



Ámsterdam

# HOLLAND CASINO SETS THE TREND IN THE NETHERLANDS



Van Gogh Museum, Ámsterdam



Holland is one of the smallest countries in the world, with a total area of 41,864 km<sup>2</sup>. With 16 million inhabitants, it is also one of the most densely populated countries, having 481 inhabitants per km<sup>2</sup>.

Holland was one of the six founding members of the European Community, occupies the sixth place in the world for exports and investments, and is the third biggest exporter of agricultural produce. Holland has the highest concentration of museums in the world, with 42 in the capital, Amsterdam, alone.





#### HOLLAND CASINO

The National Foundation for the Operation of Casino Games in the Netherlands was formed in early 1974. Later that year, Casino Games provisions were added to the betting and Gaming Act. In late 1975 the Nationale Stichting Casinospelen was licensed to operate Casino games.

In March 1976 Holland Casino opened its head office at Amsterdam Schiphol airport, and in October that year, the first Casino was opened in Zandvoort.

Holland Casino was formed in 1976 with special permission from the Dutch government, which granted an exclusive licence.

Holland Casino is under government control; the members of the Supervisory Board are appointed by the Secretary of State for Finance in consultation with the Minister of Justice.

As from 2004, the Ministry of Finance has been Holland Casino's shareholder. Holland Casino surrenders all its net profits to the state. Holland Casino's business strategy is consistent with the policy objectives of Central Government: consumer protection, reduction of problem gambling and fighting, illegal gambling and crime. The organisation now has 12 Casinos and almost 5,000 employees and over a 6 million visits each year.

Holland Casino aims to become a leading European gaming organisation and has acquired several contracts for the provision of management expertise and know-how to overseas Casino organisations, contributing to the opening of Casinos in Spain, Canada, Switzerland, and Sweden.

In 2004, Holland Casino was approached by Casino organisations in Sweden and Canada to develop specialist professional training and auditing programmes for their middle and senior management.

*"Holland Casino is one of the oldest and therefore most experienced Casino companies.*

*Part of our strategy is to innovate always. Another thing that*



Holland Casino executives: W.G. Kooijman, chief financial officer; H. P.M. Kivits, chief executive officer; and W. M van Erve, secretary to the Executive Board

*keeps us ahead is the fact that we started to fight against gambling addiction in the 80s. Our active gambling addiction prevention policy is known worldwide to be one of the best. The concept of Casinos is starting to change. The market is changing. Holland Casino therefore wants to be more than just a Casino. We are looking to provide our clients with an enjoyable afternoon, or a good night out. We try to offer our clients a broader experience. Therefore we are now competing with other entertainment venues.*

*We do this by trying to get rid of the big step: that first step necessary to visit a Casino. We want to get rid of the image Casinos tend to have. Casinos are no longer places for the elite and the rich, but for everyone.*

*To encourage this we have created the idea of having a separate area where the game is explained in detail, and where minimum bets are lower. It has a more relaxed atmosphere, and the staff is open to questions and willing to help", said Ron J. Goudsmit, vice president of Holland Casino International.*

