

Iconic Luxury

with a Unique Twist

HOTEL DE L'EUROPE
AMSTERDAM



Hotel De L'Europe is renowned as one of the oldest family-owned luxury hotels in Amsterdam. Now for its 125-year anniversary celebration, it is offering something truly unique.

Built on the site of ancient city walls and redeveloped from inns which date back to 1638, Amsterdam's Hotel De L'Europe was founded in 1896 under its current name. Since then, it has long charmed guests with its Renaissance-style façade and beautiful riverside setting. Stylish rooms and suites, décor in bold reds and blues, paintings by Dutch masters, and a special attention to design detail all set the interior tone. Yet through several phases of expansion and renovation, Hotel De L'Europe has also gradually evolved. With 106 beautifully appointed guest rooms, including 48 suites and a peerless six-bedroom penthouse suite, it is still a beautiful, exclusive hotel, but it is no longer *only* that. Hotel De L'Europe has become a traditional focal point and something of a custodian of Dutch culture. It also boasts a breathtaking array of facilities.

Perfectly situated in the city centre near all of Amsterdam's renowned landmarks, the current incarnation of the hotel houses a luxurious wellness centre and gym alongside multiple culinary options. The two Michelin-starred fine-dining restaurant 'Flore', the classic French Brasserie 'Marie', the authentic Italian Trattoria 'Graziella', and the iconic 'Freddy's Bar' provide for a variety of tastes and moods.

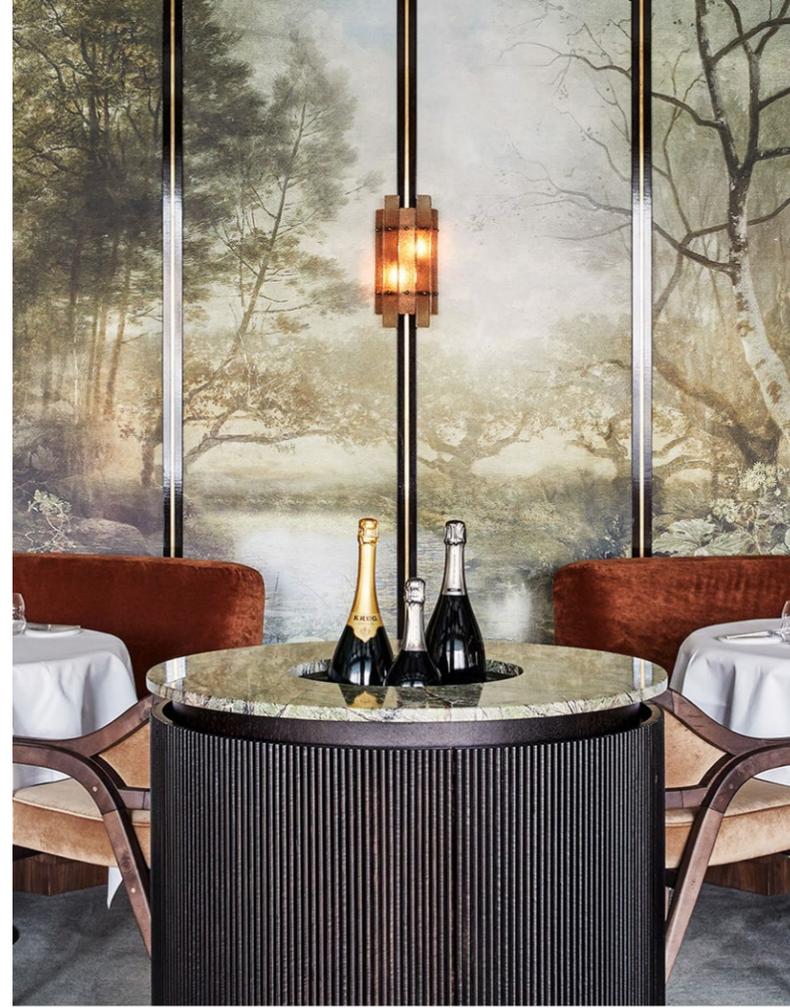
Meanwhile, the hotel's innovative 't Huys' conceptual wing invites guests to sample a unique environment, in which Amsterdam icons of art, style and luxury come together.

Current managing director Robert-Jan Woltering took over De L'Europe in July 2022, following a varied thirty-year career in the hospitality sector. Having previously worked with multinational giants like Sofitel, Hilton and Mercure, global icons such as Raffles Singapore, and modern, luxury brands Fairmont Kea Lani Maui in Hawaii or Accor in Mexico, he has brought a wealth of experience to the role. It is perhaps this which has led to the tantalising offering he now oversees.

"At Hotel De L'Europe, Amsterdam, our aim is to help create stories and lifelong memories with all our guests," the managing director explains. "We are proud to have been a welcoming destination for elegance and exploration in Amsterdam for over 125 years. The package we are now proposing is a true celebration of the hotel's five-star offerings from top to bottom."

The 125-year anniversary package has been dubbed 'the world's most luxurious hotel stay' by virtue of its cost—a whopping €1.25 million. For that price, one lucky guest will purchase a complete buyout of the hotel for an opulent and unforgettable two nights.

The purchaser will be given the opportunity





to bring up to 212 guests, with full and open use of all rooms and suites. A daily luxury breakfast is included in the price, served either in-room or at the 'Brasserie Marie.' Access to Le Spa by Skins Institute for a full year and dinners at the hotel's multiple restaurants are also covered, as is a hosted party for all guests, including entertainment, food and performances.

While that in itself is an exciting offer, Mr Woltering and the rest of the De L'Europe team were not content to stop there. "It's really about stories," the MD explains. "And whoever books this package is sure to have an unforgettable story to tell after their stay."

The story he refers to will be created in part by the hotel's creative partners, located in the 't Huys' wing. Through their involvement, the purchaser will receive the opportunity to create a unique Salle Privée fragrance to take home and an exclusive tulip ring by celebrated designer Bibi van der Velden, which was formerly exhibited in the Amsterdam Hermitage museum.

Fashion input will be provided to the host and their guests through RVDK, the world's first sustainable couture label, while Valerie



van der Werff, the former lifestyle editor of *Vogue Living*, will offer an entire restyle of the whole group, if desired. Not only that, but up to ten of the guests will receive an invitation from top fashion stylist Danie Bles to a workshop and lunch, including a vintage high-end fashion piece to keep.

Among the other incredible enticements are a bottle of rare Bowmore Scotch Whisky, five times entry to the exclusive Harper's Bazaar Business Club, an original artwork collection from The Ravestijn Gallery, and a private workshop from D-Dock, a creative studio of thought leaders and design pioneers.

It promises to be, as Mr Woltering suggests, quite a story. "That's what excites us," he says. "And we could not be more excited to welcome the guests for our 125-year anniversary package when the time comes."

This once-in-a-lifetime hotel stay package is available to be booked until 30 June 2023. For more details and information on how to book, visit www.deleurope.com/offers/1-25-million-experience/