

Carola Hoekstra new CEO of Stromma Netherlands

New captain at the helm

Amsterdam, 27 November 2019 - Carola Hoekstra (47) starts 1 December as CEO of Stromma Netherlands. According to Patric Sjöberg (CEO of Stromma Group), Hoekstra is the ideal candidate due to her extensive experience in the tourism and travel industry and international expertise. With her charismatic leadership and encouraging drive, she is the right person to determine the course of Stromma Netherlands. After nineteen years aboard Stromma Netherlands, Peter Duwel is now transferring the helm.

Determine course

The boats of Stromma Netherlands have been sailing through the Amsterdam canals since 1912 and know the city like no other. With its high-quality and [sustainable fleet](#), Stromma Netherlands is the trusted face in the city where Hoekstra will be the driving force. Under her leadership, Stromma Netherlands wants to grow further as an international tourism company and further expand its position as "best in class". Carola Hoekstra: "I am looking forward to leading the organization and I will focus on monitoring the quality of the products and attracting high-quality tourism. By working on the basis of love and passion for Amsterdam, Stromma Netherlands will keep the course as the host of the city."

Hoekstra has more than 20 years of experience in managing national and international operating companies within the tourism industry, such as TUI and Thomas Cook. Her ability to lead a commercial, international organization in a competitive market will improve Stromma Netherlands. Patric Sjöberg is pleased with this recruitment: "With Carola's proven experience in the tourism sector we will strengthen our market in the Netherlands. By keeping her eye on the horizon, she will focus on deepening and further developing the already successful activities in Amsterdam and Utrecht."

View on the horizon after transition

Peter Duwel joined Stromma Netherlands, then Canal Company, in 2000. Since 2016 he has led the company as CEO, which was taken over by the Swedish Stromma Group in the same year. Under his leadership a transition followed: the company became Stromma Netherlands and changed from a shipping company to a tourism company. Peter Duwel: "I have seen this wonderful company grow in recent years. The Hop on-Hop off buses and Amsterdam Pass have been added to the product portfolio since the takeover by Stromma Group and with the canal cruises, distribution channels and A'DAM LOOKOUT we have managed to take a strong position as an international tourism company. Now is the right moment to get off the ship". Patric Sjöberg: "I am very pleased that Peter will continue to formally represent our company as an advisor until April 2020. Peter will report to me directly."

About Stromma Netherlands

Stromma Netherlands is part of the Swedish Stromma Group (Strömma Turism & Sjöfart). With a long history that began in 1912 with shipping company Bergmann and Meijer's Cruises (1920s), the company grew from the oldest and largest shipping company in Amsterdam to a tourism company. Stromma Netherlands carries the brands Canal Tours Amsterdam, Canal Tours Utrecht, Hop on-Hop off, Amsterdam Excursions and Amsterdam Pass with distribution channel Stromma.com. The company welcomes 1.5 million guests annually for the ultimate Amsterdam experience on 31 canal boats, 15 open boats, a saloon steamer, more than 100 pedal boats and 6 Hop on-Hop off buses. By joining forces with the Stromma Group, the possibilities for sustainability, digitization and marketing are further strengthened.

About Stromma Group

Stromma Group has been active in shipping and tourism in Northern Europe for two hundred years. With fifteen destinations in Sweden, Norway, Finland, Denmark, Germany and the Netherlands, Stromma Group is a leader in sightseeing. The name refers to ström, the Swedish word for flow/stream. Sustainability is a high priority for the company and fits in well with Stromma Netherlands, which holds the Green Key certificate. The burden on the environment is, where possible, further reduced by the increasing use of electricity to replace natural gas and hybrid diesel-electric engines. For more information, visit www.stromma.com.

Note for editors, not intended for publication

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