Holland Casino Amsterdam

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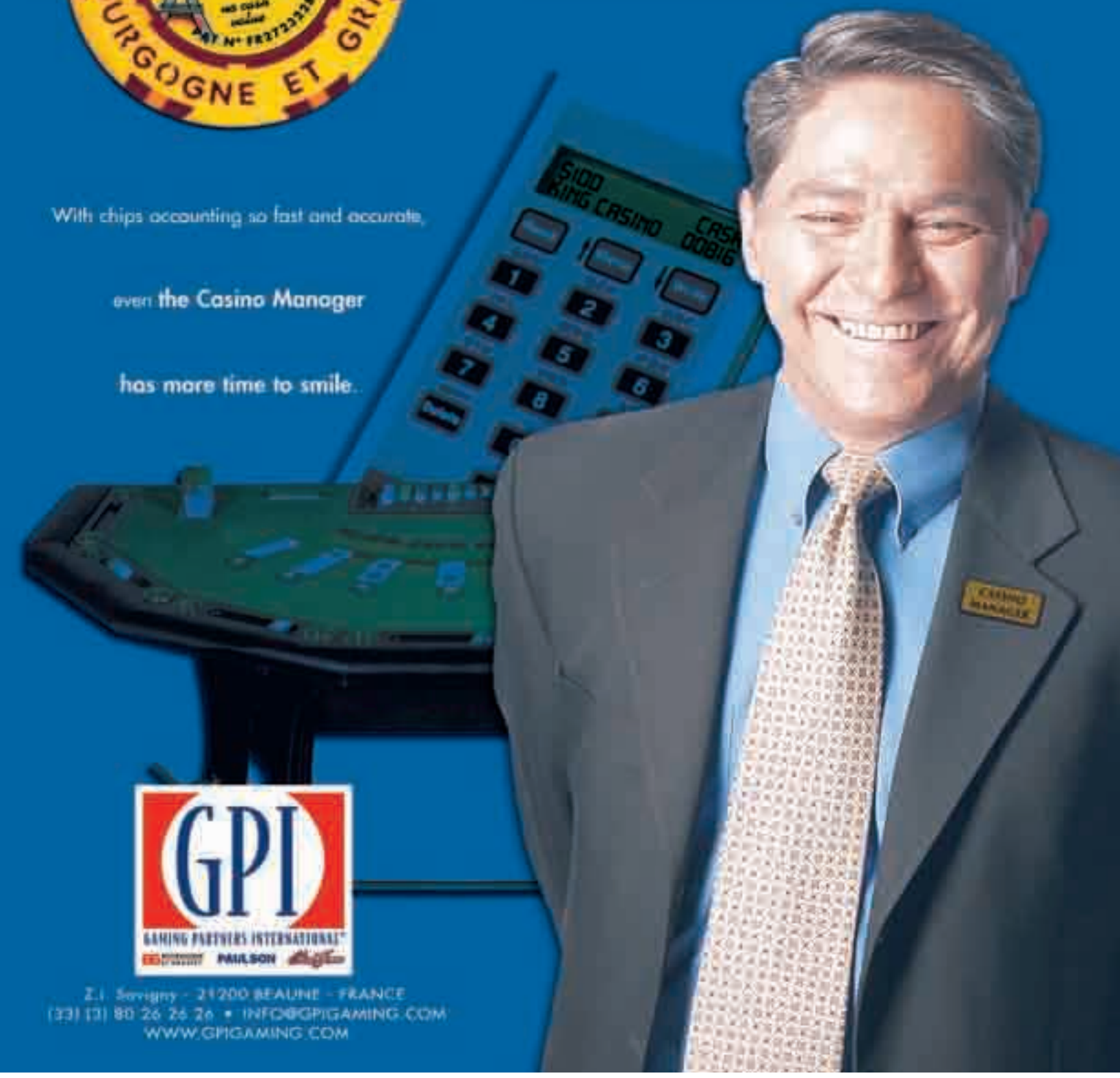
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One of the famous Amsterdam canals



Holland Casino Amsterdam



View of Holland Casino Amsterdam

**HOLLAND CASINO BREDA**

Holland Casino Breda Casino is the biggest Casino in Europe. First opened in October 1987, since summer 2003 it has been situated in a magnificently rebuilt monastery in Breda.

Holland Casino Breda is situated on the outskirts of the city next to one of the most important approach roads. It has several bars and a brasserie, and also offers the "Downtown Experience" every Saturday night. Holland Casino Breda has 38 Gaming Tables and 703 Slot Machines. The Casino has 340 employees and welcomed 607,000 visitors in 2004.



A tourist street in Breda



Holland Casino Breda



Inside Casino Breda

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#### HOLLAND CASINO EINDHOVEN

Opened in June 1993, Holland Casino Eindhoven is located in the Heuvel Galerie directly opposite the Frits Philips Muziekcentrum (Music Centre) in Eindhoven Market square in the city centre.

Holland Casino Eindhoven has 21 Gaming Tables, 421 Slot Machines, several bars and a restaurant.

With 213 employees, this Casino received 429,000 visitors in 2004.



Market Square, Eindhoven



Holland Casino Eindhoven

#### HOLLAND CASINO ENSCHEDE

Holland Casino Enschede, opened in June 2002, is located in the centre of Enschede.

25 Gaming Tables, 639 Slot Machines, several bars and a restaurant.

The Casino has 169 employees and in 2004 received 324,000 visitors.



Enschede Square



Holland Casino Enschede



Groningen

#### HOLLAND CASINO GRONINGEN

This Casino, opened in November 1988, is located right in the city centre.

Holland Casino Groningen has 19 Gaming Tables, 393 Slot Machines, several bars and a restaurant.

The Casino has 198 employees and welcomed 340,000 visitors in 2004.



Holland Casino Groningen



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