

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



CONTACT

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Opening hours

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

FACTS AND FIGURES

23.200 
different species of
flowers and plants


44
million

flowers
are traded
daily

1.732.696 m²
Location Aalsmeer

Top 3 flowers
annually

- 1 Rose
(2.9 billion)
- 2 Tulip
(1.5 billion)
- 3 Chrysanthemum
(1.2 billion)

Top 3 plants
annually

- 1 Phalaenopsis
(106 million)
- 2 Kalanchoe
(83 million)
- 3 Potted rose
(49 million)

Top five export
(Germany, UK, France, Italy and Poland)



Top five import
(Kenya, Ethiopia, Israel, Belgium and Germany)



2.500
buyers
(incl. international)

3.500
employees

4.900
suppliers

5.1 billion
product sales
per year

100.200
(clock) transactions
per day

WALKING ROUTE

Below you can see the walking route with numbers. These can be found as pink signs on the bridge. The signs correspond to the numbers in the **izi. Travel App**. You will get a summary of about 1 minute per board. Press the i button for detailed information.

