

# AVANI

Hotels & Resorts

## Press Release

### **Avani Debuts in the Netherlands with the Opening of Avani Museum Quarter Amsterdam**

Avani Hotels & Resorts, the upscale lifestyle brand of Minor Hotels, continues its European expansion with the launch of [Avani Museum Quarter Amsterdam](#). Housed in a refurbished mid-century building in the heart of the city's museum district, the 163-room canal-side property offers a relaxed stay for both business and leisure travellers, as well as access to some of Amsterdam's most unique experiences through a series of innovative partnerships.

#### **Where Art Meets Comfort**

The hotel's design is inspired by Stedelijk Museum's expansive collection, blending the avant-garde and the traditional to create modern, inviting interiors. Brick, a prominent material in Amsterdam, adds a touch of the city's architectural identity to the gleaming glass façade. Inside, clean lines and practical furniture pay homage to functionalism and rationalism, while mirrors and polished surfaces echo the city's tranquil canals. The geometric patterns and block colours of the carpets, tiles and soft furnishings are inspired by the works of renowned 20th century artists, including Piet Mondrian, Anni Albers, Gunta Stolz and Sophie Taeuber, completing the artistic fusion within the design.

#### **Room to Recharge**

Avani's spacious guest rooms and suites are inspired by the 1960s, with warm hues of terracotta, mustard yellow and deep browns, referencing the muted tones of Amsterdam. Spread over seven floors, some with panoramic windows, they come with modern comforts and amenities. After exploring the city's sights or a day of meetings, guests can kick back with Chromecast TV, practice asanas on in-room yoga mats or drift off to a podcast with high-quality Bluetooth speakers. Drinks and bites are available 24/7 and include healthy, fresh and satisfying options, while the around-the-clock AvaniFit gym comes equipped with cardio machines for a quality workout. For outdoor exercise, Vondelpark is conveniently nearby, offering excellent routes for a run or walk.

#### **Avani Eats**

On the hotel's ground level, an airy lobby lounge opens into The Pantry, Avani's grab-and-go dining concept. In the morning, the vibrant space serves up a delicious buffet breakfast of local pastries, hot dishes made à la minute, healthy snacks, vegan bites and smoothies. During warmer months, guests can enjoy the outdoor terrace overlooking a leafy interior courtyard and indulge in local bites and sweet treats.

#### **City Experiences**

Avani Museum Quarter Amsterdam has partnered with the city's movers and shakers to curate tours that showcase Amsterdam's playful side. Created in partnership with influencer and founder of [Girls Who Magazine](#), the dynamic Street Art Tour invites guests to explore Amsterdam's scenic neighbourhoods while hunting for street art, map in hand. In summer months, wellness minded guests can paddle through the city's canals with [Canal SUP](#), stopping to refuel with pizza and craft beer before cooling off at a local swim spot. Avani guests can experience the latest in wellness trends with [THIS.IS.EDEN](#). Founded in Amsterdam, they

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combine dance with meditation, set to an electro soundtrack that is delivered through individual headsets in a “silent disco-style” setup. Held outdoors in Amsterdam's picturesque parks, on rooftop terraces or inside clubs, these sessions allow guests to shift focus from the mind to the body through dynamic movement techniques.

Avani Museum Quarter Amsterdam is just steps away from some of the city's most renowned cultural landmarks: Rijksmuseum, showcasing Dutch art and history; the Van Gogh Museum; and the Stedelijk Museum, known for its avant-garde art and inspiring design collection. Guests can access the bustling PC Hoofstraat shopping street and the vibrant De Pijp neighbourhood, both a five-minute walk away. Amsterdam Central Station is easily reachable within ten minutes by taxi and for business travellers, the RAI Exhibition and Convention Centre is a 25-minute walk.

Opening rates start from €195 per room, per night based on two people sharing, including breakfast. For more information and to book, please visit [avanihotels.com](https://avanihotels.com), email [museumquarter@avani-hotels.com](mailto:museumquarter@avani-hotels.com) or call +31 20 573 8200.

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## Editor's Notes

### About Avani Hotels & Resorts

Designed for today's traveller, Avani offers stylish rooms, connected social spaces and both relaxed and on-the-go dining that is locally inspired. Balance is at the centre of everything Avani does, providing guests with the right measure of service, fun and privacy. Launched in 2011 and now with over 40 properties across five continents, Avani offers city hotels, tropical resorts and retreats in nature with a focus on smart design, upbeat service and good value.

Avani is part of global hospitality group [Minor Hotels](#) and a member of the [GHA DISCOVERY](#) loyalty programme.

Visit [avani.com](#) for more information, and connect with Avani on [Facebook](#), [Instagram](#), [TikTok](#) and [YouTube](#).

### About Minor Hotels

Minor Hotels is a global hospitality group operating over 550 hotels, resorts and residences in 56 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 200 hotels by the end of 2026.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#), the world's largest alliance of independent hotel brands, and participates in the [GHA DISCOVERY](#) loyalty programme.

For more information, please visit [minorhotels.com](#) and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).