

metropolitan
region **amsterdam**



How to **develop a hotel** in the
Metropolitan Region Amsterdam



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The number of people visiting the Metropolitan Region Amsterdam (MRA) will keep on growing in the years to come. Because of the economic interest the MRA, consisting of 32 municipalities, two provinces and the Transport Authority Amsterdam, will facilitate this growth.

With its 2.5 million inhabitants, 11 million hotel guests, 250,000 companies and 102 data centers, combined with excellent connections and two airports, the MRA can be seen as one of the most attractive business- and leisure areas in the world.

For a large part tourism focuses on the city of Amsterdam and more specifically on the city center. However, other parts of the MRA offer very attractive business and leisure climates and excellent facilities too.

Over the past ten years, Amsterdam has actively facilitated the development of about 150 new hotels and the upgrade of many existing hotels. This has lead to a modern and vibrant hotel market. However, the time has come to bring this movement to other parts of the MRA. Amsterdam may be closed for business, but the Metropolitan Region Amsterdam has thirty one other municipalities that are ready to help you in the best way possible to fulfill your development, operating and investment ambitions. Therefore we, two politicians out of these 32 municipalities, have stepped forward.

We have initiated this guide, which will help you through the hotel development process in the Metropolitan Region Amsterdam. Moreover, it will provide you with a variety of potential development locations in the municipalities of the MRA. It boasts both city center-, beach- and business locations and beautifully set sites in the more rural parts of the area. There are potential locations for large city hotels as well as for small boutique style hotels.

With this guide, we hope to increase your interest in the hotel development possibilities in our metropolitan region. We are available and committed to match these possibilities with your ambitions. In fact, by helping you to develop valuable hotels, we can achieve our goals and ambitions too, namely strengthen tourism throughout the MRA!



Mr. Ed Rentenaar
Alderman of Tourism and Recreation
Lelystad



Mr. Hans Schütt
Alderman of Economic Affairs and Tourism
Edam-Volendam



De Egelantier (1873), monumental building. Potential hotel development location which will be sold by the city in 2019.



Chateauform seminarhotel (in development). Offering residential seminars and training courses, catering to managers across Europe, Asia and the USA.

1.1 Background

In a little over 60 years the amount of worldwide international tourists have increased from 25 million to around 1.2 milliard. This acceleration is caused and stimulated by the globally increasing welfare, growth in population, improved connectivity and the rather affordable travel opportunities.

Based on the economic importance of tourism, the collaborating authorities in the MRA have decided that they want to facilitate the growth in tourism. At the same time, at some places in the MRA the amount of tourists is harming the balance between living, working and visiting. Therefore, it is important to spread tourism throughout the region in order to coordinate the growth. In the end, Amsterdam is the region and the region is Amsterdam.

The MRA is so much more than just Amsterdam on itself. This guide will introduce you to what is beyond the borders of Amsterdam and will guide you through the development process in order to make your ambitions work.

The introduction of a new Hotel Development Framework, which will be further explained in this guide, will coordinate hotel developments in the region. This coordination is necessary to maintain a qualitative and quantitative balance between the supply and demand of hotel rooms. However, the focus will not solely be on hotel- but also other lodging functions.

1.2 Reading Guide

This booklet will guide help you to achieve you development ambitions in the MRA. Besides general facts and figures about the region, you will also find more detailed information about the current hotel market.

Furthermore information about potential partners and different kinds of legal entities will be shared.

Then, you will be familiarized with the hotel development process in the MRA, including an introduction on the new Development Framework.

At last, you will find an overview of potential development locations in each municipality of the MRA.

In short, by the time you have read this guide, you will know everything on how and where to develop a hotel or other lodging facility in the MRA.



Fort Beemster, eco-chic wellness resort in Fortress (Unesco monument) combined with hotelrooms.

2.1 The Netherlands

With 507 citizens per km², the Netherlands is ranked as the eight most densely populated country in Europa and in the top 25 globally.

The Netherlands can be categorised as an urban nation. About 75% of the entire population is living in an urbanised environment. However, only a small percentage actually lives in the large metropolises. This is caused by the Dutch modern polycentric urban structure, which in other words means that urban regions consist of multiple smaller and medium-sized towns with a relative short distance from one another. This trend is expected to continue due to the predicted growth in population. On the 1st of January 2018, the Netherlands had a little over 17 million citizens. Recent calculations estimate that this number will exceed 18 million in 2045.

Even though the Netherlands is a small country in size, it should not be neglected in terms of worldwide economic and political influence. The positive predictions on the Dutch economy are partly caused by rapidly expanding tourism in the recent years. This growth is seen in the domestic as well as in the outbound tourism. It is interesting to mention, that in only one year the amount of inbound visitors have grown with half a million (from 15.8 million in 2016 to 16.3 million in 2017). Furthermore in only 6 years the amount of inbound tourists in hotels has increased from 8.7 million in 2010 to 12.4 million in 2016. That is an increase of almost 30%!

Besides the strong economic performance, The Netherlands is also strongly performing on logistics and infrastructure and is ranked sixth on the World Bank's Global Logistics Performance Index. Having the worlds fastest broadband speed in 99% of all households, the Dutch have the highest broadcast penetration per capita.

On top of its digital connectivity, The Netherlands offer a broad, modern and sophisticated road and rail network which is as an important asset for the Dutch economy. With the 139,000 km of roads and 3,005 km of rail network, the Netherlands is the best in the EU and fifth worldwide regarding quality of the roads. They will take you to your national and international destination in no-time.

With five international airports The Netherlands offer a great connection to all European and intercontinental destinations. Schiphol airport has won over 200 awards in its 30 years of existence and will take you to more than 350 destinations worldwide. For years, the Port of Rotterdam was the largest in the World. Still, it a major asset for the Dutch and European industrial and economic centres.

Due to the dropping crime rates, the Netherlands is shutting down several prisons. For every 1000 citizens, only 49 crimes are being reported. Which makes The Netherlands ranked 15 in the overview of safest countries worldwide.

Information	
Population	17,081,507
Total area of land	33,671 km ²
Total area of water	7,866 km ²
Type of government	Constitutional monarchy
Capital city	Amsterdam
Seat of government	The Hague
Number of provinces	12
Number of municipalities	380
Potential workforce	8,579,000
Currency	Euro
Companies	1,554,711
Unemployment	4.9



2.2 The Metropolitan Region Amsterdam

The Metropolitan Region Amsterdam is a joint venture between the provinces of Noord-Holland and Flevoland, 32 municipalities and the Amsterdam Transport Authority. Every municipality and sub-region contributes qualities that strengthen the total. The strength of the MRA is the diversity, both economically, urban and landscape.

The MRA is the most densely populated region within the country. With 1,534 citizens per km², the region is hosting three times as much citizens as the rest of the Netherlands.

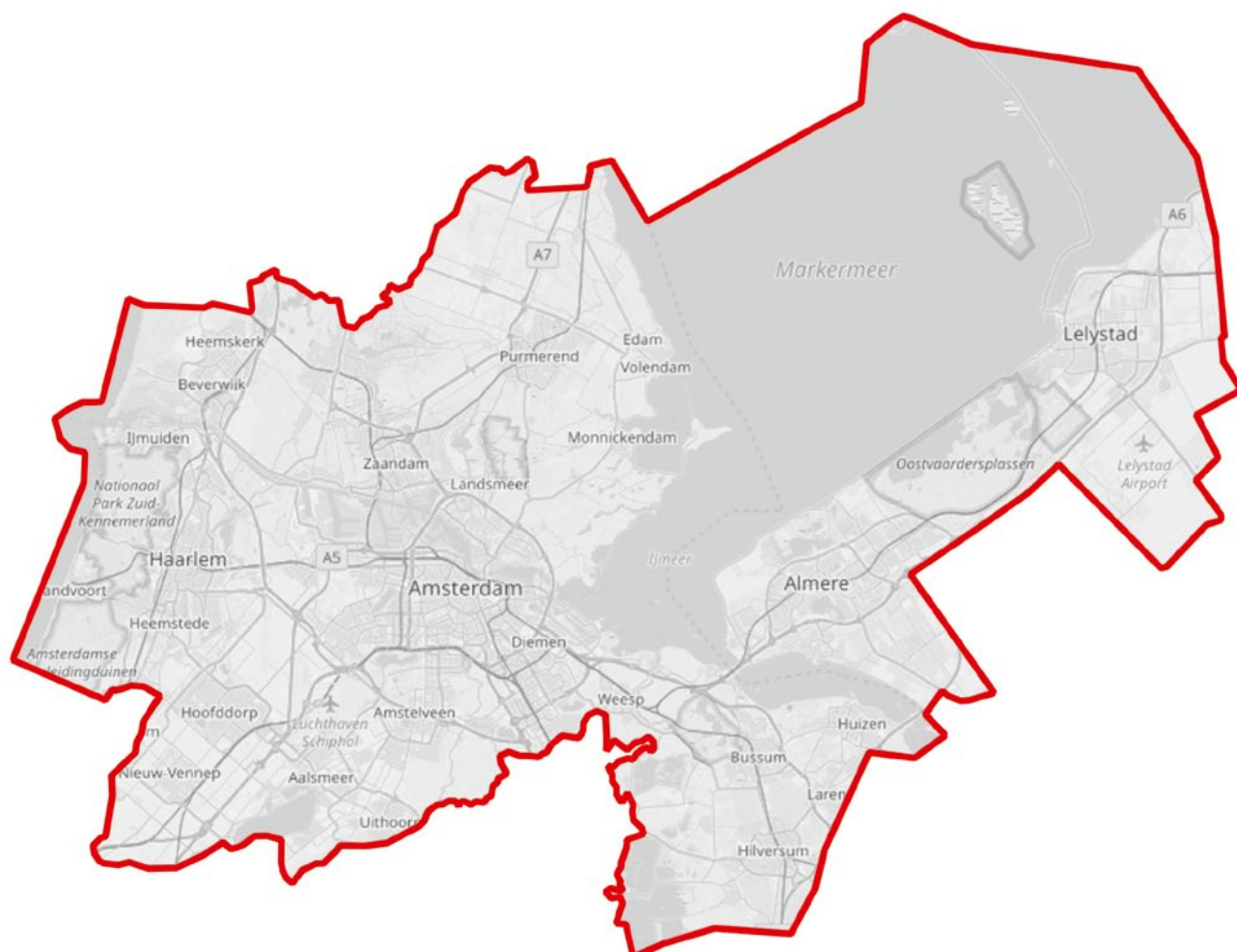
The MRA covers a varied area and extends from Lelystad to Hilversum and from Beemster to the Haarlemmermeer. The region has two airports, seaports, the financial center of the Netherlands (Zuidas), the flower auction of Aalsmeer, Media Valley and clusters of creative companies. In addition, the region is characterized by numerous attractive historic cities and a large variety of landscapes.

The MRA is one of the top five economically strong regions in Europe. The priority of the regional collaboration is to boost the economy, improve accessibility and build homes. In the economic field, the MRA wants to play a pioneering role in the knowledge and circular economy. Sustainability is top priority. The same applies to the strengthening of the landscape elements, with attention to the expansion of recreational opportunities.

The in the MRA participating municipalities are: Aalsmeer, Almere, Amstelveen, Amsterdam, Beemster, Beverwijk, Blaricum, Bloemendaal, Diemen, Edam-Volendam, Gooise Meren, Haarlem, Haarlemmermeer, Heemskerk, Heemstede, Hilversum, Huizen, Landsmeer, Laren, Lelystad, Oostzaan, Ouder-Amstel, Purmerend, Uitgeest, Uithoorn, Velsen, Waterland, Weesp, Wijdemeren, Wormerland, Zaanstad, Zandvoort. The two provinces are Noord Holland and Flevoland. The 35th partner is the Amsterdam Transport Authority.

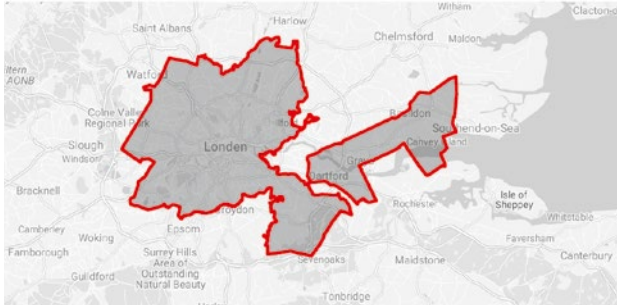
Information

Population	2,457,296
Total area of land	1,602 km ²
Total area of water	978 km ²
Number of provinces	2
Number of municipalities	32
Potential workforce	1,221,000
Companies	291,219
Unemployment	5.1



2.3 Accessibility and connectivity

The MRA is very compact when comparing it to other metropolises in the world. To make it more tangible, we displayed the border of the MRA over London and New York.



It shows that London is almost the same size as the entire MRA. It also means that developing a hotel outside of Amsterdam, is comparable to developing a hotel inside of London's first ring road. Distance is just relative, especially when the area is well connected by airports, road, railway and public transportation which the MRA is.

More than 2.4 million people live and work in the MRA which can be seen as their daily urban system. All those people need to move around in order to get to their work, families or other activities. Connections within the MRA are therefore vital. Several authorities, including the MRA, are constantly working on establishing new connections in order to improve the accessibility and connectivity in the MRA.

Transportation products

Amsterdam & Region Travel Ticket (A&RTT)

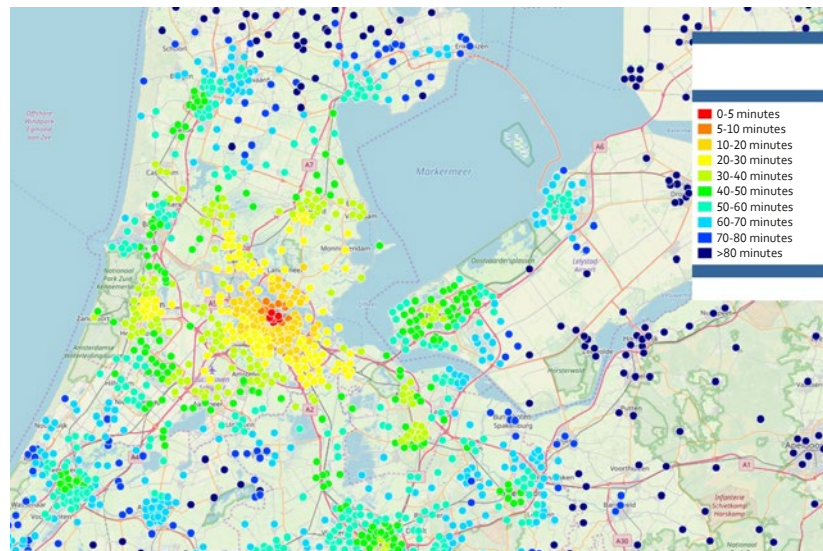
Tourists in the MRA are able to travel through the entire MRA while using all different forms of transportation with only one ticket. The A&RTT is a unique product which is desired by the international visitor and makes it more easy to visit the touristic hotspots in the region. Next to the A&RTT, the Amsterdam Travel Ticket and the Holland Travel Ticket are other smart products providing ease of travel for both business and leisure tourists. The A&RTT can be purchased on various online/offline platforms and at tourist information desks.

GVB

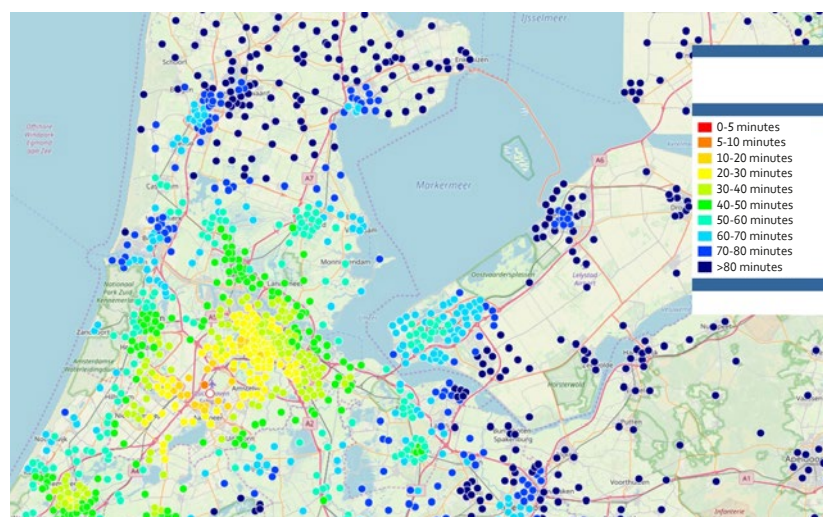
GVB is the company responsible for the operation of various public transport channels in and around Amsterdam. On a daily basis almost 843,000 people travel with either the metro, bus, tram or take the ferry. www.gvb.nl

Nederlandse Spoorwegen (NS)

The NS is the main railway operator in the Netherlands. The high frequency of trains result in short travel times between destinations. Besides the domestic connections, the NS is also noticing an increase in international travellers visiting the Netherlands by train. Therefore, it is improving and increasing its international connections. www.ns.nl



The current travel time to Amsterdam Central Station from other public transportation stops expressed in minutes. (Source: Mobiliteitsscan, Rijkswaterstaat)



The current travel time to Schiphol Airport from other public transportation stops expressed in minutes. (Source: Mobiliteitsscan, Rijkswaterstaat)

Vehicle sharing

The amount of vehicle sharing products has grown over the last years. Now it is possible to share a bike, car and scooters with other people by simply installing an application on you mobile phone. In general, this type of transport is used as last mile solution in order to get to the travel destination. In the future, new initiatives are expected to improve the overall travel options and quality.

Express busses

The goal of these busses is to realize a fast connection between destinations with less, and sometimes no, stops in between. These lines are very popular and due to its success more routes are expected to come. Within the MRA, these routes are mostly operated by R-NET.
www.rnet.nl

Travel apps

Commonly used travel apps in the Netherlands and the MRA are: 9292, NS Reisplanner, ANWB Routeplanner and Connexxion. The primary goal for these apps is to display the fastest travel options to you destination. Often, other additional service are integrated in order to personalize your journey.

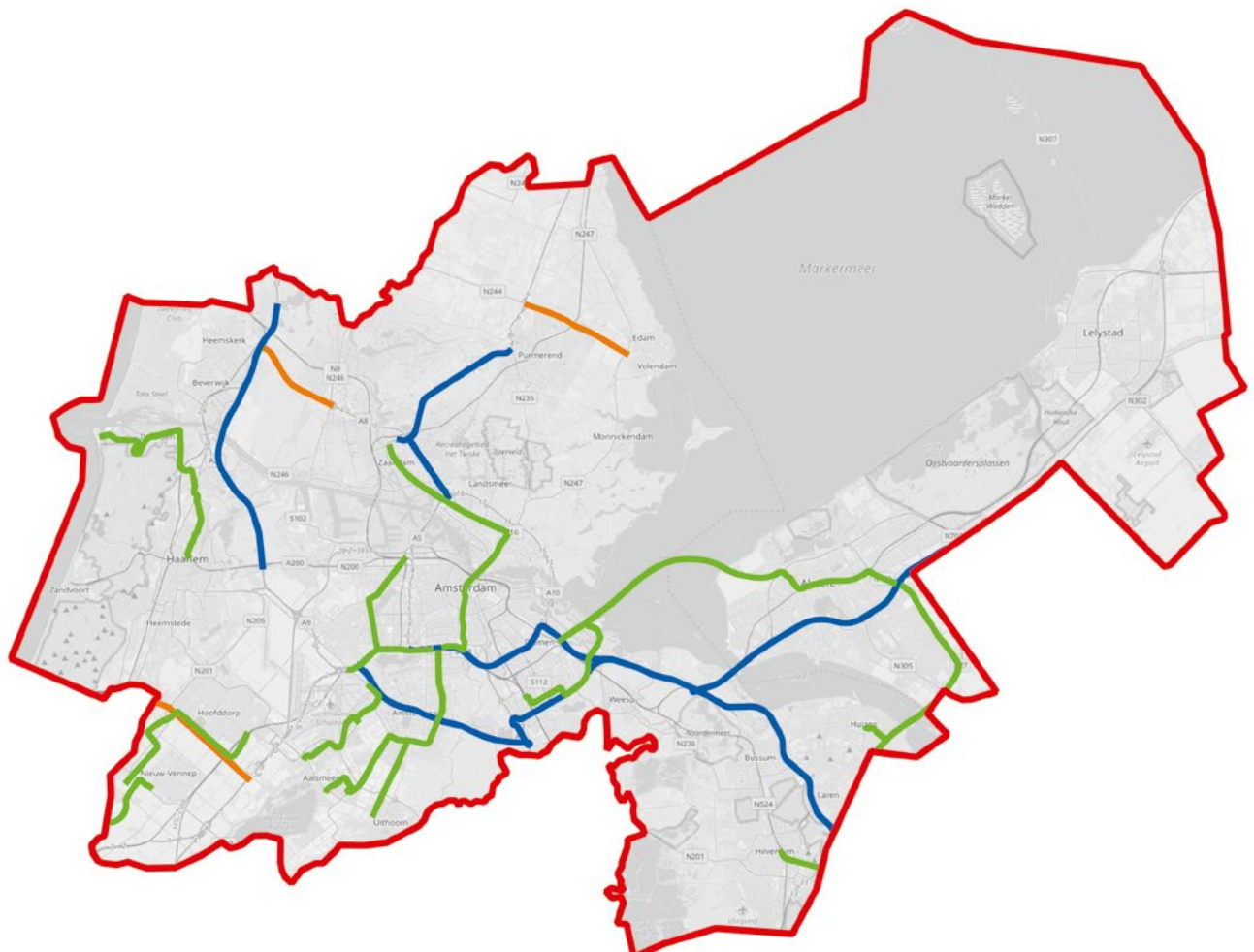
Future developments in the MRA

The map below, visualizes improvements to the overall accessibility of the MRA. The green lines indicate the development of several high quality public transport routes (e.g. expresses busses). The blue and orange lines indicate new developments and reconstructions of the road network. All these development have the goal to reduce travel time and improve connections.

