

Amsterdam
RAI,
connecting
people
and ideas
to build
businesses
since 1893.

amsterdam rai hotel

connecting



We believe in the power of connecting. To bring people, ideas and visions together in a world full of opportunities. For over a century now, from our base in the internationally oriented city of Amsterdam, we have been bringing together different worlds, people and markets. At home and abroad.



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Our Corporate story

We believe in the power of connecting. In a world full of possibilities that unite people, ideas and visions. Based in Amsterdam for over a century, we've found ways to bring together people, brands and markets within the Netherlands and throughout the world.

As a facilitator and organiser, we have a unique ability to connect context, content and communities. We create the ideal conditions for inspiring meetings. A place where people and ideas converge into unique experiences and unparalleled business opportunities.

and operational excellence make the impossible possible – for our clients, for the city of Amsterdam and for ourselves. Business is conducted in a friendly and sustainable way in order to inspire opportunities and collaboration. We bring people together to surprise, enrich and inspire, in both the physical and virtual worlds.

At Amsterdam RAI we always retain an open mind and a global perspective. All this and more enables us to contribute to a future full of new experiences, opportunities and meaningful moments that truly matter.

Our creative commercial spirit Together!

Amsterdam RAI
Inspiring People

Amsterdam RAI Hotel: Our goals

Amsterdam RAI seeks to further improve its position as a leading European convention centre and to safeguard our role as revenue generator for the city of Amsterdam. We aim to attract more and more large-scale

international multi-day events, all of which will benefit from the RAI's prime location in the high-end Zuidas business district. The Amsterdam RAI Hotel has an important role in the strategy to achieve these goals.



Amsterdam

Amsterdam is a very lively and energetic city. Its inhabitants are known for their friendly, tolerant and cosmopolitan nature and it will come as no surprise that most of them speak at least two languages. Amsterdam's inhabitants originate from 177 different cultures, making the city one of the top three most diverse metropolises in the world.

Amsterdam is fast becoming one of Europe's main business centres. The development of the Zuidas business district in the southern part of the city is the motor behind this process, continuing to attract more and more major international companies.

Location

Amsterdam RAI Convention Centre and the Amsterdam RAI Hotel are easy to reach by both public transport and car, and ample parking facilities are available in and around the location. It is within walking distance of Amsterdam's city centre and just 15 minutes from Schiphol Airport by car or train.

Amsterdam RAI Convention Centre

Amsterdam RAI Convention Centre offers a total exhibition area of 106,500 m² (c. 1.2 million ft²). Eleven multifunctional halls are available for exhibitions, congresses, meetings and other events. The congress centre comprises 64 congress and conference rooms with a capacity of up to 1,750 people. In addition, the state-of-the-art ballroom offers some 1,883 m² (20,268 ft²) of space. When more capacity is needed, the exhibition halls can be fitted out as fully-fledged conference halls.

In 2012, Amsterdam RAI Convention Centre facilitated:

- 48 international exhibitions and conferences
- 59 national exhibitions and conferences
 - 119 theatre shows
 - 403 other events

The number of visitors was approx. 1.5 million.



Amsterdam RAI Hotel Guests

The Amsterdam RAI Hotel is a home-away-from-home for a wide range of guests.

RAI event attendees and visitors

Conference attendees

Travel alone, stay in hotel for several days, use room during the day and during conference breaks, company pays expenses.

Exhibition visitors

Travel alone, stay in hotel for one or two days, company pays expenses.

Organisers, exhibitors of RAI events

Event organisers

Stay for a longer period, can make use of office space/business centre, company pays expenses.

Exhibitors, stand staff

Travel in small and large groups, sometimes share rooms, stay for duration of event, may be bringing event resources with them, company pays expenses.

Other

Leisure travellers

Travel in small groups (families, couples), weekends, holiday seasons, personal expenses.

Business travellers

Usually short stay (one or two nights), travel alone, company pays expenses, sometimes make use of hotel for meetings and as a business centre.

Day visitors
Any group, age, etc., depending on what is on offer in the hotel, day visitors are often locals.

Across the generations

A comprehensive mix of people comes through our doors, spanning the generations. Our goal is to ensure everyone feels at home.

Baby Boom Generation (1943-1960)

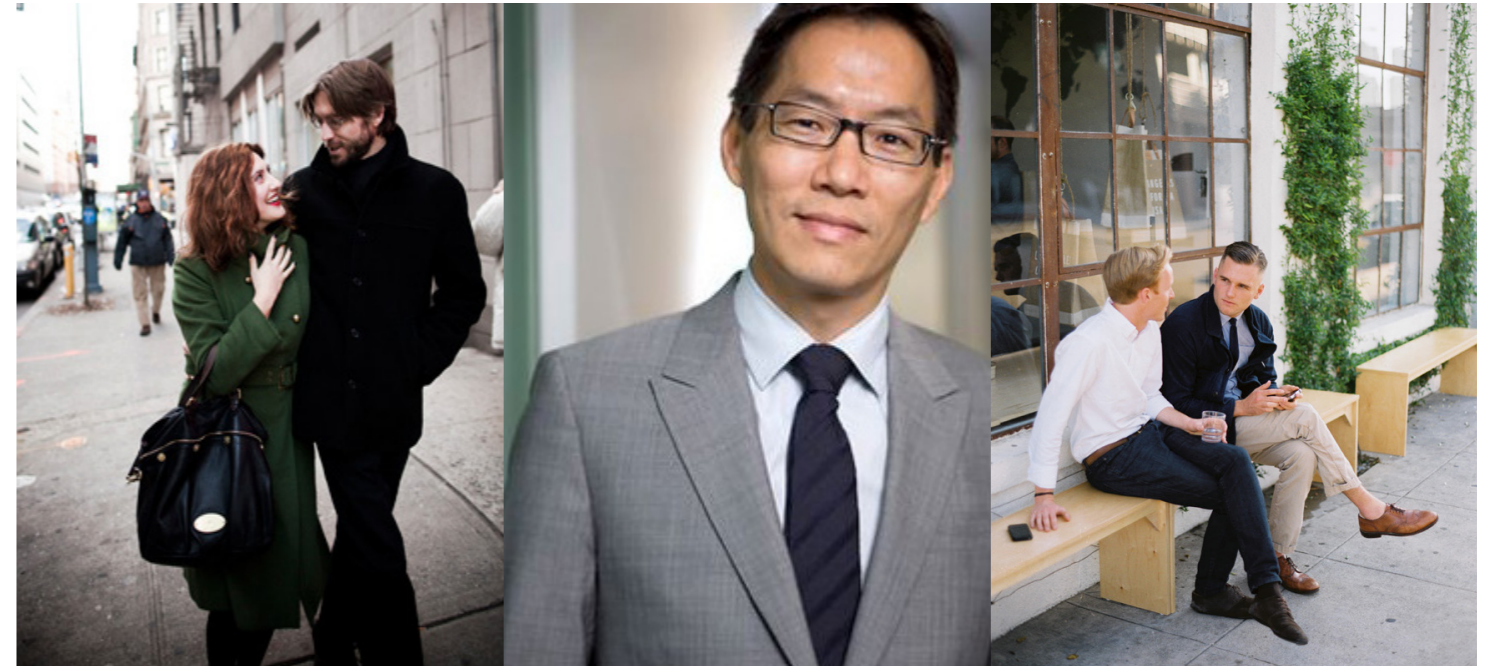
They perceive work as important, work efficiently, are team players and love meetings. Baby boomers like to be valued and needed, enjoy personal fulfilment, desire quality, question authority and prefer to communicate in person.

