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## Generator continues its European expansion with the acquisition of a site in Amsterdam

Category: [Hotel](#) Created on Tuesday, 28 October 2014 16:20

**Generator Amsterdam will be located adjacent to the Oosterpark and is planned to be the third property to open in 2015 after Paris and Rome**

The new Generator will be located in the University of Amsterdam's former health sciences and zoological department, and will accommodate up to 566 guests in 168 twin and quadruple rooms with park or garden views and en-suite bathrooms. An exclusive luxury apartment overlooking Oosterpark will be fitted for six people and include self catering facilities. The building is an imposing brick structure completed in 1917 and features elegant, grand spaces and very high ceilings throughout. Two new floors with all glass facades will be added, marrying modern architecture with the unique heritage of the property.

Local architects IDEA, developer COD and Generator's Creative Director and DesignAgency partner, Anwar Mekhayech, are respectfully restoring the heritage building and transforming the interiors to create an original and inspiring hospitality experience. The social areas are flexible and spacious and cater to the needs of both individual travellers and groups, with the largest proportion of public areas of any existing Generator. The ground floor will include a lobby with glass fronted elevators and a raised café, with a terrace and outdoor seating overlooking the park. An impressive chill out lounge and bar will be set in the former formal lecture hall, while the old library will become an intimate relaxation area doubling as a private meeting room. The basement will be fitted with a spacious dining space and a secret bar in the original boiler room. Like the café and ground floor bar, the intimate speakeasy will be open to both Generator guests and locals.

Anwar Mekhayech, Creative Director, said: "The Netherlands is such a deeply experiential place - steeped in history and cultural traditions as well as a strong contemporary design culture. The Dutch emphasis on practical whimsy, the beauty in natural flaws, connections to landscape, cycling and folk art provided fantastic inspiration for Generator style's mix of high and low, old and new, and local notes. Each area will be a fun and welcoming with characteristic Generator style, woven with inspirations from tulip fields, monochromatic Delft patterns, abstracted Dutch landscapes and canal houses."

The location of Generator Amsterdam couldn't be better as guests will have access to the beautiful Oosterpark - one of the largest parks in the city and also currently going through a major rejuvenation - while being just a 15 minute bike, tram or metro rail ride away from the touristic Dam Square, Museum district or Amsterdam Centraal train station. An increasingly lively scene, full of bars, restaurants and shops for a young, diverse demographic, awaits just across the park, along with the Dappermarkt, one of the oldest and busiest daily markets in the city.

Carl Michel, Executive Chairman at Generator which is backed by Patron Capital, said: "Amsterdam is one of the top 4 youth destinations in Northern Europe - with London, Paris and Berlin, Generator will now have a clean sweep of the major cities. The city is known for its tolerance and diversity, with a vibrant nightlife, but it also boasts huge cultural draws like the new Rijksmuseum and the Anne Frank house. Schiphol airport is one of the leading international gateway hubs, connecting the city to all continents and providing young travellers with an excellent base for a European trip. Generator is delighted to add this key destination to our growing network."

Josh Wyatt, Investment Director at Patron Capital responsible for the Generator brand, said: "The new Generator Amsterdam continues the strategy of buying and repositioning beautiful buildings in world class locations to create the world's first truly global design led hostel business. The essence, character and soul of the building will complement the existing Generator properties and add a new chapter in our expanding travel story. Generator's growth ambitions continue unabated with much more to come in 2015 and beyond."

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## GENERATOR TO ENTER AMSTERDAM

Generator Amsterdam will be located adjacent to the Oosterpark and is planned to be the third property to open in 2015 after Paris and Rome.



GENERATOR AMSTERDAM

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Generator currently has nearly 5,200 beds located across six countries in Dublin, London, Copenhagen, Berlin, Hamburg, Venice and Barcelona. 2015 will expand the capacity to almost 7,000 with openings in Paris (February 2015), Rome (Mid 2015) and Amsterdam (late 2015)

### Also read:

- [Generator continues global expansion via Germany](#)
- [Generator continues European expansion](#)



Thursday, 30th October 2014

## The Student Hotel announces major capital increase and equity commitments to fund European expansion strategy

Article submitted by

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[Student Hotel \(The\)](#)

The Student Hotel announces today a capital increase and equity commitment of EUR 150 million funded by Perella Weinberg Real Estate which will enable the Amsterdam-based leading student accommodation provider to expand significantly further into Europe.

