

An aerial architectural rendering of a coastal city development. The image shows a mix of residential housing, including long rows of modern apartment blocks and smaller, more varied buildings. There are green spaces, parks, and a large circular landscaped area. A waterfront area features a pier, a Ferris wheel, and other leisure facilities. The city is situated next to a large body of water, with a bridge visible in the distance.

gemeente

Lelystad



LELYSTAD

CITY OF OPPORTUNITIES

**WATERPARK HOTEL DEVELOPMENT OPPORTUNITY
OPEN FOR LEISURE OPERATORS**



LELYSTAD CITY OF OPPORTUNITIES

A young, fast-growing city, just over 40 minutes from Amsterdam, with a special history. With a history that has given us a pioneering spirit. That's Lelystad! And you can be part of that.

We invite leisure operators to participate in the development of the 'Batavia Quarter', an already well visited area with, among other facilities, Batavia Stad Fashion Outlet (3 million visitors) and museum Batavialand (with VOC ship) and the Batavia Harbour that is being completely transformed into the leisure destination of the Netherlands.

The first phase is the development of the water park hotel on a plot of +- 2 hectares, right next to Batavia Stad Fashion Outlet. This concerns a high-profile water park and a (family) hotel that have been integrated into one whole and where the whole has been themed and developed to a high standard in such a way that it has international allure. We are looking for a leisure operator that has the same spirit as our city and wants to take advantage of this unique opportunity.

Lelystad is ambitious. That is why we are looking for entrepreneurs with the same ambitions and guts, who want to build an even more beautiful and attractive destination, together with us and our partners. Are you such an entrepreneur and do you share our vision? Then you will find many opportunities in Lelystad. You will literally and figuratively get all the space you need!

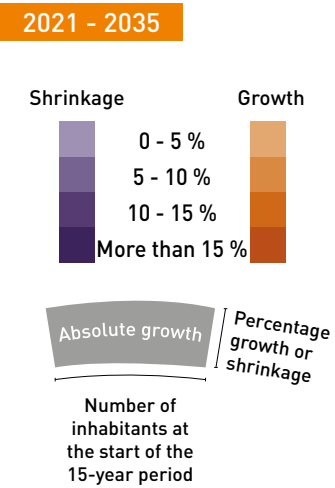
LELYSTAD IN A NUTSHELL



The city’s pioneering spirit makes it the perfect home for entrepreneurs. Lelystad offers an upcoming international airport, state of the art innovative business areas, attractive and affordable housing, all within a green and blue environment and a huge nature reserve with dynamic wetlands.

City of opportunities
 Lelystad is one of the youngest Dutch cities, a rapidly developing part of the Amsterdam Metropolitan Area (MRA). In terms of physical space, Lelystad is one of the largest municipalities in the Netherlands. This abundance of space offers a near infinite number of opportunities for business growth. Add to this the city’s pioneering mentality and you will find Lelystad to be inviting to ambition and innovation. Located in the centre of the country with excellent accessibility by road, water, air and train, Lelystad offers the perfect conditions for successful leisure operations.

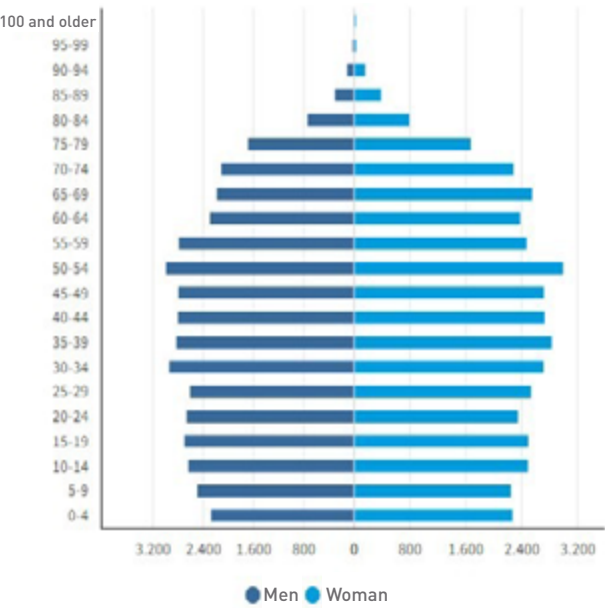
Growth and shrinkage of the population until 2035