Generation X (1960-1981)

Pragmatic, self-reliant and sceptical, they do things their way and are not averse to ignoring the rules. A preference for direct and immediate communication, as well as a healthy balance between work and family life, are other key characteristics of Generation X.

Generation Y (1982-2001)

Entrepreneurial, participative, tolerant and goal-oriented. Used to multitasking, Generation Y people seek fulfilment, like to work with other bright creative people, prefer to communicate via e-mail and voicemail, and expect to balance work and family life.



FACTS



'big

With the opening of the RAI Elicium, Amsterdam RAI has become Europe's largest convention centre



600⁺

In addition to organising 25 of its own events, Amsterdam RAI facilitates over 600 exhibitions, congresses and other events each year in partnership with organisers.

The Amsterdam RAI Hotel: A place to connect

Taking the guest experience to the next level

Our innovative spaces and activities have inspired the world of exhibitions and events. We are expanding our reach in order to continue stimulating our guests and to fuel their desire to connect with others.

Now, they can also stay with us. The Amsterdam RAI Hotel is a new chapter, a new market and a new adventure.

Join one of our guests on a hotel experience from booking to check-out.

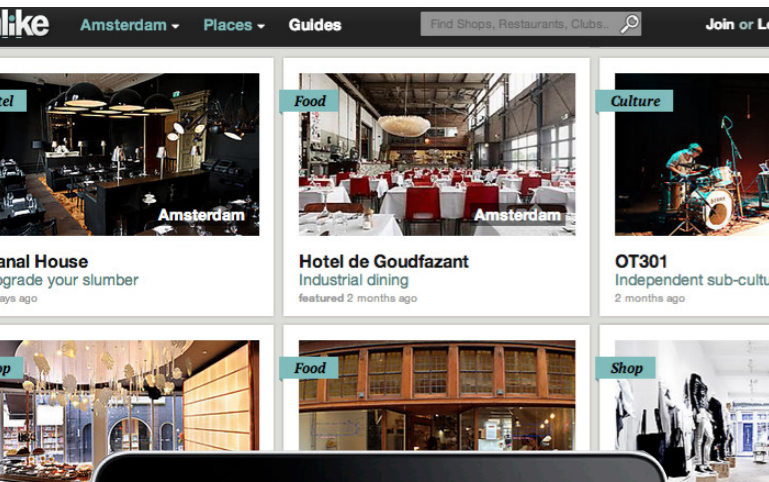
just you.

and the

world

perfect.

'Perfect. This is where I want to be'



1

24/7
Connected
Online
WEBSITE

'Attractive, interactive, intuitive, functional and very easy to navigate. The website is both an up-to-date information starting point and a virtual meeting place. It opens up new possibilities for me to connect with other guests. The online check-in runs smoothly and every e-mail, chat and tweet is quickly answered.'

Every element on the website is visible at a glance, including the

room choice, links to peer to peer information, special offers, the RAI facilities, event schedules, travel routes and ways to spend free hours in Amsterdam. There is a special online section for guests who choose the RAI Hotel as their temporary business headquarters.

Overall, the website is a community powered information portal, filled with inspiring visual storytelling.

'quick
'That was quick and easy'

2 A personal voice CONTACT BY PHONE

'You get a fast personal response at all times, without endless option menus. The staff are incredibly friendly and well trained, and they seem to instantly know the answers to every question. As well as speaking English, they are fluent in several other languages.'

Every phone call influences the guest's decision-making

process and has a positive impact on potential sales. Since our connected mindset is always 'on' we make connections between people and businesses on the fly, in multiple languages. A solid back office and an extensive client system make sure guests have the feeling that we truly know them (and we do). Overall, connecting with the RAI Hotel is an easy and warm process.



3 Looking forward to the hotel and the city PRE-TRAVEL

'Personal messages are the icing on the cake. Receiving real-time information is a great way to feel welcome and connected both to the hotel and to the city of Amsterdam even before you arrive here. It makes the whole travel experience much more carefree.'

The pre-travel service is information-driven. Depending on the reason people visit the RAI Hotel, we ensure our guests have the knowledge and inspiration

they require. Every business trip is enhanced, family and friends on holiday can plan their city trip, and event organisers are perfectly prepared for the stay in their HQ Hotel. All our communication is in friendly RAI Hotel style. The smooth pre-travel journey continues on the website. After filling in a personal profile, guests receive information about the room, a travel schedule and a personal city event/leisure list compiled by locals for both business and pleasure.

