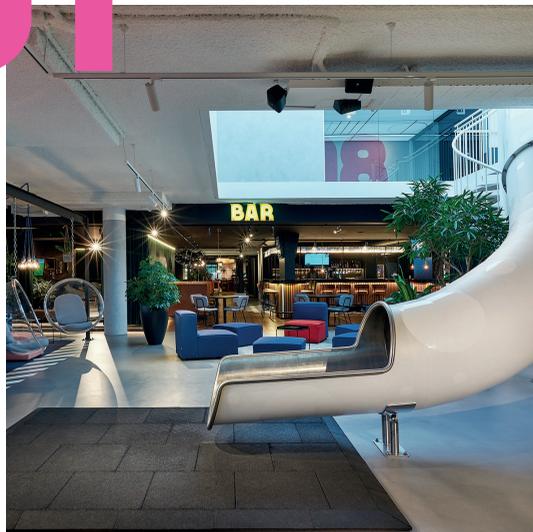




# ABOUT HUP

HUP is a hotel and sports club where we mix sports with a huge scoop of fun. Here, everything goes. Play all you want. We have all the space you need. Play games, play sports. It's up to you. Fitness, bowling, cycling, tennis, soccer, golf, basketball and more. Do as you please. Or do nothing at all. Just take a break and relax. Anything to get your game on.



# HUP



Catching Z's is great at HUP. But there is so much more to us than a good night's rest. Play time isn't over until you decide you've really seized the day at HUP. Then it's time to head back to your room and kick back. Well, you might find some more things to play with first. Aaaaah. Now, you've really earned your sleep. You'll need it too. Before you know it another fun filled day is waiting for you. Here we go! Or as we say in Dutch; HUP!

## GAME ON!

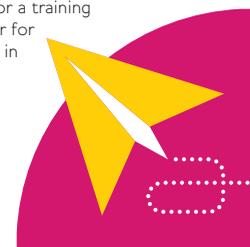
Even though we live sports, we're not dead serious about it. Sure, we have cool sports facilities and professional soccer fields. Sure, the entire hotel is peppered with athletic features. But don't take things too seriously. They are all meant to make you smile. That's the game we like playing most. And the game is spelled F.U.N. Just be you. Do things at your pace. Have fun with it. That's what makes you better.

## COME TO PLAY & STAY

Your number 1 goal at HUP is to have loads of fun. Together with your family, your colleagues, your team. What is it that brings out your inner child? Is it the indoor miniature golf, the bowling alley or one of our many slides? Even our conference rooms are decked out with ball pits and ping-pong tables. Add a healthy dose of good food and drinks and you've got the formula which will make you want to Play & Stay at HUP over and over again.

## DO AS YOU PLEASE

With up to 10.000 m2 of HUP space, there is no escaping the fun here. More concrete: that's about two soccer fields stitched together. Get the idea? HUP is HUP Sport, HUP Grill & Bowl and HUP Meet. Staying, playing, bowling, grilling, meeting ... it's all HUP. And be sure to throw in some chill time in the sauna or swimming pool. This is the perfect hotel for a weekend getaway with friends or family. A great spot for a training camp, kids' party, a special meeting or for a fun night out. Come join in at HUP in Mierlo, The Netherlands.





# ROOMS

149 Rooms. 4 Types. Which one tickles your fancy? BASE Room, CLUB Room, CLUB Family or CLUB XXL? All different, all special, all harbouring unexpected, challenging features.

