



Postillion Hotel Amsterdam

Ultra Dutch hotel chain goes international

Postillion Hotels has great plans. With establishments in the cities of Utrecht, Rotterdam and a shortly to be opened hotel in Amsterdam, the chain of hotels enters the international meeting and congress market.

Postillion Hotels is an ultra Dutch brand with six locations spread all over the Netherlands. The hotel chain's target group is the business traveler. "We give the business meeting priority", manager Erik-Jan Ginjaar explains. "The corporate guest needs facilities to be able to work, meet and stay over. It is exactly for this reason that we developed the corporate Meet Work Stay Concept. Each hotel has various function rooms where business meetings can take place. Especially for the individual corporate guest, the public rooms have various work stations. These so-called business points are provided with all necessary facilities like Wi-Fi and a corner

with various drinks and snacks. Of course, the guest can conclude his stay with a dinner in the restaurant and a stay in one of our hotel rooms. What is more, all our locations can easily be reached by car and public transport."

INTERNATIONAL STRATEGY

Postillion Hotels has the ambition to operate not only as a national, but also as an international congress specialist. The first step to become a specialist was taken by the renovation of the location in Utrecht-Bunnik. "Since 2010, you can find here the typical Postillion look and feel that is characterized by the colors black and orange in the facade and an interior with a great deal of daylight, a lot of room for one-on-one meetings. We now have 30 function rooms there, and we can accommodate congresses attended by up to 1,500 persons."

Postillion Hotels entered the international market in 2015 with the takeover of congress center BEURS-World Trade Center Rotterdam, which now operates under the name of Postillion Convention Centre WTC Rotterdam. This position is now reinforced by a hotel in Amsterdam. For this, a former chewing gum factory is refurbished into a congress center which can accommodate 1,500 persons. This will open in September 2016. In 2017 this will be completed by a tower which houses 250 rooms, a restaurant, a bar, a fitness center and additional congress facilities. "With the realization of these rooms we enter a very specific niche. In the Dutch capital there are relatively few congress locations of this size, and we will also be the

only party to offer own hotel rooms.” The Overamstel area, where the new Postillion offspring will be located, is perfect for the corporate guest, says Ginjaar. “The location can easily be reached and is located at a stone’s throw from the city center. What is more, in a few years’ time a large city bridge will be built which will enable you to walk across the Amstel river to the city center.” With establishments in the cities of Utrecht-Bunnik, Rotterdam and Amsterdam, Postillion Hotels offers three locations with congress rooms accommodating 1,500 persons, but with the intimate atmosphere proper to a hotel.

“The location can easily be reached and is located at a stone’s throw from the city center.”

“The locations differ in price level and surroundings. You can opt for the dynamic capital, for Rotterdam with its international appeal, or for the economically interesting Utrecht.”

HOSPITALITY

Apart from the strategically chosen locations, hospitality is the distinguishing element of Postillion Hotels. Ginjaar: “You can get a nice function room everywhere, but



ABOUT POSTILLION HOTELS

Postillion Hotels is a Dutch hotel chain with establishments in Amersfoort Veluwemeer, Arnhem, Deventer, Dordrecht, Haren Groningen, Utrecht Bunnik and Rotterdam. With Meet Work Stay, Postillion Hotels meets all wishes and demands of the business traveler of today. Meet Work Stay is an innovative concept combining meeting, working and staying as an integrated formula. All locations are judged by Green Key for the Gold level for their achievements in the field of sustainability and Corporate Social Responsibility.

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here, we really make a difference with the human factor. Our staff really understand the purpose of a guest’s visit and what is his or her aim. That is why we innovate continually. In the Brainfood concept, for instance, food stuff is prioritized that ensures that the guests better cope with a day-long meeting or congress. We offer healthy, house-made

snacks like green tea cake, carrot cake and smoothies of vegetables and fruits.” Regarding the accessibility and bookability of the facilities, Postillion has made it possible to book congresses and meetings online. “We offer a booking module in which you can pay directly with your credit card, just like when booking a hotel room.” Concluding, Ginjaar stresses that Postillion will keep on concentrating on making a congress successful. “Our initial talks with a guest do not include the setting and break times, but are about the purposes and the target group of a meeting. Guests must get the feeling that the location contributes to the success of their meeting; the location is a congress’s complement.” That the hotel chain is on the right track, is confirmed by the fact that the hotel in the city of Deventer won the Dutch Hotel Award in 2014 and that the hotel in Utrecht-Bunnik was three times announced Congress location of the Year and is nominated for a Nationale Meeting Award. “I am convinced that our new location in Amsterdam will be added to this list.”

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