



Discover Royal FloraHolland!

Every morning, thousands of flowers and plants are sold through the digital platform to buyers worldwide. Want to see how that works? Come with us and get a unique look behind the screens of this blooming trade!

- **Walk around by yourself or with a guide** - discover it at your own pace or get insight from an expert.
- **Tip** - come early and experience the dynamics of the busiest hours.
- **An extraordinary experience** for everyone who loves flowers and plants!

HIGHLIGHTS OF THE TOUR

- The hanging runway for flowers and plants with the longest barcode ever.
- The logistics operation of some of the 100,000 transactions per day.
- Take a look at Royal FloraHolland's more than 100-year history.
- Make your own 'green screen' video on a real logistics tractor with a stack truck behind it!
- Take a 'flowery' selfie at the cabinet (30) with a background of your choice.
- Do you have the genes of a born buyer? Play the auction game! Even though we now work on a digital platform, procurement is almost like the old days.



ROYAL FLORAHOLLAND LOCATIONS

See how traders and growers come together in a dynamic game of supply and demand. A unique look behind the scenes.

FUN FACT! Our location in Aalsmeer is as big as:

243
football
pitches



Visit the largest floriculture marketplace

The largest international marketplace for everyone who loves flowers and plants!

royalfloraholland.com



CONTACT

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Opening hours

Monday to Wednesday	7:00 - 11:00
Thursday	7:00 - 9:00
Friday	7:00 - 11:00



CONNECT TO GROW