Lelystad Airport

In 2020, Lelystad airport will open its runways for flights focussed on holiday destinations within Europe and other destinations around the Mediterranean Sea. This means that the MRA will have two international airports. The primary function of Lelystad airport is to take over a part of Schiphol's air traffic. By doing this, Schiphol will be able to further expand their business focussed and intercontinental flights. This development is of great importance for the Dutch economic welfare.

In the first years, Lelystad Airport will operate with one runway with a maximum capacity of 10,000 flights a year. In 2023, authorities hope to have restructured the current airspace in order to utilize its capacity and make it more efficient. This will hopefully enable an increase towards 25,000-45,000 annual flights. For more information please consult www.rijksoverheid.nl



The European Hotel Classification System

3

The Netherlands have joined the Hotelstars Union in 2017. Currently, 21 European countries have joined this partnership which provides a harmonized hotel classification with common criteria and procedures in the participating countries. By increased transparency and security for the hotel guest, the Hotelstars Union promotes the hospitality industry's reputation and quality in its Member States, thus strengthening the hotels' marketing.

The common hotel classification is a dynamic system whose criteria and guidelines are regularly reviewed and updated according to the expectations of hotel guests. The hotel classification system is on a voluntary basis.

Criteria

Underneath you can find a small excerpt of the catalogue of criteria 2015 - 2020. The full catalogue can be found on <https://www.hotelstars.eu>.

1 star 100% of the rooms with shower/WC or bath/WC Daily room cleaning 100% of the rooms with TV together with remote control Table and chair Soap or body wash at the wash basin Bath towels Reception service Publicly available telephone for guests	2 star Breakfast buffet Reading light in the room or in the public area Internet access in the room or the public area Payment via card Body wash or shower gel at the shower/bath tub Linen shelves Offer of sanitary products	3 star Reception opened 14 hours, accessible by phone 24 hours from inside and outside, bilingual staff Lounge suite at the reception, luggage service on demand Beverage offer in the room Telephone in the room Hair-dryer, cleaning tissue Dressing mirror, adequate place of rack to put the luggage/suitcase Sewing kit, shoe polish utensils, laundry and ironing service Systematic complaint management system
4 star Reception opened 16 hours, accessible by phone 24 hours from inside and outside Lobby with seats and beverage service, hotel bar Breakfast buffet or breakfast menu card via room service Upholstered chair/couch with side table Bath robe and slippers on demand Cosmetic products, vanity mirror, tray of a large scale in the bathroom, hating facility in the bathroom	5 star Reception opened 24 hours, multilingual staff Valet parking service Concierge, page boy Spacious reception hall with several seats and beverage service Personalized greeting for each guest with flowers or a present in the room Minibar and the food and beverage offer via room service 24 hours Personal care products in flacons Internet-PC in the room on demand Safe in the room Ironing service (return within 1 hour), shoe polishing service Turndown service in the evening Mystery guesting	



Cityden, hotel apartments facilitating the international business community and relocators in Amstelveen.



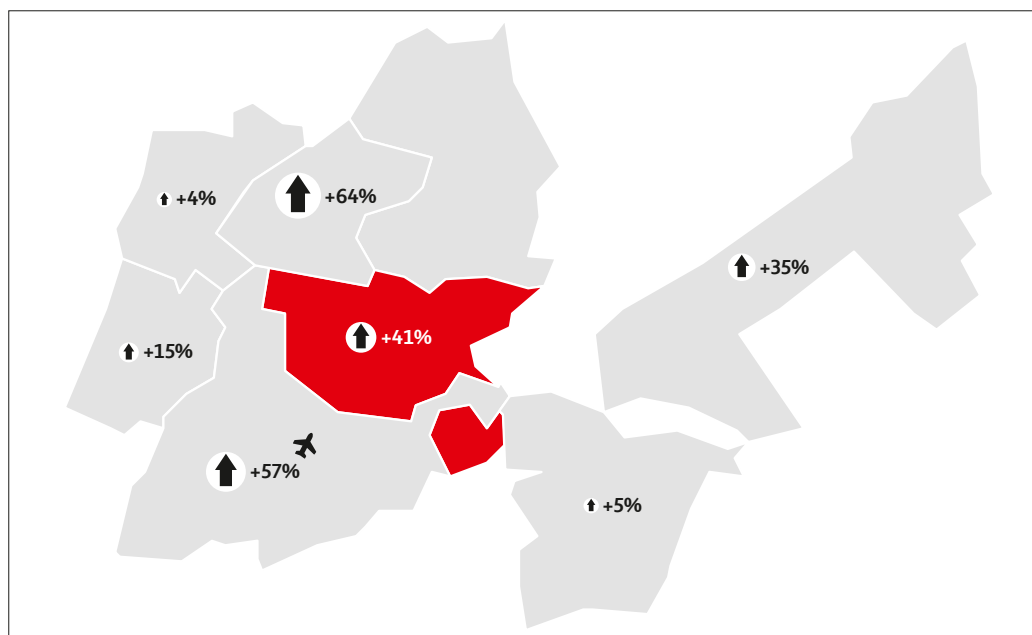
Stayokay Heemskerk, hostel combined with monumental garden, wedding and meeting facilities.

The Hotel Market in the MRA

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Current trend of hotel development in MRA

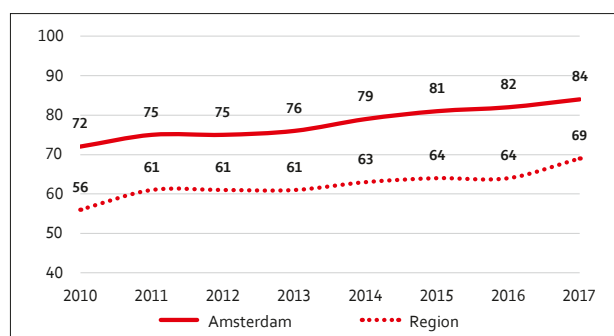
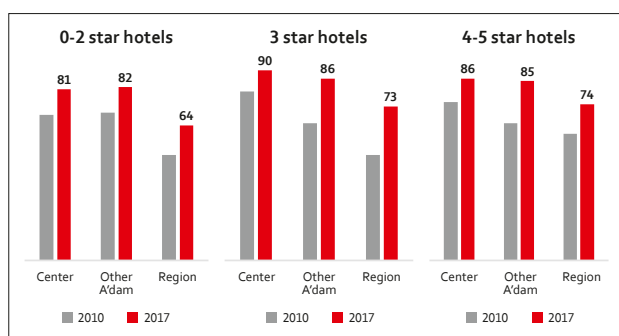
Even though the MRA is only a small part of The Netherlands, it is responsible for 44% of all the overnight stays in hotels annually in the country. Of course, most tourists decide to stay in Amsterdam and the Schiphol Airport area. Nevertheless, over the last years, a change of behaviour is seen.



Relative increase overnight stays 2013-2017

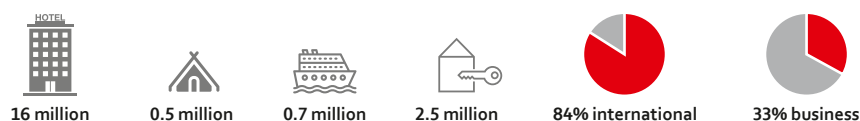
An increasing amount of tourists decide to stay outside of Amsterdam. This number is even growing faster than the

amount of tourists staying in Amsterdam itself. This also reflects on the average occupancy percentage of the hotels:



This trend is an opportunity for possible hotel developments in the future. However, there is a significant difference in target markets between the two areas:

Amsterdam's target market



Rest of MRA's target market



The MRA boasts a variety of accommodations for a wide variety of target groups. Most alternative forms can be found outside of Amsterdam.

There are 754 hotels in the MRA offering a total of 49,611 rooms holding 108,802 beds. There are 169 alternative forms of accommodation in the MRA boasting 67,801 places to sleep out of which only 7,414 are in Amsterdam.

What types of other forms of accommodation can be found in the MRA besides hotels:

Campsites:

Campsites are scattered round the MRA and are often set in scenic and natural surroundings. In the past years, many campsites have been transformed into glampsites offering different types of accommodations such as cabins, lodges, treehouses and more. Many campsites offer special parking facilities for campers and mobile homes.

Camper sites:

The difference between a campsite and a camper site is that the latter only offers parking for recreational vehicles, mobile homes or campers. In general, these sites offer facilities like power sockets, showers etc. Most campsites offer spaces to park and connect campers as well.

Recreational Parks:

The MRA has a couple of recreational parks. These are mostly set in nature and usually offer bungalow type accommodation for recreational purposes. Often these parks are financed as condo hotels. Individual owners invest in individual bungalows. The park is then run by a management company. Some parks are being held in single ownership. The total number of campsites, camper sites and recreational parks in the MRA is 169 offering 67,801 beds.

Marina's:

There are 239 marina's in the MRA where people can spend the night on their boats. In total there is space for 31,839 boats. By far, most of these are 'parking spaces' for boats of individual owners who will not often stay on their own boat in its berth. But 1,501 of them are "open spaces" specially

reserved for "passers by" who often spend the night in the Marina. A new trend are the fully furnished 'houseboats' that are offered in Marina's for tourists to stay on.

Bed and Breakfasts:

In general, a bed and breakfast is a facility that is small in size and consists of guestrooms combined with a house where the owner/operator lives. Often the number of rooms is limited (from 2-6 rooms) and a maximum space that can be used for the rooms (as a percentage of the total space available) is limited (for instance 40%). Other rules that may apply are the obligation for the owners to live and be present on the premises, to subscribe at the chamber of commerce and to have ample parking space available on the premises. A clear number of B&B's in the MRA is not available.

Holiday Rental:

This is quite a new phenomena driven by websites such as Airbnb, Booking.com and Homeaway. Individuals rent out their whole house or apartment to tourists whilst being away on holidays. In general, holiday rental is allowed in most municipalities in the MRA, however, under strict conditions. Because of the dynamic characteristics of the holiday rental product and the large number of websites catering booking services it is hard to name an exact number of holiday rentals in the MRA. A survey done by BeFormation in 2019 in which they present scraping results of www.airbnb.com shows a total number of 30,076 of rooms providing a total capacity of 72,613 places to sleep. The average price per room per night in 2018 for the MRA is € 104.87 according to the report.

Hotels	2015	2016	2017	2018
Zaanstreek (excl. Waterland)	16	16	21	21
IJmond	23	22	23	23
Haarlem	63	65	69	74
Greater-Amsterdam	513	539	570	594
o/w Amsterdam	436	459	479	501
Amstel-Meerlanden (incl. Waterland)	77	80	91	93
Gooi en Vechtstreek	21	21	24	26
Flevoland	14	14	16	16
Total MRA	650	677	723	754
Total The Netherlands	3,461	3,545	3,626	3,761

Hotel Rooms	2015	2016	2017	2018
Zaanstreek (excl. Waterland)	509	512	776	777
IJmond	782	758	781	786
Haarlem	1,712	1,755	1,887	2,113
Greater-Amsterdam	36,244	38,128	40,775	44,365
o/w Amsterdam	29,152	30,716	32,602	34,758
Amstel-Meerlanden (incl. Waterland)	7,092	7,412	8,173	9,607
Gooi en Vechtstreek	863	860	921	905
Flevoland	642	649	661	665
Total MRA	40,752	42,662	45,801	49,611
Total The Netherlands	117,311	123,649	123,504	131,850

Leisure Attractions

5

The MRA boasts a variety of business and leisure facilities. Below you can find an illustration which visualizes the attractions in the MRA that draw most visitors. The larger the circle, the more visitors it attracts a year. Often these activities have natural/cultural value or offer a adventure/amusement experience.

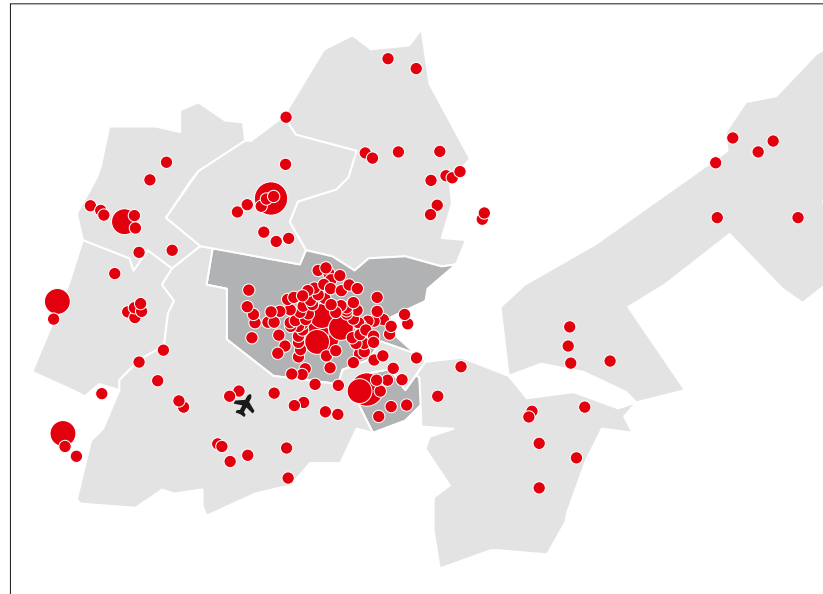
Examples can be: museums, cinemas, parks, experiences, theme parks, galleries, music halls, conference centers etc.

As seen on on the right the highest concentration of facilities is in and around Amsterdam. In the near future, this image will change. The MRA has formulated the following as one of their main objectives in their Strategic Agenda of Tourism : 'Until 2025, every three years a new leading attraction will be established in the region, capable of independently attracting large numbers of (international) visitors.'

Many new leading attractions will set their ground in the MRA, and the developments are not expected to decline in the near future.

Some examples of new attractions that will be developed in the MRA are Floriworld (a unique flower experience) in Aalsmeer, the Tony's Chocolonely Chocolate Factory in Zaanstad and "Het HEM" home for the arts in Zaandam. A very special project is Corendon's Boeing 747 which is parked in the garden of the Corendon Village Hotel in Haarlemmermeer. This magnificent plane will be transformed into a touristic attraction (business and/or leisure) soon!

A random selection of significant tourist attractions in the MRA:



Municipality	Tourist Attraction	Visitors 2016
Lelystad	Bataviastad	3,000,000
Amsterdam	Rijksmuseum	2,144,000
Amsterdam	Van Gogh Museum	2,077,000
Zaanstad	Zaanse Schans	1,847,277
Zandvoort	Beach Zandvoort	1,480,633
Lisse	Keukenhof	1,143,000
Wijdemeren	Loosdrechtse Plassen	659,827
Heemstede	Linnaeushof	300,000
Hilversum	Museum Beeld en Geluid	215,955
Lelystad	Aviodrome	190,000
Haarlem	Frans Hals Museum	155,000
Gooise Meren	Muiderslot	139,412
Laren	Singer Laren	112,963
Bloemendaal	Caprera Open Air Theatre	40,000





Landgoed Duin & Kruidberg: The former biggest Country Estate of the Netherlands with 27 Hotel rooms, Spa & Wellness 't Princenbosch, Michelin Star restaurant "De Vrienden van Jacob" and meeting facilities.



Ottenhome Wijdmeren, possible hotel development combined with business, leisure and waterrecreation facilities.

Hotel developments will only be successful when a variety of partners closely work together. Often development consortia consist of both local and international partners each playing their own role and adding their own specific specialty. In this section we try to give you an overview of the market and potential partners to work with.

Developers:

In the hotel development market in the Metropole Region Amsterdam both national and international developers are active. Although mostly are Dutch. The Dutch association of developers (Neprom) lists their members on their website: www.neprom.nl. Most developers build to sell but some also build to keep.

Architects:

Besides being important for the quality of your hotel, architecture can be of importance in the decision making process, especially when a city tenders a plot for development. In the past years some magnificent hotels have been designed in the MRA such as the Inntel hotel in Zaandam and the Nhow RAI hotel in Amsterdam. The association of architects in the Netherlands (BNA) lists their member of their website: www.bna.nl

Investors:

Hotels in the Metropolitan Area Amsterdam are owned by a variety of people, organizations, companies, government bodies and institutions. Both national and international. The association of institutional property investors in the Netherlands (IVBN) lists their members list on their website: www.ivbn.nl.

Banks:

Many banks in the Netherlands will consider financing hotel projects. Some have specialized hotel- or tourism teams who can also provide you with current data on the hotel market. The association of banks in the Netherlands (NVB) lists their member of their website: <https://www.nvb.nl>

Operators:

The MRA boasts a wide variety of national and international operators running single assets or chains of hotels. Examples of branded Dutch hotel chains are Fletcher, van der Valk, Bastion, Pillows, Corendon, Amrath, Postillion, Westcord and others. Most of these chains are also active abroad. Some of the Dutch chains have developed innovative hotel concepts that are being upscaled worldwide as we speak, such as Sir Hotels, Zoku, Citizen M, Student Hotel, Yays, Hostelle and CityHub. The Netherlands can truly be seen as one of the motors of hotel innovation worldwide. The redevelopment of 28 bridge keepers houses into the Sweets Hotel is an example of that.

In general, Dutch hotel chains work with rental contracts although franchising and/or management also exists.

Besides Dutch branded hotel chains, both national and international non branded operators are active usually working with international franchise- or management brands. Examples are Borealis, Event Hotels, Bari and others. Besides that there are many non branded properties in the Netherlands run by local operators. The same goes for international operators and brands. Most of the famous hotel brands are present throughout the Netherlands.

Advisors:

Over the last ten years, more and more specialized advisors entered the market which further professionalized the Dutch hotel market. Many of the large international advisors have started hotel desks. Some of the advisors focus more on data provision, feasibility studies and research. Others have a focus on real estate transactions and brokerage.

A selection of hotel real estate advisors and research agencies based in the Netherlands are: Invast Hotels, Colliers, CBRE, ZKA, LaGroup, JLL, Cushman and Wakefield and Horwath. The association of real estate brokers and advisors can be found via <https://www.vbomakelaar.nl/>



CSMART Hotel Almere, dedicated accommodation for Carnival Cruise Lines employees during their annual training in Almere.



Nera building Nederhorst den Berg: Hotel development opportunity in privately owned monumental & Characteristic building". 4,300 m² plus potential expansion.

Collaboration within the MRA, Province and Municipality

7

When developing a hotel in the Metropolitan Region Amsterdam you will have to cooperate with different governmental bodies:

7.1 Municipality

The local municipality is the body that decides to either cooperate with your plan or not. They may be helped or influenced by other governmental organizations but in the end it is the local political power that decides on your project.

A municipality may consist of different villages and/or cities. For instance the municipality 'Haarlemmermeer' consists of the city of Hoofddorp and the following 18 villages: Abbenes, Badhoevedorp, Beinsdorp, Buitenkaag, Burgerveen, Cruquius, Haarlemmerliede, Halfweg, Lijnden, Lissbroek, Nieuw-Vennep, Rijsenhout, Spaarndam-Oost, Spaarndam-West, Vijfhuizen, Weteringbrug, Zwaanshoek en Zwanenburg and 14 special neighborhoods amongst which is Schiphol Airport

A city may consist of different Burroughs. For instance the city of Amsterdam consists of seven Burroughs. Centre, East, Southeast, North, West, New West, South.

The first thing you may want to do when developing a hotel in a specific location is determine the municipality that is responsible for final decision making on your project.

7.2 MRA

The Metropolitan Region Amsterdam (MRA) is an informal collaboration between two provinces, 32 municipalities and a governmental body called "Amsterdam Transport Authority". Based on a shared vision they work on providing the region with a powerful, innovative economy, fast connections and sufficient and attractive space for housing, working and leisure. The MRA will not decide on your project. However, the MRA has made some documents that may have influence on your project. The "Strategic Agenda Tourism 2025" describes all kinds of tourism ambitions and goals that the partners in the MRA want to reach. Another important document is the MRA strategy for lodging accommodations that describes a general vision on the development and operation of all kinds of accommodations (hotels, camping sites, group accommodations, Bed & Breakfast and holiday rental) for all municipalities in the MRA (to be published in 2020). The development framework forms part of the strategy. You may want to use these documents to check and improve your plan.

The MRA offers you the services of a Director of hotel and leisure developments. He or she can inform you about policies, locations and contacts. The current director is René van Schie who can be reached via r.van.schie@amsterdam.nl or +31 6 105 124 83

7.3 Province

Two provinces are part of the Metropolitan Region Amsterdam; Flevoland and Noord-Holland. Not all municipalities of each province are part of the MRA. In Flevoland two municipalities have joined the MRA. In Noord-Holland, out of the 47 municipalities, 30 have joined the MRA. The provinces make policies regarding spatial planning which may affect your project.

In the "Provinciale Ruimtelijke Verordening (PRV of Provincial Spatial Regulations) you will find general rules for real estate developments. The last version of the decree is of 14 januari 2019. Besides the PRV there are other decrees that may be of influence on your development.

Beside the PRV, there are the Provinciale Milieuverordening (PMV) with rules for instance on rules regarding the environment and geological monuments, the Wegenverordening about connection to regional roads and the Waterverordening with provincial tasks on watermanagement. Currently the province is working on writing the first integral environmental decree (Omgevingsverordening) which will replace all existing decrees.

7.4 In Short

So both the province and the MRA set the basic regional rules, ambitions and policies for real estate development. Based on these umbrella rulings municipalities make local policies on which your project is being judged. Municipalities have all kinds of different local policies that are being used to make a decision about your project. But next to those policies, the municipality will also examine topics concerning economics, sustainability, zoning, housing, offices, monuments, parking, environment, water and landscape. Local politicians will take all these policies into consideration when deciding whether to cooperate with you plan or not.