## BASE ROOM Not so basic



32 m2  
2 guests

## CLUB ROOM Join the CLUB Room



32 m2  
2 guests  
TOP floor  
Extra's

## CLUB FAMILY Quality time



38 m2  
2-5 guests  
Perfect for families

## CLUB XXL Think big



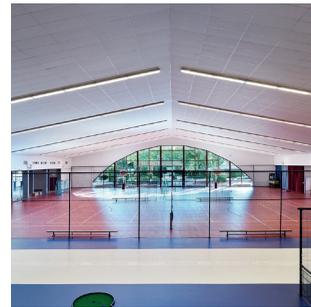
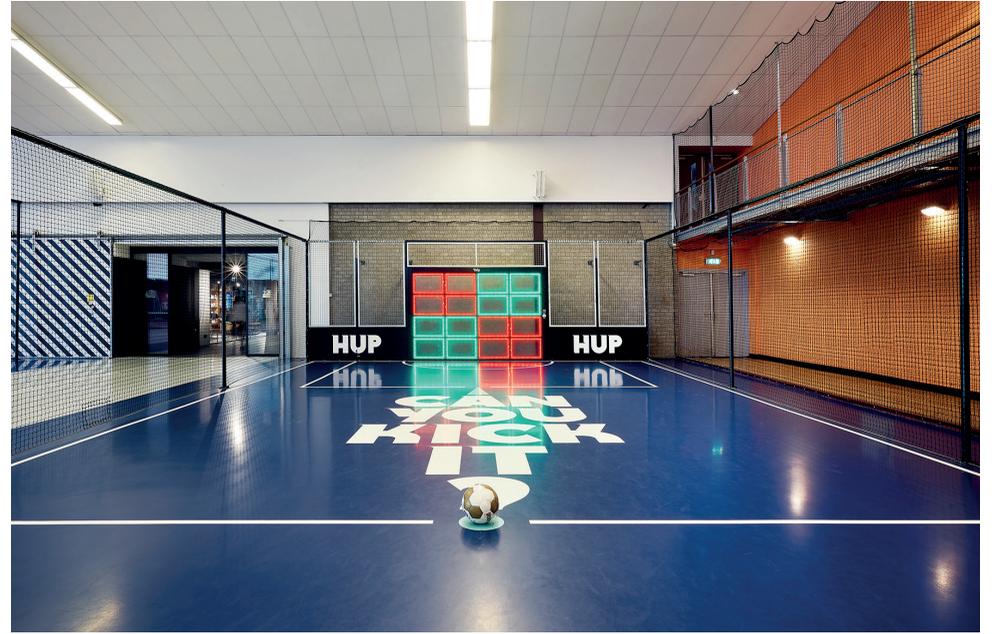
64 m2  
6 guests  
Kitchenette  
Extra rain shower

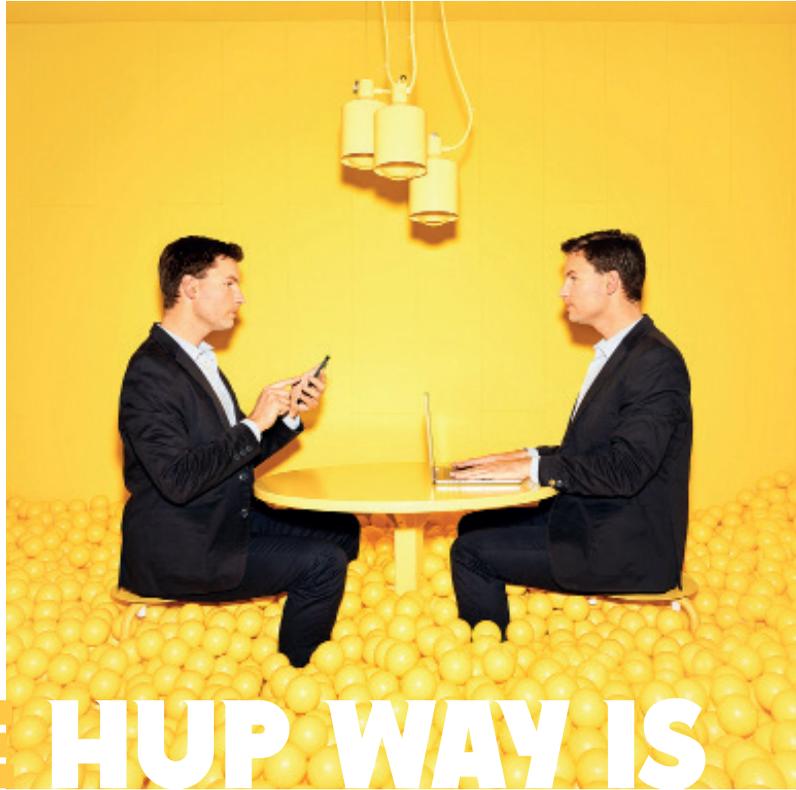
**RUNNING**  
**GOLF**  
**SPINNING**  
**FITNESS**  
**WALKING**  
**SQUASH**  
**FOOTBALL**  
**SWIMMING**  
**CYCLING**  
**BOWLING**