'whatsapp

'The receptionist just sent me a WhatsApp with a view: It's snowing in Amsterdam!'

'easy
'Easy to find
and clear signage'

4

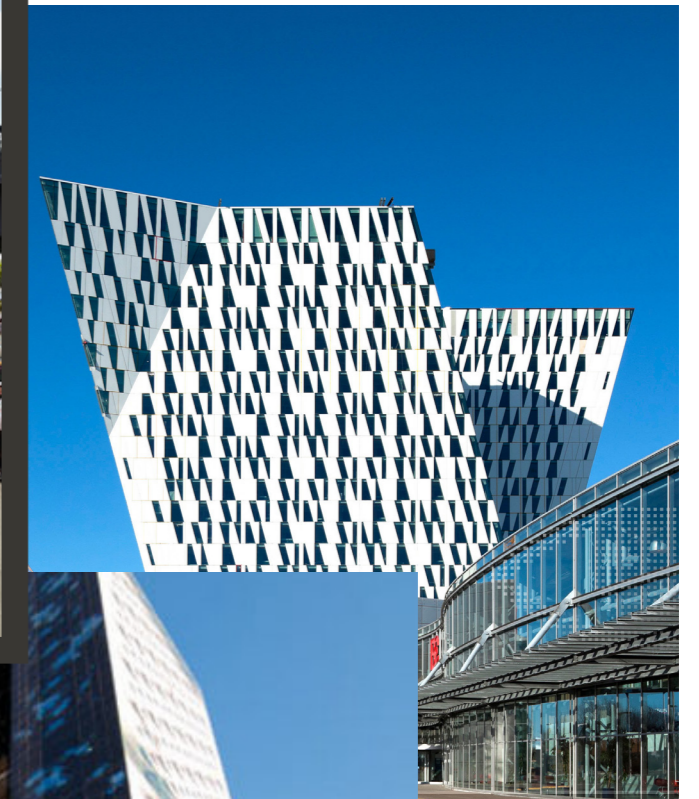
Iconic
ARRIVAL

'There is an iconic new building in town. Clearly visible from the highway, the RAI Hotel makes for an impressive sight. Access and parking are really easy and the signs are really clear. The impressive design of the surroundings enhances the smooth arrival. Wow, this hotel looks promising!'

The RAI Hotel is easily accessible from Schiphol Airport and nearby train stations. Our guests are kept well informed and know how to reach us. Rail travellers can scan the pre-printed train ticket and

follow the well-indicated route to the RAI Hotel. At night the facade is beautifully illuminated and the landscaping of the hotel is inviting and safe at all times.

The main entrance and the car park are where the red carpet treatment begins, designed to make everyone feel instantly welcome. In the parking garage are a wide range of services including umbrellas, a battery (re) charging station, a shoe polish machine and an alcohol tester. We also have plenty of taxi stands and disabled parking spaces.





'staff

'How pleasant...
The staff are quite
informal but very
professional and
really willing to
help'

5 The city, the hotel, the people, the business - we make it happen WELCOME & RECEPTION

'The RAI Hotel receptionists offer a genuine, warm welcome. They know everything that guests could possibly need to know and are a springboard to the city of Amsterdam. The staff always seem to be one step ahead.'

to the lobby, meeting rooms and other working areas. The check-in is in direct line of sight as people enter the RAI Hotel. It is a friendly, social space and guests can check in at various points to efficiently divide large groups of people. A self-service check-in/out and luggage storage for late departures is also close by.

The reception area is a vital link

'welcome

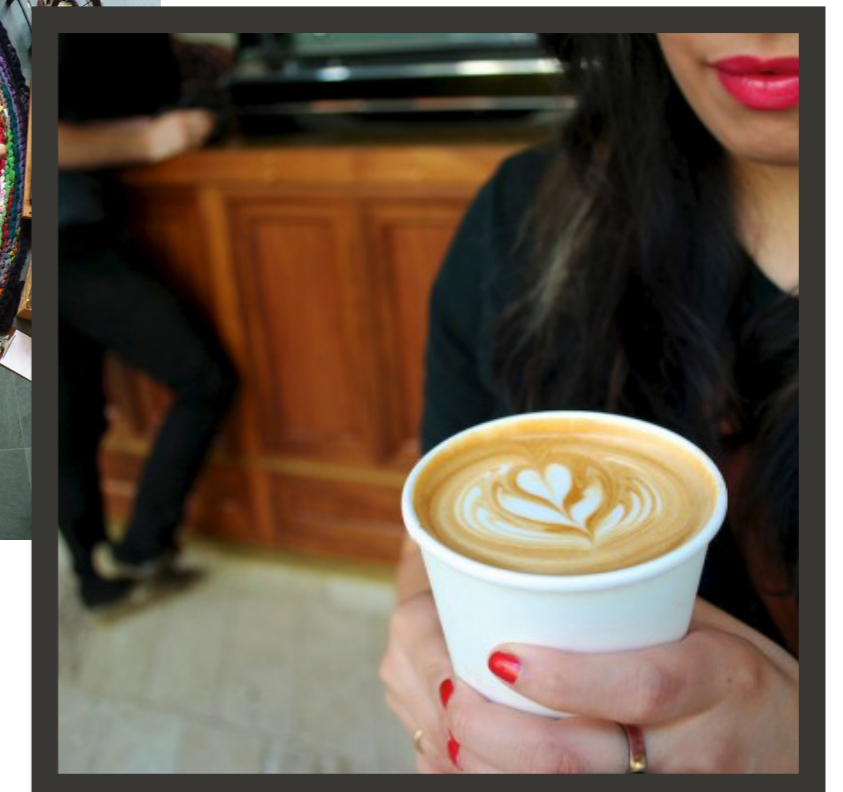
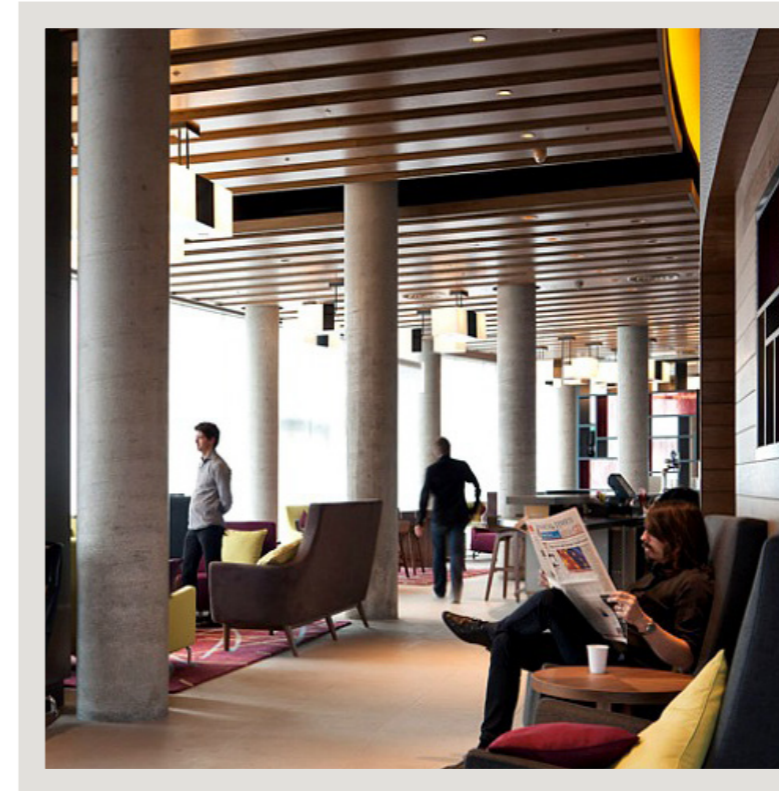
'What a great welcome...
And what a great place to work between sessions'