CATCHMENT AREA (smappen.com / CBS)	POPULATION
Lelystad	83.648
<30 min. driving time	190.625
30-60min. driving time	2.395.490
60-90 min. driving time	4.882.544
Total 0-90 minutes	7.468.659

Population Pyramid - Lelystad

Lelystad, amount



LELYSTAD ALWAYS NEARBY

Good accessibility is very important for residents, businesses and investors. In recent years, substantial investments have been made in infrastructure to connect the 'Randstad' and the north even better. By road, rail, water and air.

CENTRAL LOCATION

The city of Lelystad is connected to the heart of Amsterdam by road (45 minutes), water, and rail. There is a direct connection with Schiphol airport, which is only 40 minutes by train away from Lelystad Central Station.

With the growth of tourism, the opportunities for entrepreneurs in Lelystad are also growing. Due to its location on the IJsselmeer and the Markermeer, Lelystad is ideal for both business and recreational purposes. National and international tourists find their way to one of the 5 marinas of Lelystad. With their own boat, or via river cruises.



Aviation Museum Aviodrome, Lelystad Airport (175,000 visitors per year)





Scan the QR-code
to get an
impression of the
current situation

WELCOME TO THE BATAVIA QUARTER

In Batavia Quarter, the heart of the coastal area of Lelystad, the growth ambition in the field of leisure economy is taking shape. With the major footfall drivers 'Batavia Stad Fashion Outlet', 'Museum Batavialand' and the 'Batavia Harbour', this already appeals to a large group of people. Young and old, local, national and international visitors. It is a unique leisure destination, with many opportunities for entrepreneurs. Especially because the area is in full development. There is literally a lot to do!

The coming years the Batavia Quarter will turn into the leisure destination of the Netherlands, with something for everyone. Imagine for example an extreme adventure park, a theme park boardwalk, an amazing hotel at the very end of the boardwalk, a river cruise terminal (direct connection to Amsterdam) and a Waterpark Hotel.

The first phase is the realisation of the Waterpark Hotel. To this end, we invite internationally established leisure operators to be part of this grand development.

PROPOSITION



The Batavia Quarter offers a premium experience for young and old. With shopping in a stylish retail environment (Batavia Stad Fashion Outlet), a unique cultural offer (Museum Batavialand), modern Batavia Harbour, supplemented with cosy restaurants and good facilities reinforce each other. The Batavia Quarter therefore offers all the ingredients for a complete day out in a relaxed environment at the waterfront area.

BATAVIA STAD FASHION OUTLET

In 2001, Batavia Stad Fashion Outlet opened its doors on the coast of Lelystad. With a size of 31,000 m² and more than 150 shops offering more than 250 international fashion brands, it is a true shopping walhalla. With various catering concepts and long opening hours (363 days a year), Batavia Stad Fashion Outlet already acts as a great magnet for the entire Batavia Quarter.



“We are proud to be part of the Batavia Quarter and welcome about 3 million guests a year. We continue to grow, and are pleased with the ambitions and initiatives of the municipality of Lelystad to further develop the area.”
Otto Ambagtsheer, CEO Batavia Stad Fashion Outlet



BATAVIALAND

In Batavialand you experience the discovery of the history of the province of Flevoland, land below the sea level. Thousands of years of history have been found in the youngest province of the country and the largest polder in the world.

