

Deutsche Hospitality increases its commitment in the Netherlands

New IntercityHotel Amsterdam Airport

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Deutsche Hospitality is driving forward expansion in the Netherlands. The IntercityHotel Amsterdam Airport, which is scheduled to open in 2021, will become the latest addition to the group's portfolio. It will join the existing IntercityHotel in Enschede, the Steigenberger Airport Hotel in Amsterdam and Jaz in the City Amsterdam as Deutsche Hospitality increases its presence in the country to four hotels. Preparations for the start of construction works for the IntercityHotel Amsterdam Airport are continuing apace.

“Our experiences with Steigenberger Hotels and IntercityHotel in the Netherlands have been very good,” said Thomas Willms, CEO of Deutsche Hospitality. “When we were seeking a location for the first Jaz in the City in 2016, it rapidly became clear that Amsterdam is the ideal environment for a young hotel brand that takes its inspiration from music and design. Today, the Jaz Amsterdam boasts an occupancy rate of over 80 percent. This success proves that we were right, and we are now looking to achieve strong growth right across the Netherlands.” Mr. Willms sees this second IntercityHotel as part of an overall expansion strategy in the country, which also encompasses Steigenberger Hotels, Jaz in the City and the MAXX by Steigenberger and Zleep brands.

“Many discussions are currently ongoing, and these relate in particular to the brands MAXX by Steigenberger, IntercityHotel and Zleep Hotels.” Mr. Willms stated that Rotterdam, Den Haag, Utrecht, Eindhoven, Nijmegen, Arnhem, Maastricht, Groningen and the resorts on the Dutch coast were all potential locations alongside Amsterdam.

The IntercityHotel Amsterdam Airport will be the second IntercityHotel in the Netherlands when it launches in 2021. Like all the brand's new generation hotels, its interior design concept will bear

the signature of Italian architect Matteo Thun. The hotel will offer 280 rooms, conferencing and events areas, a restaurant and a health and beauty spa and gym facility. It will be located within the direct proximity of Hoffddorp Station with easy access to the A4 motorway. Other transport links are equally attractive. Intercity Amsterdam Airport can be accessed on foot in five minutes, and Amsterdam city centre is also only just under 15 minutes away. The project is being implemented by Necron AG, which worked with Deutsche Hospitality in the past on the development of the IntercityHotel at Zurich Airport. “The IntercityHotel Amsterdam Airport is an extremely exciting project,” said Necron AG’s CEO Patrick Paternotte. “We are looking forward to working in partnership with SADC and Deutsche Hospitality to realize the venture.”

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Deutsche Hospitality brings together five separate hotel brands under a single umbrella. **Steigenberger Hotels & Resorts** has 60 hotels housed in historic traditional buildings and lively city residences and also offers health and beauty oases set at the very heart of nature. **MAXX by Steigenberger** is a new and charismatic concept which places the focus on the essential in accordance with its motto “MAXXimize your stay”. **Jaz in the City** branded hotels reflect metropolitan lifestyle and draw upon the local music and cultural scene. **IntercityHotel** offers more 40 upper mid-range urban hotels, all of which are located within easy walking distance of railway stations or airports. And **Zleep Hotels** – a well-known and successful hotel brand in Scandinavia which offer service and design at a great rate for the many. The portfolio of Deutsche Hospitality currently includes almost 150 hotels on three continents 30 of which are in the pipeline.

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