe. Your aerial adventure awaits.