



INDEPENDENT

HOTEL

The business
event for the
hotel community

SHOW

A M S T E R D A M

11-12 Mar 2025
RAI Amsterdam

EVENT SALES BROCHURE

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



Welcome to the Independent Hotel Show 2025

IHS AMSTERDAM 2025

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. During our latest edition we once again welcomed significant growth in visitor and exhibitor numbers. The buzz was undeniable. Attendees were actively engaged with our programme, exploring innovative products, and forging valuable connections with industry colleagues. It was a truly inspiring display of energy and enthusiasm.

JLL's Global Hotel Investment Outlook Report highlights a shift in guest priorities towards travel that aligns with their values. In 2024, hoteliers need to effectively communicate their commitment to sustainability, wellness, and authenticity to stand out. Independent Hotel Show Amsterdam is the ideal platform to connect with these hoteliers seeking to elevate their offerings.

As the only dedicated business event for the luxury, boutique, and independent hotel sector in the Benelux region, the show offers a unique opportunity to showcase your products and services. Our attendees are eager to discover the latest innovations to meet their guests' evolving expectations. Join us and tap into this growing market!

With a carefully curated selection of over 200 suppliers, 43 insightful seminars packed with valuable knowledge, and expertly facilitated networking events, our show is the region's premier annual gathering for hoteliers and interior design professionals.

Join us as we celebrate the 5th edition on 11-12 March, 2025, at RAI Amsterdam and be part of this exclusive and prestigious event.

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



Chaya Huisman
EVENT MANAGER
INDEPENDENT HOTEL SHOW

GUEST DEMOGRAPHICS

GUEST ACTIVITY

5*	16%
4*	44%
3*	19%
2*	2%
1*	1%
SERVICE APARTMENTS	4%
PRIVATE CLUB WITH ROOMS	1%
B&B GUESTHOUSE	5%

SIZE OF ACCOMMODATION

1 - 10 ROOMS	10%
11 - 25 ROOMS	11%
25 - 50 ROOMS	16%
51 - 100 ROOMS	18%
100+ ROOMS	44%

17% CAME FROM OUTSIDE THE
NETHERLANDS

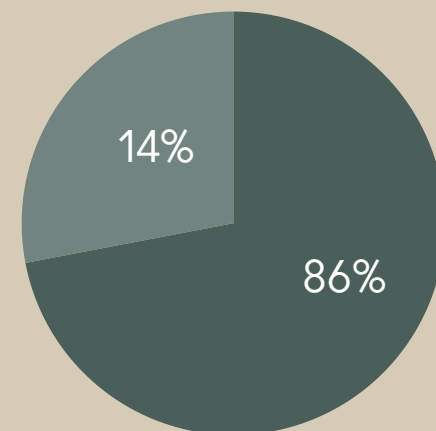
81% HAVE DIRECT
PURCHASING POWER

95% OF VISITORS WILL BE
RETURNING IN 2025

€71,177

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 2024.

IHS AMSTERDAM 2025

General Manager, 99-Hotels Amsterdam
Airport
General Manager, Accor
Owner, AmsHotel
Owner, Amstel Corner Hotel
Director, Amsterdam Manor Beach Resort
Hotel Manager, Amsterdam Teleport Hotel
General Manager, Apollofirst Hotel
Company Director, Balbirnie House Hotel
General Manager, BB Hospitality
Owner, Beach House Zandvoort
Owner, Bee Hospitality
General Manager, BELLL Hotels
Owner, Best Western Dam Square Inn
Owner, Boetiek hotel BonAparte
Director, Borealis Hotel Group
Owner, Boutique Hotel Charley's
Director, Boutique Hotel Margretha
Owner, Boutique Hotel Texel
Owner, Boutiquehotel Staats
General Manager, Boutiquehotel The
Roosevelt
Hotel Manager, Boutique Hotel Villa Oldenhoff
General Manager, Central Park Voorburg
Owner, Charme Hotels Hampshire Hotels
General Manager, Château de Vignée
Director & Owner, Chogogo Dive & Beach
Resort Bonaire
General Manager, City Hotel Nieuw Minerva
Hotel Manager, Citybox Hotels
General Manager, Conferentiehôtel de
Ruwenberg
General Manager, Conferentiehôtel Kontakt
der Kontinenten
CEO, Conscious Hotels & Hotel V
General Manager, Conservatorium Hotel
General Manager, Court Garden Hotel
General Manager, Crowne Plaza Hotel Utrecht
Central station
Owner, Dikker & Thijs Hotel Amsterdam
General Manager, Doubletree by Hilton
Amsterdam Centraal Station
COO, easyHotel
General Manager, Eden Crown Hotel
Eindhoven
General Manager, Element Amsterdam Hotel
General Manager, Enso District Hotel
Hotel Manager, Eric Vökel Boutique
Apartments
Owner, Excite Hotels
Hotel Manager, Facade Hotel Amsterdam