The capital increase will allow The Student Hotel to address the shortage of quality accommodation across Europe to meet local and international student needs, through the accelerated roll out of the brand's innovative accommodation model.

The Student Hotel currently operates four properties in the Benelux region. The capital increase will enable the company to expand into a major European student housing and hospitality brand by developing, owning, and operating hotels in leading university cities that attract international students, young professionals, and youth travellers. Property locations currently include Amsterdam, Rotterdam, Liège, and The Hague; the expansion strategy will target, among others, sites in Paris, London, Madrid, Barcelona, Berlin, Frankfurt, Brighton, Edinburgh and Dublin.

Aiming to own and operate hotel properties ranging from 350 to 700 rooms, The Student Hotel seeks to serve the flexible accommodation needs of the growing Millennial generation. According to the OECD, the population of internationally mobile students more than doubled from 2.1 million in 2000 to nearly 4.5 million in 2011. The total number of international students is set to rise to 7-8 million by 2020, exacerbating an already profound shortage of student accommodation.

The first acquisition to result from the partnership is the Trouw/Parool Tower in Amsterdam, a former newspaper offices which will be converted into a flagship 574-room hotel, with a range of facilities including gym, class rooms, offices, three on-site restaurants and a club. The 24,000 m2 property is located five minutes from Amsterdam city centre, between the campuses of the University of Amsterdam and the Amsterdam University of Applied Sciences. The Student Hotel will operate a total of 2,200 rooms by 2015 and aims to be operating 10,000 by 2020 across Europe.

The Student Hotel's innovative and unique concept maximises occupancy yields by fusing long-stay student accommodation with short-stay hotel facilities, offering a truly flexible model. The brand has a boutique approach and delivers high quality design, food & beverage, events, amenities and a flexible rental system to an otherwise under-serviced market.

Charlie McGregor, Founder and CEO of The Student Hotel commented:

*"We are thrilled about our partnership with Perella Weinberg Real Estate. The movement of students between countries has become a global phenomenon. The growing number of international students deserves better and more accommodation options, no matter where they go in Europe, and it's great to work with an investment partner that shares our vision to roll-out high quality and community-driven student and hotel accommodation across Europe."*

Vincent Rouget, Managing Director at Perella Weinberg Real Estate UK LLP commented:

*"We are truly excited about our partnership with The Student Hotel and its management team. We believe The Student Hotel is one of the most exciting concepts in student accommodation today. The unique design and hybrid business model of The Student Hotel makes it well suited to cater to those that seek short and long-term study and training opportunities at home and abroad, and we aim at supporting future growth of this successful concept in the Netherlands as well as in other European markets."*

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**INDUSTRY NEWS**

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30 October 2014

# New insight into millennial traveller trends to be unveiled during WTM's first youth tourism programme



WYSE Travel Confederation will release the results of its recent analysis of the behaviours and attitudes of millennial travellers during the two-day youth travel programme at next month's World Travel Market (WTM). The Millennial Traveller report looks at travel trends amongst 18-35 year olds and is based on the results of a survey completed by over 6,000 young travellers from more than 100 countries in June this year.

The study's key findings will be presented by David Chapman, Director General of WYSE Travel Confederation, at WTM London 2014 during the "Understanding the millennial traveller" session on Wednesday, 5 November at 15:30hrs (South Gallery 13-14). Chapman will be joined by three panellists: Carl Michel, Executive Chairman at [Generator Hostels](#), John Firth, UK and European Sales Manager at [WAYN.com](#), and Anthony Stone, Global Campaign Manager at [STA Travel](#).

David Chapman said: "As one of the most important events in the travel industry's annual calendar, WTM is a prime opportunity for us to highlight the opportunities that the youth travel market presents within the global tourism industry. We are delighted to be headlining WTM's first ever youth tourism programme.

"The millennial generation is growing up in a technologically advanced world where travelling and communication go hand-in-hand and are easier than ever before. By providing insights into the trends these influential travellers are driving, we aim to provide travel professionals with a better understanding of the long-term opportunities they can explore within this unique sector and, ultimately, better cater to the needs and interests of millennial travellers.

