

Amsterdam welcomes EuroHockey



The 2017 EuroHockey Championships for men and women



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Top Class Hockey and a Eurowide Hockey Festival



We are proud to present our bid to host the 2017 EuroHockey Championships. We believe we have an engaging concept, by combining a top class hockey tournament with a Europe-wide festival of hockey – in other words, Hockey for All.

The Koninklijke Nederlandse Hockey Bond (KNHB) and the City of Amsterdam (see appendix 1) want hockey players and fans from all over Europe to enjoy the 2017 EuroHockey Championships. So alongside this top-flight tournament featuring the best teams in Europe, we intend to organise a celebration of the sport involving all 46 members of the European Hockey Federation.

We want the 2017 EuroHockey Championships to be a milestone in European hockey by inspiring and uniting old and new fans of the game, wherever they come from.

We are pleased to present our ideas to you in this bid book.

Jan Albers, President Koninklijke Nederlandse Hockey Bond (KNHB)

Johan Wakkie, President Bid Committee (KNHB)

1. The Tournament

40 top class hockey matches

The 2017 EuroHockey Championships will comprise 40 matches, including the men's and women's finals. The tournament will involve 16 teams (eight men's and eight women's) with several matches a day. All the matches will be played in the Wagener Stadium, which has

been the home of Dutch hockey for decades. Scheduling a Dutch team on a daily basis will guarantee huge crowds.

The tournament is scheduled to take place from 19-27 August. The women's final will take place on 26 August, the men's on 27 August.

