

INDEPENDENT

HOTEL

The business
event for the
hotel community

SHOW

A M S T E R D A M

12-13 Mar 2024
RAI Amsterdam

EVENT SALES BROCHURE

[INDEPENDENTHOTELSHOW.NL](https://independenthotelshow.nl)



Welcome to the Independent Hotel Show 2024



IHS AMSTERDAM 2024

At the Independent Hotel Show Amsterdam, we are passionate about bringing together members of the Benelux and wider regions' Hotel Industry to learn, connect, and thrive in a dynamic and supportive environment. We were thrilled to see a significant number of hoteliers attend our 2023 edition, which was a resounding success. The energy and enthusiasm of attendees as they engaged with our programme, explored new products, and networked with industry peers were truly inspiring.

Europe led the world in the reintroduction of international travel in the second half of 2022, with almost 70% of global travellers visiting the continent, according to JLL's Global Hotel Investment Outlook report. JLL predicts a continued increase in travel demand and expects European cross-border investment opportunities to pick up in 2023, with the region already receiving \$6.85 billion in capital market inflows in 2022. This is an exciting opportunity for businesses with products or services that can support this growing demand to seize significant business opportunities.

As the premier business event for the luxury, boutique, and independent hotel sector in the Benelux region, Independent Hotel Show Amsterdam is a must-attend event for anyone looking to tap into this growing market.

With a carefully curated selection of over 200 suppliers, a comprehensive programme of informative seminars, and expertly choreographed networking opportunities, our show is the most significant annual gathering for hoteliers in the region.

We invite you to join us on 12-13 March 2024 at RAI Amsterdam to be a part of this unique and prestigious event. Don't miss out on this unparalleled opportunity to connect with our high-quality audience of hoteliers who are dedicated to ensuring the sustained profitability and efficiency of their hotel businesses.

We are excited to have you as part of our line-up and look forward to welcoming you in person!



Mieke Berkers
EVENT MANAGER
INDEPENDENT HOTEL SHOW

GUEST DEMOGRAPHICS

GUEST ACTIVITY

5*	24%
4*	41%
3*	19%
2*	3%
1*	1%
SERVICE APARTMENTS	2%
PUB/RESTAURANT WITH ROOMS	1%
PRIVATE CLUB WITH ROOMS	2%
B&B GUESTHOUSE	7%

SIZE OF ACCOMMODATION

1 - 10 ROOMS	9%
11 - 25 ROOMS	13%
25 - 50 ROOMS	17%
51 - 100 ROOMS	21%
100+ ROOMS	40%

16% CAME FROM OUTSIDE THE NETHERLANDS

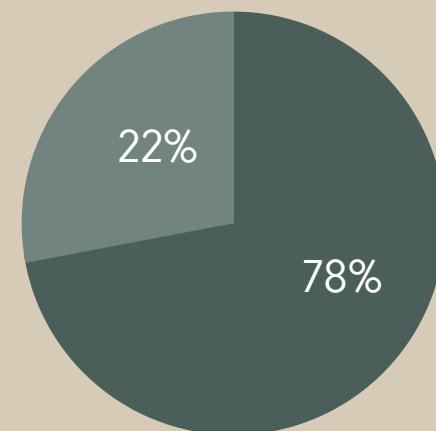
83% HAVE DIRECT PURCHASING POWER

91% OF VISITORS WILL BE RETURNING IN 2024

€75,012

is how much our visitors plan to spend on average in the next 12 months with companies they met at the show

GROUP-OWNED HOTELS



INDEPENDENT HOTELS

WHO CHECKED IN

A selection of visitors to the
Independent Hotel Show 2023.

