



Rotterdam Ahoy

New facilities for an international future

As diverse as the freights arriving in the port of Rotterdam, as diverse are the audiences and visitors of Rotterdam Ahoy. From concert and sports tournament to trade fair and conference, this is where it all happens. Yet, the ambitions of this versatile event venue exceed all expectations. "With the modernisation of the halls for events and trade fairs, the construction of the largest auditorium in the Netherlands as well as a hotel, Rotterdam Ahoy will place itself even more prominently on the international map", says Kees de Jong, Marketing & Communications Manager.

For as long as 45 years, Ahoy has been the international meeting venue for consumers and enterprises. Years in which the public's demands kept changing. "At this moment, the halls for events and trade fairs are being renovated and restructured. The aim is to more effectively use the space. These days, increasingly larger and heavier installations are used, so the roof and the floors have to be adapted to this heavier load. At the same time we also install a new climate control system."

CONFERENCE CENTRE

Still, the most attention is drawn by the new conference centre and hotel. "These new buildings will be situated at the front side of Ahoy. The conference centre includes a large hall suitable for various functions. Firstly an auditorium/theater, secondly a music hall. Thanks to the clever internal structure, the hall can accommodate conferences as well as musicals, operas and concerts. It seats 2,750, but in case of, for instance, a pop concert, it has standing room for 7,000 people. All facilities and conveniences are present, from orchestra pit to balcony. The space can be

made smaller, in order to be able to create a more intimate atmosphere for smaller companies." This remarkable space already has a name: RTM Stage. "The construction of the space is such that each organisation can create its own, dedicated decoration, or branding", De Jong explains.

MULTIFUNCTIONAL

But that is not all, by far. "Next to the auditorium there will be 35 break-out rooms. Ideal when, during an event like a conference, separate sessions have to be accommodated. The Expo foyer will have high ceilings and large windows offering a wonderful view of the city centre. It will be a great room for exhibitions, but also for formal dinners and receptions." The hotel is still under development, but the plans will soon become visible. The new constructions will be completed in 2019.

www.ahoy.nl | www.rotterdamconferences.nl