6 A Dynamic Social Space and a Place of Commerce LOBBY

'Entering the lobby is an experience in itself. Business travellers, families and event attendees arrive and meet throughout the day. The lively cosmopolitan atmosphere has the ideal blend of efficiency, openness and friendliness. It's a real pleasure to work here.'

Our hotel lobby combines business and leisure. It is a reflection of what goes on online and in the conference room, while an intimate, family vibe is always present. The lobby offers

plenty of room to allow functions to overlap: Working, relaxing, waiting, reading, meeting and kids at play. It is a casual business environment where both guests and locals feel welcome. While the lobby has different dynamics at different times of the day, it never feels chaotic. There is a fine line between connecting and private spaces; the experience depends entirely on what guests prefer and require. Guests who would like to work in the lobby will encounter a comfortable and productive environment.



'great
'What a great hallway'



7 Spreading out HALLWAYS & VERTICAL TRANSPORTATION

'Quiet and tastefully lit hallways and a fast elevator mean that getting around the RAI Hotel feels comfortable and natural. The hallways are an extension of the relaxed impression that starts in the lobby. The direct connection with the RAI Convention Centre is excellent.'

The hallways are the crucial connectors between the lobby, bar and lounge, guest rooms,

(pop-up) restaurants, meeting rooms and Amsterdam RAI Convention Centre. Our high-speed elevator is a great means of communication for messages and recommendations, and is subtly illuminated inside. The hallways that lead to the rooms have small seating areas and purified water coolers. In addition, the connection with the RAI Convention Centre looks inviting and is clearly indicated.