IHS AMSTERDAM 2024

24 Hotel Group
Accor
ACCOR HOTELS BENELUX
Aeon plaza hotels
Alexander hotel
Amadi Hotels Amsterdam
Ambassade Hotel
Amrâth Hotels
Amstel Corner Hotel
Amsterdam Canal Hotels
Amsterdam Hotel Group
Amsterdam Marriott & Renaissance Hotels
Anantara Grand Hotel Krasnapolsky Amsterdam
Animoo Hotels
Antwerp Harbour Hotel
Apollo Hotel Amsterdam, a Tribute Portfolio Hotel
ART Hotels BV
Artemis Hotel
Artius Living
Art'otel
A-STAY Antwerp
August Antwerp
Azura Boutique Hotel
B&B Hotels
B&B Oud Aa
B&B 't Poorthuys
Babylon Hotel
Backstage Hotel
Badhotel Renesse
Badhotel Rockanje
Balbirnie House Hotel
Barceló Hotel Group
Bed, Bites & Business Hotel
Best Western Dam Square Inn
Best Western Hotel Groningen Centre
Blom Interieurs
BLUME CRUZ SUITES
BnB 't Ambacht
BNL Hotel Group
Boetiekhotel Faan
Borealis Hotel Group
Botanic Sanctuary Antwerp
Boutique Hotel Texel
Boutiquehotel The Roosevelt
BWH Hotel Group
Carlton Hotel Collection
Center Hotels
Champels Hospitality
Charme Hotels
Château St Gerlach
Chogogo Dive & Beach Resort Bonaire
Choice Hotels
citizenM
City Boutique
City Group Stay - Amsterdam
City ID
Cityden Stadshart
CityHub
CityView hotel
Classik Hotel Collection GmbH
Clay Hospitality Group
Conferentiehotel de Ruwenberg
Conferentiehotel Kontakt der Kontinenten
Conscious Hotels
Conservatorium hotel
Corendon Hotels & Resorts
Court Garden Hotel
Crown Plaza Hotel Utrecht Central station
CVM Hotels B.V.
De Arend Amsterdam
De L'Europe Amsterdam
De Librije
De Ware Jacob Boutique Hotel

Dutch Design Artemis Hotel
Eden Hotels
Excite Hotels
FINE Hotels & Suites
Fitz Roy urban Hotel
Fruitpark Hotel & Spa
Grand Hotel Amstelveen
Grand Hotel De Draak
Grand Hotel Huis ter Duin
Grand Hotel Karel V
Hampshire Hotel Delft Centre
Hampton by Hilton Antwerp Central Station
Hilton Amsterdam Airport Schiphol
Hotel Âme
Hotel Arena
Hotel Boat&Co
Hotel Cornelisz
Hotel De Gravin
Hotel de Landmarke
Hotel De L'Europe
Hotel De Werf
Hotel De Zeeuwse Stromen
Hotel de Zon
Hotel Delft Centre
Hotel des Arts
Hotel Des Indes
Hotel Erasmus
Hotel Ernst Sillem Hoeve
Hotel Estherea
Hotel Industrie
Hotel Jakarta Amsterdam
Hotel Not Hotel
Hotel O Cathedral
Hotel Oepkes
Hotel Okura Amsterdam
Hotel Old Quarter
Hotel Pincoffs, Rotterdam
Hotel Sebastian's
Hotel Seven one Seven
Hotel The Dylan Amsterdam
Hotel The Exchange
Hotel the Match BV
Hotel the Noblemen
Hotel Twenty Eight
Hotel Twentyseven
Hotel V Amsterdam
Hotel Van der Valk Maastricht
Hotel ZUID
HotelREZ Hotels & Resorts
Hyatt Regency Amsterdam
ibis Schiphol Amsterdam Airport
IHG
Indigo Hotel Brussels
INK Hotel Amsterdam - MGallery Hotel Collection
Inside by Melia Amsterdam
Inntel Hotels
Jaz In The City Amsterdam
Kapellerput Hotel
Kasteel De Vanenburg
Kimpton De Witt
Kloeg Collection
Kook Atelier Gastrofarm op Oost
Laksch Hospitality Group
Landgoed Groot Warnsborn
Landgoed Hotel Groot Warnsborn
Landgoed Lauswolt
Landgoed Marquette
LBG Hotels
Le Bon Apart
Ledeganck bart
Leerhotel Het Klooster
Leonardo Hotels & Apollo Hotels Benelux

