

Innovative hotel concepts for hospitality 2.0, the Dutch Way



The construction of the Amsterdam nhow hotel, close to the Amsterdam RAI Exhibition and Convention Centre, was recently announced. This will be the second iconic property designed by Rem Koolhaas that this NH-brand will operate, nhow Rotterdam being the first one. You may well wonder when there will come an end to this building frenzy in our relatively small country. Fact is that several international chains have opted for new projects in Holland, which, in my opinion, is an indication of the growing market in our country.

This is not just about quantity, but also about quality. The bigger hotel chains view their visitor mix very differently than some ten years ago. They no longer differentiate by 'leisure' or 'business'. First and foremost, a hotel has to be a place where people can meet for leisure or business purposes, for a short or a long stay, for a meeting or convention. A hotel has added value when it is able to meet these multi-form needs.

It goes without saying that every hotel will look for its own niche in the market. This uniqueness may be enhanced by impressive architecture. However, architecture by itself does not do the trick. The concept must fit in with its surroundings by meeting the needs of local, national and international visitors.

This is hospitality 2.0; the opportunity to host both the local population, tourists and demanding business travellers. This is exactly

what the new hotels in Holland aspire to and how they stand out from the crowd. Some examples are listed in the box on the right. Will there ever be too many hotels? I am of the opinion that those hotels that take admirable advantage of the changing needs of their guests deserve a position in the Dutch market; even though the only criterion for this is, of course, the satisfaction of the meeting and convention planner, of his or her delegates, and the leisure guests. ■

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New in Holland – a non-exhaustive list

Amsterdam

- Motel ONE
- Hotel W
- Element hotel
- Steigenberger Hotel
- Hyatt Regency Amsterdam
- Hilton Amsterdam Airport Schiphol
- INK Hotel
- Atlas ArenA Amsterdam
- Mercure Hotel Amsterdam Sloterdijk Station

- Corendon Vitality Hotel Amsterdam
- Nhow Amsterdam RAI (2018)
- Maritim Amsterdam (2018)

Rotterdam

- Hotel WINGS Rotterdam Airport

Groningen

- Apollo Hotels & Resorts / Apollo Hotel Groningen