MEN
8 teams
=
2 groups
=
20
matches

WOMEN
8 teams
=
2 groups
=
20
matches

Saturday 19: Women 4 matches, Men 2 matches

Sunday 20 : Women 4 matches , Men 2 matches

Monday 21: Men 4 matches

Tuesday 22: Women 4 matches

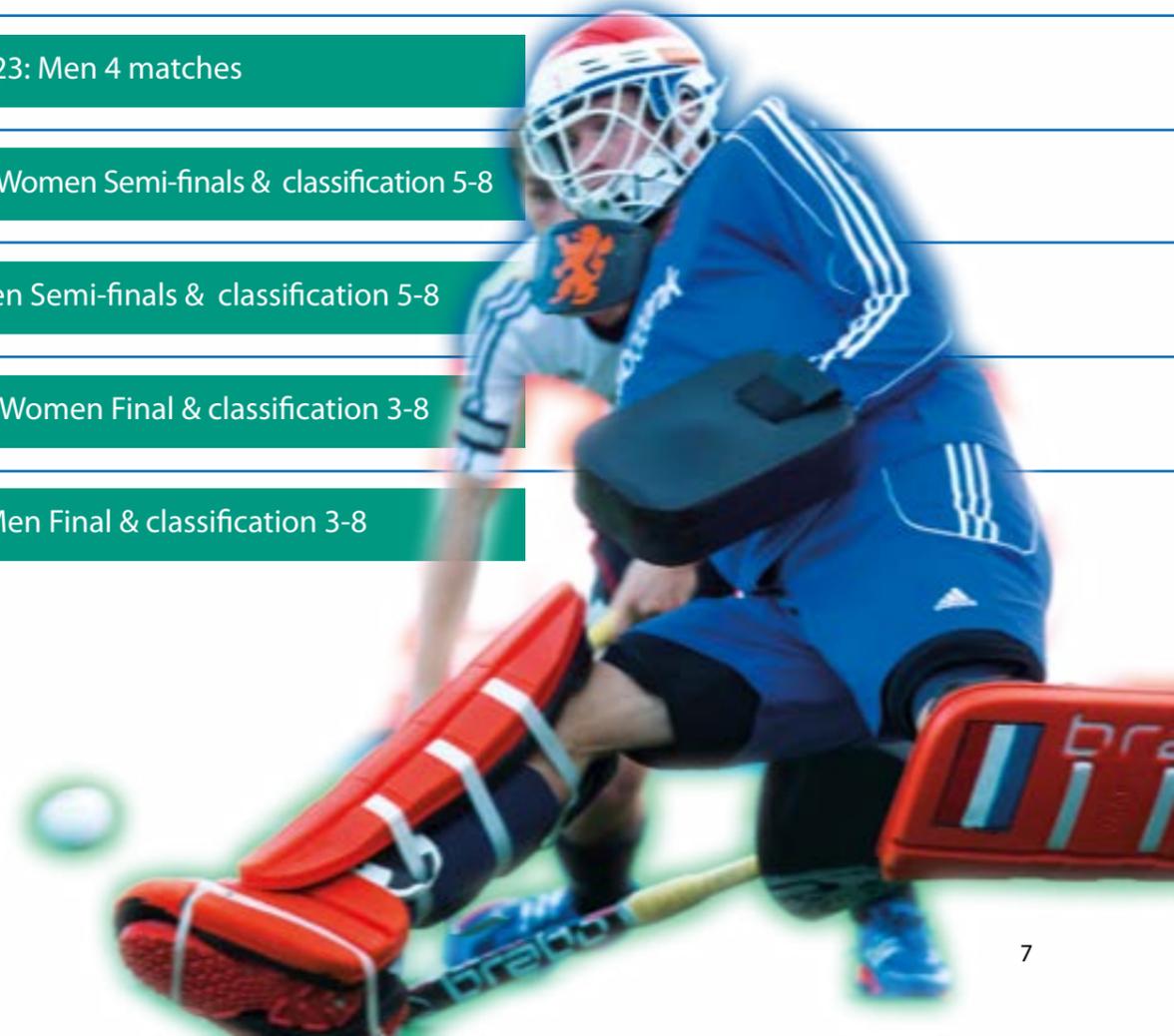
Wednesday 23: Men 4 matches

Thursday 24: Women Semi-finals & classification 5-8

Friday 25: Men Semi-finals & classification 5-8

Saturday 26: Women Final & classification 3-8

Sunday 27: Men Final & classification 3-8



2. Eurowide Hockey Festival

The 2017 EuroHockey Championships will not only be a showcase for the best hockey teams in Europe. It should also reach out to all hockey fans and players in Europe and spur the promotion and development of the sport on a Europe-wide scale.



The main event will, of course, be the championships, featuring the best 16 teams in Europe. Watching top class players at their best will be a thrilling experience for everyone. And this is why we want to broaden the championships by presenting a programme which will unite and inspire the entire European hockey family.

We will invite every EHF member country to get involved by sending one of their local teams to take part in a special Eurowide Hockey Festival. The EHF and we will work out a selection procedure to ensure the best representation of the European hockey family. And to further emphasise the hockey family feeling, our foreign guests will be hosted as far as possible by local families.

Hockey for All

These special guest teams will take part in one of the side tournaments we plan to organise. One will be a Masters of Grand Masters. But

some countries will be asked to send a youth team, others will get an invitation for a beach hockey or student competition. There will also be hockey for disabled players, street hockey, company team hockey, veterans hockey, an under-21s tournament and five-a-side. In short, the 2017 EuroHockey Championships will mean Hockey for All.

The City of Amsterdam is putting its full weight behind this event and will ensure that where possible, hockey pitches will be placed in some of the city's more unusual places. For example, the beach hockey stadium will be built in the heart of the city, in the Vondelpark.

The 2017 EuroHockey Championships will also involve a development programme with coaching courses and congresses running in parallel to the tournament. By doing this, the KNHB is continuing a long tradition of sharing knowledge and expertise at international tournaments.

Hockey for All

Eurowide Hockey Festival



3. The Venue



Artist's impression only

Stadium

- The current capacity of 7,600 will be expanded to 10,000 for the EuroHockey Championships
- The covered main stand has capacity for 2,500
- The pitch is a World Cup standard GreenFields TX, laid in 2013



Euro Hockey Park

- The EuroHockey Park will include some 4,000 m² of tents including a La Place restaurant (1,000 m²), other hospitality (1,000 m²), stands and stalls (1,500 m²) and an entrance including ticket sales (500 m²).
- Visitors can use the car park facilities in the nearby RAI exhibition centre. A free shuttle service will operate between the RAI and the Hockey Park and will also be available to rail users.
- The entire sports complex in the Amsterdam Bos, including all three clubs, covers some 78,000 m².