WOW

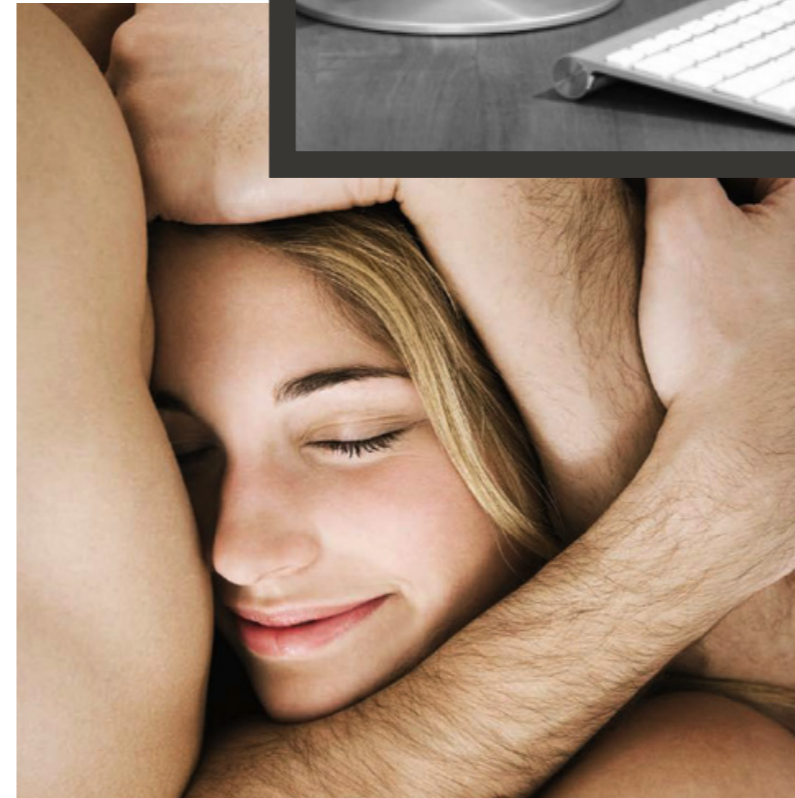
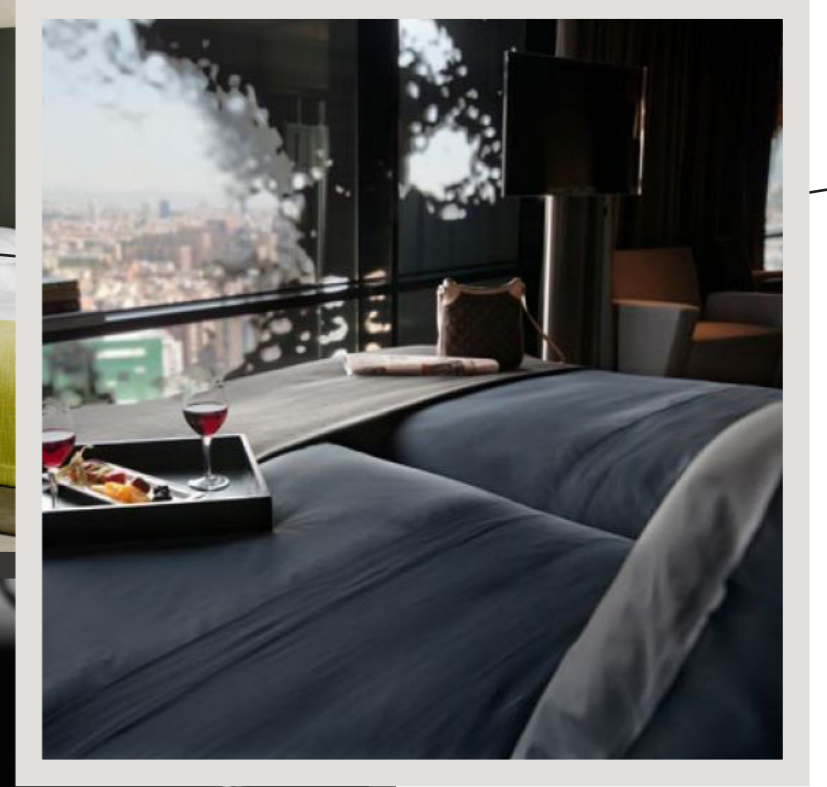
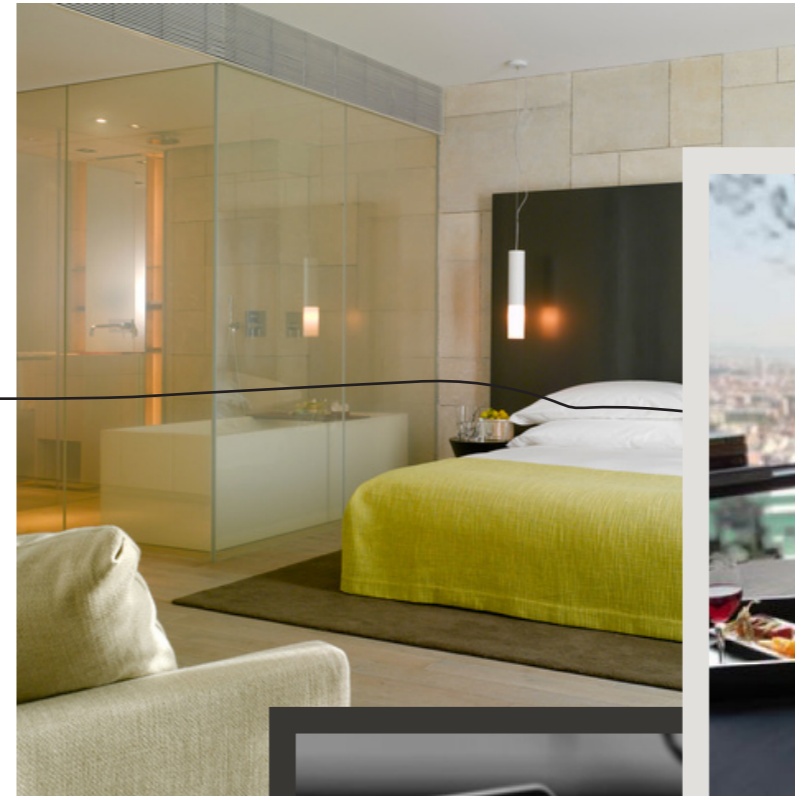
'Wow, they have really thought this through'

8 A good home base for sleep, work and entertainment HOTEL ROOMS & SUITES

'What a spacious feel. The room has a smart and stylish layout with a nice personal touch, furnished and arranged with a great deal of attention. On top of that, the room is spotlessly clean and feels like a personal living room for a few days. Whatever the occasion, the space can be adapted accordingly.'

The interior reflects an open and connected lifestyle. Our rooms offer spaces and solutions for a romantic stay, a weekend city

getaway or a productive business week. Each room has a minimum size of 4* standard (22 m²) and guests will find a full range of facilities and first-class amenities. We invite them to make the room their own with an iPod dock, a fridge and the freedom to open the windows and enjoy the city view. Guests can tune their room to their personal needs. Their personal profile is translated into settings such as preferred lighting, music, mood and TV series and movies.





'stay

'No need go into town, we can stay right here!'

9 Unwind, relax, work and meet LOUNGE & BAR

'This is clearly the social heart of the hotel. A great place to work, meet and mingle. An inviting and open area with a variety of different moods. The lounge and bar has everything you need.'

