



INDEPENDENT

HOTEL

The business
event for luxury &
boutique hotels

SHOW

A M S T E R D A M

14 – 15 Mar 2023
RAI Amsterdam

PROSPECTIVE EXHIBITOR
& PARTNER INFORMATION

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



Welcome to the Independent Hotel Show 2023

IH.

We strive to create an inspiring event experience and environment in which the hotel community can learn, connect, and thrive together. After a long wait it was incredible to welcome back so many hoteliers to Independent Hotel Show Amsterdam and to see them engaging with our programme, meeting exhibitors, discovering new products, and networking with industry peers.

According to TOPHOTELPROJECTS, 292,880 new hotel rooms will be completed across Europe in the next few years. If your product or service is relevant and could support this hotel demand, the business opportunities are significant. How do you intend to get your share?

The Independent Hotel Show is the most comprehensive and best loved business event for the luxury, boutique and independent hotel sector. Comprised of a curated exhibition of over 200 suppliers, a complimentary programme of

educational seminars and expertly choreographed networking opportunities; the show is proven to bring thousands of hoteliers together as the most relevant annual gathering for their community.

We invite you to join us on 14-15 March 2023 at RAI Amsterdam to engage with this audience of high-quality hoteliers, dedicated to the discovery and application of new opportunities that ensure the continuous profitability and efficiency of their hotel businesses.

We look forward to welcoming you to the line-up.



Mieke Berkers
EVENT MANAGER
INDEPENDENT HOTEL SHOW

2022 GUEST DEMOGRAPHICS

2425

TOTAL VISITORS

€68,538

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

GUEST ACTIVITY

HOTEL	67%
OPENING A NEW HOTEL	10%
OTHER ACCOMMODATION	4%
PRIVATE CLUB WITH ROOMS	2%
PUB/RESTAURANT WITH ROOMS	3%
SERVICED APARTMENTS	8%
GUESTHOUSE	6%

ACCOMMODATION SIZE

1-10 ROOMS	21%
11-25 ROOMS	11%
26-50 ROOMS	15%
51-100 ROOMS	15%
100 + ROOMS	38%

15%

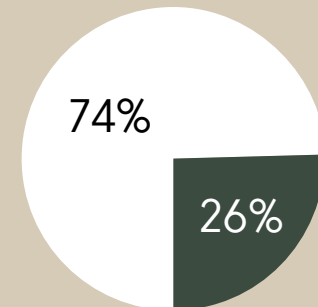
CAME FROM OUTSIDE
THE NETHERLANDS

82%

HAVE DIRECT
PURCHASING AUTHORITY

91%

OF VISITORS WILL BE
RETURNING IN 2023



INDEPENDENT
HOTELS

GROUP-OWNED
HOTELS

THE SUPPLIER EXPERIENCE

"We have exhibited at the Independent Hotel Show before and consider it a hugely valuable platform for meeting new and existing clients and hearing about the latest trends and innovations in the world of hospitality. The audience of independent and boutique hotel buyers is a good fit for our products."

Saskia Husslage
SECTOR MANAGER PRIVATE
FORBO FLOORING SYSTEM

"Meeting so many hotel owners at the Independent Hotel Show has been great for us to get a better insight into their business needs and of course into developing new prospects for our make-it-yourself premium cocktails. We definitely will be back next year!"

Philippe Souren
CO-OWNER
MINIBARBOX





"The visitors at the Independent Hotel Show are more targeted than at other exhibitions in which we participate. Many of them are direct decision makers and they are purely focused on the products at the fair, they are not just coming for drinks and snacks. That's a big advantage."

Ton Haagedoorn
COMMERCIAL DIRECTOR
PABST & HAGEDOORN

THE GUEST EXPERIENCE

IHS AMSTERDAM 2023

"It was a wonderful show with a very interesting range of exhibitors and speakers, it was also nice to see many familiar faces again. I would love to join the event again next year."

Marc van Gulick
DIRECTOR
LANDGOED LAUSWOLT





"It was a great kick off for events after Covid. A good way to see all kind of new developments and more importantly to meet each other again. I really enjoyed the event and all the seminars were very interesting. Good to see that so many people came to reunite again, this truly inspired me after this challenging time in our industry."

