



International positioning Postillion Hotel Amsterdam

“We offer an unique proposition”

Early November the new Postillion Hotel Amsterdam opened its doors. With this hotel and the Convention Centre already realized earlier the Dutch chain of hotels aims to establish itself definitively on the international MICE market. “Here we can take that deciding extra step”, says general manager Marc Roebersen.

The Postillion Hotel Amsterdam is situated in the Amstelkwartier, the final site within the ring of Amsterdam which will undergo a thorough metamorphosis in the coming years. In 2016 the Dutch chain of hotels already opened the Convention Centre in the former Maple Leaf chewing gum factory. According to general manager Marc Roebersen, the opening of the hotel has seriously increased the potential for meetings attended by between 300 and 1,000 participants. “In Amsterdam, the potential for medium-sized groups is limited. With the new hotel we offer 11 additional function rooms on top of the 20 function rooms in the Convention Centre, plus 252 four-star rooms. Our guests have plenty of room and can opt for, for instance, the dinner or setting up a sponsored exhibition. The hotel and the convention centre is just steps away from the hotel, can accommodate 2,000 persons. Together with other hotels in walking distance we offer the necessary hotel rooms varying from three to five stars. What is

more, we are far better accessible compared to locations in the Amsterdam city centre, that do offer the same capacity but not the number of available hotel rooms. Via Station Amsterdam Amstel, subway stations Spaklerweg and Overamstel and the nearby motorways A2 and A10 you can easily reach us. Parking is possible in our own parking garage or at the nearby parking lots which we can easily rent additionally. With all this we can offer our guests a unique proposition no other location in the capital can match.”

AMSTERDAM DELI

The hotel’s lobby and restaurant are decorated in a Sixties retrostyle, just like the Convention Centre. This style is also found in the colorful furniture, varying from comfortable sofas to lounge chairs and high seats. Referring to the chewing gum factory, the hotel will not have a traditional reception desk, but three desks in the shape of a chewing gum ball. Other references to the former function are the ‘do not disturb’ lamps at the rooms which are also shaped like this piece of candy. Other facilities in the hotel are a fitness room and a restaurant with grill concept. At lunchtime the guests can enjoy the new deli concept. “For the lunch we wanted to develop a New York Deli concept for take-away lunches, be it with a touch of Amsterdam”, explains Roebersen. “That is why we started a collaboration with sandwich bar Sal Meyer, the best deli in Amsterdam. Barbecue restaurant



General manager Marc Roebersen



Cooper & Cecile offers delicious BBQ meals such as roast beef, rib-eye and entrecote." The new complex with 11 function rooms sits next to the hotel and has its own entrance. The walls at the front of the building are clad with wood and form a large, continuing stairway that leads to a splendid roof garden.

CONTACT MOMENT

Roebersen stresses the fact that particularly in the new hotel in Amsterdam an extra effort was made to enhance the international character and to cosset the guests. "In two of our hotel rooms, all electronic facilities are voice-controlled. This Harman technology is part of Samsung. It concerns a smart computer that can interpret a voiced question and can execute an action within seconds. Think of controlling the light switches, the curtains, the television and the thermostat. This technology is unique in the Netherlands. In 2019 all of our hotel rooms will be equipped with this technology." The voice-controlled electronics is a fine

example of the increasing automation in the hotel industry. But that may unintentionally affect the personal service, says Roebersen. "As a guest you want to reach your room as soon as possible and when you leave, be able to check out as quickly as possible. This implies that the contact with the client gets shorter and shorter and this way, the reception desk loses its function as beating heart of the service. Nevertheless we want to offer our guests that distinctive, personal attention and service Postillion Hotels is known for. The breakfast offers an excellent moment to show this. By placing guests and serving a number of freshly-made dishes, we can still make contact with the guests. Because of this extra contact moment, you are remembered better as a hotel."

SERVICE

In order to maintain the high level of service at Postillion Hotels all the hotel chain's staff are trained extensively. "I believe in sincere attention and have set the ambition to give

that attention to everybody, every time", says Roebersen. "Here, employees move on easily. This offers great opportunities, particularly for the millennial generation. They want to try things and seek the adventure. This can be found in our use of technology like in the hotel rooms, but is also shown in our international campaign which is a bit bolder. To stimulate our staff to give their best, the company clothing is a bit less formal." With the high service level Roebersen wants to make a difference in Amsterdam. "Sometimes you hear that a location is very beautiful, but that the service is rather disappointing. With our well-equipped function rooms and top-level service we are well capable to facilitate an excellent meeting. The only thing the client has to do, is focus on the content of the meeting."

www.postillionhotels.com/Amsterdam