In the lounge and bar area we have created an atmosphere that encourages openness with comfortable seating groups for work, rest and play. There are hidden spaces to accommodate

guests who wish for more privacy. The bar is both intimate and a vibrant social space. The music plays at the right volume and we offer an international brasserie menu with an assortment of coffees, teas, pastries, fresh juices and tapas. A fireplace is integrated as a focal feature and the shelves are filled with great books. Smokers don't need to go outside as they can relax in their own nicely furnished smoking room.

you don't need•

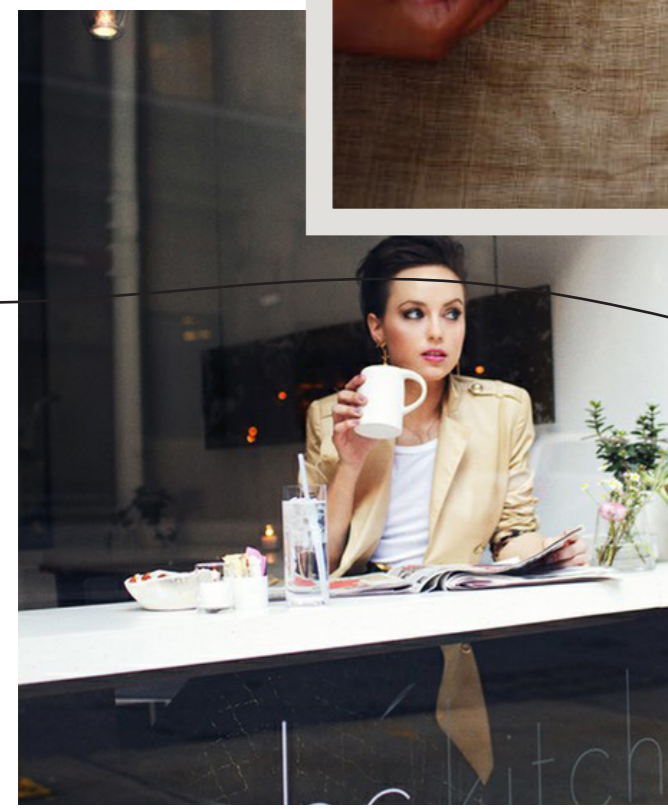
magic

to disappear.

all you

need is a

destination



'eat

'Can I make a reservation for tomorrow? I'd like to eat here again.'

10

Eat, drink, relax, meet
RESTAURANTS

'A wide variety of culinary styles and a connected ambience. The various restaurants and pop-up delis situated on the different floors offer breakfast, lunch, dinner and grab & go. The restaurant on the top floor has spectacular views over Amsterdam and there is even a lovely urban garden on the rooftop!'

When you are in need of a culinary refuel, we offer both fine dining and the option for a pit stop with tasty grab & go facilities throughout the hotel. Flexibility is key and our guests can order food around the clock. The core feature is the semi-open kitchen

that gives guests a glimpse of the chefs at work preparing fresh food that is organic wherever possible. Our menus cover various dietary requirements and international tastes.

Connecting is an important part of our identity and this is visible in our diverse restaurants too. The seating of the various eating places is flexible. Singles, romantic couples, families and larger groups of colleagues mingle. In some areas an entertainment system shows the world of games, the latest films and the international news, in others the setting is just perfect for a quiet, meaningful conversation.

'energy

'I feel energised again!