Here, you walk on the bottom of the 'Zuiderzee', which has been drained in two polders to today's Flevoland. The museum is located on the waterfront, where you can directly experience the 'Land from the Water'. When the polder was created, the world's largest ship graveyard emerged on dry land. Over 450 wrecks have been found, some of which can be admired, with their inventory, in the museum. The ship's history is reconstructed in the workshops, and you can see the activities of traditional shipbuilding.

In the coming years, Batavialand will renovate the Batavia ship and relocate the wharf workshops, through the expansion of the depot and knowledge center for the maritime archaeological national collection. Their main target groups are currently international tourists, locals, families and culture lovers.

***"It** is a unique opportunity that a city in the Netherlands can grow at such a level and scale, even on the water. The future offers entertainment and fun for everyone. Be part of this growth brilliant!" Astrid Hertog, director of Batavialand.*



BATAVIA HARBOUR

Batavia Harbour (Bataviahaven) is the main port of Lelystad. Two striking apartment complexes with restaurants and bars look over the harbour. Three more apartment complexes with facilities will be added. A boulevard and both Batavia Stad Fashion Outlet and Batavialand Museum are within walking distance. That makes Batavia Harbour an ideal place for tourists. Thousands of passers-by moor in the harbour for one or more nights, every year. More and more river cruise ships are opting for Lelystad. Batavia Harbour is a boarding and disembarking point for river cruises. That brings many tourists to Lelystad.

“The Batavia Quarter is one of the most promising developments in the Netherlands. I am pleased that we can play such a prominent role in this with our port. There are so many opportunities here.”
Joop van Diest, director of the Bataviahaven Foundation



BATAVIA QUARTER, PLENTY OF DEVELOPMENT OPPORTUNITIES

The Batavia Quarter will become the leisure showpiece of Lelystad, and even the province of Flevoland. And you can be part of it! We are happy to present all future developments and the first tangible development: the Waterpark Hotel.

There are plenty of opportunities in the area of water sports, leisure and retail in the Batavia Quarter, precisely because tourism is on the rise. Tourists from large cities, such as Amsterdam, look for experiences in the region and benefit from greatly improved connections and accessibility. Nature, water and our special history attract many tourists to Lelystad. We aim to grow to 6 million visitors in 2030 - 2040; doubling the current number.

The Batavia Quarter will be the melting pot of this all, and promises to be a versatile leisure destination for all different kind of target groups.

STRENGTHEN EXISTING ATTRACTIONS

In line with the waterfront vision, the current three major footfall drivers in the area also have plans to strengthen their position.

- **Batavia Stad Fashion Outlet** aims to grow to 3,5 - 4 million annual visitors in the coming years. By expanding the area, this number is achievable.
- **Museum Batavialand** will transform into a museum, workshop and knowledge center in one. An accessible cultural place, where the public is actively involved in history and activities.
- **Batavia Harbour** functions as a 'turnaround' port for river cruises, which means that many tourists come to Lelystad. Guests of these ships often stay one or a few nights in a nearby hotel, before or after departure.

STARTING POINT IS COASTAL VISION 2030

With regards to the Batavia Quarter:

- **Ambition:** easily accessible, high-quality and attractive area with a maritime character where visitors can spend a fascinating day (or two).
- **Core qualities:** complete multi-day experience, shopping outlet, modern harbour, cultural offer and location at the waterfront.
- **Target group:** visitors who enjoy luxury and conviviality and are interested in relaxation, shopping, water sports, events, entertainment and culture.
- **Approach:** substantial intensification of land use in the form of f&b, edutainment, retail and water sports.