Stefan Dubbeld
ROOMS DIVISION MANAGER
ID APARTHOTEL

"The Independent Hotel Show was a great opportunity to meet existing relations and suppliers again and, after a long time, to gain inspiration for the future of our hotels. We will definitely come back next year."

David Reinders Folmer
FOUNDER
EXCITE HOTELS

WHO CHECKED IN

A selection of visitors to the
Independent Hotel Show Amsterdam

ACCOR
ADYEN
AEON PLAZA HOTELS
AIRPORT HOTEL ROTTERDAM
ALBUS HOTEL
ALEXANDER HOTEL
ALEXANDER BEACH CLUB
AMADI HOTELS
AMBASSADE HOTEL
AMRÂTH HÔTELS
AMSTEL HOTEL
AMSTERDAM CANAL HOTELS
AMSTERDAM TROPEN HOTEL
ANIMOO HOTELS
ANKOGEL LOFTS
ANOTHER HOTEL
APOLLO & LEONARDO HOTELS GROUP
A-STAY
AUBERGE DU BONHEUR
B&B VAN BEEM
B&B WILLEM II
BABYLON HOTEL
BALBIRNIE HOUSE HOTEL
BEST WESTERN DAM SQUARE INN
BLACK LABEL HOTELS
BLOOMING HOTELS
BOREALIS HOTEL GROUP
BOTEL
BOULEVARD HOTEL SCHEVENINGEN
BOUTIQUE B&B BOVIEN
BOUTIQUE HOTEL APOLLOFIRST
BOUTIQUE HOTEL CORONA
BOUTIQUE HOTEL DE VIER PATRICIERS
BOUTIQUE HOTEL SHAMON
BUITENPLAATS ROZENHOF
BUNK HOTELS

BWH HOTEL GROUP
CANAL HOUSE
CARLTON HOTEL COLLECTION
CENTER HOTELS
CHARME HOTELS
CHATEAU NEERCANNE
CHÂTEAU ST GERLACH
CHOICE HOTELS EMEA
CITIZENM
CITY ID GROUP
CITYDEN ZUIDAS
CITYHUB
CITYLAB HOTEL
CLINK HOSTELS
CONSCIOUS HOTELS
CONSERVATORIUM HOTEL
CORENDON HOTELS & RESORTS
COURT GARDEN HOTEL
COURTYARD BY MARRIOT
CROWNE PLAZA UTRECHT
CROWNE PLAZA AMSTERDAM
DE DRIE GEZUSTERS
DE WARE JACOB BOUTIQUE HOTEL
DIKKER & THIJS HOTEL
DORPSHERBERG DE ROSKAM
EASYHOTEL BENELUX
EDEN HOTELS
EDYN
EHM GROUP
ERFGOED LOGIES
ERIC VÖKEL BOUTIQUE APARTMENTS
EXCITE HOTELS
EXECUTIVE RESIDENCY AMSTERDAM AIRPORT
FARALDA CRANE HOTEL
FINE HOTELS & SUITES
FITZROY MAASTRICHT

HOTEL FLORA BATAVA
GENERATOR
GIETHOORN HOTEL
GOLDEN TULIP ALKMAAR
GOOILAND HOTEL
GOSSET HOTEL BRUSSELS
GR8 HOTELS
GRAND HOTEL AMRÂTH KURHAUS
GRAND HOTEL BEATRIX
GRAND HOTEL DE DRAAK
GRAND HOTEL KAREL V
GUESTHOUSE HOTEL KAATSHEUVEL
GRAND HOTEL TER DUIN
GUESTHOUSE VERTOEF
HAMPTON BY HILTON AMSTERDAM CENTRE EAST
HET ARRESTHUIS
HET MAASHOTEL
HIIVE HOTELS GROUP
HILTON
HOEVE KROMWIJK
HOF VAN ALEXANDER
HOLIDAY INN
HOLLAND HOUSE BEACH HOTEL
HOTEL & CHATEAU MARQUETTE
HOTEL & WELLNESS ZUIVER
HOTEL AMSTERDAM DE ROODE LEEUW
HOTEL BEETHOVEN
HOTEL BOER GOOSSENS
HOTEL BRASSERIE BRITANNIQUE
HOTEL BRIDGES HOUSE HOTEL BRIES
HOTEL CASA AMSTERDAM
HOTEL CORNELISZ
HOTEL DE L'EUROPE
HOTEL DE STERRENBORG
HOTEL DE ZON
HOTEL DEN BERG