The Venue

Hockey clubs galore

The Amsterdamse Bos, an area of woods and water on the outskirts of Amsterdam, has the highest concentration of hockey facilities in the world. This makes it an outstanding location for the 2017 EuroHockey Championships and the accompanying Eurowide Hockey Festival.



The area is home to three hockey clubs, each with more than 2,000 members and a total of 12 pitches (of which half are water-based). In short, it is a unique location to stage an international tournament.

More than that, the Amsterdam region is home to no less than 18 hockey clubs with more than 20,000 members between them, all of which have pledged their support for the 2017 Euro-Hockey Championships.

This means not only will the participating teams have excellent facilities for training, but that we can draw from a very large pool of clubs and volunteers to organise all the side events. It also means there will be no shortage of families to host players from all 46 countries taking part.

The Stadium

The Wagener Stadium has hosted some of the best European hockey over the years. The stadium and its facilities are being renovated over the next couple of years in preparation for their role at the centre of this unique celebration of hockey.

Amsterdam

Amsterdam hockey club, which includes the Wagener Stadium in its grounds, will become the centre of the European hockey world during the championships.

Pinoke

Hockey club Pinoke, situated next to the Wagener Stadium, will host a tournament for veterans.

Hurley

Hockey club Hurley, also situated just a few minutes walk from the Wagener Stadium, will stage an under-21 tournament.

Vondelpark

The Vondelpark is Amsterdam's best known and most popular park with both locals and tourists and will host beach hockey. Crowds are assured and it is a perfect example of bringing hockey to the people and to the city centre.

Other side events

The city's other hockey clubs (see page 31) are busy developing a host of ideas for side events. These include a tournament for disabled players, a company hockey tournament, a student hockey tournament, street hockey and a five-a-side tournament.

Euro Hockey Park

The area around the main Wagener Stadium will be transformed into a Euro Hockey Park for fans and VIPs. Market stalls, food outlets and other attractions will guarantee there is plenty to do before and after the matches. Every day's play will end with a party featuring guest performances and djs in a specially-built concert area.

Accessibility

The main venue is easily accessible by car and public transport and Schiphol Airport is just 10 minutes away. Amsterdam itself has several railway stations and excellent international connections.



4. Development

Vondelpark
Beach Hockey Stadium

Beach Hockey in the Vondelpark

The Vondelpark is Amsterdam's best known and most popular park, with both locals and tourists.



Artist's impression only

Sharing knowledge

The KNHB is honoured to share its experiences with other countries. We want the 2017 EuroHockey Championships to be a learning experience for all countries striving to improve their own performance and to boost the sport's appeal to a wider audience.

Our bid to stage the tournament also includes a commitment to offer all members of the EHF a unique learning experience. Umpires, coaches, event managers and others who are contributing to the 2017 EuroHockey Championships will be warmly invited to test their own skills and expand their expertise at a series of congresses and courses. These will form an important part of the side events on offer and cover a broad range of hockey-related topics.

The KNHB hopes this initiative will contribute to developing a bigger and better hockey community within Europe. Hockey for All.

5. Media

A Europe-wide event

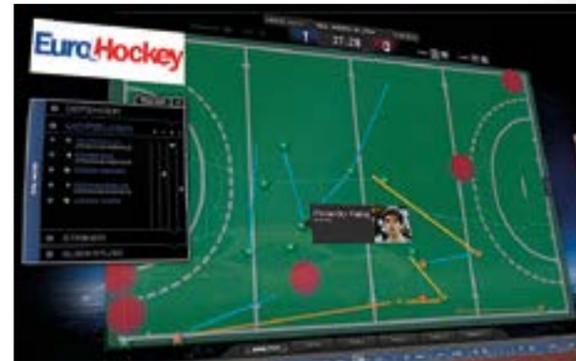
The Netherlands is not only inviting Europe to take part in the 2017 EuroHockey Championships but will provide Europe with an innovative multimedia concept. The aim is to reach every country in the EHF using the latest communication techniques.

