

Minutes

Hotel Meeting KHN Amsterdam, June 11th, 2026

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Location Leonardo Royal Hotel Amsterdam

Nr	ACTIONS, DECISIONS AND ANNOUNCEMENTS	Links and documents
1	<p>Opening and Announcements Acting chairman Tsibo Lin gives a welcome to the hoteliers and thanks Erik-Jan Bausch from Leonardo Royal Hotel Amsterdam for the hospitality.</p> <p>The minutes of March 12th, 2026 have been approved.</p>	<p>Tsibo Lin</p>
2	<p>Actual news KHN Amsterdam</p> <p>Ruling by the Advertising Code Committee on Hotel Star Classification The Advertising Code Committee has confirmed that the use of hotel star ratings without an official classification is not permitted. Discussions with OTAs are ongoing to determine how the transition to star-rating communication for classified hotels should be implemented. OTAs are already requesting newly listed hotels to provide proof of their star classification. Recommendation: Prepare accordingly; the barriers to entry and the costs of classification are limited. Experiencing any excesses? Please report them to us.</p> <p>Claim Booking.com Hotels that had an agreement with Booking.com between 2004 and 2024 may be eligible to file a compensation claim to recover part of the commissions they overpaid during that period. Registration is still open. Many hotels have already completed the first step. The second step, which involves providing supporting evidence, requires additional input. The legal team handling the case is requesting further documentation from participating hotels, and hotels are encouraged to submit the requested information. KHN is assessing whether an additional step-by-step guide is needed to support hotels through this process. Please refer to the link for more information. If you require any assistance, please let us know.</p> <p>Webinar Grip op je verzekeringen en risicokosten Do your insurance policies still match the way your business operates today? And are you paying for risks that could be managed more effectively through other measures? This webinar (in Dutch) is available to watch on demand and focuses on insurance coverage, cost-saving opportunities, and effective risk management strategies. It provides practical insights to help businesses review their insurance portfolio and optimize their approach to risk coverage.</p> <p>VAT increase update As of 1 January 2026, the VAT rate on accommodation services has increased to 21%. KHN continues to monitor the impact of this measure through various stakeholders and industry partners. The national hotel 'klankbord' group is also contributing to discussions on potential strategies and responses. Decisions regarding possible compensation measures are expected later this year. While a reversal of the VAT increase is unfortunately not considered a realistic option,</p>	<p>Reclame Code Commissie booking.com</p> <p>Kloppen jouw hotelsterren nog wel</p> <p>Claim Booking.com</p> <p>Webinar terugkijken</p> <p>Peiling BTW-verhoging</p> <p>Landelijke klankbordgroep hotels</p>

	<p>efforts are focused on identifying alternative areas where support or relief may be possible.</p> <p>Booking.com Data Breach Hotels are advised to be prepared for questions from guests and to remain vigilant regarding potential misuse of guest data. Recent incidents have been reported, with most signals currently originating from Eastern Europe. In response to similar concerns, Expedia has temporarily hidden guest phone numbers to help reduce the risk of misuse. KHN will discuss whether a similar measure can be implemented by Booking.com. Hotels are encouraged to continue reporting any suspicious activity or incidents to KHN. KHN is currently mapping vulnerabilities and gathering information to gain a clearer understanding of the risks and to support the development of more effective measures. The next meeting in September may take place at the office of Booking.com providing an opportunity for direct discussion and answers regarding the actions being taken.</p>	<p>Datalek wat kan je doen</p> <p>Inventarisatie datalekken</p>
3	<p>Together Against Food Waste Rinke Bossink, Project manager Foodservice, gives an update. Companies from across the entire supply chain, knowledge institutions, governments, and civil society organizations are joining forces to reduce food waste by 50% by 2030. Food waste costs money: additional purchasing, chefs unknowingly cooking food that ends up in the bin, and higher waste disposal costs. By gaining control over food waste, you can immediately save on these expenses, while also benefiting the environment. Some hotels already measure food waste in their own way but do not know how they compare to others in the sector. Others have not yet mapped their food waste at all. In the Hotel Monitor, initiated by the Foundation Together Against Food Waste (Stichting Samen Tegen Voedselverspilling) and carried out in cooperation with Wageningen University & Research, hoteliers measure food waste together and learn from one another. Hotels that already measure food waste, as well as hotels that do not (yet) do so, are welcome to participate free of charge. Would you also like to save money and make an impact? If you are interested, please contact Rinke Bossink, no later than the end of July: rinke@samentegenvoedselverspilling.nl / +31 6 42975692</p>	<p>Presentation Samen tegen voedselverspilling (pdf)</p> <p>Samen tegen voedselverspilling</p> <p>Hotelmonitor (pdf)</p>
4	<p>Update on developments in accommodation and attractions within the Amsterdam Metropolitan Area (MRA) René van Schie, Regisseur Verblijfsaccommodaties en Dagattracties MRA, provided an update on key developments affecting accommodation providers and visitor attractions across the MRA. Topics covered included: The SDEP (EU data-sharing system for holiday rentals and B&B accommodations); The new MRA Market Capacity Calculator within Visitordata; The Development Framework for Day Attractions; Upcoming legislation concerning temporary contracts by nature of short duration; An overview of planned and ongoing developments involving new hotels and attractions throughout the MRA. In response to questions regarding the occupancy benchmark used by the MRA to calculate market capacity, also referred to as the balanced occupancy rate, the following benchmarks are applied: Urban areas: 75% Rural areas: 70% Coastal areas: 67.5% René also highlighted visitor behavior data indicating that approximately 50% of visitors staying overnight in Amsterdam participate in an activity outside Amsterdam during their stay, according to research by A&P.</p>	<p>Presentation MRA (pdf)</p> <p>Onderzoeksresultaten a&p</p> <p>Bezoekerspatroon Amsterdam verschuift</p> <p>Actuele cijfers bezoekerseconomie Amsterdam</p>
5	<p>New Coalition Agreement: PRO and D66 – Your City is My City On 3 June, PRO and D66 presented the new coalition agreement for the city. Melanie van der Horst, the newly appointed Alderman for Economic Affairs, had hoped to attend this meeting but was unable to do so due to her first City Council meeting. She has indicated that she is keen to engage with the sector as soon as possible to hear its views on the coalition agreement. KHN will seek to arrange an additional meeting with hotel representatives and Melanie van der Horst in the near future. It has since been confirmed that she will meet with several members of the KHN Amsterdam board on 7 July. Following the summer</p>	<p>Sheets Nieuw Coalitieakkoord (pdf)</p>