To coincide with the session, WYSE Travel Confederation will be launching its new Millennial Traveller report next week. The report, which will be available free of charge to WYSE Travel Confederation members, will include more detailed information on the survey's key findings.

WYSE Travel Confederation will also lead a panel discussion during WTM focused on the hostel sector, "The emergence of brands in the hostel sector: opportunity or threat?" on Tuesday, 4 November at 14:00hrs (South Gallery 15-16).

For more information on the WYSE Travel Confederation research programme visit [www.wysetc.org](http://www.wysetc.org).

**ABOUT WYSE TRAVEL CONFEDERATION**

- World Youth Student and Educational (WYSE) Travel Confederation is a global not-for-profit membership organisation dedicated to promoting and developing opportunities for the youth, student and educational travel industry.
- Founded in 2006 and created from the merger of the Federation of International Youth Travel organisations (FIYTO) and the International Student Travel Confederation (ISTC) - both formed after World War II to inspire young people through international travel and to help remove cultural barriers - the confederation brings together 60 years of youth travel expertise.
- Providing international travel experiences to over 10 million youth and students each year, WYSE Travel Confederation's global community of over 800 members spans more than 120 countries from a diverse range of sectors.
- From adventure tour operators to au pair agencies, cultural exchange programmes to language schools, hop-on-hop-off buses to student insurance and youth hostels to volunteer programmes, WYSE Travel Confederation is the world's most powerful network of youth and student travel professionals, connecting key industry players with decision makers and government officials.
- The Confederation is committed to understanding the ever-changing characteristics, motivations and needs of young travellers. By gathering, analysing and sharing important market intelligence with members, academics and government decision-makers, the unique fast-changing needs of the youth market is at the forefront of its activities as it seeks to accelerate the development of youth travel.
- For more information, visit [www.wysetc.org](http://www.wysetc.org) or follow the organisation on [Twitter](#), [Facebook](#) and [LinkedIn](#).

World Youth Student & Educational (WYSE) Keizersgracht 174-176 Amsterdam, 1016DW Netherlands, The Phone: +31 2042 12800 Fax: +31 2042 12810 [Visit Website](#) | [Send Email](#)

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## The Travel Report

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## Staying Native

Words by [Gwyneth Holland](#)

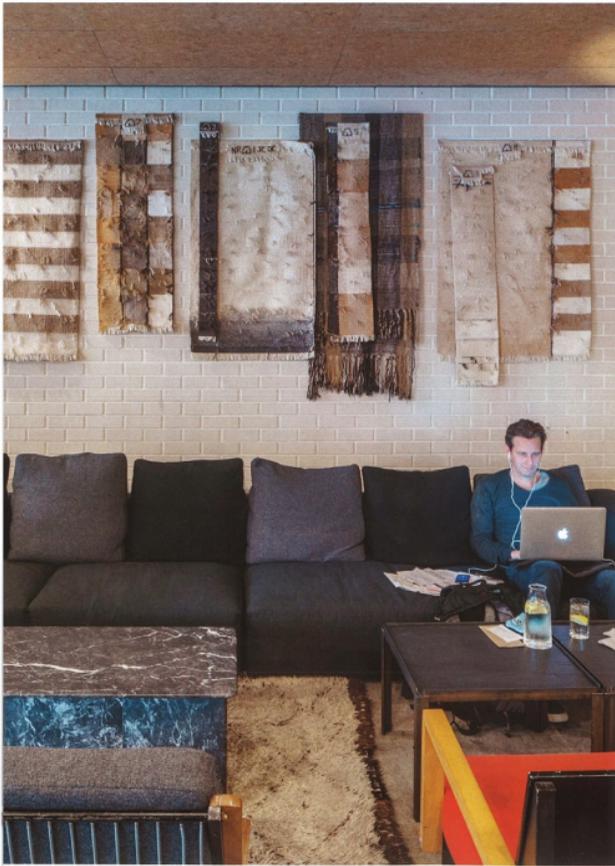
To meet the growing demand for authentic places to stay, some hotels have started paying as much attention to their surroundings as to their guests

A guy flicks through a pile of vinyl records, groups of colleagues converse over fresh juices, a girl takes away a newly bought bouquet of flowers, while a barista in the corner hands out an endless number of flat whites. This sounds like a typical scene at the city's hippest market on a Saturday afternoon – but it's not. This is all taking place in the lobby of a hotel on a regular Tuesday morning. The Ace Hotel in Shoreditch, to be precise.