Broadcasting

The NOS, the Dutch national broadcasting corporation, will be the host broadcaster. The company has extensive experience of broadcasting major sports and other events. It has been a host broadcaster at several Olympic Games and provides coverage of all the international hockey events which take place in the Netherlands.



The aim is to transmit the 2017 EuroHockey Championships in High Definition and 3D quality or at least to make use of the best techniques available by then. This will enable viewers to watch the matches in closer detail and fully appreciate the thrills and speed of the game.



Computer animations and speed trackers (to measure the speed of corners and shots) will give viewers at home more knowledge and understanding of the game.

Internet and social media

By 2017, hockey fans will be using television and other platforms and devices to watch the games. Watching sport online is a major growth area and appeals to a new generation of viewers. So, as organisers of the 2017 EuroHockey Championships, we will use the latest communication technologies to ensure the biggest possible audience. Popular social media tools (Twitter, Facebook, Pinterest, Vine and Instagram), mobile apps, narrowcasting and live streaming will all be part of the package. Live and non-live events are equally attractive to sponsors and will reach a massive audience.

Statistics and live data will also be used to add to the experience and will be fully utilised. This will involve historic data (rankings, player profiles) but also live data such as screen graphics (achievements, results etc).

The creation of a smartphone app across all formats and in multiple languages will open up hockey to a large group of potential new fans. The app will provide users with tournament information, live streaming, facts and figures, player and country profiles, analyses and daily video highlights.

The latest social media will be used to inform and engage fans everywhere... Facebook pages, Twitter feeds and of course, whatever hot new social media channels emerge in the next few years.

Press

The international media will be offered outstanding facilities to cover both the main

2017 EuroHockey Championships and the side events. The press centre will be located at the heart of the Euro Hockey Park, where pre-tournament news conferences will also be held. This facility can also be used for EHF briefings.

The press centre will be able to accommodate up to 150 journalists. It will offer free internet access and be staffed by well-trained personnel. The media hotels will be allocated close to the venue. There will be a free shuttle service between the venue and media hotels for journalists planning to stay in Amsterdam.



6. The City of Amsterdam

Amsterdam is famous for its canals and museums. It is an international city but its compact size and architecture mean it has maintained a village-like feel.



Where hockey history is made

Capital plan

Amsterdam is the capital of the Netherlands and the country's largest city, with a population of more than 810,000, extending to 2.2 million in the metropolitan area as a whole. Amsterdam is the business heart of the country and home to the head offices of most of the country's big companies and banks. Amsterdam is famous for its canals and museums. It is an international city but its compact size and architecture mean it has maintained a village-like feel.

Culture

Amsterdam has a lot to offer from a cultural point of view. The city is home to dozens of museums, the most famous of which – the Rijksmuseum, the Van Gogh Museum and the Stedelijk Museum – are located within a few minutes of each other. The 17th century inner city was recently awarded Unesco cultural heritage status. Amsterdam has more than 100 kilometres of canals and one of the best ways of enjoying the beauty of the city is by taking a boat trip.

Sport

Amsterdam has a long and impressive tradition when it comes to sport. Back in 1928 the city hosted the Olympic Games and the recently renovated Olympic Stadium is still used for big events to this day.

More recently, in 2010 Amsterdam hosted the start of the Giro d'Italia round Italy cycling race. The Amsterdam marathon welcomes more than 35,000 runners, making it one of the biggest in Europe. In 2016, Amsterdam will host the European Athletics Championships. And one should not forget the city's football club Ajax, with its long history of national and international success.

Top class sport in Amsterdam

The city has its own organisation dedicated to ensuring the professionalisation of top class sport – Topsport Amsterdam. Topsport Amsterdam works with partners such as the city council, schools, colleges, sports organisations and the business community to ensure the best conditions to develop the sporting ambitions of new talent, top sportsmen and women and top class clubs. At the same time, the region is proactive in its efforts to attract international sports events.