Made in Hotels
Maritim Hotel Amsterdam
Maxhotel Amsterdam Airport Schiphol
Meininger Hotels Amsterdam
Melià Hotels International
Mercure & IBIS Tilburg
Mercure Hotel Amsterdam West
Metropolitan Region Amsterdam
Mezzo hotel
Mitland Hotel
MMA Groep
Monet Garden Hotel Amsterdam
Monsieur Hotels
Mr. Jordaan hotel
NH Collection Barbizon Palace/Tivoli Doelen Amsterdam Hotel
NH Hotel Group
No11 Boutique Hotel & Brasserie
Nova Hotel Amsterdam
Novotel Amsterdam Schiphol Airport
Novotel Den Haag World Forum
Oasis Resorts
Odyssey Hotel Group
Oldschool Hotel
Onderwischhotel De Rooi Pannen Breda
Oud London Horeca Groep
Owl Hotel
P&D Collections
Park Centraal Amsterdam
Park Plaza Vondelpark, Amsterdam
Pestana Hotel Group
Pillows Hotels
Postillion hotels
PPHE Hotel Group
Pulitzer Amsterdam
PuurZee - Hotel Villa de Klugte
Quentin Hotels
Radisson Hotel & Suites Amsterdam South
Raspberry Hotel Group
Rastelli Group
Relais & Châteaux Weeshuis Gouda
Resort ZuidDrenthe
Restaurant Watertoren Utrecht
Rho Hotel BV
Romantik Hotel Kasteel Daelenbroeck
Roosendaal Hotels Ltd
Royal Botania
Saillant Hotels
Sanadome Hotel & Spa
Sanadome Nijmegen
Scuba Lodge
Simonis Collection
Sirle Collection
SLOK Hospitality Group
Sofitel Legend the Grand Amsterdam
Soho House
Soof Retreats
Sotel Amsterdam CS
Stadshotel Doesburg
Stadspaleis Hotel Oldruitenborgh bv
Steigenberger Airport Hotel Amsterdam
Stichting K&K Conferentiehotel
Strandhotel Bos en Duin
Strandhotel Scheveningen
Strandhotel Westduin
Suite Hotel Pincoffs
Supernova Hotel
Swissotel Amsterdam
Tangla Hotel Brussels
The Bank Hotel
The Bellhop Hotel

The Bulldog Hotel
The Collector The Hague
The Den
The Dylan Amsterdam
The Fine Hotels & Suites Collection
The Florian
The Guest Hotel
The Hague Marriott
The Hard Rock Hotel
The Hotel Brussels
The Hoxton, Amsterdam
The Muse Amsterdam Boutique Hotel
The Nox Hotel
The Slaak Rotterdam
The Social Hub
The Space Atelier
The Times Hotel
The Unbound
The Usual Hotels
Theaterhotel Almelo
Tulip of Amsterdam B&B
Two Brothers Hotel Company
U Parkhotel
Unembeza Boutique Lodge & Spa
UplandParcs
Valerius Boutique Hotel
Van der Valk Hotels & Restaurants
Villa Magnolia
Villa Nicola City B&B
Villa Oldenhoff
Villa Vennendal
Villa360
Volkshotel
WestCord Hotels
WIN Hotels
Witte Berken Natuurhotel
WorldHotels
Woudschoten Hotel & Conferentiecentrum
Xcentric Hotels & U-Hotel Group B.V.
XO Hotels
YAYS Group
YOTEL Amsterdam
YOURS boutique hotel
YUST Group
Zien Group
Zoku

THE SUPPLIER EXPERIENCE

We have been exhibiting since the first Amsterdam edition and consider the show as the main hospitality event for Benelux. It is a very good concept. We are pleased with the high quality of the event, the exhibitors and visitors. Independent Hotel Show is ideal for us to launch innovations, meet customers, partners and new relations. It is a vibrant meeting point for the industry, a true energizer. That is why we signed up for IHA24 even before the opening of IHA23.

JEROEN COESMANS
MANAGING DIRECTOR
ASSA ABLOY

We recently participated as an exhibitor at the Independent Hotel Show and I can say it was a valuable experience. We have established many new relationships and put Bulsink on the map as the most experienced builder within Hospitality. We will be present again next year to expand our network.