11

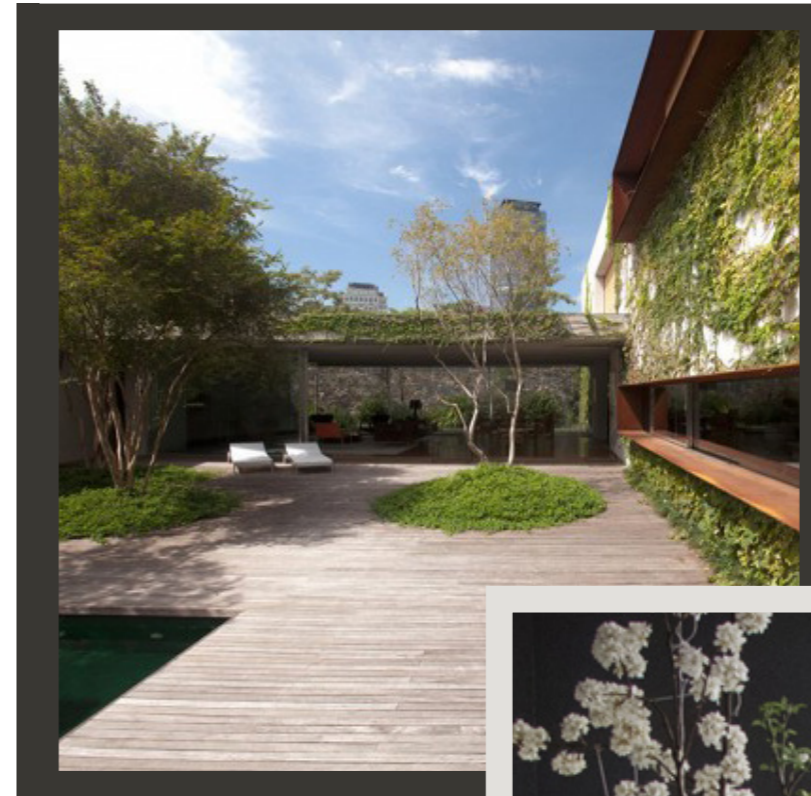
A boost au naturel
GREEN AREAS

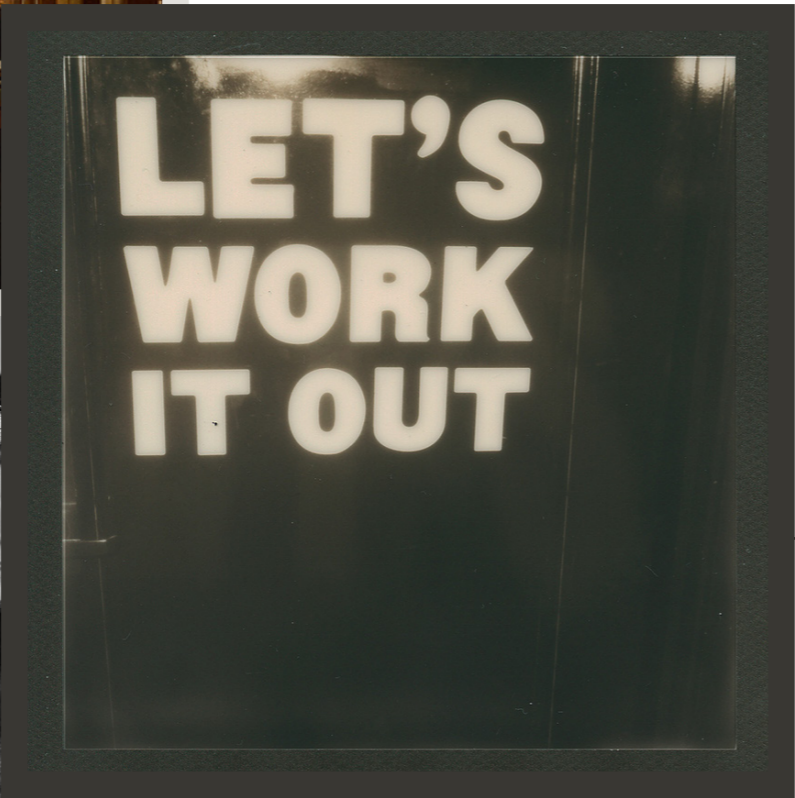
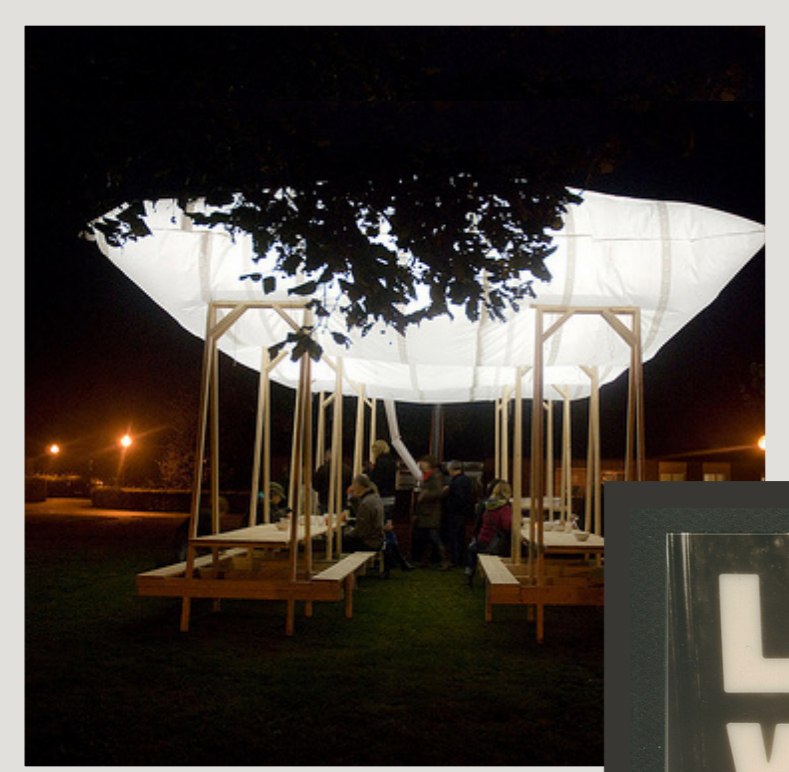
'The beautiful green areas offer some peace and tranquillity from a busy schedule. Spread throughout the hotel, these quiet havens also form a direct link with the lovely local park outside.'

In general, 'green' is an important philosophy for our hotel both inside and out. It reflects our environmental credentials and we

also strive to create an atmosphere that truly encourages mindful awareness and productivity.

Although small in size, the landscape has been carefully designed down to the tiniest detail. And thanks to the 'dry-seating' and 'heated-arrangements', guests can also enjoy these green areas even in cold and rainy weather.





'create

'What a great and inspiring place to meet!

12 Meet, brainstorm, create and collaborate MEETING ROOMS

'All kinds of flexible solutions, spaces and technologies to meet, connect and collaborate are available. This atmosphere truly enhances the output of any meeting.'

Our meeting rooms and conference areas inspire great ideas, 24/7 and across time zones. The majority of the meeting spaces

are dedicated to accommodating different types of events, such as corporate conferences & functions, presentations, brainstorm sessions and seminars. We also offer smaller meeting rooms. We work with guests to design the ideal layout for their event, always providing excellent and flexible solutions in terms of both configuration and services.

‘privacy

‘What a great toilet, never seen anything like it’

13 A heaven of rest, privacy and refreshment RESTROOMS

‘Boasting shoeshine machines, a nice scent and an American Powder Room, the restrooms of the RAI Hotel are more than just toilets. You can even check your email while sitting in comfy designer chairs. The smart solutions for make-up are great and they even have kid-sized toilets!’

Our spotlessly clean restroom facilities are conveniently located adjacent to the public areas, while being out of direct sight. Illumination, scents and music

are skilfully implemented to enhance a surprising experience and there are enough cubicles to avoid queuing. There is an impressive separate waiting area where guests can check email/SMS messages while waiting for their kids in the nearby playground toilet.

Overall the rest rooms are a signature space where innovative elements of design and art are added, as well as other convenient features like full-length mirrors and a changing area for babies.

14 A relaxing body and mind fix SPA & WELLNESS

‘The world seems to be spinning faster every day. At the RAI Hotel they understand that our time is precious and pay attention to healthy food and a balanced body and mind. There is a one-of-a-kind Spa & Wellness centre, which is a good reason to visit in its own right.’

Unwind, relax and workout seven days a week, day and night. This signature space has subtle illumination, sounds, scents

and audio. Our Spa & Wellness centre is equipped with lots of revitalising ways to relax. Guests have plenty of time to unwind in our treatment rooms while enjoying a massage, manicure/pedicure or facial treatment. Those looking for a good workout can use the state-of-the-art cardio equipment in the fitness room. Our aim is to attract visitors and people from the neighbouring business district as well as hotel guests.

