

# Construction of two new hotels in the Houthaven area of Amsterdam

Realisation MOXY Hotel and Residence Inn by Marriott

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## SUMMARY

*Heren2 and Cycas Hospitality join forces in a major hotel project on the Danzigerkade in the Houthavens of Amsterdam. The construction of the two new hotels start shortly; a trendy MOXY Hotel and a Residence Inn by Marriot Extended Stay hotel with 120 and 60 hotel rooms respectively. Both hotels will be built on a location overlooking 't IJ and will house a restaurant, a pool and a gym as well. The hotels will be built in collaboration with investment developer Heren2, Cycas Hospitality and Marriott International. It is expected that the hotels will open their doors in the Fall of 2017.*

**H**eren2 will be taking on the role of investment developer during the construction of the two hotels. Heren2 focuses on sustainable development on the banks of 't IJ in Amsterdam. They involved the English-Dutch hotelmanagement organisation Cycas Hospitality as reliable and experienced party, that saw the potential of the Houthavens area from the start. Cycas Hospitality provides – in a long-term rental agreement with Heren2 – the exploitation of the hotels. Both hotels aim to serve business- and leisure travellers by using their own unique character. Colliers International guided Heren2 during the transaction, who applied its international expertise in real estate services and specialisation in hotels for this project from its office in Amsterdam.

## **The Houthavens as cultural and creative neighbourhood**

The Houthavens, previously an area of Amsterdam with an impressive industrial history, is located on the banks of 't IJ and is a state-of-the-art cultural and creative neighbourhood. A dynamic harbour atmosphere comes together with the sense of independence offered by the surrounding water, which is reflected by the creative industry hotspots located in the area. Many companies, such as Diesel, Hugo Boss, Barts, Toms, Dedato Architecten and Aegis have established offices here. The Houthavens also have has its own theatre, that hosts the Anne Frank theatre production. Horeca establishments grow in numbers as well. The Houthaven district has become an easy to reach, future-proof and stimulating place to work being a creative hub of excellence with a beautiful view over 't IJ and its harbours.

## **About Heren2**

As a multi-disciplinary real estate company, Heren2 realises concept development, feasibility studies, projectmanagement, real estate management and due diligence research. As urban developer

Heren2 focuses on the banks of 't IJ, of which the transformation of the new Houthavens around the Minervalaan is an outstanding example. Besides this transformation the redevelopment of the Oranjewerk in Noord has started. This shipyard at the Nieuwendammerdijk is being transformed into around 1.000 houses with facilities.

### **About Cycas Hospitality**

Cycas Hospitality is a hotel management and development company at the forefront of the Extended Stay hotel concept in Europe. The company currently manages Staybridge Suites London – Vauxhall, Staybridge Suites London Stratford City, Holiday Inn London Stratford City, Heathrow Hotel Bath Road and Staybridge Suites Liverpool. The latter was the first Staybridge Suites hotel in the UK. Cycas Hospitality founders Eduard Elias and John Wagner, experienced entrepreneurs with hands-on skills in hotel management and real estate investment, are also considered pioneers of the dual-branded hotel concept in Europe.

The Cycas Hospitality team helped spearhead the development of the IHG's Extended Stay brand, Staybridge Suites, in the UK. This included concept, design, development and operations. Staybridge Suites Liverpool was their first joint enterprise. Their first dual-branded project was the opening of two of the main headquarters hotels for the 2012 London Olympics, which were Staybridge Suites London Stratford City and Holiday Inn London Stratford City.

Marriott also recognised Cycas as a partner they are keen to work with for the development of their Residence Inn and MOXY brands across Europe, and a number of potential projects are currently under development.

Cycas Hospitality strives to provide service beyond the expectations of their guests. 'Service with a big smile' is the staff ethos and they are all loyal ambassadors for their hotels. This focus on service brings external results: Cycas Hospitality came first in the Caterer.com Best Employers in Hospitality 2015 Awards and all hotels managed by Cycas Hospitality belong to the 10% best hotels of their city based on guest reviews.