General Manager, Fashion Hotel Amsterdam
Owner, FINCH Boutique Hotel
Hotel Manager, Gooiland Hotel
General Manager, Grand Hotel Amrâth
Amsterdam
Hotel Manager, Grand Hotel Amstelveen
Owner, Grapelli Boutique Hotel
Owner, Herbergh Hotel
Owner, Hotel Aalders BV
General Manager, Hotel Âme
General Manager, Hotel Amsterdam Brasserie
De Roode Leeuw
Owner, Hotel Brasserie Britannique
General Manager, Hotel Casa Amsterdam
Owner, Hotel de Lindeboom
Owner, Hotel des Arts & hotel Damsquare
Owner, Hotel Dwars
General Manager, Hotel Eindhoven-Best
Owner, Hotel Elburg
Owner, Hotel Herikerberg
Hotel Manager, Hotel Huis van Bewaring
CEO, Hotel Inn Naeldwyk
CEO, Hotel Keizershof
Owner, Hotel Keur
Owner, Hotel Kogerstaete
General Manager, Hotel Mijdsrecht Marickeland
Owner, Hotel Mitland
General Manager, Hotel Napa Suites
General Manager, Hotel Okura Amsterdam
Director, Hotel Paal 8 Charme Hotels
Owner, Hotel Paradis BV
General Manager, Hotel Ryder
Director, Hotel Sebastian's
Director, Hotel Sterrenberg
General Manager, Hotel The Craftsmen
Owner, Hotel Twenty-Three
Director, Hotel TwentySeven
Owner, Hotel Villa Ruimzicht
Director, Hotel Vrijdag
Director, Hotel Winterberg Resort
Owner, If boutique hotel
General Manager, Indigo The Hague Palace
Noordeinde
General Manager, INK Hotel Amsterdam
Director, Jumbo hotel
CEO, Kruger Gate Hotel
Founder and Owner, Kura Botánica Hotel
Curacao BV
General Manager, La Butte aux Bois
Director, Landgoed Groot Warnsborn
General Manager, Lanelay Hall Hotel & Spa

