



TULIP TIME

ANNUAL REPORT 2025

OUR MISSION: Welcoming the world to our community by celebrating tulips, Dutch heritage, and Holland today.

TULIPS



On behalf of the entire Holland Tulip Time staff and board of directors, we want to extend our heartfelt thanks for your generous support. Because of your partnership, we can create memorable experiences for our community and visitors from around the world – celebrating not only our vibrant tulips, but also our Dutch heritage and the people who make Holland such a special place.

Tulip Time was honored to attend the World Tulip Summit this year, where we were proud to receive the prestigious World Tulip Lifetime Achievement Award in recognition of our enduring contributions to celebrating tulips and Dutch heritage.

Your support means the world to us, and we are truly grateful for your belief in our mission. Together, we are keeping traditions alive while inspiring joy for generations to come.

With appreciation,

— **Gwen Auwerda**
Tulip Time Executive Director

11,380
visitors to the
TULIP 
**IMMERSION
GARDEN**

967K+
**FESTIVAL
VISITORS**

86,000
visitors to
**WINDMILL
ISLAND
GARDENS** 

550,600
 **TULIP BULBS
PLANTED IN
THE CITY**



“Perfect tulips and cool temperatures set the stage for a vibrant Tulip Time Festival-Holland’s signature tourism event and a key economic driver for the region. Visitors enjoyed extended bloom displays and outstanding programming that encouraged both overnight stays and day trips. While 78% of attendees were from Michigan—a slight 3% drop from 2024—visitation from across the Midwest and Florida increased by 82%, contributing to record-breaking crowds.

Three new hotel openings in 2024/2025 brought Holland’s daily room inventory to over 1,900. With festival occupancy reaching 86%, total rooms sold exceeded 2019 figures by 63%-a strong indicator that tourism in Holland continues to thrive year over year post Covid.

As a result of our partnership with the City of Holland, the HACVB launched a new QR code feature showcasing tulip varieties, generating 39,000 scans from 711 U.S. cities and 30 countries. This collaborative effort-between Tulip Time, the HACVB, and the City-demonstrates how working together to welcome visitors continues to create a positive and lasting impact on our community.”

— Linda Hart

Holland Area Visitors Bureau Executive Director



DUTCH HERITAGE

875
DUTCH
DANCERS



108
STUDENTS
HELPED BY THE
#JOINTHE DANCE
FUND



30
DUTCH
DANCE
PERFORMANCES

210 

NEW DUTCH
COSTUMES
SEWN



HOLLAND TODAY

6 

PARTNERSHIPS
WITH LOCAL
NON-PROFITS

3,500

RUNNERS
IN THE
TULIP
TIME RUN



27,300

GENTEX
KINDERPARADE
VIEWERS

1,418 

VOLUNTEERS

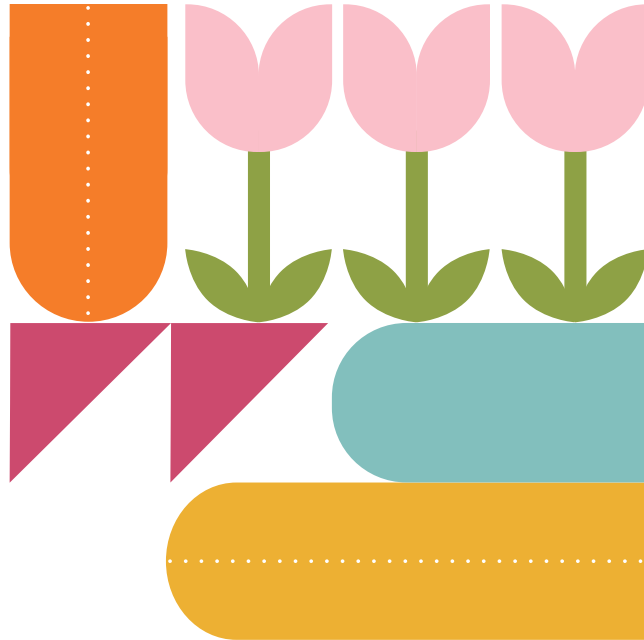
17,000

TULIP TIME
FIREWORKS

in partnership
with LAUP  ATTENDEES

46,600

QUALITY CAR WASH
VOLKSPARADE
VIEWERS



“Xylem looks forward to contributing to Tulip Time each year. It’s a fun way for us to engage with other members of the team who don’t always work together and it provides an on-brand way for us to engage with the Holland community. Xylem moves and treats water, and we get to move a lot of water at the Tulip Time run!”

— Mike Stock

Marketing Communications Manager, Xylem

*Viewership numbers are estimates based on [Placer.ai](#) data gathered after the festival.



