



Carlton President

Ready for the guest of the future

In its selection process of external locations the MICE industry is more and more inclined to opt for experience and a unique story. This trend was the basis for the new concept for Carlton President. Here, the guest can choose from various inspiring function rooms which all have their own atmosphere and function.

Photography Marcel Krijgsman

Since March of this year it is all about the Urban Nature concept at Carlton President. The hotel offers a lively, inspiring and dynamic environment, where guests can make the very best of their stay. "Thanks to the free, optimistic and lively vibe, in which there is a real and

About Carlton President

- 165 rooms
- Three brainstorm rooms
- Congress hall (256 m²)
- Five training & meeting rooms
- Official seats2meet location with several work stations
- Garden Brasserie
- Bar
- Leisure Centre with whirlpool, sauna, Turkish steam bath, solarium, fitness and pool/billiard
- Free of charge shuttle service from Maarssen railway station and from and to various office blocks
- Excellently accessible by car (near A2 highway) and public transport
- Own free parking lot, including charging stations for electric cars
- Bronze Green Key

meaningful attention to your needs, you can fully relax here and there is ample space for personal growth", says General Manager Bart Blikman. "Because of surprising combinations and concepts (for instance work vs. play, public vs. private, urban vs. nature, and in the fields of food

and tech) and an inspiring interior, the hotel becomes a very special place to stay, to talk about and to return to with pleasure." The hotel staff also play an important role in creating this environment. "If you enjoy your work, the guests will notice it and you create a positive atmosphere", says sales and Marketing Manager Vera de Haan. "Our employees are given a lot of opportunities for personal growth. That is one of the reasons why they are very receptive to subtle signals and can anticipate on these."

OWN IDENTITY

For every room were considered the function and the meetings which are organized there and what guests need to achieve their objectives. Blikman: "Here, you can create your own private discussion environment, away from your day-to-day surroundings but without having to travel very far. Urban and nature are also present in the hotel's various rooms and function rooms, in the food & beverage concept, and the colors and materials used, making for exciting and surprising combinations." "The three brainstorm rooms are individually focused on the purpose of the meeting and have their own dynamics", De Haan explains. "The Living is decorated as an open and accessible living room. You can sit down on the lounge sofa or in the rocking chair and use a large whiteboard to make notes of your ideas. When the room is not used, the glass door is open and then the space can be used as an

additional break-out room." Blikman: "At a specially designed oak table in the blue boardroom Ocean a team can conduct more elaborate discussions and use a 65-inch monitor with touchscreen function, video-conferencing facilities and digital flip-overs to share information online. In the Roots, on the other hand, you go back to basic, sitting around a round table. The walls are decorated with organic elements. The hooks serving as clothes pegs and the fourth wall with the grey graffiti offer the urban contrast.

The same playfulness can be found in the 16 by 16 meter square congress hall, unique thanks to the absence of pillars and a ceiling height of six meter. The front part of the hall is dominated by the colors blue and white, the part in the back is decorated in green and white. There are also nice accents in the shape of wall surfaces with dressed moss, the swings and the specially designed light fittings.

The decoration in the five training and meeting rooms was kept a bit less frivolous, with alternating blue and white surfaces on the walls.

BOOST

Equally much attention was paid to the break-out rooms in the hotel. De Haan explains: "All public spaces have all sorts of furniture like bar tables, cosy sit-down nooks, tables with stools and lounge sofas,

all spaces where the guests can have discussions in small groups. Besides these, in the Lounge by the brainstorm rooms we created a bright-red scrum room where you can discuss issues to come to a breakthrough." Just like the function rooms, the bedrooms' interiors also have playful contrasts. Around the bed, the colors green and blue ensure a quiet environment, whereas the other side of the rooms are decorated in more industrial elements.

INSPIRING ENVIRONMENT

At the end of this year, the lobby, bar and restaurant will also reflect the Urban Nature concept. "The lobby will be a social meeting place with movable reception desks", says De Haan. "The restaurant with open kitchen, the bar and the conservatory will be one accessible space, where guests can choose a seat on the lounge sofas near the open fireplace, at the high tables with high chairs, or rather take a seat at the cosy bar." The restaurant's menu mainly has dishes that are light digestible, low in carbohydrate and vegetarian, prepared with fresh ingredients from local suppliers. "We are ready for the guest of the future. Here, players in the MICE market have all the opportunities to realize their objectives in an inspiring environment. We are more than happy to tell more about the possibilities."

www.carlton.nl/en/president-hotel-utrecht