Since the launch of its first venture in Seattle 15 years ago, the Ace Hotel group has been redefining the hospitality sector – by not behaving like a hotel group, but as a patron of creativity and innovation. "Our hotels are a platform to engage the creative community and the entrepreneurial community in the city," says Ryan Bukstein, Ace Hotel's director of public relations and marketing, and the group's cultural engineer. And just as Ace Hotels have spread from Seattle to Portland, New York, Palm Springs and London, their laidback hipness is seeping into a new generation of authentic hotels that celebrate their local culture and create a new way for travellers to understand a city.

Ace – and localised hotels like them – are redefining the hospitality world, just as the wave of Ian Schrager-pioneered boutique hotels did around the turn of the millennium. These designer hotels, which courted young, jet-set, wallpaper magazine-reading entrepreneurs, fell upon the gritty, but somewhat cringe-inducing, formula of starchitect + banging club = supercool hotel. But it's not so easy for today's local hotels which look to neighbourhood immersion, creativity and authentic collaborations.

But with the new wave of hotels making so much effort to blend seamlessly into the life of its location, is the hotel making the area or is the area making the hotel? Pundole believes that hotels have always defined the areas they inhabit – with legendary places such as The Plaza in New York and Claridge's in London becoming landmarks. Local hotels are becoming landmarks in a different way now – bestowing legitimacy on up-and-coming areas, or adding coolness to overlooked ones. "The Ace in New York opened in a strange neighbourhood full of African perfume shops, but the presence of a creative, stylish hotel changed how people think about the Flatiron district, and now a NoMad hotel has opened there too," says Pundole.



"For a hotel to truly become 'local' it must also give back to the neighbourhood it inhabits"

Hotels work increasingly hard to respect and showcase the creative life of their neighbourhood. Hotel Hotel is so committed to supporting local skills that it spent nine months searching for the right bins for its bathrooms before commissioning a local blacksmith to make them. Ace Hotels' secret sauce comes in the form of its cultural engineers who are based at each property, working with the city's creatives to ensure the products and events it hosts are on the cutting edge of what's happening in the area.

But many of the hotels interviewed for this article were keen to point out that their efforts are more than mere cool hunting – this is community engagement. "When we do a new project, the Ace team spends a lot of time there, meeting people, talking to people, and engaging deeply with the community. It's immersion stuff," says Bukstein. Time-consuming and unpredictable, this degree of immersion doesn't have a magic formula – it's an attitude. "We are inspired by brands and people who stand for something original, sexy, unique and cultural. It is a 'you know it when you see it' feeling when we consider who to form a partnership with and how to curate a space," says Josh Wyatt, director of hotels for Patron Capital Partners, which owns Generator.

But with the new wave of hotels making so much effort to blend seamlessly into the life of its location, is the hotel making the area or is the area making the hotel? Pundole believes that hotels have always defined the areas they inhabit – with legendary places such as The Plaza in New York and Claridge's in London becoming landmarks. Local hotels are becoming landmarks in a different way now – bestowing legitimacy on up-and-coming areas, or adding coolness to overlooked ones. "The Ace in New York opened in a strange neighbourhood full of African perfume shops, but the presence of a creative, stylish hotel changed how people think about the Flatiron district, and now a NoMad hotel has opened there too," says Pundole.

In London, the Ace invigorated a strangely blank part of the otherwise buzzing Shoreditch High Street, by introducing local florists That Flower Shop, a Lovage juice bar, a much-anticipated London outpost for Opening Ceremony and a vinyl-only branch of Sister Ray. It's an approach that other local hotels are taking on: Volkahotel is working with Amsterdam Dance Event and Unseen Photo Fair, while the Wythe Hotel hosts pop-ups from the likes of APC and ethical leather brand Marlow Goods as well as a Dinner with Friends series in conjunction with some of America's most talked-about restaurants, including Oakland's Ramen Shop. Meanwhile, Standard hotels has an ongoing partnership with eyewear brand Warby Parker. For those who are just starting out, pairing with a hotel can open up a customer base, but it certainly doesn't do the hotels any harm either – the halo effect of allying with the latest names in fashion, music, design and food helps to keep hotels current.