COMMUNITY IMPACT

106 
CORPORATE
SPONSORS

4.5 out of 5
SPONSOR
SATISFACTION
RATING
★★★★★

31 
SOLD OUT
EVENTS

“Living here means so much, but as Board Chair and a longtime tour guide, it’s especially meaningful to share Holland with the visitors who come to town. I love telling the story of how our community thrives, the history we celebrate, and the bright future we’re building together. Our hope is that after experiencing Holland, visitors will be inspired to return—and stay a little longer each time.”

— **Duncan Bocks**
Tulip Time Board of Directors

SPONSORSHIP EVENTS & BENEFITS

Select a **sponsor level** and one **event** to see the benefits of your donation.

EVENTS		
SPONSORSHIP LEVEL	TULIP TIME RUN	TULIP IMMERSION GARDEN PRESENTED BY FIFTH THIRD BANK
 BOUQUET \$22,000	"PRESENTED BY" recognition • Linked logo on TulipTime.com • Logo on run t-shirt, event banner, and RunSignUp platform • Opportunity to emcee the race • 20 complimentary run registrations • Exhibitor booth at packet pickup and on the day of the race • Social media mentions with event	"PRESENTED BY" recognition • Linked logo on TulipTime.com • Logo on event banner • Social media mentions with event • 20 complimentary tickets
 BLOOM \$11,000	• Linked logo on TulipTime.com • Logo on run t-shirt and event banner to include and RunSignUP platform. • 12 complimentary run registrations • Exhibitor booth at packet pickup and on the day of the race • Social media mentions with event	• Linked logo on TulipTime.com • Logo on event banner • 12 tickets to the event • Social media mentions with event
 BUD \$5,500	• Linked logo on TulipTime.com • Logo on run t-shirt and event banner • 6 complimentary run registrations • Exhibitor booth at packet pickup and on the day of the race	• Linked logo on TulipTime.com • Logo on event banner • 6 tickets to the event
 BULB \$2,750	• Linked logo on TulipTime.com • Company name on t-shirt and event banner • 2 complimentary run registrations • Exhibitor booth at packet pickup and on the day of the race	• Linked logo on TulipTime.com • Company name on event banner • 2 tickets to the event

ALL SPONSOR BENEFITS

- 20% off Tulip Time merchandise & ticketed events
- 16x20 Tulip Time 2024 poster
- Invitation to sponsor only events

Sponsors providing goods and services in-kind that directly remove/reduce expenses from the festival budget are welcome and receive sponsor benefits.

FESTIVAL FAVORITES PRESENTED BY LAKE TRUST

DUTCH DANCE, ARTISAN MARKET,
CARNIVAL, TOURS – WALKING, VIP, MOTOR
COACH, FIREWORKS

"PRESENTED BY" recognition

- Linked logo on TulipTime.com
- Company name recognized on the Dutch Dance pre-performance announcements
- Logo on event banner
- **20** Carnival, Walking Tour passes, or Fireworks Bash tickets
- Social media mentions with event

- Linked logo on TulipTime.com
- Logo on event banner
- **12** Carnival, Walking Tour passes, or Fireworks Bash tickets
- Social media mentions with event

- Linked logo on TulipTime.com
- Company name on event banner
- **6** Carnival, Walking Tour passes, or Fireworks Bash tickets

- Linked logo on TulipTime.com
- Company name on event banner
- **2** Carnival, Walking Tour passes, or Fireworks Bash tickets

ART & CULTURE

NATIONAL AND LOCAL
ENTERTAINMENT SHOWS, FESTIVAL
ARTWORK, EXPERIENTIAL CLASSES,
DUTCH LIFE ON DISPLAY EXHIBIT

"PRESENTED BY" recognition

- Linked logo on TulipTime.com
- Logo on event banner
- Emcee opportunities at entertainment shows
- **20** complimentary tickets or a combination of tickets to entertainment shows (Limit 4 to Friday Headliner)
- Social media mentions with event

- Linked logo on TulipTime.com
- Logo on event banner
- Emcee opportunities at entertainment shows
- **12** complimentary tickets or a combination of tickets to entertainment shows (Limit 4 to Friday Headliner)
- Social media mentions with event

- Linked logo on TulipTime.com
- Company name on event banner
- **6** complimentary tickets or a combination of tickets to entertainment shows (Limit 2 to Friday Headliner)

- Linked logo on TulipTime.com
- Company name on event banner
- **2** complimentary tickets or a combination of tickets to entertainment shows

DUTCH WINTERFEST

- Linked logo on TulipTime.com
- Logo on event collateral
- Host opportunities at Dutch Winterfest events
- **12** complimentary tickets to Dutch Winterfest events
- Social media mentions with events

- Linked logo on TulipTime.com
- Company name on event collateral
- **6** complimentary tickets to Dutch Winterfest events

- Linked logo on TulipTime.com
- Company name on event banner
- **2** complimentary tickets to Dutch Winterfest events



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