HOTEL DES ARTS
HOTEL ERNST SILLEM HOEVE
HOTEL ESTHERÉA
HOTEL FRANQ
HOTEL HAGUE CENTER
HOTEL HERIKERBERG
HOTEL HOOGEVEEN
HOTEL HOUTEN
HOTEL IX AMSTERDAM
HOTEL JAKARTA
HOTEL KAPELLERPUT
HOTEL LLOYD
HOTEL MIJDRECHT MARICKELAND
HOTEL MITLAND
HOTEL MONDRAGON
HOTEL MUSEUMKWARTIER UTRECHT
HOTEL NOT HOTEL
HOTEL O KATHEDRAL
HOTEL OKURA AMSTERDAM
HOTEL PARKZICHT
HOTEL PRINSENHOF GRONINGEN
HOTEL RESTAURANT BRASS
HOTEL ROYAL BRIDGES
HOTEL 'T VOORHUYSEN
HOTEL THE CRAFTSMEN
HOTEL THE MATCH
HOTEL THE NOBLEMEN
HOTEL TWENTY EIGHT
HOTEL VAN ORANJE
HOTEL VILLA RUIMZICHT
IBIS SCHIPHOL AMSTERDAM AIRPORT
ID APARTHOTEL - CITY ID GROUP
IHG HOTELS & RESORTS
ILFORD HOTELS
INK AMSTERDAM
INTEL HOTELS

WHO CHECKED IN

A selection of visitors to the
Independent Hotel Show Amsterdam

KIT HOTEL BV
LANDGOED HOTEL GROOT WARNSBORN
LANDGOED LAUSWOLT
LEONARDO HOTELS BENELUX
LINDNER HOTELS & RESORTS
LLOYD HOTEL
LORE GROUP, THE NETHERLANDS
BEST WESTERN MUSEUMHOTELS DELFT
LUXURY SUITES AMSTERDAM
LYRATH ESTATE HOTEL
MANZO'S SUITES
MARY K HOTEL
MAX BROWN HOTELS
MERCURE HOTEL AMSTERDAM CITY
MONQUI
MOOIRIVIER HOTEL
MORE BERLIN
MOTEL ONE
MOTHER HOOSE HOTEL
MÖVENPICK HOTEL
MOXY AMSTERDAM HOUTHAVENS
MOZART HOTEL
MR JORDAAN HOTEL
MUZE HOTEL
NERO OFFICE HOTEL & CITY CAFÉ
NEW AMSTERDAM HARLEM HOTEL
NH HOTEL GROUP
NOTIZ HOTEL
NOVA HOTEL AMSTERDAM
NOVOTEL DEN HAAG WORLD FORUM
OASIS PUNT-WEST HOTEL & BEACH RESORT
OKURA NIKKO HOTELS
OLYMPIC HOTEL
OOSTWEGEL COLLECTION
ORANJE HOTEL LEEUWARDEN
OTIUM HOTELS

PARDELA MENORCA
PARK BROEKHUIZEN
PARK CENTRAAL AMSTERDAM
PARK PLAZA VICTORIA
PARKHOTEL DE WIEMSEL
PAVILJOEN HOTEL
PESTANA AMSTERDAM RIVERSIDE
POLDERHUIS B&B
POSTILLION HOTELS
POST-PLAZA HOTEL & GRAND CAFÉ
PPHE HOTEL GROUP
PREFERRED HOTELS & RESORTS
PULITZER AMSTERDAM
QL HOTELS
QUALITY WELLNESS RESORTS
QUARTZ INN HOTELS
RESTAURANT, HOTEL & SPA SAVARIN
ROCCO FORTE HOTELS / THE CHARLES HOTEL
ROOM MATE HOTELS
ROSALIA'S MENAGERIE
SB HOTELS
SHERATON AMSTERDAM
SIR ADAM HOTEL
SIRCLE COLLECTION
SLOK HOSPITALITY GROUP
SNOOZZ HOTELS
SOFITEL LEGEND THE GRAND AMSTERDAM
SOHO HOUSE
HOTEL & WELLNESS ZUIVER
STAR LODGE HOTELS B.V.
STAYOKAY
SUITE HOTEL PINCOFFS
SWISSOTEL AMSTERDAM
THE ALBUS
THE ALFRED HOTEL
THE ARCADE HOTEL
THE ASHE HOTEL