Our advice would be to always first contact a representative of the local municipality in which your project is based. Usually this can be a city official working for the economic development department. But it can also be a specific project leader or the director of the spatial planning department. Some municipalities have special teams that are functioning as first stop for new initiatives.



NH Hotel Doelen, Amsterdam

Whether starting out as an independent entrepreneur or setting up a Dutch branch of an international company, there are a number of official and legal matters to consider, and it's essential to complete advance research to ensure that the business can legally proceed.

8.1 Registering your business

Those starting their own business should first determine whether they're legally entitled to do so in the Netherlands. Nationals of one of the EU member states or the EEA (European Economic Area) and Swiss citizens are free to live and work on a self-employed basis in the Netherlands. Although, not legally required to register with the IND (Immigration and Naturalisation Service), it is advisable to do so because documentation may be requested, for example, by an insurance company. If you are neither a Dutch national nor EU citizen and do not have permanent residency, you should check carefully with the IND (or a lawyer) concerning your individual situation and residency rights.

Registration with the Dutch Chamber of Commerce (www.kvk.nl) is compulsory for every business. There is an online form that needs to be filled in before making an appointment. In order to do this, the business name and legal form of company should be established. The business or trade name must be clear, unique (existing trademarks can be checked with the Benelux Office for Intellectual Property), appropriate and advertise only the services actually provided. The legal form of company, i.e. how the company should be structured, depends on such issues as whether the business is operated by one or several owners, whether there will be financial partners and so on.

8.2 Legal entities

There are two types of legal entities in the Netherlands. First, there are legal entities, which do not involve a corporate body. The entire personal assets are liable for obligation.

- Sole proprietorship
- Partnership (firm)
- Limited partnership
- Partnership

Secondly, there are legal entities which do involve a corporate body. The participants are liable for the amounts invested. A legal entity has independent rights and obligations.

- Private limited liability company
- Public limited liability company
- Association
- Foundation

In contrast to other countries within the euro zone, non-Dutch businesses and individuals are not subject to special

conditions or restrictions when it comes to setting up a new enterprise. The entrepreneur can decide what form of legal entity is most appropriate for the enterprise. However, if you want your company to benefit for limited liability risk and attractive tax terms, it is wise to choose the legal status of the private limited company or public limited liability company.

Private limited liability companies are popular with foreign investors for accommodating activities in and outside the Netherlands. As a stimulus measure for the Dutch business sector, the maximum corporate tax rate is 25%, which is quite competitive by European standards.

8.3 Working Permits

European law states that an employer who hires a non-EU employee must apply for a permit. If you represent a non-European company with a new business or subsidiary in the MRA and are planning to bring expat employees here to work, you must first submit applications for them. Application may be submitted to the region's expat centre: IN Amsterdam.

Dutch labour law and work contracts

Dutch employment law is extensive, covering issues such as trial periods, temporary contracts, paid vacation, notice and dismissal and minimum wage. For example, a work contract specifies the employee's salary, outlines working hours and rest times and indicates arrangement of an employee pension scheme. Contracts can be fixed-term or permanent, but there is a limit on how long an employee can be working on temporary contracts – they automatically enter into permanent employment starting with the fourth consecutive contract or after two years, whichever comes first.

Hiring talent from abroad

Amsterdam has a strong, internationally-oriented labour pool, but you might need to hire specialised employees from abroad. If the person you want to hire is not a citizen of the EU, EEA or Switzerland, they need work and residence permits. This must be requested by the employer. However, different rules apply when the employee's salary is above a specified minimum, in which case they qualify as highly skilled migrants.

8.4 Taxes

General Taxes

Once your company is successfully registered at the Chamber of Commerce, the details will be passed to the Dutch Tax and Customs Administration (Belastingdienst). Your company will be assigned a VAT registration number (BTW-nummer). Some taxes need to be paid to the national government and some to the municipality. They can include:

- Wage Tax (loonbelasting)
- Income tax (inkomstenbelasting)
- National Insurance contributions (volksverzekeringen)
- Employee Insurance contributions (werknemersverzekeringen)
- Value Added Tax (omzetbelasting)

The Belastingdienst website provides information in English on taxation for businesses. It is also recommended to seek out professional financial and administration advice before starting a business. www.belastingdienst.nl

Taxes involved in hotel real estate

Each hotel development is different in size, concept and ownership structure. Therefore it is impossible to inform you extensively on the taxes that will be applicable to your project. We advise you to contact a advisor to guide you through the development and operation process from a tax perspective.

Three taxes you will, at least, be confronted with when developing, owning or operating a hotel in the MRA are:

1. Value added tax:

Value added tax for lodging, banqueting and food is 9%. VAT for other services such as sales of souvenirs is 21%.

2. Tourism tax:

Municipalities can decide to either charge a flat fee per person per night or a percentage of the room price or both. The rate for each municipality can be found on the hotel development maps in this guide. Please note that the fee is subject to change.

3. Property tax:

There is a property tax for the owners of the hotel and a property tax for the operator who rents the hotel. In a owner/operator situation both taxes are still due. The tax is based on the value of the property.

This chapter helps to understand the technical development process. Due to the fact that each and every development situation is unique, different rules and regulations may apply. Therefore we can't dive too deep into technicalities and we need to limit the description to the basic and general procedures of hotel development in the MRA.

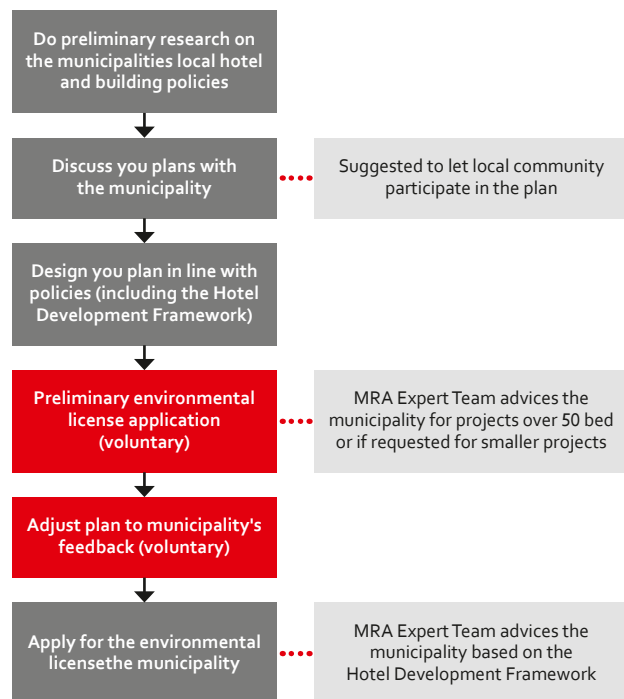
The main question to answer is if the plot or building and the development volume you are working on is already zoned for hotel or not. If it is then a zoning change is not necessary which will most probably have a positive impact on the speed and ease of development. A political decision on whether a hotel is supported or not is not necessary anymore. However political decisions on other aspects of the development may apply. Most info on zoning plans in the Netherlands is published on www.ruimtelijkeplannen.nl

Most projects however need a zoning plan change in order for a hotel to be developed. The main question is if the project matches the criteria of the hotel policy. Besides that your project has to match other policies such as traffic policies, rules regarding the protection of cultural heritage, environmental policies and others.

The plan that you hand in together with your environmental license request (formerly known as building permit request) has to match all these policies in order to get approval. Therefore it is of vital importance to develop your plan in close contact with the city officials of the municipality and with stakeholders such as companies and inhabitants surrounding your development location.

In general one can say that it is worthwhile to invest time in the planning period. Finding a balance between your plan, policies and the interest of others is of vital importance for the success of your project.

Following process chart describes the general and simplified hotel development process. Please bear in mind that the MRA consist of 32 individual municipality, which all have their own procedures, regulations and policies. Therefore, actual procedures may deviate from the following.



As you can see in the above process description, lots of consultation and communications steps are suggested. These are all of vital importance in order to build up a plan that fits all policies and interests. Most of the time developers choose to do a preliminary environmental license application. This is a basic and affordable request in order to get a first reaction of the municipality on your plan. The feedback deriving from the pre request can be used for further improve your plans.

After your have reached an agreement with the local municipality, you will start with the application for an environmental license. This procedure automatically includes a zoning plan change if needed. The environmental license is part of the Dutch Environmental and Planning Act, which is expected to change soon.

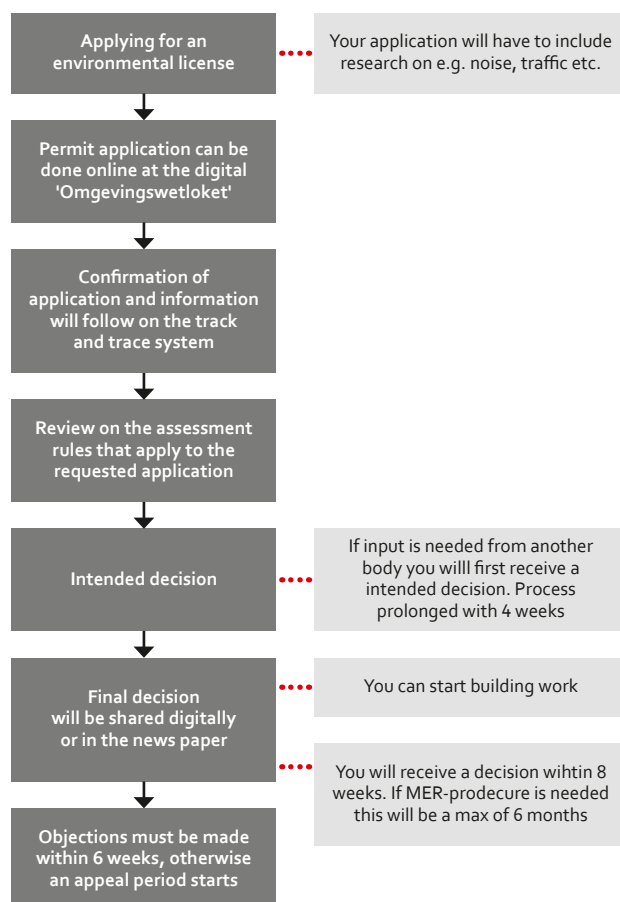
Starting from the 1st of January 2021, The Netherlands will introduce a new Environment and Planning Act. This act should make it more easy to realize spatial developments in the future.

Twenty-six current acts related to spatial planning environmental protection, construction of buildings, protection of cultural heritage, water management, urban and rural redevelopment and development of major public and private works will be combined into one act.

This will result in a faster and cheaper decision making process when developing a hotel. And it will enable more transparency with regard to the decision making process for the project's initiators and other stakeholders.

Instead of having to follow multiple procedures and applications, all permits can be requested at once. This way a one-stop procedure will allow to shorten the decision making process. The deadline will be reduced from 26 to 8 weeks. However, when a MER-procedure (Environmental Effect Report procedure) is needed, the application process will take a maximum of 6 months.

The developer of a hotel needs to perform certain types of research (e.g noise, traffic consequences and environmental impact) in order to be granted the permits. The new Environmental and Planning Act will ensure that the results of the conducted research is longer valid and some research is not needed anymore.



The hotel development framework

All spatial developments need to be in line with the Provincial Spatial Regulations. Which means that a local municipality is obliged to consult regional partners in accordance with the ruling of the Framework of Sustainable Urbanization (ladder van duurzame verstedelijking). This Framework stipulates that when developing real estate, municipalities that are part of a certain catchment area have to align their plans. Municipalities have to agree upfront on an alignment process. It has been decided that the entire MRA forms one catchment area. This means that a hotel development in one municipality of the MRA may influence the market of another MRA municipality.

The alignment process for the MRA is called 'Hotel Development Framework' or in Dutch 'MRA ontwikkelkader verblijfsaccommodaties'. The framework is used for all types of developments, whether a greenfield, brownfield, transformation or an extension. Besides hotels the framework also applies to other forms of lodging accommodation developments.

The process is as follows:

The first discussions about your plans are always with the local municipality. Together with them (and as suggested together with the local community) you work towards a (pre-) environment license application. Once you are handing in your application (or preliminary application), the process of regional alignment starts. An expert team consisting of civil servants of the local municipality, the surrounding municipalities, the city of Amsterdam and the hotel expert of the MRA bureau will be formed. This expert team will analyze your plans and advise the local municipality on the following aspects:

- Does it strengthen the region?
- What is the added value in the market?
- Is the plan feasible?
- How does it support the local community?
- Does the plan include sustainable and social entrepreneurship?

All these aspects support the ulterior motive to create new touristic spots in the region and thereby contribute to the overall dispersion of tourism in the MRA and not stimulate over tourism in the city of Amsterdam.

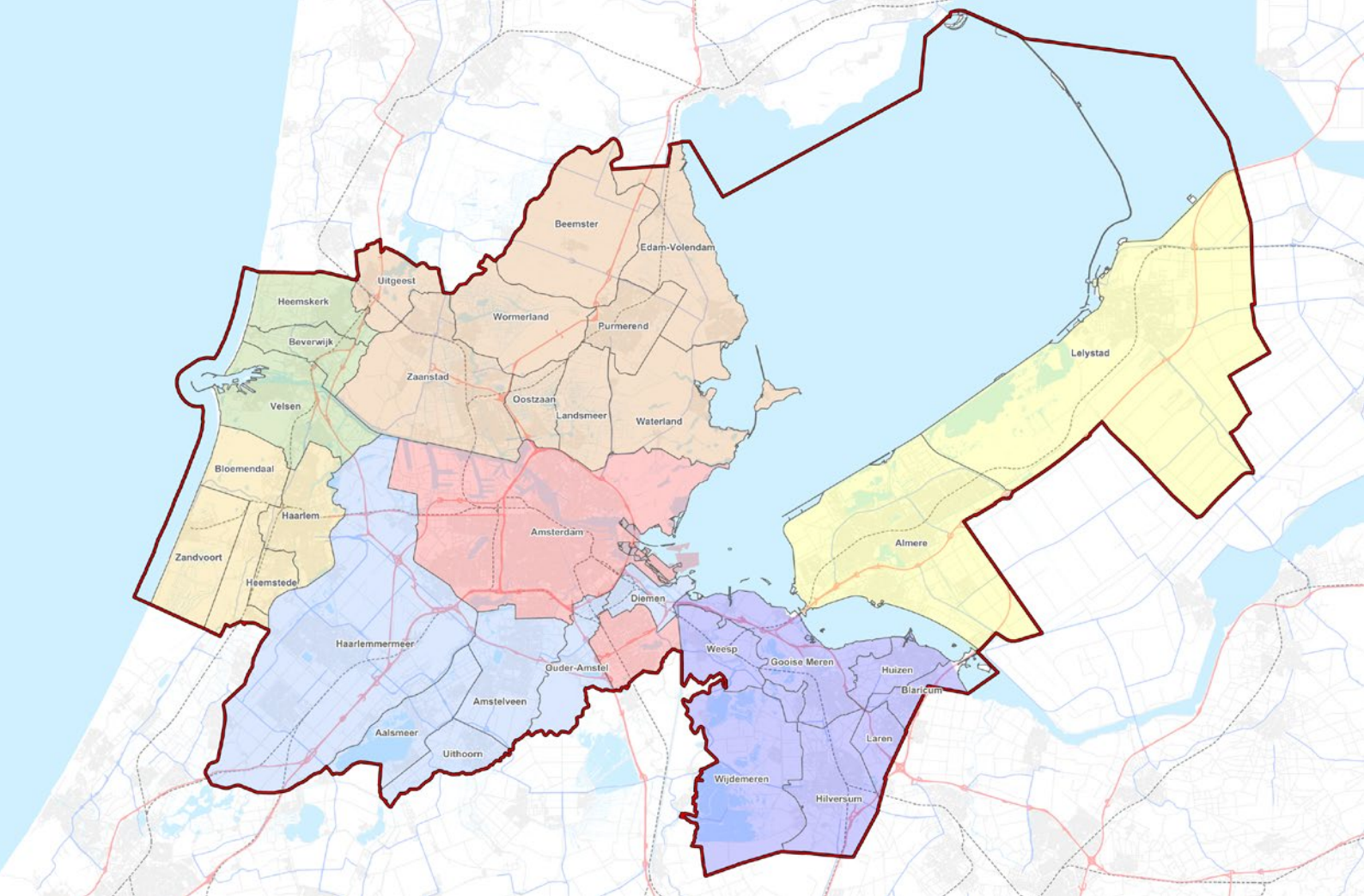
In general the preference goes out to mixed use concepts that cater for different target markets and offer a variety of programs and products. This also applies to hotels that connect to- and strengthen new- or existing business or leisure facilities in the area.

The expert team uses a list of aspects as a guideline for their advice. The hotel program, the hotel concept, ownership, brand, experience, design, services, sustainability- and social responsibility measures are used to make a thorough advice which the local municipality can use in their decision making. The advice is not binding.

Please be advised that matching the Hotel Development Framework and the local hotel policy is only one prerequisite in the process. Other policies will apply to your project as well.

Potential development areas in the MRA Region

10



10.1 Introduction

On the following pages you will find a map for each municipality in the MRA containing potential development sites (area's, plots and buildings).

Disclaimer: Please be aware that the sites shown are not always clear cut, ready to develop, hotel sites. The map is an overview of sites where either owners, developers or municipalities have marked locations where they think hotels may possibly arise.

Also the ownership of the sites may differ. Some locations are owned by the municipality, some by developers and some by investors.

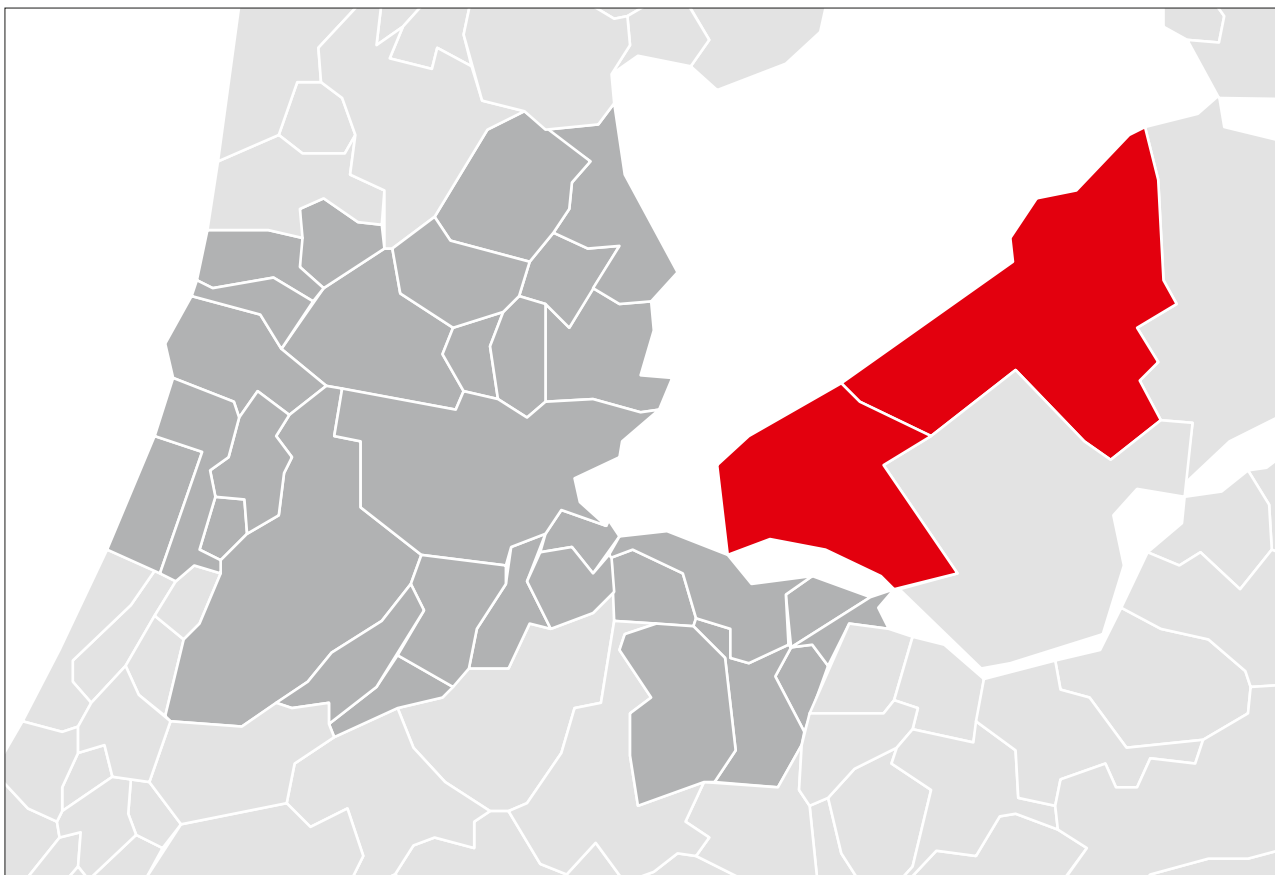
The fact that these locations are displayed on a map does not create any right whatsoever in regards to a possible future hotel zoning. The maps are merely an overview of sites where different parties think a hotel may possibly be built in the future.

Please be aware that some sites do not have the necessary hotel zoning and/or hotel permits yet. The permitting process can be lengthy and insecure. No guarantees can be given that a site or building in the MRA can be transferred into a hotel location.

On the other hand there is a general positive attitude in the MRA towards hotel developments. Tourism will continue to grow facilitated by new facilities. An overview of the current pipeline of hotel developments in the MRA can be found on www.hotelmonitormra/kaart.

Each of the maps contains information on potential development locations within the borders of the municipality and information on its touristic (both leisure and business) values. Furthermore the current number of inhabitants and hotels, size of the municipality and tourist tax. On each map you will find contact details of the city official you can contact to share your interest. If you need general info on policies, locations or contacts in the MRA then please contact the MRA director of hotel- and leisure developments. We are ready to help you fulfill your development ambitions!