Accommodation

Amsterdam offers over 30,000 rooms for guests, ranging from Bed & Breakfast accommodation and simple hostels to top-rated 5-star hotels.

AMSTERDAM Category	Hotel rooms Amsterdam	Hotel rooms Schiphol
5 star deluxe	661	0
5 star	2441	0
4-star	8887	3260
3-star	7061	795
0-1-2 star	4757	517
Total	23807	4572

There is wide choice of hotel accommodation available across all price categories. Experience at previous international hockey events has shown that hockey players and fans are very welcome in the city.

Amsterdam’s excellent public transport links mean it is quick and easy to get to all of the 2017 EuroHockey Championships and Eurowide Hockey Festival venues. The brave might even like to try a bicycle.

Amsterdam and hockey

Amsterdam is at the heart of Dutch hockey. Numerous international championships have taken place here and Amsterdam’s own hockey clubs are among the best in the country.

The city itself intends to capitalise on this reputation by creating a great atmosphere around the championships – and so generate maximum public attention for the event. For example, it plans to set up large outdoor screens in key areas so people can come along and watch the action in a crowd. Supporting social events will also be organised around these outdoor screen venues.

And where else in the world will you be able to watch beach hockey in the heart of the city – in the Vondelpark? The 2017 EuroHockey Championships will indeed be Hockey for All.



Appendices

Address City hall, Amstel 1 1011 PN AMSTERDAM		City of Amsterdam
P.O. Box 202 1000 AE AMSTERDAM Phone **31-20-552.2000 Fax **31-20-552 3100 Textphone **31-20-620.9279 www.amsterdam.nl		Mr. Eberhard van der Laan Mayor of the City of Amsterdam
		Return address: B&W, P.O. Box 202, 1000 AE AMSTERDAM
		European Hockey Federation President
		p/a Koninklijke Nederlandse Hockey Bond t.a.v. de heer J. Wakkie, directeur Postbus 2654 3430 GB Nieuwegein
Date	20 FEB 2014	
Contact	Patricia Mars	
E-mail	p.mars@amsterdam.nl	
Subject	2017 EHF European Hockey Championships 14/2353	

Dear President,

It is my great honour to offer you the city of Amsterdam, with the Wagener Stadium as championship venue as the location for the European Hockey Championships for both the national women's and men's teams in 2017. Amsterdam will welcome the European Hockey Federation with open arms.

Amsterdam will support the candidacy of the Dutch National Hockey Association (KNHB) for your highly valued event. Hockey has always a long tradition as a popular sport in Amsterdam and the membership figures of local hockey clubs are still increasing.

The Netherlands not only have a tradition of highly prestigious achievements in hockey, the country also has a splendid track record in major hockey events. After the success of the European Hockey Championships in 2009 (men and women) in Amsterdam, the Netherlands will once again be the centre of the international hockey community this summer during the Rabobank Hockey World Cup 2014 in The Hague. Amsterdam wants to welcome the same community to our beautiful city in 2017.

The 2017 European Championships will be the 17th major hockey event in Amsterdam. The 'marriage' between hockey and Amsterdam dates back to 1928, when the Olympic hockey tournament was held in the Olympic Stadium.

Subsequently, the city of Amsterdam hosted in the past the following major tournaments:

- Men's World Championship: 1973
- Women's World Championship: 1986
- Men's and women's European Championships: 2009
- Women's European Championship: 1995
- Men's Champions Trophy: 1982, 1987, 2000, 2003
- Women's Champions Trophy: 1993, 2000, 2001, 2006, 2011

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Municipality of Amsterdam

International events in Amsterdam: past and future

With this track record, the Wagener Stadium is well equipped for the organization of the European Championships. The same applies to the organizational talent available in Amsterdam. The city has gained enormous experience in organizing numerous major international events in various fields of sport, like:

- UEFA Euro 2000
- Champions League Final
- UEFA Europa League Final
- World Cup Baseball
- Squash World Championships
- European Gymnastics Championships
- European Archery Championships
- The start of Giro d'Italia, including the first two stages

Also worth mentioning are the many major international congresses and festivals that are and have been hosted in Amsterdam:

- Eurotop
- International Broadcast Convention (IBC)
- MICExperience
- The Inauguration of King Willem-Alexander of the Netherlands
- Annual festivals: Queensday, Koningsdagen and Amsterdam Gay Pride.

