

Post-Summit Fam Trip Friesland – Cycle Summit 2026

6 October (16:00) – 8 October (appr. 10:00)

Max. 15 participants

Discover Friesland: one of the Netherlands' most iconic cycling regions, famous for its water landscapes, historic towns and world-class cycling infrastructure. This exclusive post-summit fam trip combines culture, cycling and local hospitality, offering the perfect setting to explore Friesland's potential for international cycling travel products.

Day 1 - Welcome to Leeuwarden: Culture & Connections

After arriving in Leeuwarden, Friesland's vibrant capital city, we start the fam trip with an inspiring cultural introduction and a guided walk through the historic city centre, offering a first taste of Friesland's atmosphere and character.

In the evening, we enjoy a high-quality dinner together with local tourism stakeholders an excellent opportunity to connect, exchange ideas and explore potential collaborations.

Day 2 - Cycling through the Frisian Landscape & Historic Towns

This day is all about experiencing Friesland the best way possible: by bike. We cycle through Friesland's open landscapes, along canals and lakes, visiting several charming towns that are part of the famous "11 Cities" route.

Along the way, we enjoy local hospitality, time to explore authentic city highlights and a relaxed lunch stop. The day ends in another Frisian village, where we combine culture and heritage with a social dinner together with regional tourism partners.

Day 3 - Farewell Friesland

After breakfast, the trip concludes with a smooth transfer to the train station (Heerenveen), allowing participants to continue their journey easily.