10.2 Lelystad & Almere



Batavia Harbour Lelystad, part of the Bataviakwartier development location offering opportunities for hotels and leisure.

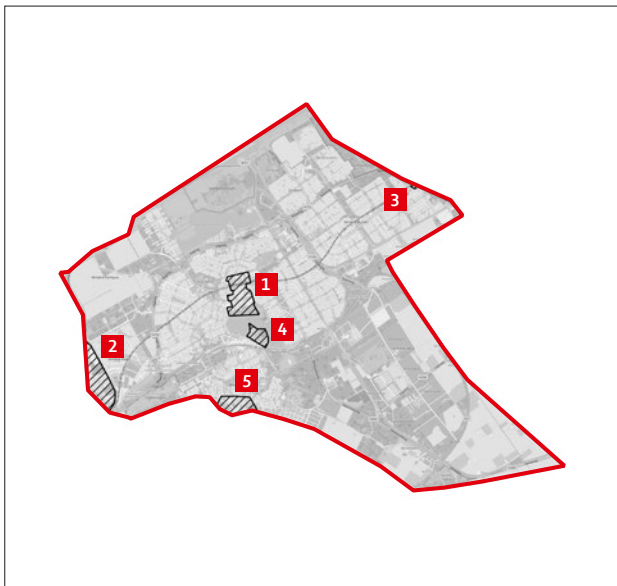
Almere

Almere is built on 'New Land', which is an interesting link with the Dutch history of water management. Only sixty years ago, the entire area of land was below water, until the land was reclaimed and drained. Now, almost a quarter of a million people live in this youngest city of The Netherlands, which is also about to become a unique strong independent tourist destination.

In recent years, Almere has proven its potential and is rapidly developing in order to be able to facilitate the increasing tourism flow. The favourable geographical location enables tourists to explore every corner of the Netherlands. With a direct railway connection to Schiphol Airport and Amsterdam Central Station and the highway (A6), you will be anywhere within half an hour. Moreover, the plan to expand Lelystad Airport as extension for Schiphol Airport will empower Almere even further.

The combination of new urban architecture next to the wide range of nature, is one of the unique selling points of Almere. You can wonder through the city while enjoying the modern shopping facilities or take the bike for a spin and see what is beyond the city centre. Almere has the vision to become a destination which attracts and accommodates visitors with diverse interests. In five to ten years, visitors should consider Almere as a city they can visit more than once due to their broad variety of experiences.

All the development areas shown on the map are possible place making location which have their own unique strength. Almere focusses on several markets and likes to affiliate itself with the following themes: shopping, architecture, water recreation, nature and a wide range of events.



Information

Population	208,459
Area of land	248.77 km ²
Current number of hotels	6
Tourist Tax	Not applicable

Development Areas

- 1. Almere Centre**
Contact municipality for opportunities regarding transformations of existing real estate
- 2. Almere Poort / Dunes**
Greenland
- 3. Oostvaardersplassen / National Park**
Greenland – 8,250 m² / ±150 rooms
- 4. Floriade / Weerwater-Zuid**
Greenland
- 5. Almere Haven / Coastal zone**
Greenland

Contact

Municipality Almere
Economic Affairs, Tourism and Recreation
Stadhuisplein 1
1315 HR Almere

Telephone
Within the Netherlands:
14 036

Outside the Netherlands:
+31 36 539 99 11

Lelystad

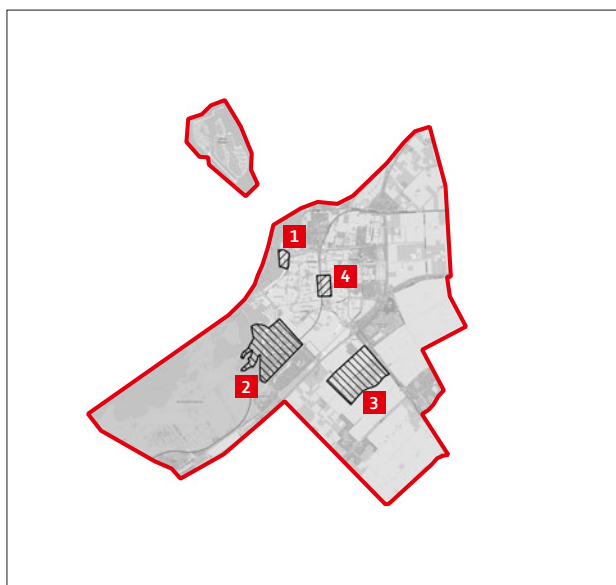
Lelystad is one of the youngest Dutch cities and one of the fastest transforming parts of the Metropolitan Region Amsterdam. Lelystad is known as a surprising city where great hospitality and the notion of both mental and physical space are highly valued.

In terms of physical space, Lelystad is one of the biggest municipalities in The Netherlands. Which translates into a practically infinite number of opportunities for business growth. Add to this a special mental flexibility, result of the pioneer history of the young city: Lelystad is open to ambitious and innovative plans. Centrally situated within the country and with excellent connections by road, water, air and rail Lelystad offers the perfect set of conditions for successful business operations.

Not afraid of unconventional demands, this area is home to the extraordinary National Park Nieuw Land (New Land). Innovation comes in many different shapes, in the same area you'll find the first and largest outlet centre's in the Netherlands with up to 3 million visitor per year (Batavia Stad Amsterdam Fashion Outlet), the second airport in the Netherlands (in time) and a 21 km coastline which accommodates up to 3000 boats and yachts.

Altogether, Lelystad offers a variety of interesting and profitable projects for open-minded investors who seek opportunities. Both property value and rental income are expected to rise in the coming decades, particularly at the airport area and marina area.

Lelystad. City of opportunities! For more information visit www.lelystadopportunities.com



Information

Population	77,389
Area of land	765.45 km ²
Current number of hotels	4
Tourist Tax	Not applicable

Development Areas

- 1. Batavia Quarter**
Greenfield
- 2. National Park New Land**
Greenfield – recreational holiday accommodations
- 3. Lelystad Airport**
Greenfield
- 4. City Centre**
Multiple developments possible

Contact

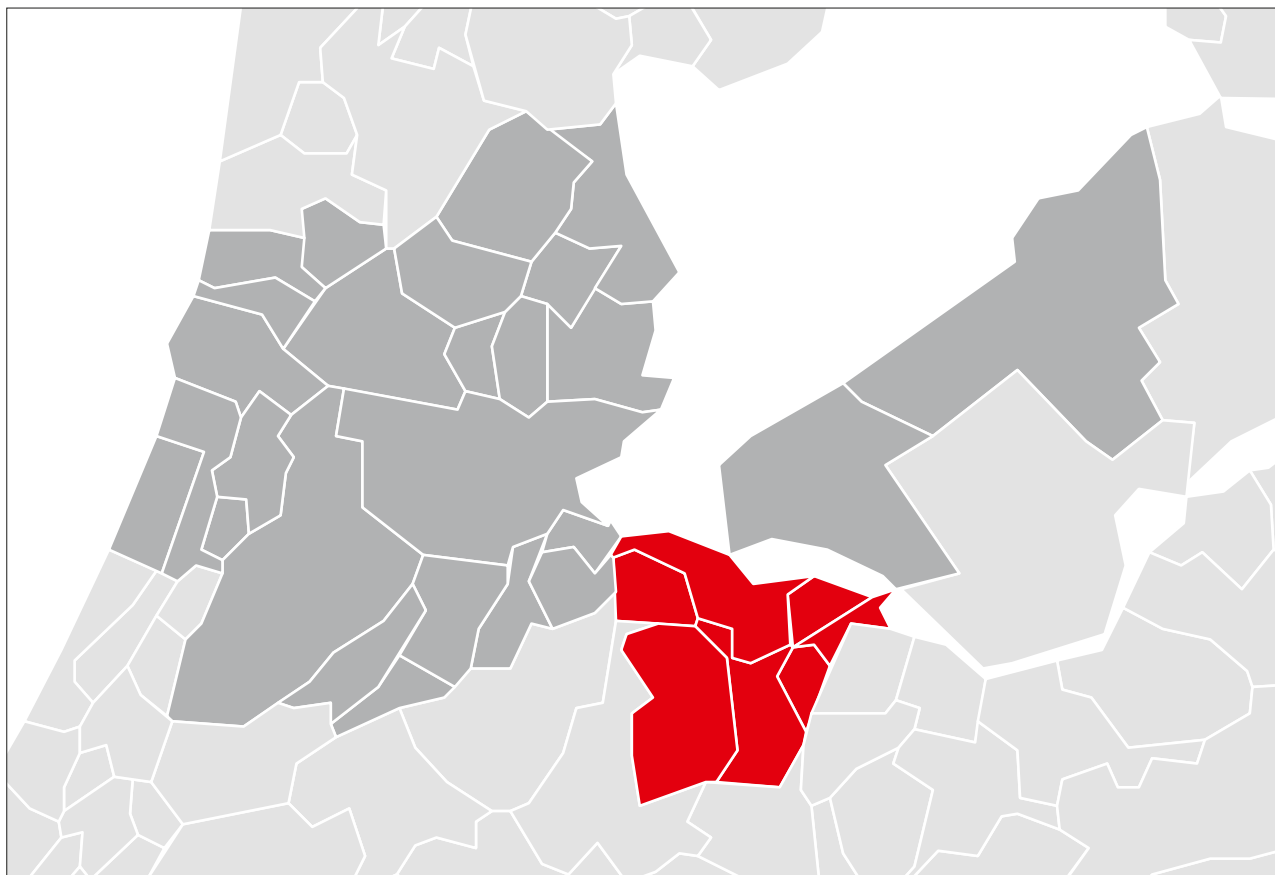
Municipality Lelystad

Economic Affairs, Tourism and Recreation
Stadhuisplein 2
Postbus 91
8200 AB Lelystad
Ms Nelle-Marie Peters

Telephone

+31 6 513 316 03

10.3 Gooi en Vechtstreek



In the middle of media city Hilversum, you will find a distinct, modern national monument: Gooiland hotel, event location and theater. Gooiland is specialised in combining business events with overnight stays and theater.

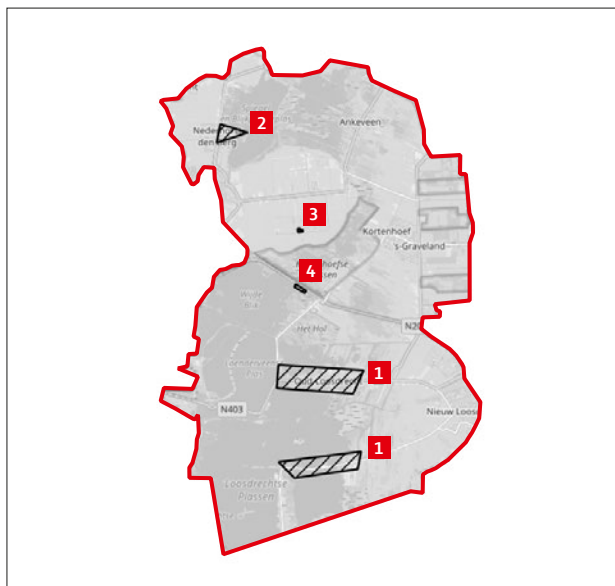
Wijdmeren

Wijdmeren is a hidden gem, located between Utrecht and Amsterdam. In the upcoming years, several governmental and private organizations bundle forces in order to stimulate and redevelop the Oostelijke Vechtplassen. Among other things a transition team will guide and control projects in order to successfully realize the ambitions formulated.

The goal is to enhance the current strengths of the area. The program mainly focusses on improving the possibilities for day activities by establishing new cycle, walk and sailing routes. Nature is a primary source for the area's business climate. Which is supported by the sport and culture activities and the restaurants and cafés. By doing this, the municipality and other organisations aim to extend the tourist season.

These stakeholders have decided that hotel developments will positively influence the development along the Oostelijke Vechtplassen. Therefore, the municipality wishes to extend the hotel supply in the region. Since the municipality really values the quality of the hotel that will settle in the area, they indicated to believe it is important that each hotel needs to blend in with the landscape and has a relation to the nature of water. The ambition is to develop a minimal of 50 extra hotel rooms in the area, on top of the other developments related to the lodging industry.

If you are curious to see if your plans and ambitions match the execution program of the Oostelijke Vechtplassen, please find detailed documents on the website of the municipality Wijdmeren or the province of Noord-Holland.



Information

Population	23,659
Area of land	76.36 km ²
Current number of hotels	9
Tourist Tax	€ 1.21 pppn

Development Areas

- 1. Hoefijzer**
Contact municipality for opportunities
- 2. Nederhorst den Berg**
Contact municipality for opportunities
- 3. Nera Building**
Contact municipality for opportunities
- 4. Ottenhome**
100 rooms

Contact

Municipality Wijdmeren
Economic Affairs, Tourism and Recreation
Rading 1
1231 KB Loosdrecht

Telephone
Within the Netherlands:
14 035

Outside the Netherlands:
+31 35 655 95 95

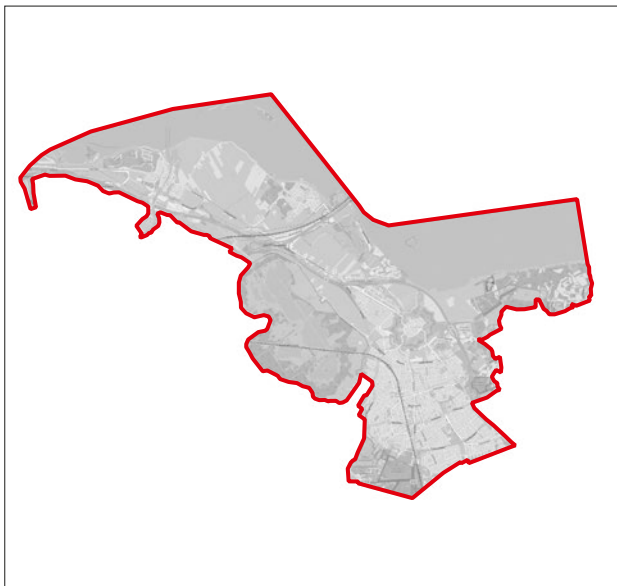
Gooise Meren

The municipality of Gooise Meren consists of four towns, which are in close proximity to the cities Amsterdam, Utrecht, Almere and Amersfoort. It takes less than thirty minutes by train to reach them and they are easily accessible by car.

But Gooise Meren itself is a very attractive destination as well. Set in beautiful scenery, historic fortified cities, lakes and fortresses, which played an important role in the history of the Netherlands since the seventeenth century, attract significant numbers of tourists. A famous attraction is the thirteen century castle 'Muiderslot', that has witnessed many of the key events in Dutch history. It hosted around 150,000 visitors in 2018. Other appealing features of the region are the surrounding lakes that offer plenty opportunities for watersports.

The municipality is willing to support a limited increase in tourism, as long as the increase respects the balance in the region.

There are as yet no specific designated locations for hotel developments, but the municipality does welcome proposals for development at high potential locations.



Information	
Population	57.311
Area of land	76.36 km ²
Current number of hotels	9
Tourist Tax	€ 1,74 pppn

Development Areas

If your ambition is to develop a hotel or other lodging facility in Gooise Meren, then please contact the municipality directly. Each business plan will be reviewed individually.

Contact

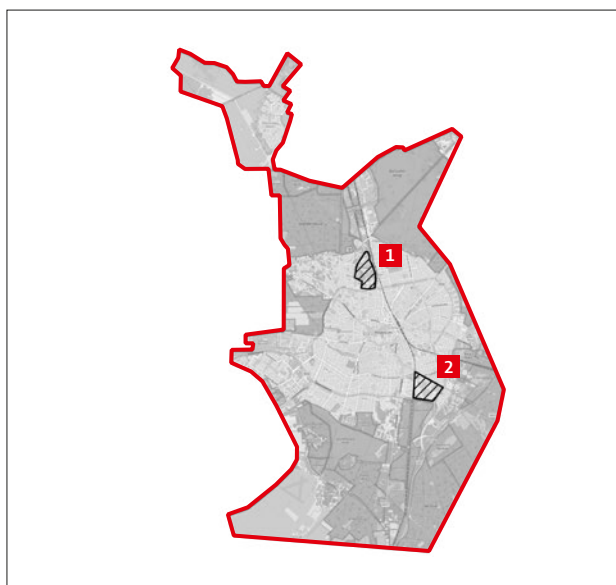
Municipality Gooise Meren
Economic Affairs, Tourism and Recreation
Brinklaan 35
1404 EP Bussum
Mrs Danja van Rijn

Telephone
+31 6 256 884 40

Hilversum

Hilversum is known as the media and entertainment capital of the Netherlands and has a rich cultural and architectural heritage in a green and inviting surrounding. In recent years the city is transforming towards a lively 21st century city. Investments were made in buildings and public areas. New hospitality, culture and retail establishments have set their ground and a clear framework for business developments and entrepreneurs is realized.

Hilversum attracts almost 9 million visitors each year and further growth is foreseen. Its favourable geographical location (between Amsterdam Utrecht, Amersfoort and Harderwijk) together with the focus on media, the urban design, architecture and the diverse set of landscapes, creates great potential for development possibilities.



Information

Population	89,521
Area of land	46.35 km ²
Current number of hotels	7
Tourist Tax	Not applicable

Development Areas

1. Mediapark

Business park with a main focus on media, entertainment, IT, creative industry

2. Arenapark

Business park with a focus on sport, health and green.

If your ambition is to develop a hotel or other lodging facility somewhere else in Hilversum, then please contact the municipality directly. Each business plan will be reviewed individually.

Contact

Municipality Hilversum

Economic Affairs
Oude Enghweg 23
1217 JB Hilversum

Telephone

Within the Netherlands:
14 035

Outside the Netherlands:
+31 35 629 20 00

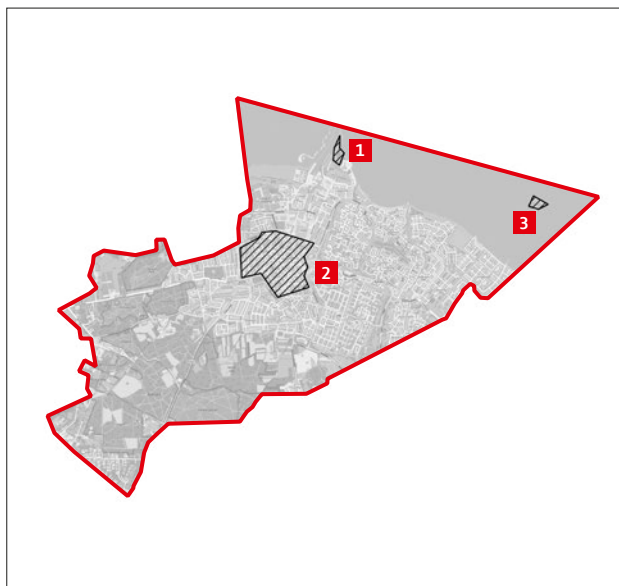
Huizen

Huizen is a village with a rich cultural history. It's famous for the old harbour, originating from the 'botter' history. In the coming years, the municipality of Huizen intends to stimulate the tourism growth in its region. Currently, Huizen's target market is foremost the domestic tourist, but the municipality has the ambition to start attracting more international tourists in the future.

The first steps to achieve this goal have been made. In the coming year, 35 river cruise ships will dock in the harbour of Huizen. There are plans to increase the number of ships in the future and to create more awareness of Huizen and its historical past among the international tourists

Besides this development, the accessibility of Huizen will also be improved. A high-quality public transport connection will be established, which will transport passengers with an express bus directly between Amsterdam and Huizen.

In addition, in the coming years the area which connects the harbour and the center of Huizen, the Havenstraat will be redeveloped in order to improve the attractiveness and connectivity. Besides the center and the harbour, Huizen offers a nature-rich environment where high-quality cycling routes have been rolled out.



Development Areas

- 1. Labradorstroom**
Existing hotel - 61 rooms
- 2. Centre**
Transformation - small scale
- 3. Huizerhoef**
Greenfield - small scale

If your ambition is to develop a hotel or other lodging facility somewhere else in Huizen, then please contact the municipality directly. Each business plan will be reviewed individually.

Information

Population	41,3699
Area of land	23.32 km ²
Current number of hotels	1
Tourist Tax	2% Room Rate

Contact

Municipality Huizen

Economic Affairs, Tourism and Recreation
Graaf Wichman 10
1276 KB Huizen

Telephone

Within the Netherlands:
14 035

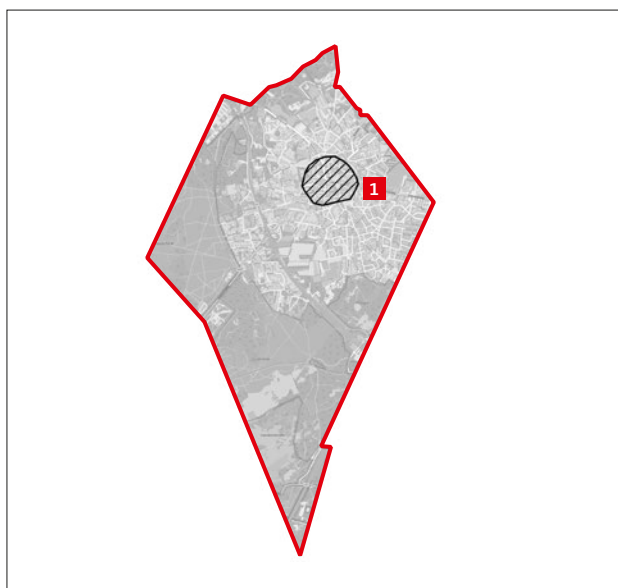
Outside the Netherlands:
+31 35 528 19 11

Laren

The village of Laren went through many developments in recent decades. It transformed from a traditional agricultural village to what it is today: a village where both tradition and new trends are given a place, a village with a close community and a well-known national reputation.