Large international sports organizations have already chosen Amsterdam for future major events. The Bosbaan will be the stage for the 2014 World Rowing Championships and World Para-Rowing Championships. The Olympic Stadium will host the European Champion Clubs Cup for Athletics in 2014 and the European Athletics Championships in 2016. Next year, Amsterdam will be one of the cities holding the preliminary rounds of the World Beach Volleyball Championships, images of SAIL 2015 will be seen all around the world and the city will host the Homeless World Cup for soccer.

The area around Wagener Stadium

The Wagener Stadium is located in a wooded area and, together with other major national and international venues, forms the so-called 'Sport Axis'. This attractive area – which includes the Olympic Stadium, the Bosbaan, the Frans Otten Stadium and Sporthallen Zuid, venues which have all been the stage for European and world championships – will be further developed in the coming years to form a sports zone with international appeal, which will also be attractive to tourists.

Amsterdam offers a highly compact infrastructure. Schiphol Airport is 15 kilometres away (15 minutes by bus or train). There are numerous good hotels in various price categories in the immediate vicinity of the stadium. The switch from sports to culture can also be made in just 15 minutes, as it takes little time to reach Amsterdam's world famous historic centre. Every conceivable form of cultural recreation is quickly and easily accessible.

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Municipality of Amsterdam

Accessibility is a major benefit of Amsterdam, metaphorically speaking as well. The city:

- Is open and liberal
- Is multicultural with 181 different nationalities
- Is multilingual thanks to its wide diversity
- Is known for its historical and cultural city centre
- Is an extremely important European traffic hub
- Has the world's second biggest internet hub
- Is one of Europe's leading business centres
- Is one of Europe's safest capital cities
- Is a sustainable city where the word 'green' has more than one meaning
- Has more canals than Venice
- Is very close to several beaches
- Has an impressive sports history
- And its inhabitants love sports!

Amsterdam in motion

Amsterdam is creative and innovative and will gladly work with the European Hockey Federation to use the city's core values as a basis for a highly successful event. Amsterdam has often surprised people with innovations that have benefited the world:

- The first World All-Round Skating Championships were held on Museumplein in Amsterdam in 1883
- The 1928 Olympic Games were so groundbreaking that the American's called them "A model for the future"
- The first Tour de France that did not start on French soil left from the Olympic Stadium in Amsterdam
- Total football, with which Ajax and the Dutch team dominated the international soccer world, was invented in Amsterdam by Rinus Michels and Johan Cruyff
- The klapskate, the last major technological revolution in the international sports world, was invented in Amsterdam

It is this creative and innovative city, this splendid and highly sporting city, this city its rich sports and cultural history, which I gladly offer to you as the location for the European Men's and Women's Hockey Championships in 2017.

I look forward to welcoming you to Amsterdam!