Owner, Le Moulin et Le Verger
General Manager, Leonardo Hotels
General Manager, Leonardo Royal Hotel
Amsterdam
Owner, Les Cabanes d'Ostende
Owner, Lions Dive Hotel
Area General Manager, Lore Group
CEO, Lyrath Estate Hotel
General Manager, Maritim Hotel Amsterdam
Owner, Martini Hotel Group
General Manager, Met Hotel Amsterdam
General Manager, Monet Garden Hotel
Amsterdam
CCO, Moods Hotel
General Manager, Moxy Amsterdam/Residence
Inn Amsterdam, Houthavens
Owner, Naturparkhotel Florence
Hotel Manager, Nova Hotel Amsterdam
Hotel Manager, Ocean House Scheveningen
Owner, Owl Hotel
General Manager, Palace Hotel Zandvoort
Cluster General Manager, Park Centraal Hotels
General Manager, Park Inn Leuven
Director, Park Mansion Hotel
Owner, Parkhotel
Owner, PARKHOTEL KORTRIJK
Director, Parkhotel Tjaarda
General Manager, Pillows Grand Boutique Hotel
Maurits at the Park
Director of Food & Beverage, Pillows Hotels
Group General Manager, Place Hotels
General Manager, Playa Linda Beach resort
Owner, Poort Beach Boutique Apartments
Hotel Manager, Poorter Boutique Hotel
General Manager, Postillion Hotel Amersfoort
Veluwemeer
CEO, Postillion Hotels
Cluster General Manager, Radisson Blu & Park Inn
Antwerpen
General Manager, Radisson Hotels
Owner, Romantik Hotel Mondragon
COO, Roosendaal Hotels Ltd
Owner, Rosalia's Menagerie
Hotel Manager, Rotterdam Teleport Hotel
Owner, Saillant Hotels
General Manager, Sapphire Beach Club Resort
General manager, Scuba Lodge & Art Hotel
Curacao
Hotel Manager, Sir Hotels
Hotel Manager, Sircle Collection
Co-Founder, SLOK Hospitality

Owner, Slot Doddendaal
Director, Springhill Court Hotel
General Manager, Staybridge Suites The Hague
Director, Strandhotel
Owner, Suite Hotel Pincoffs
General Manager, The Anthony Hotel
General Manager, The Arcade Hotel
Hotel Manager, The Bank Hotel
General Manager, The Bulldog Hotel
General Manager, The Circus Hotel
General Manager, The Concert Hotel
Director, The Corner Amsterdam
General Manager, The Duke Suites
Director, The Diamond Amsterdam
Hotel Manager, The Dylan Amsterdam
General Manager, The Fallon Alkmaar
General Manager, The Hague Marriott
General Manager, The James Hotel Rotterdam
en Hotel2Stay Amsterdam
General Manager, The July-Twenty Eight
General Manager, The Nox Hotel
Director, The Social Hub
Owner, The Tannery Amsterdam
Director, The Velvet Lodge
Owner, Two Brothers Hotel Company
Hotel Manager, Two Brothers Noordwijk Beach
Owner, Utrecht City Concepts
General Manager, Van der Valk Hotel Den Haag
- Wassenaar
Hotel Manager, van der Valk Hotel Volendam
Cluster Hotel Manager, Vondel hotels
Owner, Weber Hotel & Hospitality
General Manager, WestCord Art Hotel
Amsterdam
General Manager, XO Hotels Park West
Co-Founder, Yalo Hotel
General Manager, YOTEL Amsterdam
CEO, Zien Group Eden Hotels

THE SUPPLIER EXPERIENCE

We had two incredible days filled with inspiration and connections! It was a pleasure catching up with our existing clients and making new relationships. We'll definitely be there next year.

JAAP OUDSHOORN,
ALGEMEEN DIRECTEUR
OTD TOEGANG & COMFORT B.V

Fantastic high-quality show with quality exhibitors and visitors. Very valuable.

WENDY BLANKERS
MARKETING & COMMUNICATION MANAGER
AEQUINOX

2024 was our first time exhibiting at the Independent Hotel Show and it did not disappoint! We spoke to a lot of new potential clients which really made this event a great success.

LISANNE MEERKERK
HEAD OF MARKETING COMMUNICATION
HOLLAND WATER

Independent hotel show is a great event to meet hoteliers. The show is always well organised and has high quality speakers.

JONATAN TSUFF
CHIEF EXECUTIVE OFFICER
NOOVY

THE GUEST EXPERIENCE

Independent Hotel Show is a hotel event where many stakeholders within the Hotel business come together. It provides a great opportunity for both new and experienced hotel personnel to not only broaden their network, but, also gain more knowledge on the latest trends within the industry.

I would recommend everyone that works in the hotel business to go and have a look. You will gain more knowledge, improve connections but most importantly, will have an unforgettable experience.