## **SPORTS**

Sports have to be fun. Sorry, we're dead serious about that one. We're sure you can find a fun sport here. Whether you're a member of HUP Sport or a hotel guest, there's always an activity that suits your needs. An activity that truly puts a smile on your face. And at times a fresh coat of sweat on your back. Getting a bit tired of exercising? Take a well-deserved break in one of our saunas, the pool or at the Sports Bar. Because at HUP Sport relax time is always included.







# THE HUP WAY IS DOING BUSINESS AS UNUSUAL

## FUN MEETING ROOMS

Meeting in all sizes  
Great audio-visual equipment  
Speedy Wi-Fi  
Free parking  
Air-conditioning

## ACTIVE MEETING

Packages are tailor-made  
Everyone stays completely energized  
Meeting in a room with tribunes, slide down for an extensive lunch and third half in the Sports Bar

## TEAM BUILDING

Playing games with your colleagues  
Your workmates by becoming teammate  
Up for the HUP way of teambuilding in the region of Eindhoven, the Netherlands?

## MY WISHES

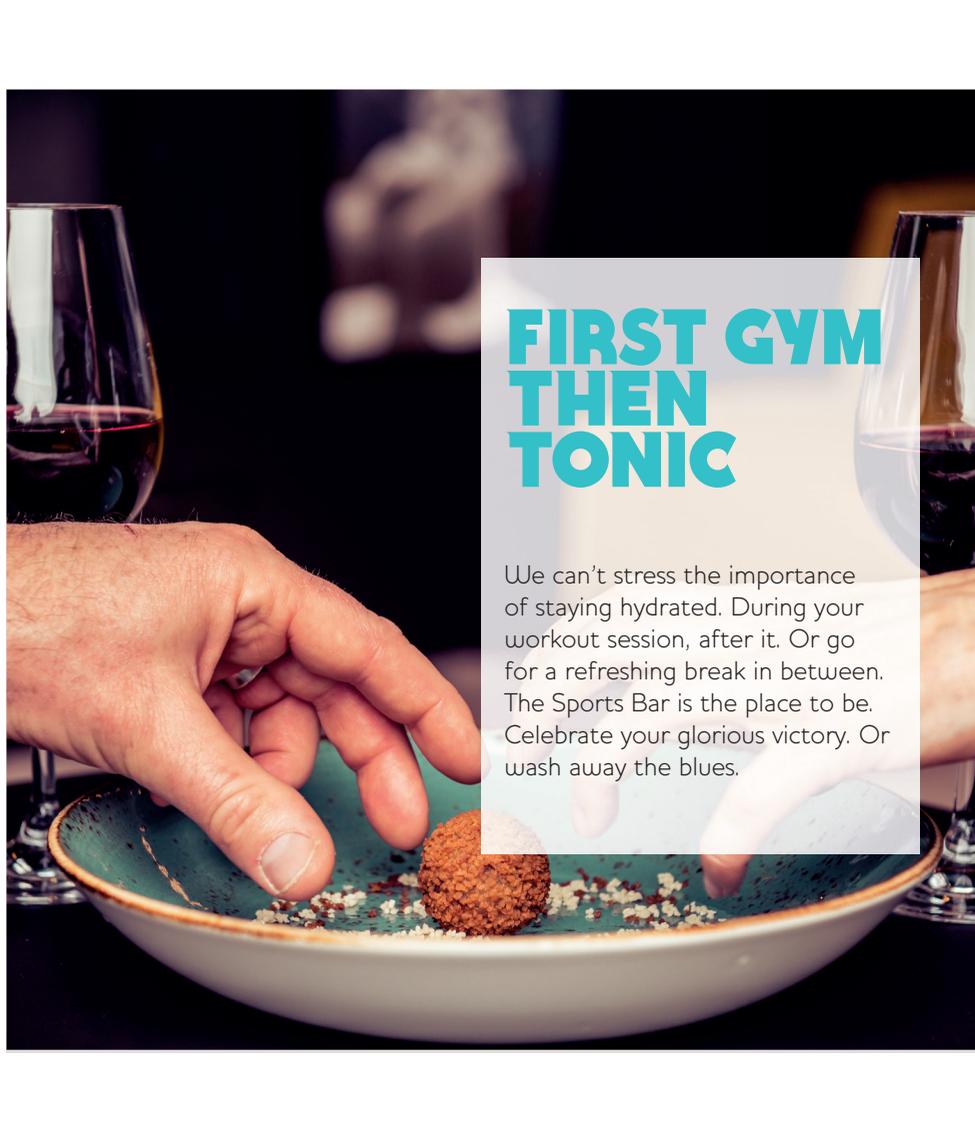
14 meeting rooms  
Size: 28 m<sup>2</sup> – 663 m<sup>2</sup>  
Accommodates: 1 - 600 persons  
Setups: theatre, classroom, cabaret, U-shape, dinner, reception, boardroom