Yours sincerely,



Eberhard van der Laan
Mayor of Amsterdam

Appendices



Appendix 2



Appendix 3

Appendices

Official FIH/EHF events organised by KNHB

Year	Event	Dates	City
1998	Rabobank International 9th Men's and Women's World Cup	20 May - 1 June 1998	Utrecht
2000	Rabobank 8th Women's Champions Trophy	26 May - 4 June 2000	Amsterdam
	Rabobank 22nd Men's Champions Trophy	26 May - 4 June 2000	Amsterdam
2001	Rabobank 9th Women's Champions Trophy	18 - 26 August 2001	Amsterdam
	Rabobank 23rd Men's Champions Trophy	3 - 11 November 2001	Rotterdam
2003	Rabobank 25th Men's Champions Trophy	16 - 24 August 2003	Amsterdam
2004	Rabobank European Indoor Nations Championships Men and Women	23 - 25 January 2004	Eindhoven
	Rabo Junior World Cup U21 Men	29 June - 10 July 2005	Rotterdam
2006	Rabobank European Indoor Nations Championships Men and Women	20 - 22 January 2006	Eindhoven
	Rabo 14th Women's Champions Trophy	8 - 16 July 2006	Amsterdam
2007	Rabo Testseries	2 - 10 June	6 clubs throughout NED
2008	European Championships U16	8 - 13 July	The Hague
2008	Worldhockey 30th Men's Champions Trophy and Women's 4-Nations Tournament	21 - 29 June 2008	Rotterdam
2009	Rabo EuroHockey Nations Championships Men and Women	22 - 30 August 2009	Amsterdam
2010	Rabo EuroHockey Indoor Nations Championships Men and Women	15 - 17 January 2010	Almere
	Rabo Trophy	29 June - 4 July	4 clubs throughout NED
2011	Rabobank Women's Champions Trophy and men's 4-Nations Tournament	25 June - 3 July	Amsterdam
2012	European Championships U18	12 - 17 July	Utrecht
2012	Volvo European Championships U21	26 August - 1 September	's-Hertogenbosch
2013	Rabobank Hockey World League Semi-Final	13 - 22 June 2013	Rotterdam
2014	Rabobank Hockey World Cup	31 May - 15 June 2014	The Hague

Hockey clubs in Amsterdam and surroundings

Club	City	Type of artificial turf	Website	Members
Amsterdamsche H. & B.C.	Amstelveen	3 water based, 2 sand filled	www.ahbc.nl	2230
A.M.H.C. Pinoké	Amstelveen	2 water based, 2 sand filled	www.pinoke.nl	2175
T.H.C. Hurley	Amstelveen	2 water based, 2 sand filled	www.hurley.nl	2142
M.H.C. Amstelveen	Amstelveen	3 semi-water based	www.mhc-amstelveen.nl	619
H.V. H.I.C.	Amstelveen	1 water based, 1 semi-water, 3 sand filled	www.hichockey.nl	1624
H.V. Myra	Amstelveen	3 semi-water based, 1 sand filled	www.hvmyra.nl	1342
A.M.H.C. F.I.T.	Amsterdam	1 semi-water based, 1 sand filled	www.amhc-fit.nl	745
H.C. AthenA	Amsterdam	2 semi-water based, 2 sand filled	www.hcathena.nl	1660
S.B.H.C. Xenios	Amsterdam	1 semi-water based, 2 sand filled	www.xenios.nl	1084
AMHC Westerpark	Amsterdam	1 semi-water based, 2 sand filled	www.amhcwesterpark.nl	944
A.C. & H.C. V.V.V.	Amstelveen	2 semi-water based, 2 sand filled	www.hockeyclubvovv.nl	1187
H.C. A.M.V.J.	Amstelveen	1 semi-water based, 2 sand filled	www.hcamvj.nl	950
AHC IJburg	Amsterdam	1 semi-water based, 1 sand filled	www.ahcijburg.nl	843
Abcoude	Abcoude	1 water based, 1 sand filled	www.hvabcoude.nl	718
HC Spaarndam	Spaarndam	1 sand filled	www.hcspaarndam.nl	77
Z.H.C. De Kraaien	Wijdewormer	2 sand filled	www.kraaien.nl	627
M.H.C. Weesp	Weesp	1 semi-water based, 1 sand filled	www.mhcweesp.nl	779
U.H.C. Qui Vive	Uithoorn	1 water based, 1 semi-water, 2 sand filled	www.quivive.nl	932

Credits

This bid book was published by the Royal Dutch Hockey Association and we would like to thank the City of Amsterdam for its contribution.

Disclaimer

This document was compiled in February 2014 and while all care has been taken to ensure the accuracy of the document, please be aware that some changes may need to be made between now and 2017 when the event takes place.

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