WENDY BLANKERS
MARKETING & COMMUNICATION MANAGER
BULSINK

THE GUEST EXPERIENCE

Independent Hotel Show Amsterdam is an amazing show, I truly love it! I made some great business encounters, and have enjoyed my time here. It was my first year attending but will certainly not be my last year.

ROBERT JAN WOLTERING
DIRECTOR
L'EUROPE

I normally hate boring exhibitions, but the Independent Hotel Show Amsterdam looks really good from a design perspective and the concept is different than any other trade exhibitions I've been to. You have made me change my mind. Congratulations!

STEPHAN STOKKERMANS
DIRECTOR
GRANDHOTEL HUIS TER DUIN



OUR SERVICE

A comprehensive business event to service the full hotel lifecycle. From investment and purchasing through to branding, design, operations, portfolio growth and selling, the show's content supports hoteliers in every stage of their hotel development.

OVER 200 QUALITY SUPPLIERS

We welcome representation from across the hotel supply chain. Exhibitor categories include but are not limited to:

DESIGN & DECOR

TECHNOLOGY

SPA & WELLNESS

HOTEL SUPPORT SERVICES

FOOD & DRINK

HOUSEKEEPING & HOTEL PRODUCTS

BEDS & BEDDING

MARKETING & BRANDING

AUDIO & ENTERTAINING

EDUCATION PROGRAMME

A huge draw in attracting our hotelier guests to the show, our education programme address hotel topics for hoteliers today.

There are 3 stages:

HOTEL BUSINESS STAGE

HOTEL INNOVATION STAGE

SOCIAL BUSINESS SPACE

JOIN US IN SHARING YOUR SOLUTIONS FOR THE MODERN HOTELIER.

WHAT PRODUCT OR SERVICE CAN YOU OFFER?

Get in touch with Lieke Bodelier
lieke.bodelier@montgomerygroup.com to discuss options available.

IHS AMSTERDAM 2024



IH.



JOIN OUR PREMIUM LINE-UP

IHS AMSTERDAM 2024

With stands selling fast and a finite amount of space available, contact us now to request a floorplan.

STAND TYPE	INCLUSION	RATE PER M ²
Space Only	Space to build bespoke stand	€366*
Shell Scheme	Walling, Fascia with nameboard & Carpet	€461*

Basic shell scheme stand package includes walls, fascia with company nameplate, carpet, 2x spotlights, 1x socket (including power supply). Excluding furniture.

*One-time marketing fee of €595, including:

- A profile page for the website
- Professional invitation module to invite your hotelier clients to the show
- One lead scan app license
- Wifi in the hall

Co-exhibitor fee is €225 per partner on the stand

BECOME AN OFFICIAL PARTNER

Be seen as a market leader by affiliating your brand as a partner to the show. Work with us to build and deliver a comprehensive package that places your company at the forefront of our guests' minds.



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HOTEL BUSINESS
STAGE

IN PARTNERSHIP WITH
ROOMRACCOON
cloud hotel management

DESIGNED BY
RIVIERA MAISON

PACKAGES TO INCLUDE

- ◆ Elevating branding and increased exposure above and beyond the traditional exhibition stand
- ◆ Comprehensive pre-event marketing and advertising
- ◆ Data capture opportunities to enable you to build personal relationships with our hotelier community
- ◆ Hosted face-to-face opportunities to inspire and educate our guests about you and your services

OPPORTUNITIES

THE MEMBERS SUITE
THE LOBBY
HOTEL INNOVATION STAGE
HOTEL BUSINESS STAGE
AWARDS
CATEGORY QUARTER
SOCIAL BUSINESS SPACE

PARTNERS

The Independent Hotel Show is proud to have worked with leading partners in 2023 to help support the industry

IHS AMSTERDAM 2024

RECOMMENDED BUSINESS PARTNERS



DESIGN PARTNERS



COMMUNITY PARTNERS



HEADLINE MEDIA PARTNERS



MEDIA PARTNERS



EXPERIENCE PARTNERS



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