

NH HOTEL GROUP UNVEILS FOURTH PREMIUM PROPERTY IN THE HEART OF AMSTERDAM

The new NH Collection Amsterdam Flower Market is a contemporary and elegant hotspot for visitors to the Dutch capital

Amsterdam May 16th, 2019. NH Hotel Group has unveiled its fifth NH Collection property in The Netherlands and fourth in Amsterdam with the opening of the new upper-upscale NH Collection Amsterdam Flower Market.



Photos from left to right: Premium Room, Breakfast Room and Reception of NH Collection Amsterdam Flower Market

With 233 rooms, the new 4-star hotel is situated in a distinctive 1920s building in the historic city centre of the Dutch capital. After closing for six months to undergo a complete renovation, the former NH Carlton Amsterdam has now become part of the Company's premium NH Collection brand.

Commenting on the property, **Maarten Markus**, Managing Director Northern Europe of NH Hotel Group, said: *"NH Carlton Amsterdam was a well-known hotel with a rich history dating back to the Olympic Games in 1928. We decided that this unique hotel would be the perfect addition to the NH Collection properties in Amsterdam after an extensive renovation"*.

"NH Collection Amsterdam Flower Market is a fascinating building, located between canals and plazas, right next to the Flower Market. With its signature elegant yet contemporary touch it will continue to attract leisure guests as well as business travellers that look for the extraordinary NH Collection experience", adds Markus.

Interior Design adds elegant texture

Designed by Spanish interior and architecture studio TBC Interiorismo, the hotel's design is inspired by the industrial and cosmopolitan atmosphere of the city, its famous Bloemenmarkt flower market and the region's colourful flower fields. Commenting on the concept, **Mercedes Isasa** from TBC Interiorismo said: *"The design brings the city inside the hotel, starting off with the nearby floral atmosphere that invades all public*

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areas. We used textures and materials with large-scale floral prints to magnify and create interesting design elements. Moreover, we made use of Moooi's design, a Dutch landmark firm in contemporary design whose products are exhibited in every design forum worldwide. An example is the flowery mural behind the reception. The tapestry is a design of Marcel Wanders, cofounder of the firm with Casper Visser, and has given a new twist on the traditional Dutch still life flower paintings”.

Gastronomy with an urban twist: Ter Marsch & Co as renowned partner for food and beverage

After a successful pop-up restaurant collaboration in NH Carlton Amsterdam, NH Collection Amsterdam Flower Market is partnering with Ter Marsch & Co for the hotel's premium gastronomy offer. Opening soon, the independently operated ground floor restaurant with a view of the Bloemenmarkt will be a bar and grill specialising in delicious award-winning hamburgers and premium drinks in a trendy setting with a jaw dropping interior. With colourful mosaic pillars, floral artworks and a marble bar, it will provide a unique charming feel, with wooden accents and an a fully open kitchen.

Expansion of NH Collection portfolio worldwide

Currently, the Company operates 80 NH Collection hotels in 15 different countries, placed in strategic locations in key cities of Europe and Latin America. With the opening of this new NH Collection hotel, the Group consolidates its commitment to its upper-upscale brand in the city of Amsterdam. NH Collection Amsterdam Flower Market will be the fourth NH Collection property in Amsterdam, a great addition to an already impressive portfolio consisting of **NH Collection Doelen** right at the Amstel River, **NH Collection Barbizon Palace** next to the central train station and **NH Collection Grand Hotel Krasnapolsky** on Dam Square overlooking the Royal Palace.

For NH Hotel Group's Chief Marketing Officer, **Isidoro Martínez de la Escalera**, the newest NH Collection hotel in Benelux confirms the long-term strategy of investing in the upper-upscale segment: *“With the NH Collection brand, we reinforce our leadership in strategic important destinations such as Amsterdam, Munich and New York. We recently signed an agreement for another property in Rome, NH Collection Fori Imperiali, which will be our 13th hotel under our premium brand in Italy. Our new NH Collection Amsterdam Flower Market highlights the unstoppable growth of the NH Collection brand further in the Netherlands and Europe, considering our upcoming openings in Germany and Belgium in Q 3 this year”.*

In 2019, more destinations will be added to the portfolio: the first NH Collection hotel in Antwerp, Belgium, named **NH Collection Antwerp Centre**, the refurbished **NH Collection München Bavaria** in Southern Germany; and **NH Collection Roma Fori Imperiali** in the historical heart of the Eternal City.

Take a look at the NH Collection brand video [here](#).

Watch [here](#) the extraordinary opening of NH Collection Amsterdam Flower Market.

About NH Hotel Group

NH Hotel Group is a consolidated multinational player and a leading urban hotel operator in Europe and America, where it operates over 350 hotels. Since 2019, the company works with Minor Hotels in the integration of their hotel brands under a single corporate umbrella with presence in over 50 countries worldwide. Together, both groups have a portfolio of over 500 hotels articulated around eight brands: NH Hotels, NH Collection, nhow, Tivoli, Anantara, Avani, Elewana and Oaks.

About TBC Interiorismo

TBC Interiorismo is a leading Madrid-based interior design and architecture studio, founded by Mercedes Isasa in 1991. During the last 28 years TBC Interiorismo continuously implemented more than a hundred large-scale projects for top Spanish companies, both locally and internationally.

TBC Interiorismo is integrated by an experienced multidisciplinary group of professionals whose work is distinguished by its personalized and innovative spaces. All our projects respond to their proper context and successfully address the challenges that arise at every step of the way. Our success is measured by the level of our client's satisfaction and their continuous trust in us all over these years.

About Ter Marsh & Co

Ter Marsch & Co started back in 2014 with a simple mission: "to do one thing, and to do it exceptionally". The award-winning bar & grill specializes in serving delicious 100% beef ham-burgers from the grill in a hip atmosphere designed to appeal to both families and foodies. Enjoying a cup of coffee, an extensive lunch, good dinner, or just having a drink: it's all possible.

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