SPATIAL LAYOUT BATAVIA QUARTER

The Batavia Quarter forms the lively heart of the waterfront. The spatial design builds on the structure of a neighbourhood located around the harbour basin. Where Batavia Stad Fashion Outlet is yet an independent development, the master plan connects Batavia Harbour, Batavia Stad Fashion Outlet and Batavialand to form a continuous area: The Batavia Quarter. The pattern of streets and squares is reinforced by the construction of new (mainly) leisure facilities on the current open spaces in the area. The boulevard fulfills the connecting role of the new with the existing program in an attractive public space, where entertainment is key. Batavia Stad Fashion Outlet will expand all the way to the water, with a square full of restaurants, attractions and live entertainment at its heart. On both sides, the boulevard has a more green character, with an extreme adventure program, for example a climbing park and an amphitheater at the waterfront. The boulevard does not exactly follow the dike route and therefore has an idiosyncratic character that expresses the natural context of the waterfront. It also establishes a link with the natural residential landscape on the south side of the coast: Meerdijkhaven.

Below you will find a number of impressions of possible developments as included in the first draft urban plan of urban planning office Mecanoo 2023 changes reserved!

Extreme Adventure Park
Indoor theater

Batavia Stad Fashion Outlet

Museum Batavialand
Cultural attraction

Batavia harbour;
Cruise port
with capacity for approx
9 cruise ships



EXTREME ADVENTURE PARK INDOOR ENTERTAINMENT

- 1 Extreme Adventure Park with e.g. high ropes courses, ziplines and a sky jump from the TV Tower, (indoor) wave surfing, bouldering and so on.
- 2
- 3
- 4 Boardwalk Theme Park (pay per ride)
- 5 Indoor (cultural) Entertainment Center



BATAVIA STAD FASHION OUTLET

- 6 Batavia Stad Fashion Outlet expansion, including attractions and restaurants



MUSEUM BATAVIALAND CULTURAL ATTRACTION

- 7 Boat space rescue company
- 8 Workshops and exhibition
- 9 Open air theater.
- 10 Boardwalk Theme Park (pay per ride)
- 11 High End Hotel and River Cruise Terminal





WATERPARK HOTEL

The Waterpark Hotel is built right next to Batavia Stad Fashion Outlet and the renovated Museum Batavialand. A resort of international allure, on a plot of ±2 hectares (5 acres), ready for the future! Spectacular slides, high-quality theming, and beautiful family rooms and suites, in the heart of the Batavia Quarter.

We are looking for the best leisure operator to jump on board of this opportunity and develop and operate the first truly large indoor water park hotel in the Netherlands, at a prime location, in the heart of our country.

WHO ARE WE LOOKING FOR

We are looking for an operator that is able to make the necessary investments, can realise an internationally leading waterpark hotel, and has the capacity to operate it at a top level.

We aim for the very best and therefore look for the very best. The formal procedures to achieve this have already been set in motion. The next step is to select the most suitable party and work with them to make the plan a reality. Could that be you?

NEXT STEPS



If you are interested, and if you meet the set criteria, we look forward to receiving your entry! In the documents on the website www.lelystad.nl/waterfrontkust you can read what is necessary to qualify for this opportunity.

If you have any questions, do not hesitate to contact us. We are happy to provide you with more information.

We look forward to your submission!

Interested? mail to: waterparkhotel@lelystad.nl

An aerial architectural rendering of a coastal development project. The scene features a large body of water with a long pier extending from the left. A sandy beach is visible along the shoreline. In the foreground, there are several clusters of modern, multi-story residential buildings with flat roofs, interspersed with green spaces and trees. To the right, there are large industrial or commercial buildings with long, low profiles. In the background, a city skyline is visible across the water, including a prominent tall tower. A blue dot on the shoreline marks a specific location.

Location
Waterpark Hotel

FUTURE



INTERESTED?

Are you interested, and enthusiastic about the possibilities that the Batavia Quarter has to offer?
Or would you like more information about the waterfront area?

We are happy to tell you more!

Contact: email waterparkhotel@lelystad.nl or take a look at www.lelystad.nl/waterfrontkust

Disclaimer: This brochure outlines the current vision of the Municipality of Lelystad and its ambitions for the planning area and the surrounding area. In the coming years, the vision and ambitions will be elaborated into plans and projects, whereby the final implementation