The main vision for developments in the future can be formulated as follows: preservation and enhancement of the quality and image of Laren, while remaining the character and identity of a beautiful, green and small-scale village.

Since the disappearance of the legendary hotel Hamdorff, there has been no hotel in Laren. In order to be able to facilitate the visitors in Laren, for example from Singer Laren Museum (almost 100.000 visitors in 2018), it is desired that a hotel will be developed in the center of the village. This will contribute to the attractiveness of the center and thus strengthen the local economy. Initiatives for a small scale development are therefore enthusiastically welcomed.



Information

Population	11,146
Area of land	12.41 km ²
Current number of hotels	0
Tourist Tax	Not applicable

Development Areas

1. Brink area

Transformation – small/medium development

Contact

Municipality Laren

Economic Affairs, Tourism and Recreation
Zuidersingel 5
3755 AZ Eemnes

Telephone

Within the Netherlands:
14 035

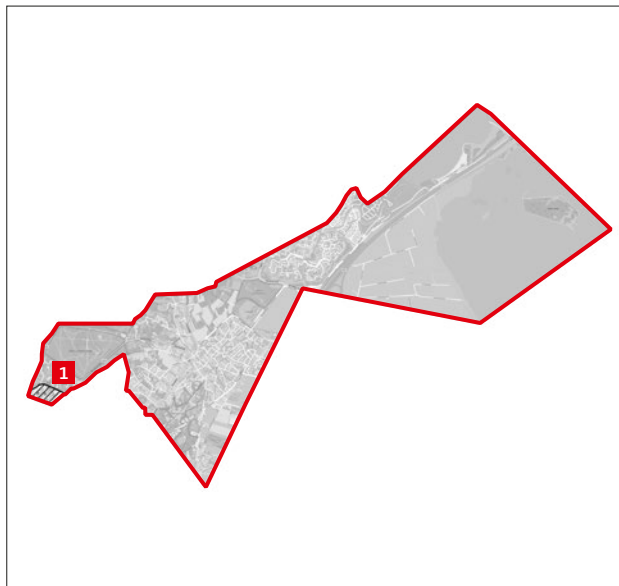
Outside the Netherlands:
+31 35 751 32 22

Blaricum

Blaricum has always been a farming village, and has grown into an artist's village in the 20th century. Now, Blaricum is characterized by its rural character. Residents and visitors appreciate the beautiful nature and forest the most. The agricultural past, which is still clearly visible, determines the appearance of the village.

The infrastructure of Blaricum can be considered as good. Blaricum is easily accessible via the A27 and A1 highways. With regard to public transportation, there are plans to develop a high-quality connection that connects the various Gooise villages and cities.

In Blaricum's most recent vision, the municipality formulated that in 2030 it has the desire to be used for more recreational purposes. This increases the attractiveness and supports the growth for facilities in the more central located areas. The emphasis will be on high-quality and small-scale recreational facilities. Mass tourism and recreation is not desired by the municipality and its residents.



Development Areas

- 1. Ter Gooi Hospital**
Transformation – large development

Information

Population	10,795
Area of land	15.56 km ²
Current number of hotels	0
Tourist Tax	€ 2.00 pppn

Contact

Municipality Blaricum
Economic Affairs, Tourism and Recreation
Zuidersingel 5
3755 AZ Eemnes

Telephone
Within the Netherlands:
14 035

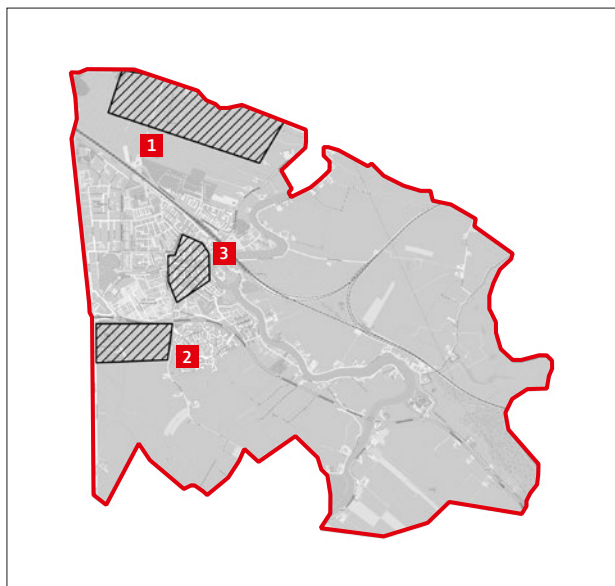
Outside the Netherlands:
+31 35 751 32 22

Weesp

Weesp is a small authentic town located along the Vecht river. With a rich cultural history and its picturesque center, the town has an appealing ambiance. In the coming years, 2,750 houses will be build in the Bloemendalpolder between Muiden and Weesp. With this development, Weesp's population will grow towards 25,000 inhabitants.

The municipality of Weesp aims to gradually increase tourism and achieve a balanced distribution of visitors throughout the area by spreading the recreational activities. With a diverse supply of cultural services in the city center, plenty of opportunities for water recreation, hiking and sailing, Weesp has a lot to offer for its visitors. By establishing a diverse supply, the municipality hopes to extend the season and simultaneously increase the amount of visitors. Weesp has the ambition to grow into a vibrant and thriving tourist destination driven by its own strength.

What is interesting to mention, is that Weesp will merge with the municipality of Amsterdam in the near future. This will most likely have a positive impact on the economic and tourism growth in the area. With this merger, the municipality of Weeps will not adopt the current hotel policy of Amsterdam. However, the municipality would like to point out that all hotel developments in Weesp will have to undergo a zoning plan chance since it is not included in the current policy of the municipality. Nonetheless, if a developer comes with a distinctive and well underpinned business case, the municipality is open for discussion. The development areas shown on the map are just indicative, if you may have other ambitions please contact the municipality.



Development Areas

- 1. Weespersluis**
Greenland
- 2. Rural Area**
Contact municipality for details
- 3. Centre**
Transformation – small scale

Information

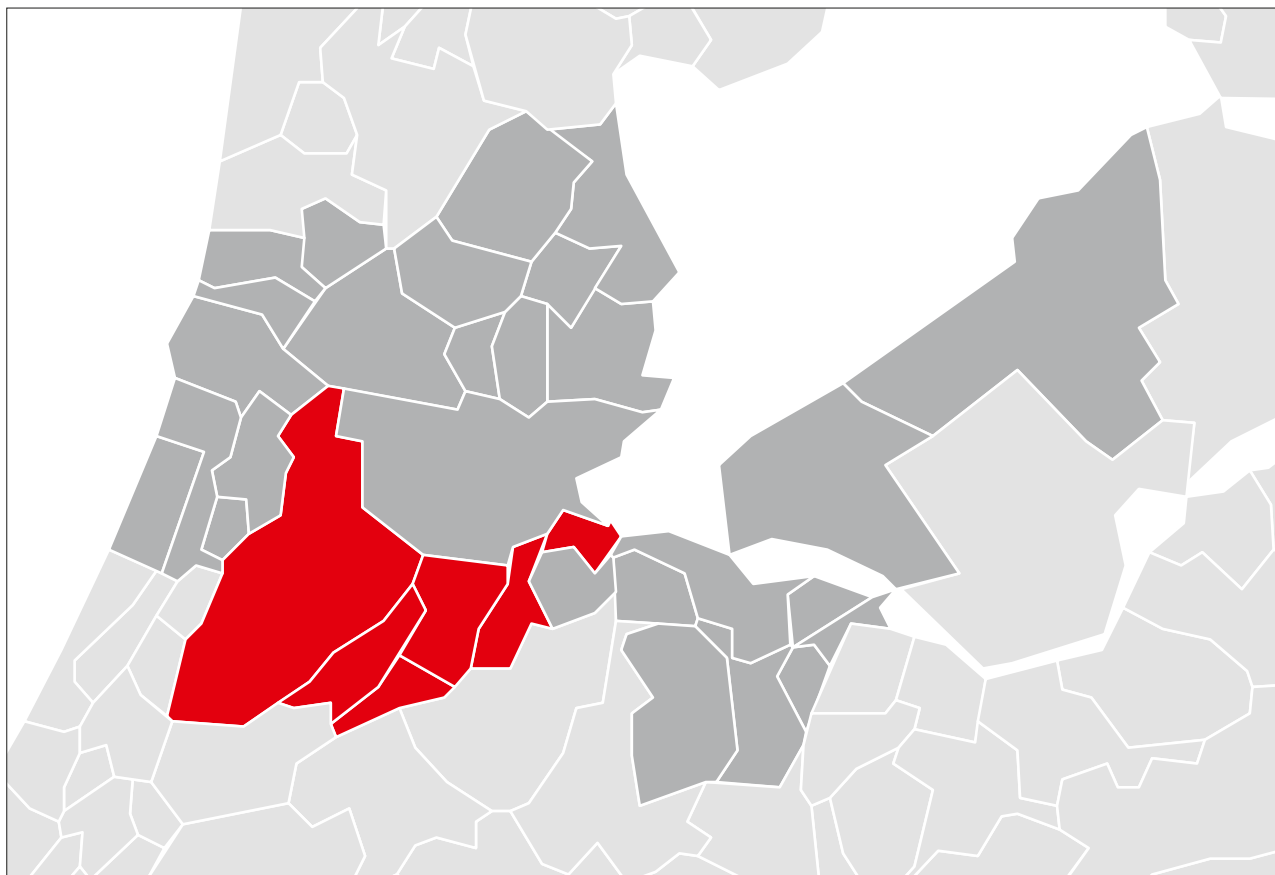
Population	19,147
Area of land	24.36 km ²
Current number of hotels	1
Tourist Tax	Not applicable

Contact

Municipality Weesp
Nieuwstraat 70a
1380 GB Weesp
Ms Anne Merckx

Telephone
+31 294 491 391

10.4 Amstelland-Meerlanden



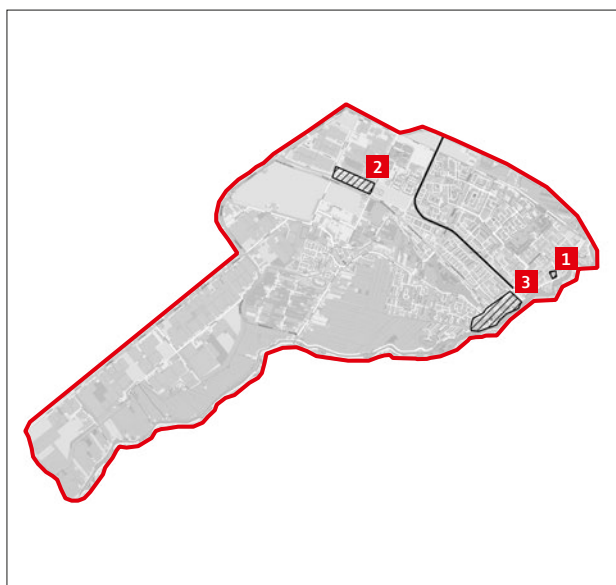
De Nieuwe Kern, currently, one of the current redevelopment projects in the MRA with several hotel development possibilities.

Uithoorn

On a yearly basis, Uithoorn attracts roughly 30.000 overnight visitors of whom most are domestic tourists. The municipality aims to increase this number and diversify the target market. By expanding the hotel room supply, strengthening the town centre and expanding the variety of water activities Uithoorn aims to realise these ambitions.

In 2016, the municipalities of Amstelveen and Uithoorn have decided to replace the metro line 51, which used to operate from Amstelveen Westwijk to Amsterdam. Currently works are in progress to realise a tram line that will run between intercity station Amsterdam-Zuid and the city centre of Uithoorn. The black line, shown in the map above, represents the future route of the tram line and is planned to be realized and opened in 2022. With this contribution the accessibility of Uithoorn will improve and it will play an important part in strengthening the economic development of the city centre.

Its direct position to the river Amstel, the relatively small distance to Amsterdam and the upcoming tram line makes Uithoorn an interesting development location which shows great potential for recreational activities by bike or boat. Furthermore the municipality is open for small scale B&B developments. Investors and developers may contact the municipality directly to discuss any plans or ambitions.



Information

Population	29,445
Area of land	19.42 km ²
Current number of hotels	3
Tourist Tax	€ 1.03 pppn

Development Areas

- 1. Industrial estate**
Transformation – 50.000 m²
- 2. Maximalaan**
Greenfield – medium to big hotel
- 3. Centre**
Contact municipality for opportunities

Contact

Municipality of Uithoorn
Economic Affairs, Tourism and Recreation
Visitors address: Laan van Meerwijk 1
P.O. Box 8
1420 AA Uithoorn

Telephone
Within the Netherlands:
14 0297

Outside the Netherlands:
+31 297 513 111

Ouder-Amstel

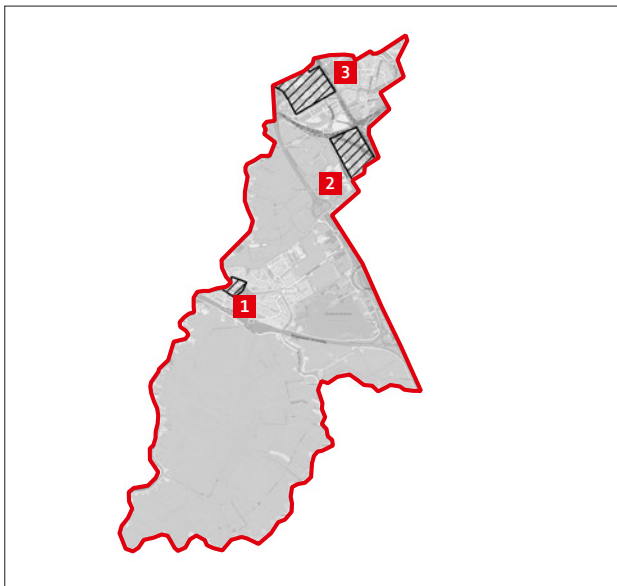
Large developments are in the pipeline within the municipality of Ouder-Amstel. Around development area 2, shown on the map, one of the largest redevelopment projects in the MRA is going to be realized. Around 4,500 houses are going to be built, combined with outstanding facilities and infrastructure.

Furthermore, the transformation of Amstel Business Park Zuid (ABPZ), development area 1, is a major and complex challenge. The municipality also stands out in the way it uniquely combines its urban and rural characteristics.

When benchmarking comparable catchment areas and analyzing the future outlook of the market, it can be concluded that the hotel room supply in Ouder-Amstel still has ability to grow with another 1,500-2,000 rooms until 2025.

The chances for the development of a complete hotel and leisure/business program in the municipality of Ouder-Amstel are considerable. From a qualitative vision, a broad image can be put together that complements the current range in the hotel market and creates a new destination on its own.

A balanced but also outspoken program, which attracts both the leisure and/or the business segment, is desired to make a strong contribution to the success of the various area developments in the municipality. Developments focused on short and extended stay are both supported in order to cater a diverse target market.



Information

Population	13,497
Area of land	25.78 km ²
Current number of hotels	2
Tourist Tax	€ 4.20 pppn

Development Areas

- 1. Ouderkerk aan de Amstel**
1-2 transformations – max 100 rooms
- 2. De Nieuwe Kern**
5-7 brownfield – total of 1,200 to 1,400 rooms
- 3. ABPZ**
2-3 transformations – total of ±500 rooms

Contact

Municipality Ouder-Amstel
Economic Affairs, Tourism and Recreation
Vondelstraat 1
1191 BD Ouderkerk aan den Amstel

Telephone
+31 20 496 21 21

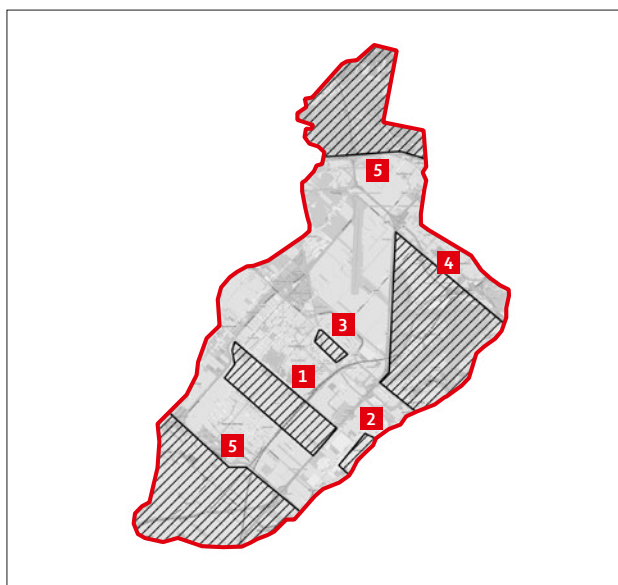
Haarlemmermeer

At the moment, Haarlemmermeer has an extensive pipeline with hotel developments. The municipality is cautious regarding new initiatives and will focus on developments with a distinctive concept in order to diversify the hotel and leisure market.

One of Haarlemmermeer's stronger assets is the presence of Schiphol International Airport, and the excellent connection via public transport to the major cities. Besides this, the area also has a charming and appealing character, the diverse landscapes, recreational areas and attractive city centres form an interesting mix for activities. Also in the south and the west of the municipality, there are large picturesque lakes, connected along the "Ringvaart" river.

PARK21, currently one of the larger development locations within the MRA, is the growing leisure and recreational landscape between Hoofddorp and Nieuw-Vennep. An area of 1000 hectares will be redeveloped and will function as a garden for residents and visitors. With the present polder landscape as the carrier for future developments, it will become the green and leisure heart of Haarlemmermeer. PARK21 will explain the Dutch history, its water management, reclaiming and draining land, pioneering in agriculture, the flourishing flower culture, redesigning and innovation, and embracing sustainability.

Besides the development locations showed on the map below, the municipality also support limited developments along the Ringvaart with a view and concept focused on the water.



Information

Population	154,231
Area of land	206.48 km ²
Current number of hotels	35
Tourist Tax	6.05%

Development Areas

- 1. Park 21**
Greenfield – themed developments combined with leisure
- 2. Rijsenhout**
Bluefield – max 70 rooms, connection with lake and the Westeinder
- 3. Centre**
Contact municipality for opportunities
- 4. Schiphol**
Limited possibilities, a distinctive concept is needed
- 5. Nature reserves**
Limited recreational developments possible

Contact

Municipality Haarlemmermeer
Raadhuisplein 1
2132 TZ Hoofddorp
ondernemersplein@haarlemmermeer.nl

Telephone
Within the Netherlands:
0900 1852

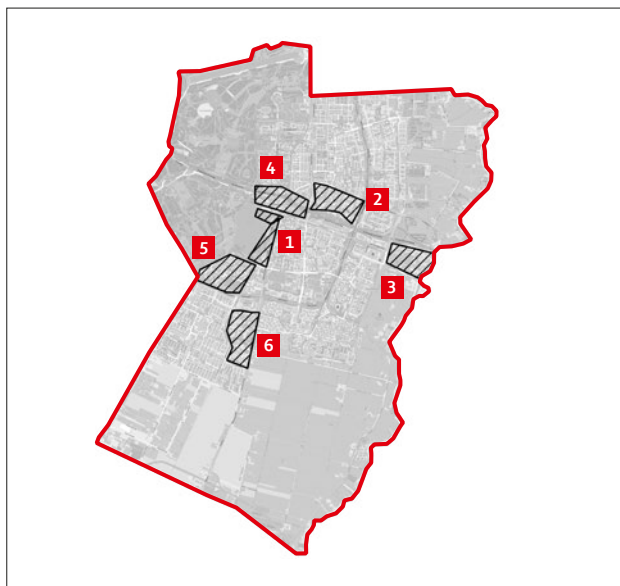
Outside the Netherlands:
+31 23 567 65 43

Amstelveen

Amstelveen has added many hotel rooms in the recent years and the number of initiatives is expected to grow. Amstelveen is a very interesting location for new hotel developments due to its location between Schiphol, Amsterdam and the international business district Zuidas.

All this provides ample opportunities for growth. Therefore, the municipality wants to properly embed these opportunities in the DNA of Amstelveen and set conditions for facilitating initiatives. For the municipality it is key that a new hotel adds value. A hotel must contribute to the high 'quality of life' of Amstelveen, the hotel should have a mix of functions which is available for the local community and must strengthen the business climate of Amstelveen.

All areas are copied from the draft version of the accommodation strategy in Amstelveen. All areas are search areas and further research is necessary whether those areas are feasible and desirable for new hotel developments.



Development Areas*

1. Oude Dorp
2. Centre
3. Krijgsman
4. A9 Zone
5. Bovenkerk
6. Legmeer

Information

Population	89,870
Area of land	44.08 km ²
Current number of hotels	9
Tourist Tax	€ 1.75 pppn

Contact

Municipality Amstelveen
Economic Affairs, Tourism and Recreation
Laan Nieuwer-Amstel 1
1182 JR Amstelveen

Telephone
+31 20 540 49 11

* Subject to change by the City Councils final decision in July 2019.
Areas are copied from the draft version of the accommodation strategy.

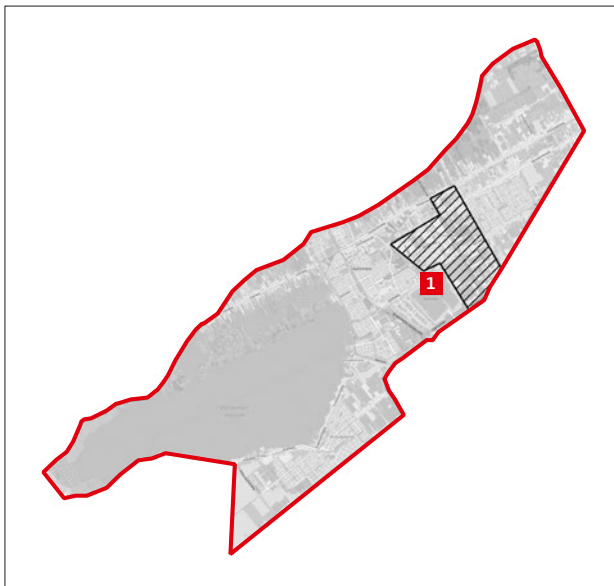
Aalsmeer

Aalsmeer is a flower village on the banks of the Westeinderplassen. Its touristic agenda is full of new and recurring events all year round. Aalsmeer is, as a flower village, internationally known as the home of floriculture. The highlight is a visit to the Royal Flora Holland flower auction, the world's largest trading center for flowers and plants.