THE BEACH HOUSE CURACAO
THE BELLHOP HOTEL
THE BLOSSOM HOUSE AMSTERDAM
THE BULLDOG HOTEL
THE COLLECTOR THE HAGUE
THE DYLAN AMSTERDAM
THE FLORIAN
THE HENDRICK'S HOTEL
THE HOTEL BRUSSELS
THE HOXTON
THE JAMES ROTTERDAM
THE ROOSEVELT BOUTIQUE HOTEL
THE SET COLLECTION
THE SLAAK ROTTERDAM
THE STUDENT HOTEL
THE TIMES HOTEL
THE UNBOUND
THEATERHOTEL VENLO
VAN DER VALK HOTELS
VENESTON SUITES
VICTORIA HOTEL PPHE
VILLA BEUKENHOF
VILLA NICOLA CITY B&B
VILLA RUIMZICHT
VILLA ZILVERLINDE
VONDEL HOTELS
VONDICE HOTEL
W AMSTERDAM
WALDORF ASTORIA AMSTERDAM
WELLNESS HOTEL NOBIS ASTEN
WERELDSGROEP
WESTCORD HOTELS
WESTERVILLA
WIN HOTELS
WIN HOTELS GROUP
WINSELRHOF
WORLDHOTELS

WOUDSCHOTEN HOTEL &
CONFERENTIECENTRUM
XCENTRIC HOTELS B.V.
XO HOTELS
YAYS GROUP
YOTEL AMSTERDAM
ZAAN HOTEL
ZOKU

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

SPA & WELLNESS

FOOD & DRINK

TECHNOLOGY

HOUSEKEEPING &
HOTEL PRODUCTS

HOTEL SUPPORT
SERVICE

BEDS & BEDDING

MARKETING & BRANDING

AUDIO & ENTERTAINMENT

EDUCATION PROGRAMME

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

HOTEL VISION STAGE

INNOVATION STAGE

SOCIAL BUSINESS SPACE

IH CONNECTS

Showcase your products and services to an engaged audience of key senior decision makers 365 days of the year. Speak to the team to find out more.

IHS AMSTERDAM 2023

JOIN US IN SHARING YOUR
SOLUTIONS FOR THE MODERN
HOTELIER. WHAT PRODUCT OR
SERVICE CAN YOU OFFER?



BECOME AN OFFICIAL PARTNER

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

PACKAGES INCLUDE

- ◆ Elevated 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 about you and your services

OPPORTUNITIES

THE SUITE
 INNOVATION STAGE
 SOCIAL BUSINESS SPACE
 TITLE PARTNER
 HOTEL VISION STAGE
 THE LOBBY
 OFFICIAL CATEGORY PARTNER

EXHIBIT

Join our premium exhibitor line-up.

STAND TYPE	INCLUSION	RATE PER M ²
Space Only	Floor Space Only	€345*
Shell Scheme	Carpet & Shell Scheme	€435*

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 €550, including a free data scanner app to capture visitor data at your booth and a profile page for the website. Co-exhibitor fee is €225 per partner on the stand.

PARTNERS

The Independent Hotel Show is proud to have worked with leading partners in 2022 to help support the industry.

RECOMMENDED BUSINESS PARTNERS

FREEMOTION  HotelPartner®
YIELD MANAGEMENT  

DESIGN PARTNERS

COMMUNITY PARTNERS

         **bni.**

MEDIA PARTNERS

EXPERIENCE PARTNERS



THE INDEPENDENT HOTEL SHOW PORTFOLIO

IH.

L O N D O N

4-5 Oct 2022
Olympia London

IH.

M I A M I

Nov 2-3 2022
Miami Beach
Convention Center

IH.

A M S T E R D A M

14 - 15 Mar 2023
RAI Amsterdam

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EVENT MANAGER

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