#### RELEVANT LINKS

 **MOXY Hotels**  
<http://moxy-hotels.marriott.com/>

 **Residence Inn**  
<http://www.residenceinn.marriott.com/>

 Heren2  
<http://www.heren2.nl/>

 Cycas Hospitality  
<http://www.cycashospitality.com/>

 Colliers International Hotels  
<http://www.colliers.com/nl-nl/netherlands>

 De Houthavens  
<http://www.dehouthavens.com>

#### QUOTES

*"These hotels are a great investment for the area and the commitment of both Cycas and Marriot shows that the Houthavens is becoming popular as a development area for offices and leisure in Amsterdam."*

— Eijk van Otterloo, Managing Partner of Heren2

*"We're happy to build our first hotels in the Netherlands, especially on this outstanding location. The increasingly lively and creative area is eminently suitable for these hotel formulas. After London, Liverpool and Manchester we are rolling the Extended Stay hotel concept out in Amsterdam."*

— Eduard Elias, Managing Partner of Cycas Hospitality

#### IMAGES

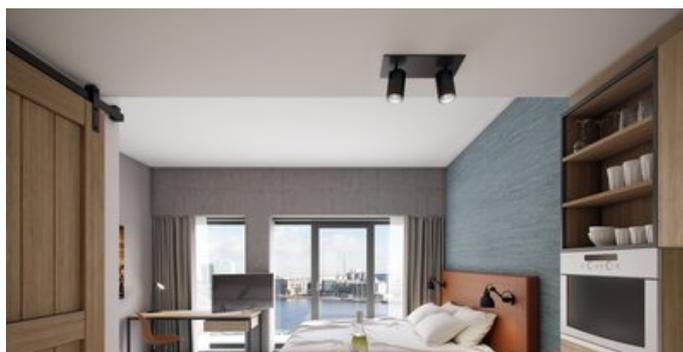
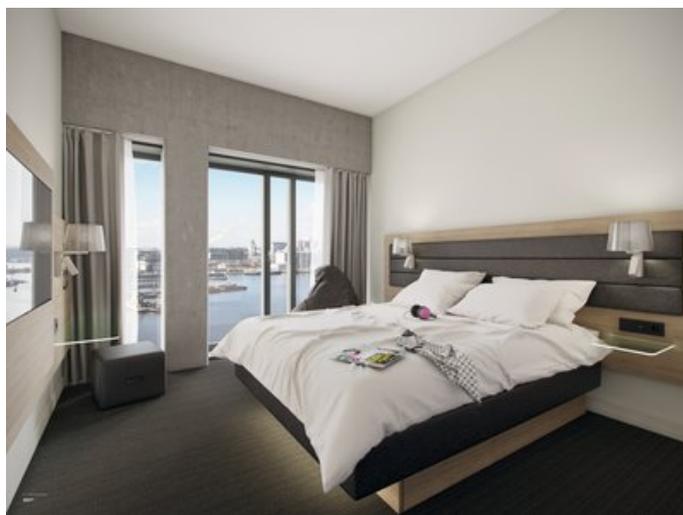
HERENN)™



Cycas



Hospitality





#### SPOKESPEOPLE



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#### ABOUT CYCAS HOSPITALITY

Cycas Hospitality is een hotelmanagementbedrijf gespecialiseerd in extended-stay hotels, dat praktische vaardigheden in hotelmanagement combineert met expertise in investeringen in onroerend goed.

Cycas Hospitality creëert waarde voor investeerders middels bekwaame acquisitie, ontwikkeling, financiering en beheer van locaties. Met het gebruik van diepgaande kennis binnen de extended-stay sector begeleidt Cycas Hospitality projecten van concept tot realiteit en maximaliseert daarbij de winst voor haar partners.

Cycas Hospitality stelt als fundamentele doel winst te leveren door diensten boven verwachting van de gast te bieden en loyale ambassadeurs voor onze hotels te genereren.

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Cycas Hospitalitynewsroom