With the Westeinderplassen, the municipality of Aalsmeer has the largest and most beautiful inland waterway of the Netherlands that can be well deployed in order to become an economic engine of preference. To achieve this, the municipality, together with the business community, is actively looking for new opportunities, such as accommodation and arrangements, to further develop the area. This is in line with the marketing campaign or Amsterdam and Partners: Visit Amsterdam See Holland. The Recreation and Tourism Agenda of Aalsmeer has been created based on these ambitions.

New hotels are desired in a development area: Green Park Aalsmeer. This area is located near the very good accessible motorway N201. Green Park is 7 minutes to Airport Schiphol, 3 minutes to Royal Flora Holland, 15 minutes to Amsterdam.

For more information you may contact the municipality of Aalsmeer, who will support and guide you in realizing your ambitions in Aalsmeer.



Information

Population	31,499
Area of land	32.29 km ²
Current number of hotels	5
Tourist Tax	€ 1.40 pppn

Development Areas

1. Green Park Aalsmeer

Greenfield – 2 medium to big hotels of 300 rooms
Brownfield – 2 hotels of 250 rooms

Contact

Municipality Aalsmeer

Raadhuisplein 1
1431 EH Aalsmeer

Telephone

+31 297 38 75 75

Green Park Aalsmeer Gebiedsontwikkeling BV

Thailandlaan 6
1432 DJ Aalsmeer

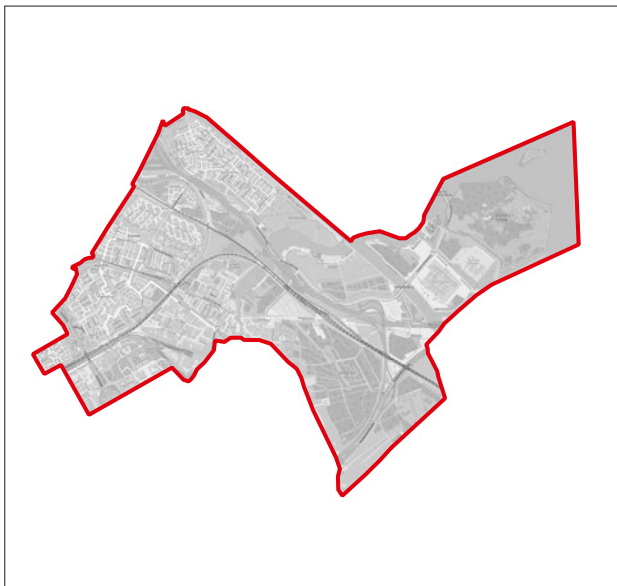
Telephone

+31 297 368 415

Diemen

Diemen positions itself as an independent and diversifying municipality, which focusses on the welfare of the population and the environmental quality of the area.

In the upcoming years, the municipality is going to focus on improving, diversifying and increasing the facilities for the local community. Therefore, Diemen decided not to actively focus on tourism growth. The municipality has decided not to promote any development areas focussed on hotel developments in this guide. However, the municipality is open to discuss any plans.



Information

Population	28,121
Area of land	14.04 km ²
Current number of hotels	1
Tourist Tax	€ 2.00 pppn

Development Areas

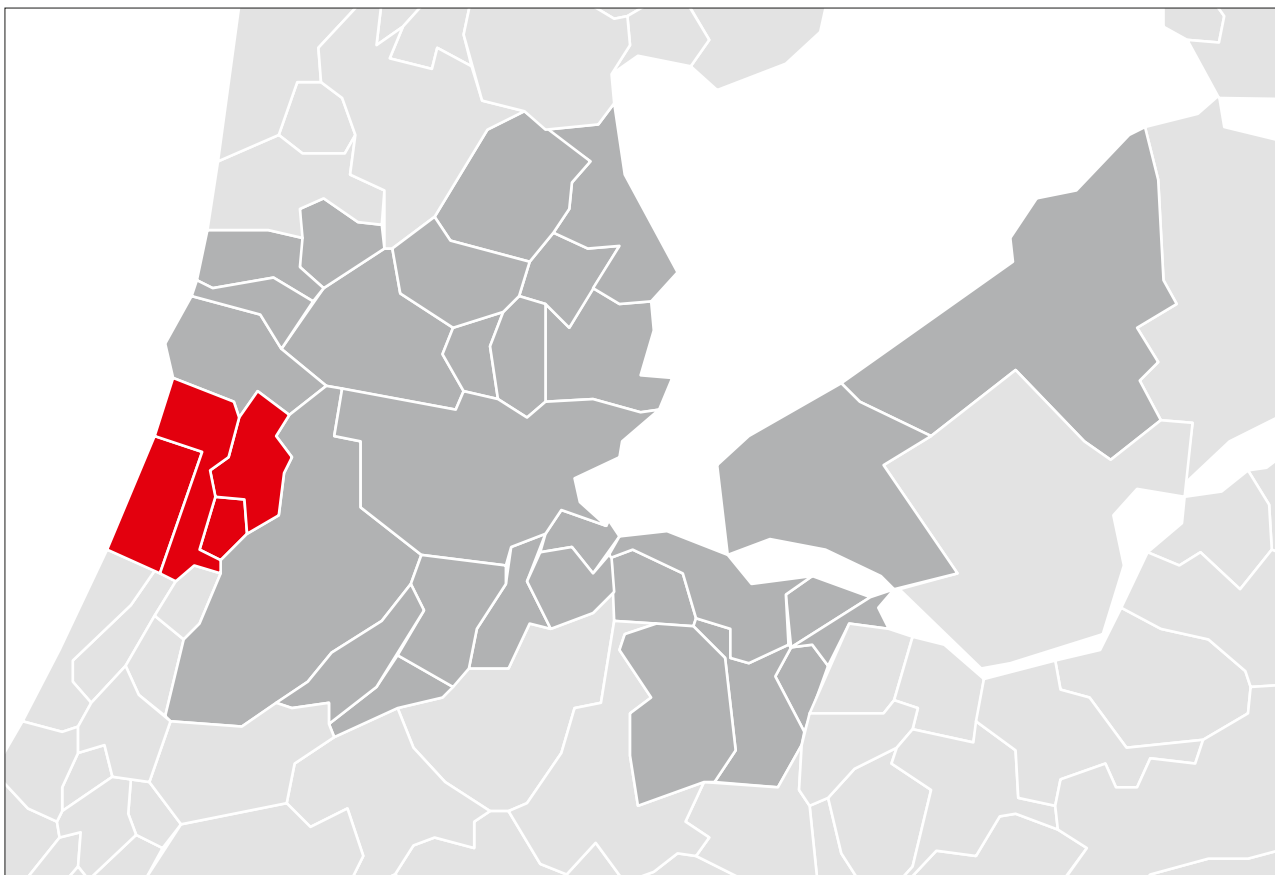
If your ambition is to develop a hotel or other lodging facility in Diemen, then please contact the municipality directly. Each business plan will be reviewed individually.

Contact

Municipality Diemen
Economic Affairs
D.J. Den Hartoglaan 1
1111 ZB Diemen
Mr Wouter Jungst

Telephone
+31 6 256 614 65

10.5 Zuid-Kennemerland



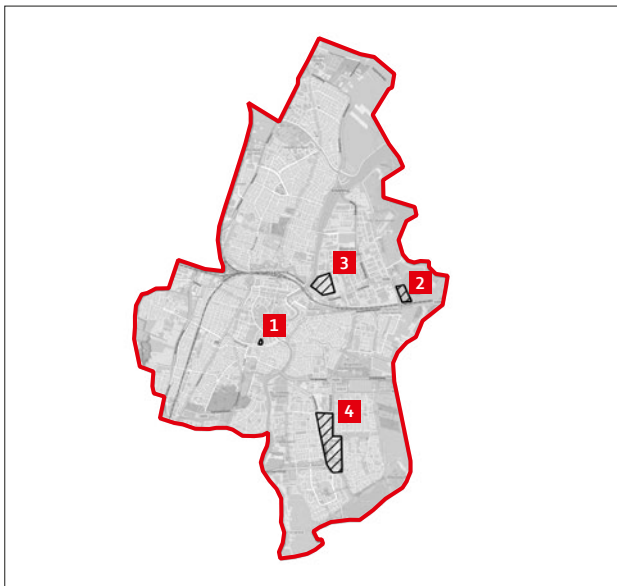
Air view of development area 1 & 2 in Zandvoort, which are located next to the beach.

Haarlem

Haarlem is the capital of the province of North Holland. Its historical role in the region dates back to the 13th century. Haarlem's historic architecture is authentic and alive. With several mediaeval landmarks and plenty of picturesque streets and squares, the city is a joy to spend time in. Haarlem has a reputation as a painter's city because it was the residence of Frans Hals, a Dutch master of the Golden Age. Haarlem is not only rich in history, the city is also lively, paced with culture, nightlife, dining hotspots and some of the best shopping streets in the country.

Haarlem is also really well-connected: trains to Amsterdam Central Station are frequent and take 15 minutes, Schiphol Airport is a 15-minute car ride away, and the train to Zandvoort beach just takes 10 minutes. The appeal of Haarlem itself is demonstrated by the increasing number of tourists who visit the city each year. There were more than 450,000 hotel stays in 2017 and this number is still growing. Haarlem already is an independent tourist destination on its own, visited by both national and international tourists.

The municipality has recently developed a new hotel policy. According to this policy all developments should have good access to public transportation. Moreover Haarlem is looking for distinctive hotel concepts that are sustainable and have a mix of functions. The municipality is especially interested in a business/convention hotel in the Oostpoort area. The municipality is open to hotel initiatives. Haarlem's hotel development framework is in line with the MRA focusing on quality rather than quantity. It can be found on the municipality's website. For more information you may contact the municipality, who will support and guide you in realizing your ambitions.



Information

Population	159,709
Area of land	32.09 km ²
Current number of hotels	21
Tourist Tax	€ 5.00 pppn

Development Areas

- 1. Egelantier**
Transformation monumental building - 8,500 m²
- 2. Oostpoort**
Development convention hotel - ±200 rooms
- 3. Haarlemmerstroom**
Developer Lingotto - 8,400 m² ±200 rooms
- 4. Schalkstad**
Development area - several possibilities

Contact

Municipality Haarlem

Economic Affairs, Tourism and Recreation
Zijlvest 39
2011 VB Haarlem
Ms. Inge van Gansewinkel

Telephone

Within the Netherlands:
14 023

Outside the Netherlands:
+31 23 511 51 15

Bloemendaal

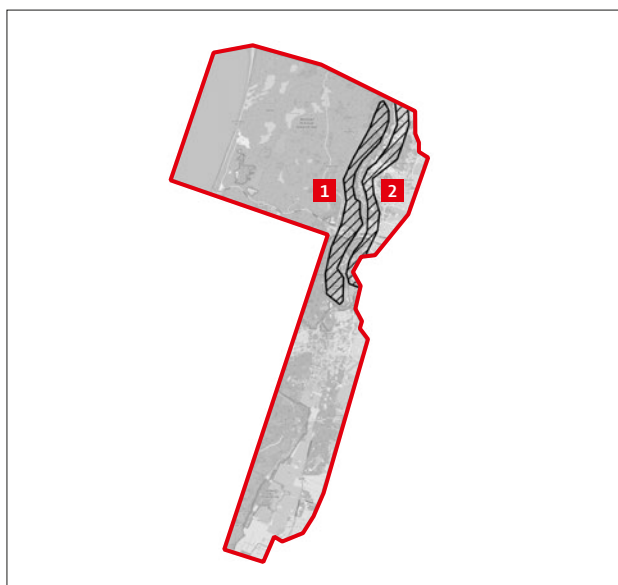
Bloemendaal is known for its spacious character and wants to retain, and where possible strengthen, this asset. In the near future, no large developments are planned within the municipality. However, small scale lodging developments are desired. During these developments, the individual values and identity of the areas should remain central.

Bloemendaal is home to two important leisure products, which are both significant for the entire Metropolitan Region Amsterdam. Linnaeushof is Europe's largest playground and attracts a lot of young (inter-)national families into the area. Next to that the popular and vibrant beach of Bloemendaal aan Zee attracts many different target markets due to the diverse set of activities and establishments. Furthermore, there are several smaller icons that contribute to the attractiveness of Zuid-Kennemerland.

In the coming year, the municipality will start to redevelop Bloemendaal aan Zee into a distinctive sea side resort. Implementing and developing new functions will contribute to the realization of a profitable year-round destination.

The municipality is well connected via several highways and multiple public transport connections. Still, the municipality is working on improving the accessibility of the area even further by expanding its cycle road network and extends the current parking facilities.

If your ambition is to develop a hotel or other lodging facility in Bloemendaal, then please contact the municipality directly. Each business plan will be reviewed individually.



Development Areas

- 1. Estate area**
Transformation
- 2. Village area**
Transformation

Information

Population	23,208
Area of land	45.23 km ²
Current number of hotels	6
Tourist Tax	€ 2.35 pppn

Contact

Municipality Bloemendaal
Economic Affairs, Tourism and Recreation
Bloemendaalseweg 158
2051 GJ Overveen

Telephone

Within the Netherlands:
14 023

Outside the Netherlands:
+31 23 522 55 55

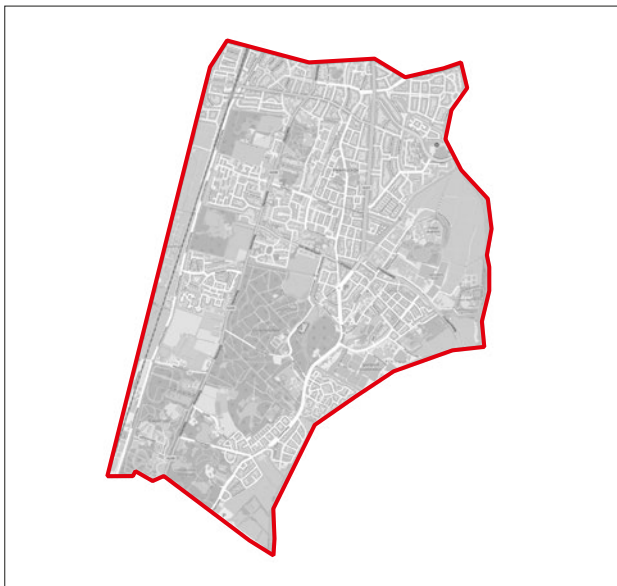
Heemstede

Heemstede is, year in year out, ranked as one of the best Dutch cities to live in. Its spacious character, combined with excellent facilities result in an outstanding liveability ranking.

Heemstede is working on realizing an updated vision for their spatial planning- and various other policies. Whether any hotel developments will be possible in the future is still unknown, but you are always welcome to contact the municipality to discuss the possibilities.

Recently, Heemstede has decided to start working on a destination branding programme. Together with different stakeholders, the municipality is looking into Heemstede's core qualities and values in order to create a matching brand, image and story for the city.

Furthermore, the city council decided to start redeveloping the current harbour of Heemstede into a more vibrant landmark for the area. Besides the functional aspect, it should function as a meeting point for the inhabitants of Heemstede and its visitors.



Information	
Population	27,080
Area of land	9.64 km ²
Current number of hotels	0
Tourist Tax	Not applicable

Development Areas

If your ambition is to develop a hotel or other lodging facility in Heemstede, then please contact the municipality directly. Each business plan will be reviewed individually.

Contact

Municipality Heemstede

Economic Affairs
Raadhuisplein 1
2102 HA Heemstede

Telephone

Within the Netherlands:
14 023

Outside the Netherlands:
+31 23 548 58 68

Zandvoort

With 5 million visitors and 1 million overnight stays each year, Zandvoort is the most visited seaside resort of the region. The beach is no less than 9 km long and its promenade is great for a seaside walk. The beach of Zandvoort counts 37 trendy pavilions, where you can wine and dine while enjoying the beautiful sunset. Stop at one of the fish vendors at the boulevard to try some salted herring, a true Dutch delicacy. Nature lovers can enjoy the unique ecology of the dunes, where birds, fallow deers and Scottish Highlanders can be seen. Moreover, Zandvoort houses a racing circuit where many racing and business events take place throughout the year.

The accessibility by train is a unique asset of Zandvoort. In half an hour you can travel from Amsterdam to this urban seaside resort. Therefore Zandvoort positions itself as Beach for Amsterdam. The authentic city of Haarlem is only 10 minutes away by train. Zandvoort and its coastal zone show enormous potential. The municipality will renew the boulevard and the area between the train station and the beach. This is an important upgrade where new hotels can take advantage of.

The municipality wants to focus on seasonal extension by stimulating developments that are of urban quality. Therefore Zandvoort aims to attract innovative and trendy hotel concepts with an autonomous attraction, like a rooftop bar, a working space or a wellness facility. The municipality supports hotels that add something to the identity of Zandvoort. You can think of a basic cool accommodation with small rooms and a big communal area (contemporary and trendy version of a hostel). A casual chic boutique hotel with a club feel that has a vibrant lobby/restaurant and meeting facilities. Or short stay apartments with small private cooking facilities and a communal area to chill, work or eat. New hotels in Zandvoort should also pay attention to sustainability. For more information you may contact the municipality, who will support and guide you in realizing your ambitions.



Information

Population	16,976
Area of land	43.97 km ²
Current number of hotels	42
Tourist Tax	€ 2.25 pppn*

Development Areas

- 1. Badhuisplein**
Greenfield - ± 7,500 m²
- 2. Dolfirama**
Brownfield - ± 7,500 m²
- 3. Boulevard**
Multiple locations are possible, including a leisure sports hotel and a convention hotel nearby the circuit.
- 4. Circuit Zandvoort**
Contact municipality for details
- 5. Riche**
Brownfield

Contact

Municipality Zandvoort

Economic Affairs, Tourism and Recreation
Swalvestraat 2
2042 KB Zandvoort
Ms Inge van Gansewinkel

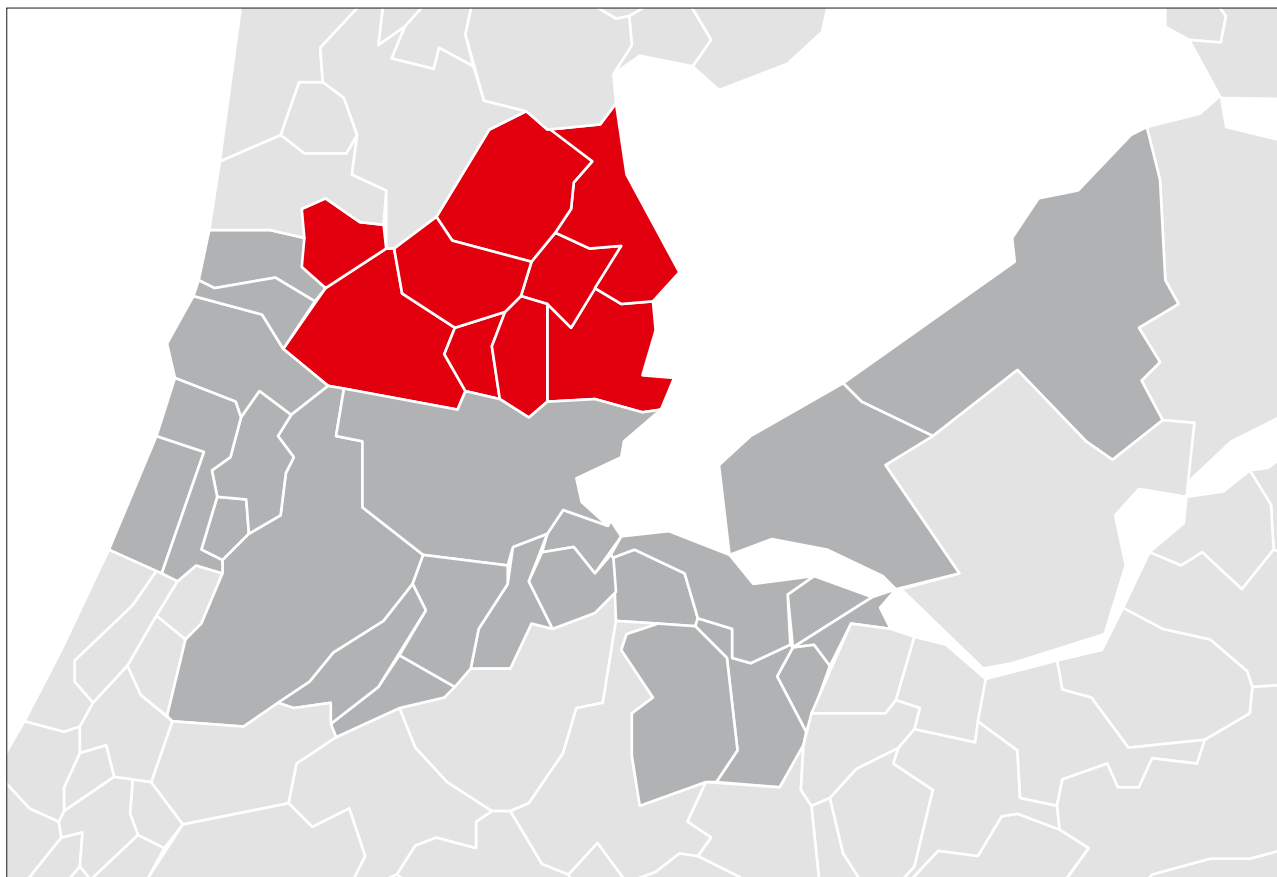
Telephone

Within the Netherlands:
14 023

Outside the Netherlands:
+31 23 751 72 00

* From 2020 the tourist tax will be increased to € 3.00 pppn.