Chic or artisan partnerships are one thing, but Pundole points out that for a hotel to truly become "local" it must also give back to the neighbourhood it inhabits. In Amsterdam, Volkahotel provided a disused newspaper building slated for demolition with a new lease of life, while Qbic focuses on regenerating rundown buildings and transforming them into affordable homes. Qbic's London property, in the multicultural area of Whitechapel, works with local groups to improve the safety and wellbeing of people who live in the neighbourhood. The hotel is decorated through a partnership with the Café Art project, which works with formerly homeless artists, and collaborates with FoodCycle to limit food waste. The team is also working with the local council to improve the nearby Altab Ali Park by helping with planting, adding new lighting and benches, and introducing communal ping-pong tables. Meanwhile, Generator hotels are developing relationships with local people by supporting local talent in fields such as art, music, dance and performance, and identifying neighbourhood charities, causes and activities to sponsor.

And while hotels all have the same fundamental purpose, local hotels are taking a different tack to traditional brands – they're determined to enrich the lives of those in the area and to provide a platform where local people can explore their creativity, as much as being a way for visitors to explore the local area. As Elkarpidis puts it, "That's a local hotel's magic formula."

"For years, a hotel was seen as a refuge from the alien city you've landed in, but travellers are getting braver"

Hotel groups and individual venues are being inspired by localism. Examples include The Standard and Bunkhouse chains in the US, one-off properties such as Hotel Hotel in Canberra, Australia, or design-led European budget chains like Qbic and Generator hotels. Whether a member of a small group or a standalone property, each revels in the idiosyncrasies and community of its location. They're all tapping into a shift in consumer demands from luxurious comfort to authentic experience, a desire still underserved by traditional hotel models. "For years, a hotel was seen as a refuge from the alien city you've landed in, but travellers are getting braver – they're now more interested in discovering the environment they're in than being shielded from it," says Julie Fawcett, managing director of Qbic. The ease of online communication has enabled people to have a back-up for that bravery, as they can learn from other people who have taken the leap to try an unusual location or untested hotel. International networks of friends and peers, plus the growth of Airbnb, have also boosted travellers' bravery. While much of the initial appeal of the P2P site was the lower cost of staying in someone's apartment rather than in a hotel, it's the ability to live like a local in a foreign city that really appeals. A recent survey of travel agents by American Express found that 34% of travellers are "specifically looking to immerse themselves in the destinations they visit".

"There is a new generation of travellers looking to experience a city like a local. Hotels now have to offer more than just a bed to sleep in," says Janneke Heijer, head of communications at Volkahotel. Guests are looking for hotels to help them get under the skin of the area, rather than making them feel like tourists. And to make a hotel and its guests feel native, hotels must "go out to the local community and bring it in," says Fawcett.

It's becoming standard practice for authentic hotels to welcome in the creative population of its surrounding area: Ace Hotels host 'takeovers' by creatives such as Jocks & Nerds magazine or up-and-coming product designers, while Volkahotel runs an artist-in-residence programme. Local creatives also make their presence known throughout these hotels, which stock artisan snacks and microbrewed beer, fill their rooms with art, and sell niche products on-site and online.

Greater community collaboration places hotels at the social heart of the neighbourhood they inhabit, with unique events, club nights, restaurants and bars created by the area's hottest people, while busy lobbies fuelled by coffee and Wi-Fi have become co-working spaces and meeting rooms, where guests can run into creatives, entrepreneurs and even the occasional world famous designer.

Ben Pundole, hotelier and editor-in-chief of the website A Hotel Life, agrees: "People don't care about traditional brands anymore – being surrounded by like-minded people is more important." According to a US survey by Chase Card Services, millennial travellers are more likely than other groups to want to meet other people staying at their hotel, with 57% wanting to mingle.

However, meeting other travellers isn't quite enough immersion for today's jet-setters. They also want to get acquainted with the locals, and these hotels, by providing great amenities beyond those just used by guests, prove conveniently popular destinations for their city's permanent inhabitants. This in turn offers the guests an even richer experience: when guests are able to meet locals, they gain unique insight into things to do or places to go. Feeling like a local is about more than lobby encounters, though – it's also about understanding the character of the surrounding area. Hotel Hotel's co-founder Nectar Elkarpidis believes that making a hotel part of its local community is vital to guests' experience: "You can't achieve anything of lasting value if you don't respect the context that it operates in."