JEREMY WONG
MARKETING & COMMUNICATIONS TEAM LEAD
AMBASSADE HOTEL

Great ambience and organisation! Look forward to next year!

GEORG OVERBEEK
PROCUREMENT MANAGER
ZIEN GROUP

IHA is an intimate, but very rich show with a great variety of business. This show combines design with hospitality and experience and is therefore one of my favourite shows to attend every year. It's program is creative and nevertheless informative and on topic.

MINOEK EGBERINK
INTERIOR DESIGNER
THE UNUSUAL DESIGNER



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

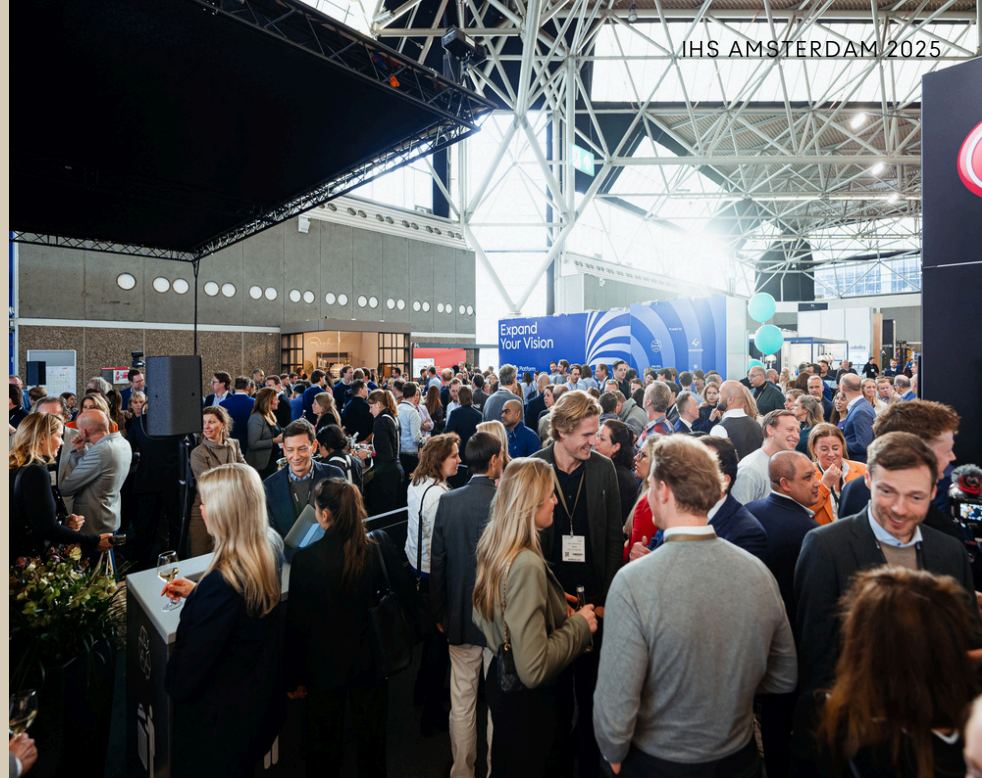
HOTEL INNOVATION STAGE

SOCIAL BUSINESS SPACE

JOIN US IN SHARING YOUR SOLUTIONS FOR THE MODERN HOTELIER.

WHAT PRODUCT OR SERVICE CAN YOU OFFER?

Get in touch with Ilona Horoszko
ilona.horoszko@montgomerygroup.com to discuss options available.





JOIN OUR PREMIUM LINE-UP

IHS AMSTERDAM 2025

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	€380*
Shell Scheme	Walling, Fascia with nameboard & Carpet	€490*

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 €275 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.

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 2024 to help support the industry

IHS AMSTERDAM 2025

RECOMMENDED BUSINESS PARTNERS



DESIGN PARTNERS



COMMUNITY PARTNERS



HEADLINE MEDIA PARTNERS



MEDIA PARTNERS



EXPERIENCE PARTNERS



IHS

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