October 6 2026, 17:41 (CEST)

Dare to Be Different This Halloween: nhow Hotels Unveils Creative Celebrations Across Europe



From vibrant Día de los Muertos festivities in Amsterdam and neon-fuelled parties in Rotterdam to rooftop glamour in Frankfurt and horror cinema nights in Milan, nhow Hotels & Resorts invites guests to experience Halloween unlike anywhere else.

October, 2026 - This Halloween season, nhow Hotels & Resorts, Minor Hotels' design-led lifestyle brand, is transforming its iconic European properties into immersive playgrounds of creativity, culture and entertainment. Reflecting the unique personality of each destination, the brand's Halloween programme blends rooftop parties, cultural celebrations, live entertainment and cinematic experiences, offering travellers and locals an exciting alternative to traditional festivities.

Whether celebrating life through the vibrant traditions of Latin America, dancing beneath city skylines or enjoying a horror film marathon, guests can expect Halloween experiences that are as bold and unconventional as the nhow brand itself.

Amsterdam: A Vibrant Día de los Muertos Celebration Above the City

At nhow Amsterdam RAI, Halloween takes on a colourful cultural dimension with the fourth edition of Selva Restaurant's annual Día de los Muertos celebration.

On 1 November, guests are invited to join the restaurant's signature Dinner of the Death, an immersive evening inspired by one of Latin America's most cherished traditions. Rooted in remembrance, joy and togetherness, Día de los Muertos honours loved ones through music, food, colour and celebration.

For one night only, Selva will transform into a festive sanctuary high above Amsterdam, filled with striking décor, vibrant energy and unforgettable experiences. Guests will enjoy a specially curated menu showcasing bold Latin American flavours, complemented by crafted cocktails and an atmosphere that captures the essence of this iconic celebration.

Now in its fourth year, the event has become a beloved annual tradition, bringing the spirit and cultural richness of Latin America to the heart of Amsterdam.

Frankfurt: Dark Glamour Above the Skyline

In Frankfurt, NFT Skybar at nhow Frankfurt will embrace the darker side of sophistication with a Dark Glamour Halloween Party on 31 October.

Set against panoramic views of the city's skyline, the rooftop venue will be transformed into a stylish Halloween destination where elegance meets mystery. Guests are encouraged to arrive in costume and immerse themselves in an evening of music, cocktails and elevated nightlife.

The celebration will feature specially created Halloween-inspired cocktails, Dark Glamour-themed décor and a live DJ soundtrack, creating a vibrant rooftop atmosphere throughout the night. Open as part of the venue's regular bar operation, the event offers both locals and visitors the opportunity to enjoy one of Frankfurt's most stylish Halloween gatherings.

Rotterdam: A High-Energy NEON NIGHT

At nhow Rotterdam, Halloween will shine brighter than ever with NEON NIGHT, a bold celebration designed to establish the hotel as one of the city's must-visit destinations for the season.

Combining neon aesthetics, music, entertainment and interactive experiences, the event will transform the hotel's event space into a vibrant playground of colour and creativity. Guests and staff alike will be required to arrive in Halloween costume, helping to create a fully immersive atmosphere from the moment they enter.

Throughout the evening, professional face painters and make-up artists will be on hand to help guests perfect their looks, while live DJs and performances keep the energy high. Attendees will also have the chance to compete in a Halloween Costume Competition, with the best costume winning a complimentary overnight stay including breakfast for two.

Hotel guests attending the event will receive a complimentary welcome drink, adding an extra touch to what promises to be one of Rotterdam's most exciting Halloween nights.

Milan: Halloween Parties and Horror Cinema Nights

At nhow Milano, guests can look forward to the return of the hotel's annual Halloween Party at T35, taking place on 31 October.

One of the property's key seasonal events, the celebration will once again bring together guests and locals for an evening of music, entertainment and Halloween-inspired experiences in a distinctly nhow atmosphere.

In addition, the hotel is currently developing a new Halloween Cinema Nights concept for the final week of October. The initiative aims to offer a series of themed horror movie screenings leading up to Halloween, creating a unique entertainment experience for both hotel guests and residents of Milan.

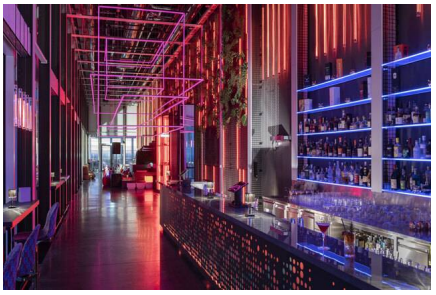
Tickets are expected to be available through DICE, with screenings currently planned for the hotel's Madrid Room, subject to final scheduling confirmations. Further details will be announced in the coming weeks.

Halloween, the nhow Way

From honouring the rich traditions of Día de los Muertos in Amsterdam to embracing Dark Glamour in Frankfurt, illuminating Rotterdam with NEON NIGHT, and introducing horror cinema experiences in Milan, nhow Hotels continues to redefine seasonal celebrations through creativity, culture and self-expression.

Designed for travellers and locals seeking something beyond the ordinary, this year's Halloween programme showcases the brand's commitment to delivering memorable, immersive and distinctly local experiences across Europe's most dynamic cities.









About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 67 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as 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.

Discover our world at minorhotels.com and connect with Minor Hotels on Facebook, Instagram, LinkedIn, TikTok and YouTube.

Contact details

Yaiza Cardo
Manager PR & Communications nhow & Avani
Minor Hotels Europe & Americas
y.cardo@minor-hotels.com
+34 682 885 477

Irene Fernández
VP PR & Communications
Minor Hotels Europe & Americas, NH, NH Collection, nhow & Tivoli
ai.fernandez@minor-hotels.com
+34 619 267 690

Copy link

https://media.minorhotels.com/en-CEU/272992-dare-to-be-different-this-halloween-nhow-hotels-unveils-creative-celebrations-across-europe/