# HUP GREAT FOOD

A hand with pink nail polish holds a wooden skewer with a piece of meat cooking over a flame. The background is a solid pink color.

HUP invites you to its tasty restaurant HUP EET. Come have a meal in a relaxed atmosphere. We add modern twists to the most scrumptious classics and serve you dishes from all corners of the world. Or combines unlimited food and drinks with bowling. Simply: as good as it gets.

A hand reaches for a fried food item in a bowl. The background is dark and blurry, showing a glass of wine and another hand. A semi-transparent white box contains text.

## FIRST GYM THEN TONIC

We can't stress the importance of staying hydrated. During your workout session, after it. Or go for a refreshing break in between. The Sports Bar is the place to be. Celebrate your glorious victory. Or wash away the blues.

# SOCCER MUSEUM FANATIC

HUP is crazy about all sorts of sports. But we've got a soft spot for soccer. Yep, consider us suckers for soccer. And we're proud of it! Especially since soccer players love us right back. Teams from all over the world get prepared for the new soccer season at HUP. Talents that are yet to be discovered, soccer champs, they love training at HUP. And, let's be honest, what's not to like?

We Dutchies pride ourselves on being a small, but successful soccer nation. When our boys of Oranje play for European or World Championship, the Netherlands turn totally orange, HUP included. Because as you know: we're suckers for soccer. That's why we are blissfully happy to have our own soccer museum. Courtesy of Jos Lenssen, who lets us exhibit the best of the best of his vast collection. Thank you, Jos!

In 1988 San Marco van Basten led Oranje to European victory with an amazing goal. The boots he wore during that match? To be admired at our museum. The soccer jersey Dennis Bergkamp wore when he shot us to the semi-finals in 1998? An honored relic of our museum as well. Accompanied by thousands and thousands of other artefacts that tell all the soccer success stories our small nation treasures. It's sooooo worth the visit!

# GO SOCCER GO





## LET'S PLAY

Unleash your kids and unleash your inner child. Have a ball. No really, have a ball! In the PLAY area you'll find them in any shape and size. Bowling balls, golf balls, miniature golf balls ... Or get your kicks on for a game of interactive soccer. It's GAME ON for all ages. Resistance is futile: we're sure you'll bounce right back.



## PLACES OF INTEREST

**Come join in at HUP in Mierlo, in the South of the Netherlands.**

HUP is quite the busy fun town, indoors and outdoors. On our own premises, nearby or a bit further away. Whether you're a fan of Mother Nature or more the cosmopolitan type. The cities of Helmond and Eindhoven are just a stone's throw away. The HUP staff is more than willing to help you on your adventurous way.

- A 's-Hertogenbosch
- B Amsterdam
- C Keukenhof
- D Van Gogh Centre Nuenen
- E Efteling
- F Beekse Bergen
- G Designer Outlet Roermond
- H Eindhoven + Eindhoven Airport

INFO  
[www.hup.eu](http://www.hup.eu)  
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**HUP**