‘relax

‘I can fully recharge here’

look

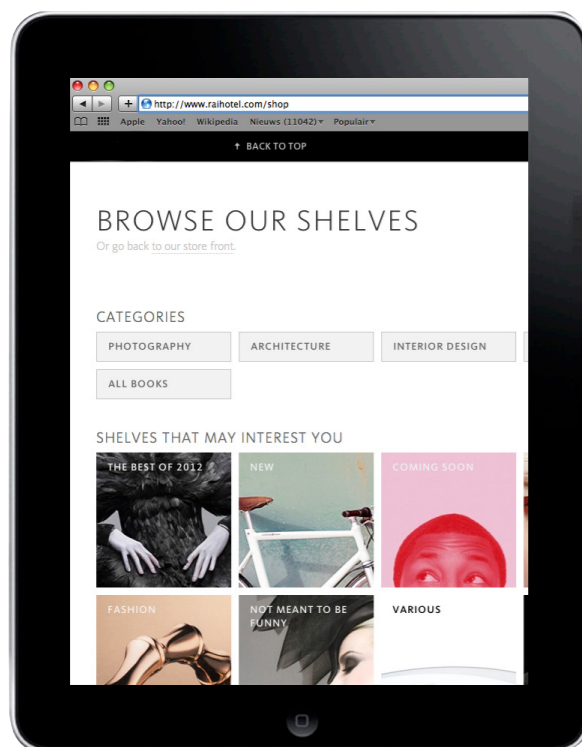
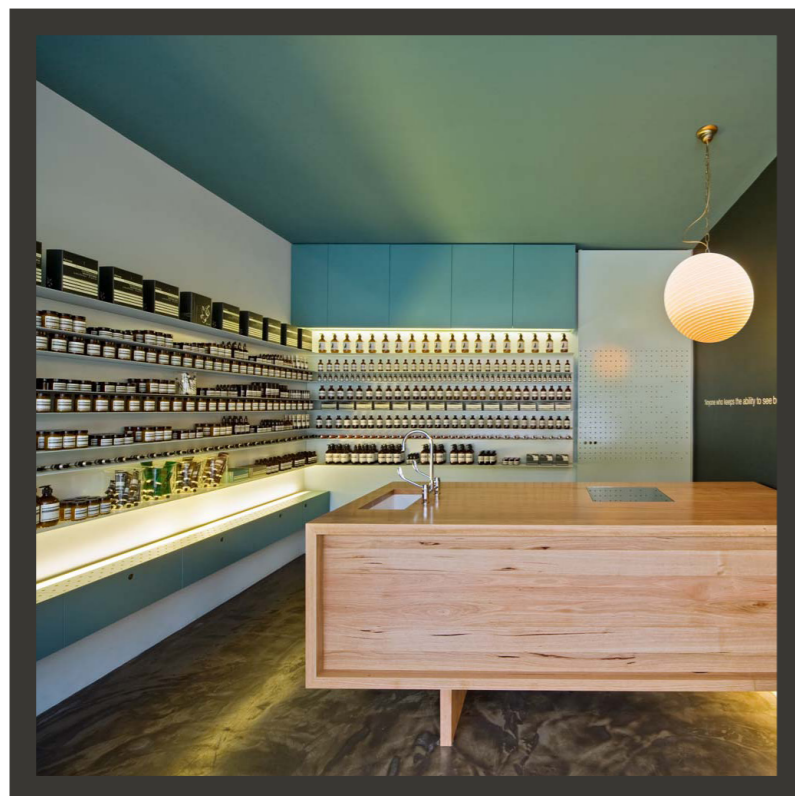
'I came for an adapter and left with a Rembrandt'

15 Take home the best of Amsterdam RETAIL SHOP

'Open round the clock, the hotel shop feels like the kind of shops you find in a high-end museum. There is a great selection of craft-based products as well as functional convenience items. The service for home delivery, the personal shopper and the online shop make you want to shop again and again...'

Our shop is designed to express our vision on premium hospitality and branded 'story selling', and also reflects the vibe of Amsterdam. The area is flexible, open and easily accessible, and

all items are positioned in a non-traditional way. Both memorable and functional gifts are on display, from smart souvenirs, craft-based products and beautiful books to business stationery, family and kids products, home-grown labels and health products. This is a shop for those with deep pockets as well as those seeking some affordable luxury. Everything on offer is especially selected for the RAI Hotel and we even have our own private label. There is a strong connection between the online shop and the physical store.



16

The city
and business
are open
to you
24/7

BIKES & TRANSPORTATION

'The RAI Hotel really seems to pride itself on helping guests, providing the information you need to get around the city like a local. Focusing on quality time was never easier.'

Guests will find a range of options to get them out and about, including canal boats, the underground network, city buses, trams, bicycles, (water) taxis, rental cars, limousines and airport shuttles. We promote 'green' transportation options

throughout the hotel. Public transport tickets, city maps and transportation links to the inner city are available along with train connections and much more besides. And, of course, the Dutch love affair with bikes is visible throughout the hotel; it's part of the fun! Different types of bikes can be rented just outside the hotel, including a Dutch 'bakfiets' (carrier cycle) with child seats. We even have our own special edition Amsterdam RAI bike.





'better

'They know me better than my own husband'

17

An open dialogue

FAREWELL

'The personal encounters with the staff made my stay in the RAI Hotel really special and they took every chance to make my time here a pleasure. Now I have to leave, although I am sure we'll be staying in touch. I can't wait to return!'

We make sure that every stay at the RAI Hotel is memorable. Our sense of connectedness and service revolves around perfect timing and giving personal service before, during and after

a stay. We open the dialogue and keep the conversation going. We have a friendly goodbye process and an efficient complaint procedure if needed. Guests are also kept updated via the website, social media and our loyalty programme. The ultimate goal is to create complete satisfaction, turning our guests into RAI Hotel ambassadors who recommend us to their friends, family, colleagues and fellow conference visitors.

See you soon!

COLOPHON

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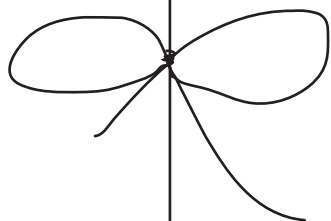
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see

you

soon



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