10.6 Zaanstreek -Waterland



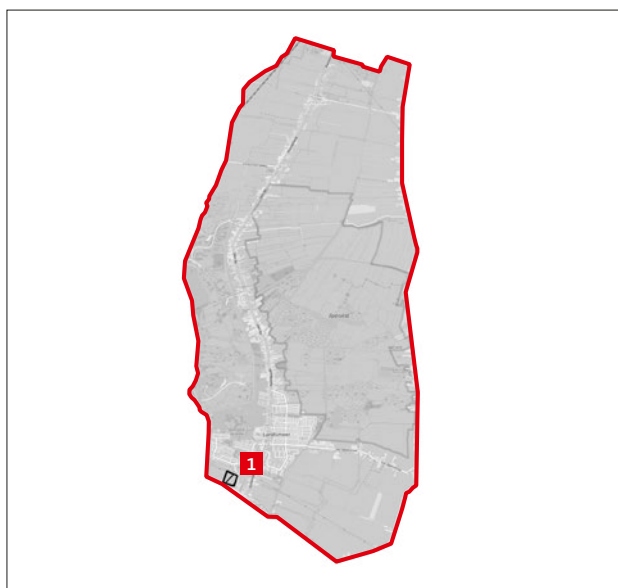
Het HEM, hotel and home for art.

Landsmeer

In recent years, Landsmeer has seen an increase in the number of tourists staying in or visiting the area. The development and promotion of cycling routes and rural green areas has particularly stimulated this growth. Even though Landsmeer is only a stone throw away from Amsterdam, the focus is on smaller-scale tourism that better fits its character.

Landsmeer is located just north of Amsterdam and has a central and favorable location between the Zaanse Schans, Purmerend, Edam-Volendam and Marken. The area is surrounded by a water-rich and green environment. To the east of Landsmeer lies the Amsterdam Wetlands that offers a wide variety of recreational opportunities in nature.

To the west of Landsmeer, the Twiske Recreational Area has endless possibilities for recreation with its beaches and numerous water recreational activities such as surfing, diving, stand up paddle boarding, sailing, horseback riding, mountain biking and many more. Landsmeer offers a unique experience for every tourist.



Information

Population	11,146
Area of land	26.50 km ²
Current number of hotels	0
Tourist Tax	3% of room rate

Development Areas

1. Hotel Landsmeer

Greenfield – 75 to 100 rooms

Other lodging facilities, such as boutique hotels and group accommodation, can be developed within the area depending on the initiative. This involves transformations of existing buildings that are not used for living purposes.

Contact

Municipality Landsmeer

Economic Affairs, Tourism and Recreation
Raadhuisstraat 1
1121 XC Landsmeer

Telephone

+31 20 487 71 11

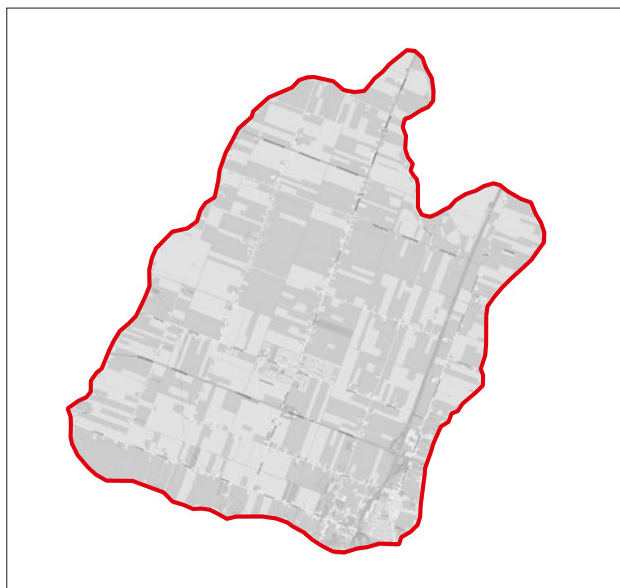
Beemster

The Beemster is a beautiful polder with a modern agricultural character with beautiful facilities in its different centers and a vibrant community of residents and entrepreneurs.

The Beemster has a unique position in the market. This municipality uniquely has two World Cultural Heritage sites. The municipality supports the ambition to exploit that uniqueness and to increase the awareness of the area. This offers multiple opportunities for local tourism and economic developments.

The municipality relies on an active attitude and input from the already established tourism related products, services and entrepreneurs. However, also welcomes new products to diversify the supply and accommodate different target markets. Developments focused on small-scale lodging facilities such as B&B can expect a warm welcome.

In recent years, the demand for qualitative good accommodation in the area has increased. Tourists are demanding a more luxurious stay, if possible combined with wellness facilities.



Development Areas

If your ambition is to develop a hotel or other lodging facility in Beemster, then please contact the municipality directly. Each business plan will be reviewed individually.

Information

Population	9,550
Area of land	72.07 km ²
Current number of hotels	6
Tourist Tax	€ 2.15 pppn

Contact

Municipality Beemster

Economic Affairs, Tourism and Recreation
Rijn Middelburgstraat 1
1462 NV Middenbeemster
Mr Harry Buseman

Telephone

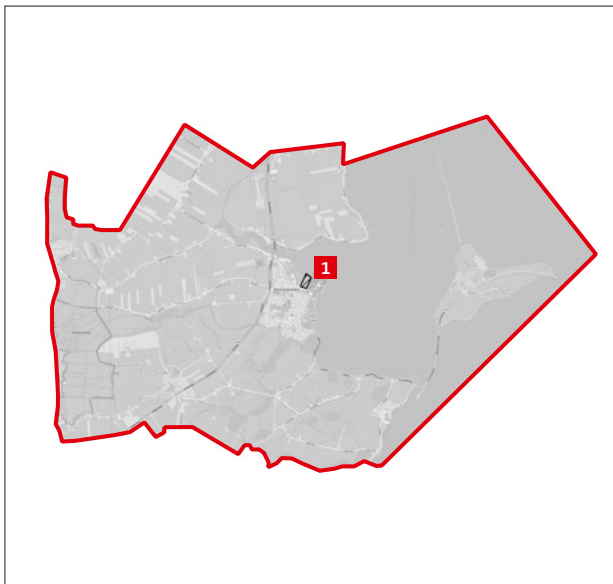
+31 299 452 586

Waterland

The authentic villages and city, the green and open landscape, the abundance of water and the location close to Amsterdam are seen as the core qualities of the recreation and tourism in the municipality of Waterland. In the coming period, the municipality aims for controlled growth with regard to tourism.

In their most recent environmental vision, the municipality states that they want to stimulate product development and improve the quality of the existing range of recreational activities operated by local entrepreneurs. By doing this, among other things, the municipality hopes to extend the average length of stay and also to make the tourist season longer.

Waterland's ambition is to attract more Dutch and individual foreign tourists. The authentic appearance in combination with the abundance of water and greenery certainly is a product that has the power to do this. If your ambition is to develop a hotel or other lodging facility somewhere else in Waterland, then please contact the municipality directly. Each business plan will be reviewed individually.



Development Areas

1. Galgeriet

Greenfield – medium size development

Information

Population	17,259
Area of land	155 km ²
Current number of hotels	4
Tourist Tax	€ 2.20 pppn

Contact

Municipality Waterland

Economic Affairs, Tourism and Recreation
Pierebaan 3
1141 GV Monnickendam

Telephone

+31 299 658 585

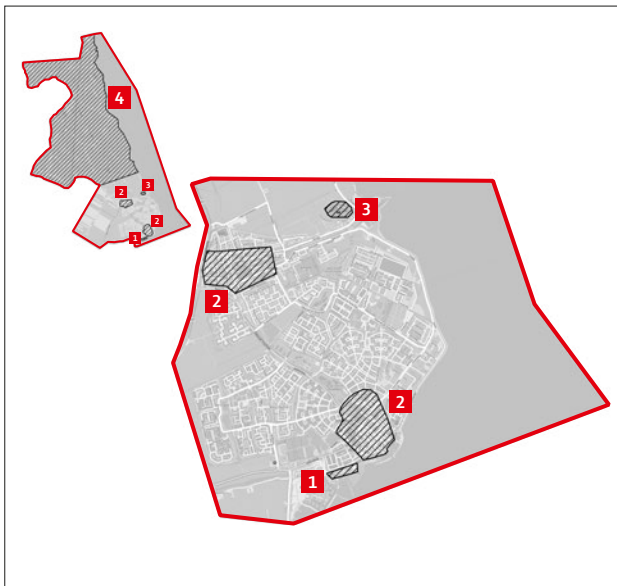
Edam-Volendam

Historically, the beauty of this area is what started international tourism in The Netherlands. The old fishing village of Volendam, with its harbour and traditional Dutch costumes, and the Zuiderzee town of Edam, famous for its cheese, have great meaning when it comes to attracting visitors in the MRA.

This typical and traditional piece of land attracts almost 1.5 million visitors each year. It is also no surprise that tourists are able to find Edam-Volendam, since it is reached within 20 minutes by the well-established public transport connection with Amsterdam.

In the coming period, Edam-Volendam wants to focus on limited and controlled growth with regard to tourism. They want to extend the visitor's average length of stay by providing a more diverse range of tourist attractions and increase the quality of those products. At the same time, the ambition is to extend the tourist season and to attract a more diverse target market. This is because this industry is one of the main economic drivers in the area.

With regard to accommodation development possibilities, the municipality indicates that it values a distinctive concept rather than the volume of a hotel. All these factors contribute to realizing the municipalities current tourism vision.



Information	
Population	35.953
Area of land	80.00 km ²
Current number of hotels	10
Tourist Tax	€ 1.71 pppn

Development Areas

- 1. Slobbeland**
Brownfield
- 2. Centre Edam & Volendam**
Transformation – depending on initiative
- 3. Fortress Edam**
Transformation
- 4. Rural area**
Depending on initiative

Contact

Municipality Edam-Volendam
Economic Affairs, Tourism and Recreation
W van der Knoopdreef 1
1132 KN Volendam

Telephone
+31 299 398 398

Purmerend

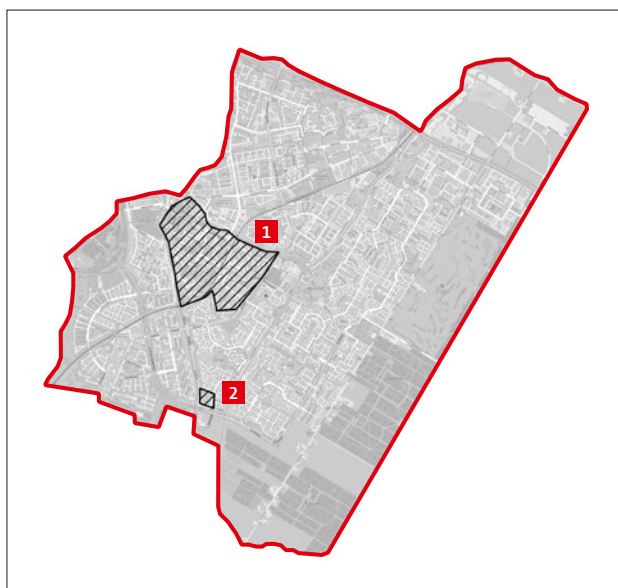
Purmerend is a charming city with a historical character. The Koemarkt is an important sight in the city. Throughout many centuries this was a central trading point and seen as an important economic location in the region. Now, it is used for a different purpose.

The car-free square offers a diverse selection of cafes and restaurants. However, Purmerend is still sticking to its roots and is still known as a real market town, which hosts a diverse selection of markets throughout the year.

Located next to Amsterdam and in the heart of Waterland, Purmerend is a compact and diverse city. Recently, the municipality of Purmerend, together with a large group of stakeholders decided to start a city marketing campaign. The goal of the campaign is to create a story and a logo which matches the characteristics of Purmerend. In the coming year, a strategy and implementation plan will be produced to further develop living, working and recreating in the area.

The combination of the urban and rural character makes the area unique. From Purmerend you cycle, sail and / or walk everywhere, which results in a large variety of day recreation options. In addition, other sights such as Amsterdam, the Zaanse Schans and the small typical old Dutch villages near the IJsselmeer are easily accessible.

The development areas on the map are just indicative. If you have any other ambitions in this area, please feel free to discuss the possibilities with the municipality.



Information

Population	79,983
Area of land	24.56 km ²
Current number of hotels	1
Tourist Tax	€ 1.55 pppn

Development Areas

- 1. Centre**
Contact municipality for opportunities
- 2. Vurige Staart**
Greenfield - ±50 rooms

Contact

Municipality Purmerend
Economic Affairs, Tourism and Recreation
Purmersteenweg 42
1441 DM Purmerend
Mr Harry Buseman

Telephone
+31 299 452 586

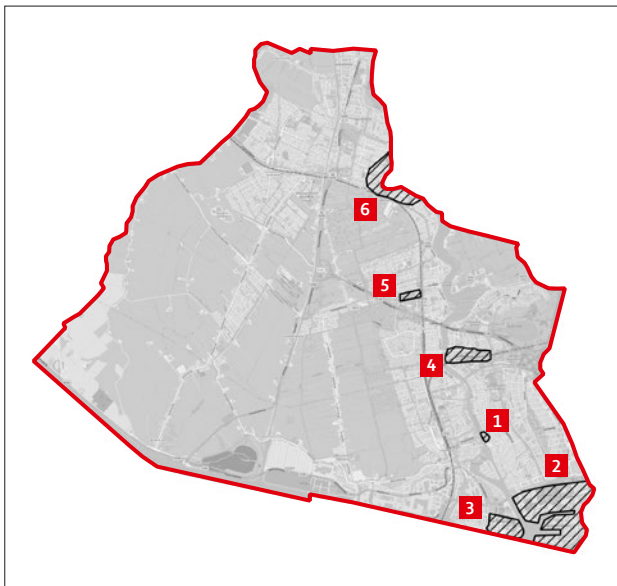
Zaanstad

Zaanstad has proven its potential and is already an independent tourist destination on its own. This is partly caused by its favorable location, since it has a direct railway connection to both Amsterdam Central station and Schiphol Airport.

Furthermore, by many Zaanstad is seen as 'The Gateway to the North' and functions as gateway to the rest of the province of North-Holland. But there is much more, Zaanstad has an authentic and interesting story to tell toward its tourists. The large number of unique locations and buildings bears witness to the special history of the region and attracts many visitors.

Based on this, Zaanstad was able to increase its number of visitors and accommodate around 328,000 overnight stays in 2018. For further touristic development, the municipality included the core values 'De Zaan' and 'Heritage' into its tourism policy. This policy is not only focused on attracting more visitors into the area, but also on the spreading of tourism with regard to time, place and spending patterns.

In addition, Zaanstad has the ambition to retain the visitors in the area for a longer period of time by increasing the amount of facilities, activities and experiences. This way Zaanstad wants to work towards a positive image of the city and its region, thereby making residents and visitors ambassadors of the city.



Information

Population	154,865
Area of land	83.24 km ²
Current number of hotels	18
Tourist Tax	€ 7.00 pppn

Development Areas

- 1. Peperstraat**
Brownfield - ± 150 rooms
- 2. Achtersluispolder**
Brownfield – large development (up to 2040)
- 3. Hembrug**
Brownfield - ± 120 rooms
- 4. Koog aan de Zaan**
Transformation – small development
- 5. Zaandijk**
Greenland – small/medium development
- 6. Wormerland**
Depending on initiative

Contact

Municipality Zaanstad

Economic Affairs, Tourism and Recreation
Stadhuisplein 100
1506 MZ Zaandam
Mr Joris Blokpoel

Telephone

+31 6 212 822 62

Oostzaan

Oostzaan is a small municipality with 9,671 inhabitants, situated in a water-rich landscape with lots of greenery. The Oostzanerveld is a cultural-historical landscape, consisting of elongated meadows. In addition, the municipality has an attractive village center with a church, a theater, several hospitality establishments and a variety of shops. Located between Zaanstad, Amsterdam, Wormerland and Landsmeer, it can be concluded that Oostzaan has a very good accessibility from all sides.

By 2025, supported by their new structural vision, the municipality has the ambition to focus more on recreation and tourism and develop this as a new vital industry and market. The opportunities identified, mainly lie in its commitment to small-scale developments that directly connect with the character of Oostzaan and its core values: green, water-rich and rural. The target group that fits the character of Oostzaan is the domestic recreational visitor and the independent traveling international tourist.

The map does not show any area's regarding hotel developments, however, the municipality is willing and enthusiastic about facilitating tourism growth by means of small scale B&B developments in the area.



Information

Population	9,671
Area of land	16.08 km ²
Current number of hotels	1
Tourist Tax	€ 3.00 pppn

Development Areas

If your ambition is to develop a hotel or other lodging facility in Oostzaan, then please contact the municipality directly. Each business plan will be reviewed individually.

Contact

Municipality Oostzaan

Economic Affairs, Tourism and Recreation
Koetserstraat 3
1531 NX Wormer

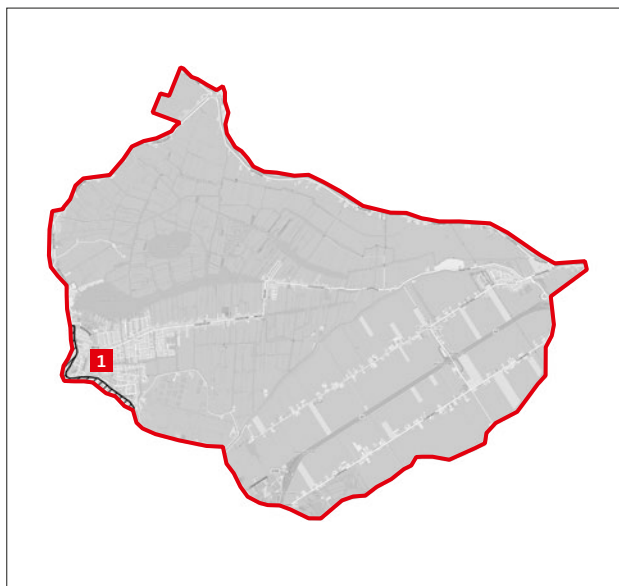
Telephone

(+31) 75 651 21 00

Wormerland

Wormerland is a dynamic municipality where the industrial past is still clearly visible. In the near future, the historic business premises along the Zaan will be transformed into a lively and dynamic urban area, where a mix of living, working and recreation will be created.

Besides the redevelopment of the Zaan, the municipality believes that realizing new recreation and accommodation facilities in other parts of the area is important. In order to stimulate the tourism flow and attract visitors into the municipality in a balanced way, the municipality has decided to create a new recreation and tourism policy. This document is part of the Wormerland Environmental Vision. The policy will be published in 2021.



Information

Population	15,995
Area of land	45.18 km ²
Current number of hotels	2
Tourist Tax	€ 1.55 pppn

Development Areas

1. Zaan

Transformation of the banks of the entire Zaan should be realized in 2040. The municipality does not exclude the possibility of a hotel development location.

If your ambition is to develop a hotel or other lodging facility somewhere else in Wormerland, then please contact the municipality directly.

Contact

Municipality Wormerland

Economic Affairs, Tourism and Recreation
Koetserstraat 3
1531 NX Wormer

Telephone

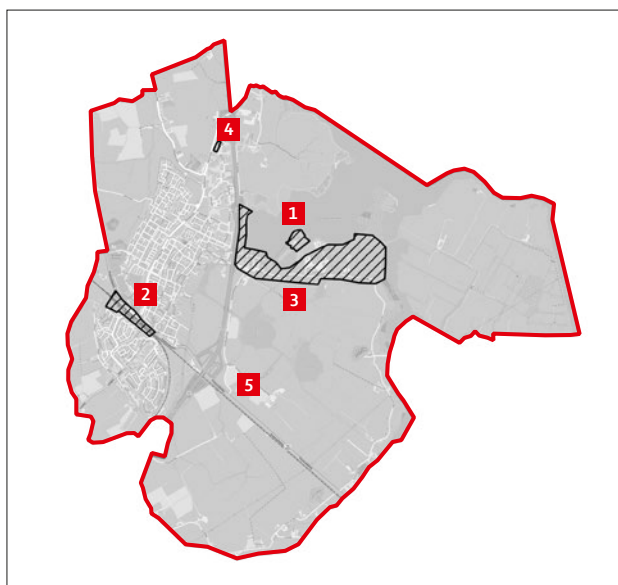
(+31) 75 651 21 00

Uitgeest

Uitgeest stands out concerning recreation and tourism and has a lot to offer. 'De Stelling van Amsterdam,' the Alkmaarder- and Uitgeestermeer, the sea and dunes are all nearby. These are valuable qualities that contribute to the level of attractiveness of Uitgeest. Furthermore, both lakes (Alkmaarder- en Uitgeestermeer) are connected to a network of waterways which directly connect to the IJsselmeer and other inland lakes.

In the future, the municipality has the ambition to develop the area around the lakes further. These developments will be focused on recreation and long-term stay facilities.

Uitgeest has good accessibility by train. Its train station is seen a critical railway junction and purposes as a corridor to the more northern located cities in the province. In the future, the municipality would like to exploit this asset even further by realizing a higher frequency of trains passing by the station.



