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nhow Hotels & Resorts Announces 'Dance nhow Tour' Across Its European Properties

Minor Hotels' most vibrant and disruptive brand launches a new tour as part of its innovative 'dance nhow, change now' campaign



Madrid, 26 June 2025. A wave of movement, wellbeing and transformation is sweeping across Europe with the launch of “**Dance nhow tour**” by **THIS.IS.EDEN** - a tour that transforms **nhow hotels** into vibrant stages where travellers and locals are invited to reconnect with their bodies, minds and communities through the power of dance.

This marks a new chapter in the ongoing commitment of Minor Hotels' most vibrant and disruptive brand to make artistic movement a truly transformative experience. The initiative aligns with the '*dance nhow, change now*' campaign, which brings together dance, science and self-expression.

The tour kicks off on 13 July at **nhow Amsterdam RAI** and will travel across all of the brand's nhow hotels in Europe, with stops at **nhow Frankfurt, nhow Rotterdam, nhow Milan, nhow Marseille, nhow London, nhow Brussels** and **nhow Berlin**. Each session will take place in a unique setting, from striking rooftops to iconic spaces.

The experience takes the form of an energising guided silent disco session, featuring wireless headphones, immersive electronic music, conscious breathing, active meditation and, of course, dance in its purest and most liberating form.

A multisensory and transformative experience

Age and fitness level don't matter - all that counts is the desire to experience something truly unique. Each session is guided by the voice of **Kim de Vries**, founder of **THIS.IS.EDEN**, and blends science-backed wellness practices with an artistic, emotionally charged approach.

Participants embark on a carefully curated sensory journey that begins with a vibrant welcome. Kim then leads a guided meditation through wireless headphones, preparing both body and mind to fully embrace the experience and the transformative power of dance.

The energy builds gradually, culminating in a collective, high-intensity release. The opening session in Amsterdam closes with a final DJ set that celebrates and amplifies the energy created.

More than a hotel, it's a movement

Dance is the heartbeat of **nhow**: it connects body and mind, enhances wellbeing and strengthens our connection with ourselves and others. True to **nhow's** essence - redefining creative, iconic and one-of-a-kind stays - this experience is part of the '*dance nhow, change now*' campaign, which highlights the powerful impact of artistic movement. In an increasingly fast-paced world, **nhow** and **THIS.IS.EDEN** offer a vibrant experience that gives the body back its space for freedom, celebration and healing. It's an invitation to reconnect, to feel alive and to create moments of self-discovery that inspire.

The experience will begin on 13 July at nhow Amsterdam, continuing on 16 July at nhow Frankfurt, 24 July at nhow Marseille, 25 July at nhow Milan, 2 August at nhow Berlin, 16 August

at nhow Rotterdam, 19 September at nhow London and nhow Brussels 9 October. Additional dates will be announced soon.



Tickets for each session are priced at €20 and are available via the website:

<https://this-is-edan.weticket.io/>

Discover more about dance nhow, change now here: Dance nhow! Dance Experiences in our Hotels | nhow Hotels





About nhow Hotels & Resorts

nhow is part of Minor Hotels disruptive hotel brand, known for its iconic establishments. Inspired by the cities in which they are located and designed by the leading creative minds of our times (Foster+Partners, OMA, founded by Rem Koolhaas, Karim Rashid, Sergei Tchoban, Teresa Sapey and Matteo Thun, among others), nhow is simultaneously a hotel and a creative hub. Each nhow establishment becomes a landmark in its city, a melting pot for creativity. At a nhow hotel everything is unexpected, through-provoking and surprising. Every room, restaurant and lobby are an invitation to meditate, a call to take action in our lives, as embodied by the slogan #changenhow. Each guest will live their own personal experiences with one thing in common: the wow factor! Located in key urban districts undergoing a transformation, the nhow hotels quickly emerge as landmarks for self-discovery and experimentation through 'artivism'. Why wait? The time is now, nhow.

For more information, visit www.nhow-hotels.com/en.

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with over 560 hotels, resorts and branded residences across 57 countries. The group crafts innovative and insightful experiences through its eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a diverse portfolio of restaurants and bars, travel experiences and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, [Minor DISCOVERY](#), part of GHA DISCOVERY.

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