Information

Population	13,520
Area of land	22.29 km ²
Current number of hotels	1
Tourist Tax	€ 0.87 pppn

Development Areas

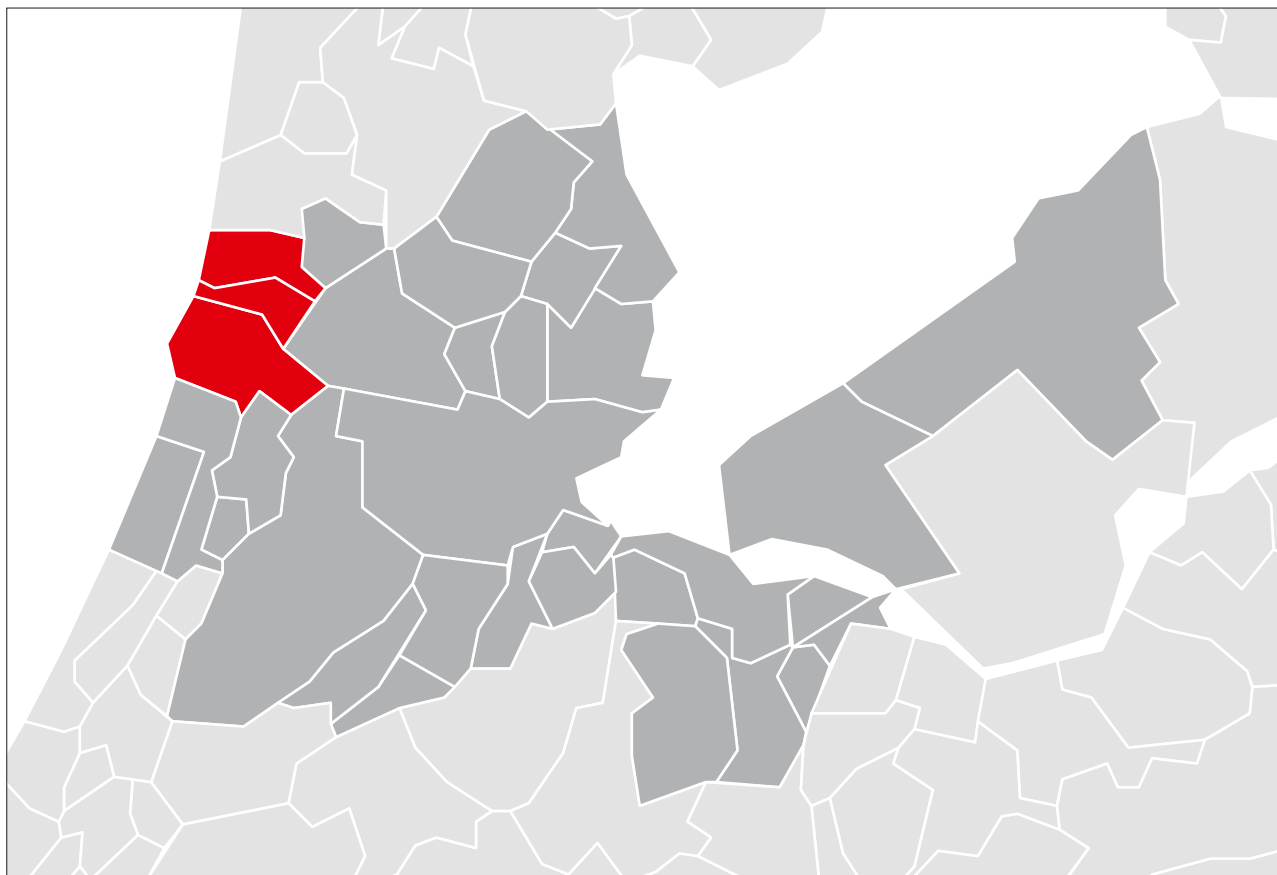
- 1. Heritage park 'De Hoop'**
Transformation – small development
- 2. Train Station Area**
Brownfield/Greenland – medium development
- 3. Uitgeestermeer**
Greenfield – medium development
- 4. A9 Studios**
Brownfield/transformation – large development

Contact

Municipality Uitgeest
Economic Affairs, Tourism and Recreation
Middelweg 28
1911 EG Uitgeest
Ms Vivienne Sanders

Telephone
(+31) 88 909 73 30

10.7 IJmond



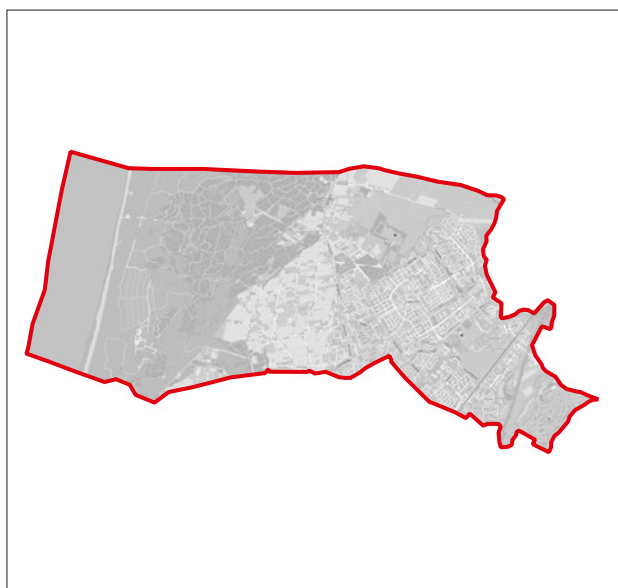
Puur aan Zee, Wijk aan Zee: Hotel combined with meeting facilities and exclusive restaurant.

Heemskerk

Heemskerk is surrounded by beaches, dunes, sea and greenfield. Therefore it has all the ingredients for everyone to come at ease. It is not surprising that Heemskerk markets itself with the terms relax, time and space: their strongest assets. Take an hour long walk on the beach or explore nature by making use of the extensive walking tours and cycling routes in the area. This is the place where visitors come to escape the hectic urban life and enjoy time for themselves.

Besides the beach and nature, Heemskerk has two unique castles which are positioned within the village's borders and are definitely worth a visit. Other historical monuments and a diverse offer of cafes and restaurants in the centre, also make it worthwhile.

Currently, ZKA Leisure Consultants is executing an independent market research on the tourism industry, assigned by the council of Heemskerk. This research will allow the municipality to gain thorough insight of development possibilities and opportunities. The research is expected to be completed at the end of 2019.



Information

Population	39,146
Area of land	31.68 km ²
Current number of hotels	2
Tourist Tax	€ 1,00 pppn

Development Areas

Starting at the end of 2019, you may contact the municipality directly for any developments.

Contact

Municipality Heemskerk

Economic Affairs, Tourism and Recreation
Maarten van Heemskerckplein 1
1964 EZ Heemskerk

Telephone

Within the Netherlands:
14 0251

Outside the Netherlands:
+31 251 256 777

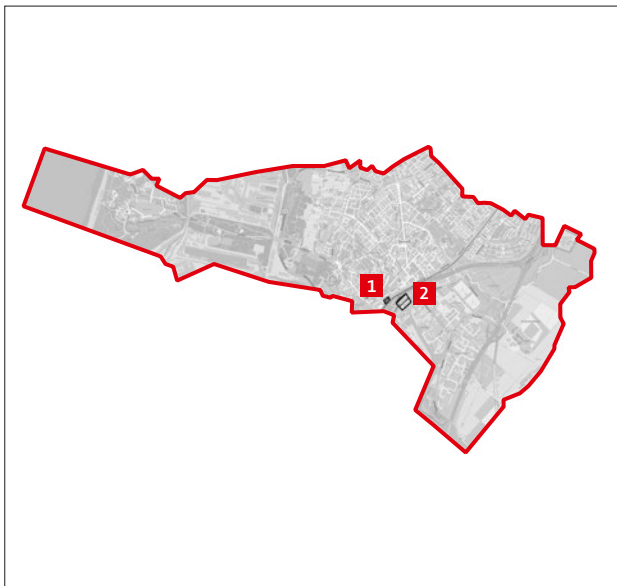
Beverwijk

Tourism is an important driver of the economy in Beverwijk and is also considered as one of municipalities core qualities. However, developments are needed in order to improve the quality of tourism.

Several governmental authorities have the ambition to modernize the facilities and services along the North Sea Coast. Along with this ambition, Beverwijk aims to become a tourist hotspot by 2040. The municipality shows great potential, since it already boast several unique selling points:

- The cultural coast village 'Wijk aan Zee': attractive for families and water sport enthusiasts
- The bazaar of Beverwijk
- Amsterdam, Alkmaar, Haarlem, Zaanstad are close proximity and accessible within 20 minutes by train, bus, car and bike
- There is space for possible developments and improvements

In order to become a tourist hotspot, Beverwijk is looking into ways to attract and retain tourists in their municipality. In particular, it is interesting to investigate how the connection between the village and the beach can be improved. In the upcoming years, the dynamics and attractiveness of Beverwijk will be further improved by, amongst other things, several long-term redevelopments. At the moment, the municipality is working on creating a new vision and restructuring the current Kop van de Haven (development area 2). This development has the ability to become an area with diverse functions where accommodation and leisure developments will contribute to the overall attractiveness of Beverwijk. Moreover, it will function as an improved gateway between the train station and the center. But this is not the only project the municipality is focusing on. Curious to see if your ambitions match the plans of Beverwijk? You can always contact the municipality to see what is possible.



Information

Population	41,077
Area of land	20.09 km ²
Current number of hotels	22
Tourist Tax	€ 1.00 pppn

Development Areas

1. Wijckermolen/NS Station
Brownfield
2. Kop van de Haven
Brownfield

Contact

Municipality Beverwijk
Economic Affairs, Tourism and Recreation
Stationsplein 48
1948 LC Beverwijk

Telephone
+31 255 567 331

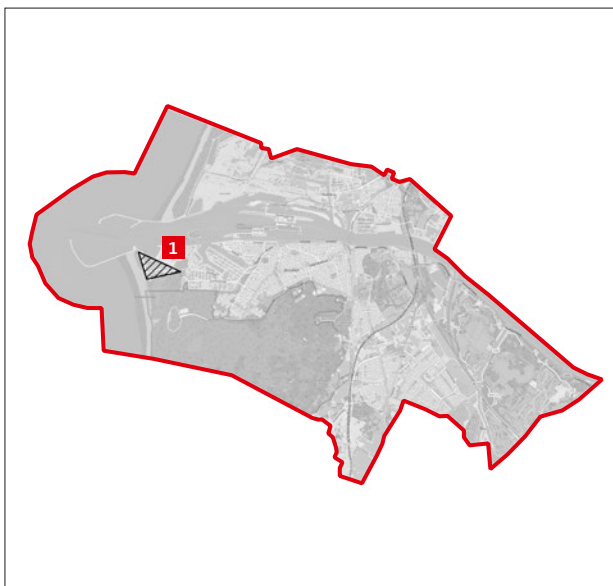
Velsen

At the moment, Velsen attracts around 4 million day trip visitors a year. Most of these visitors are attracted by the beach but a significant part also explores the surrounding nature of Velsen. Recreational area Spaarnwoude and National Park Zuid Kennemerland are both in close proximity from the centre of Velsen. Throughout the year, visitors can enjoy numerous activities relating to sport, water and nature within these natural areas.

Besides the many day trip tourists, Velsen also accommodates an increasing amount of overnight visitors. In recent years, Velsen saw this number increase due to, among other things, the ferry passenger and the arrival of cruise ships in the harbour. These ships will contribute to more activity in the center and stimulate the economy in the city. This target markets find their way in the city where local entrepreneurs and hotels can capitalize on.

IJmuiden is a place of raw beauty. The contrast between the industrial character of the harbour and the tranquility of the beach, really is a unique selling point. Furthermore, over the last few years, the municipality started to redevelop the route from the center to the beach in order to improve the wayfinding and the overall attractiveness. In addition, IJmuiden aan Zee (development area 1) will be redeveloped where new apartment blocks and recreation facilities will function as a new center point and attract an increasing amount of visitors into the area. The municipality of Velsen has the ambition to attract more foreign visitors and is willing to invest in order to extend the tourist season.

To be able to respond effectively to the growth in the metropolitan region and to attract more tourists to Velsen, an increase and broadening of the range of accommodation is required. Velsen wants to focus primarily on diversifying the hotel room supply by means of distinctive concepts.



Information

Population	67,831
Area of land	63.17 km ²
Current number of hotels	11
Tourist Tax	€ 1.05 pppn

Development Areas

1. IJmuiden aan Zee

Other lodging developments than hotel

If your ambition is to develop a hotel or other lodging facility somewhere else in Velsen, then please contact the municipality directly. Each business plan will be reviewed individually.

Contact

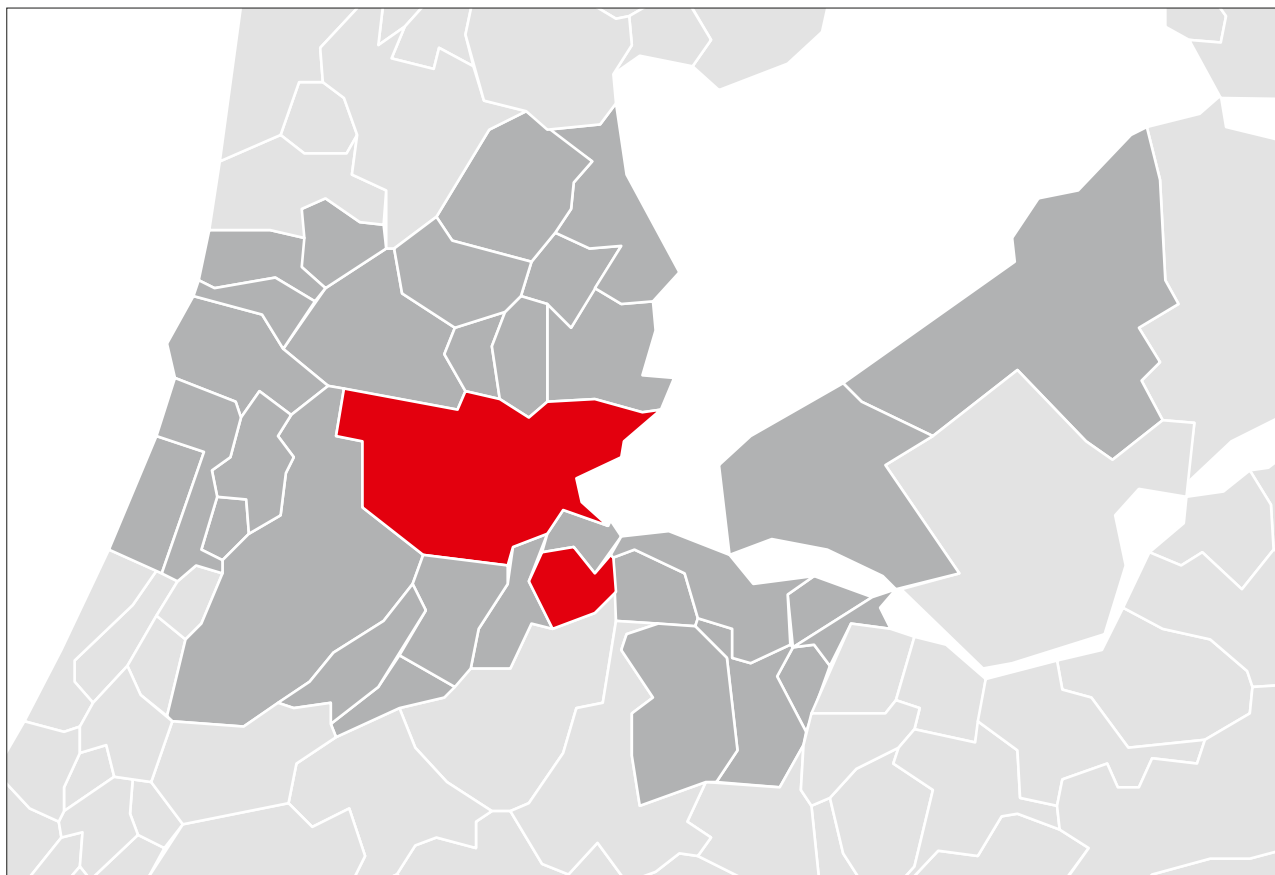
Municipality Velsen

Economic Affairs, Tourism and Recreation
Dudokplein 1
1971 EN IJmuiden
Ms Debby Kostandy

Telephone

+31 255 567 331

10.8 Amsterdam



Chassé Hotel Amsterdam, hotel combined with one of the largest dance centers in Europe.

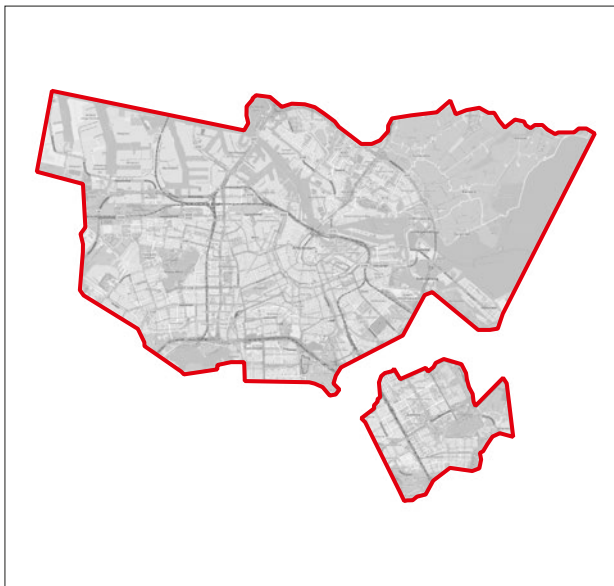
Amsterdam

Amsterdam has by far the largest hotel market in the Netherlands and in the MRA. In 2018, a total of 16,900,000 overnights were realized in the hotels of Amsterdam and the overall hotel occupancy was 84%. A large number of hotel rooms were added in the past fifteen years.

At the same time, signs of over tourism caused an unbalance between inhabitants and visitors in some parts of the city. The ambition of the city of Amsterdam is to restore this balance. Therefore, there is a hotel-stop in the city centre and other parts of the city. The city board and council want to restrict the growth of the number of hotel beds in the city.

Therefore no development locations are mentioned on the map. More information about the Amsterdam hotel policy can be found on: <https://www.amsterdam.nl/ondernemen/horeca/horeca/hotelbeleid/>

To prevent further tourism pressure on the municipality of Amsterdam the city is actively helping other municipalities to promote tourism and to develop hotels that add to further tourism growth outside Amsterdam. The newly introduced Development Framework and an Expert Team, which are explained in the chapter 'The hotel development process' will be two instruments that will support this ambition and in which Amsterdam will play an active role.



Information

Population	854,047
Area of land	219.49 km ²
Current number of hotels	508
Tourist Tax	€ 3.00 pppn & 7% of room rate

Development Areas

The number of inhabitants, visitors and companies in Amsterdam is growing rapidly. The city expects to have one million inhabitants in 2040. At the moment the city has 120,214 companies and 508 hotels offering 35,681 rooms. In order to facilitate this growth, new areas are developed and existing areas are being redeveloped. The main development area's are Zuidas, IJburg, Schinkel/Nieuwe Meer Sluiseiland, Amstelkwartier/Over-Amstel, Nieuw West.

Contact

Municipality of Amsterdam
Economic Affairs Department
Jodenbreestraat 25
1011 NH Amsterdam
Mrs. Jenneke Visser

Telephone
+31 6 836 213 24



Dutch	English
Aanvraag	Application
Beleid	Policy
Besloten vennootschap	Private limited liability company
Bestemming	Zoning
Bestemmingswijziging	Zoning change
Bestemmingswijzigingprocedure	Zoning change procedure
Bezettingsgraad	Occupancy percentage
Bouwenveloppe	Building envelope
Bouwstop	Building freeze
Burgemeester	Mayor
Canon	Ground lease rent
Commendaire vennootschap	Limited partnership
Dienst Belastingen	Tax department
Dienst Economische Zaken	Economic Affairs Department
Dienst Onderzoek en Statistiek	Research and Statistics Department
Dienst Milieu en Bouwtoezicht	Environmental and Building Department

Dutch	English
Dienst Ruimtelijke Ordening	Physical Planning Department
Eenmanszaak	Sole proprietorship
Erfpacht	Ground lease
Gemeenteraad	City Council
Grondprijs	Land price
Hoger beroep	Appeal
Regisseur verblijfsaccomodatie en leisure	Director Hotel and Leisure Developments
Intentie overeenkomts	Agreement of intent
Inspraak	Participation
Maatschap	Partnership
Gemeente	Municipality
Naamloze vennootschap	Public limited liability company
Omgevingsvergunning	Environmental license
Omgevingvisie	Environmental Planning Strategy
Ontwikkelen	To develop
Ontwikkelingsbedrijf	Developments Corporation
Projectbureau	Project bureau
Provinciale Milieuveroordening (PMV)	Provincial Environment Decree
Provinciale Ruimtelijke Veroordening (PRV)	Provincial Spatial Decree
Rechtsgang	Court procedure
Sterrenclassificatie	Hotel star classification
Stichting	Foundation
Structuurvisie	Spatial Development Strategy
Vastgoed	Property / Real-estate
Vennootschap onder firma	Partnership (firm)
Vereniging	Association
Vergunning	Permit
Werkvergunning	Work permit
Wethouder	Alderman
Zienswijze	Participation comments

Overview hotel and leisure real-estate events

12



Events	Location	Date	Website
EXPO REAL	Munich	October	www.exporeal.net
MIPIM	Cannes	March	www.mipim.com
MAPIC	Cannes	November	www.mapic.com
Provada	Amsterdam	June	www.provada.nl
Hotel Investment Seminar	Amsterdam	April	www.hotelinvestmentseminar.nl
Independent Hotel Show	London/Amsterdam	October/May	www.independenthotelshow.co.uk www.independenthotelshow.nl
Vastgoed Journaal All events are in Dutch	The Netherlands	Various events	www.vastgoedjournaal.nl
IAAPA	Paris/Orlando	September/November	www.iaapa.org
Blooloop	Worldwide	Various events	www.blooloop.com
IHIF	Berlin	March	www.berlinconference.com



Corendon Village Hotel, Haarlemmermeer: Hotel combined with experience in Boeing 747, longstayrooms, meeting rooms, cinema and five restaurants.



metropolitan region **amsterdam**



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Metropolitan Region Amsterdam



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