	<p>recess, a broader meeting will be organised for a wider group of representatives from the hotel sector.</p> <p>Update on the Amsterdam Approach KHN will establish a sounding board group to explore a potential strategy for this dossier. In addition, there is a proposal to launch a media counteroffensive highlighting the positive contributions hotels make to the city. A united front representing all hotels—from luxury to first-class properties—is considered essential.</p> <p>The policy agenda ("menu card") has also been presented to the newly elected members of the City Council.</p>	<p>Amsterdams actieplan</p> <p>Landelijk statement: Hotelovernachtingen in Amsterdam</p> <p>menukaart</p>
6	<p>Code for Responsible Market Conduct Bert van Boggelen, Chair of the Codekamer Schoonmaak, provides an update. Cleaning is crucial, but maintaining quality remains a challenge A survey conducted during this meeting showed that a small majority of hotels outsource their cleaning services, while only a quarter are fully satisfied with the results. The importance of high-quality cleaning is widely recognized, yet achieving and maintaining that quality remains a challenge. Research and practical experience show that attention to, and appreciation for, cleaning staff is not always a given. There is therefore room for improvement. Hotels are encouraged to make use of the Hotel Cleaning Protocol and the 10 Promises as practical tools to support quality cleaning and responsible commissioning practices.</p> <p>The hotel sector can benefit greatly from positive attention to good client practices and high-quality cleaning services. Do you have an inspiring example from your hotel? Share it with KHN Amsterdam and help make successful practices more visible across the industry.</p>	<p>Presentation Code Verantwoordelijke Marktgedrag (pdf)</p> <p>Protocol Hotelschoonmaak</p> <p>Poster Top 10 (Nederlands)</p> <p>Poster Top 10 (Engels)</p>
7	<p>Netherlands Labour Authority The laws and regulations concerning employees, working conditions, and employment are complex. During the next meeting, the Netherlands Labour Authority will give a presentation. Please also refer to the link Arbeidswetgeving Horeca (in Dutch) for the most up-to-date information and developments.</p>	<p>Arbeidswetgeving Horeca</p>
8	<p>Expedia, Barbara Akkermans, Area Manager at Expedia, provided an update on market trends in Amsterdam as well as broader industry trends and insights. In response to a question regarding the VAT increase on commissions, Barbara explained that commissions are only charged on the total VAT amount under the Hotel Collect model. However, since the implementation of the VAT increase, the commission on the increased VAT portion has been suspended for 18 months. After this period, Expedia will reassess how this matter will be handled going forward. Please also refer to the earlier explanation that was shared on this topic. Discussions on this matter are still ongoing.</p>	<p>Presentation Expedia (pdf)</p> <p>Commissie</p>
9	<p>Buurthotel Laura Viaene gives an update:</p> <p>From KHN's perspective, Buurthotel is a valuable initiative that helps demonstrate the positive role hotels play for local residents and the city. Especially in today's social and political climate, it is important for hotels to continue strengthening their connection with the local community. At the same time, as an industry, we face the challenge of making the value that hotels add to neighborhoods, residents, and the city as a whole more visible and, above all, more tangible. This is important not only for our guests, but also for public opinion, the media, and policymakers. Buurthotel can make a significant contribution in this regard.</p> <p>Buurthotel currently has 65 participating hotels, of which 19 hold a paid membership that provides additional promotion, visibility, and support. To help Buurthotel continue to grow and further strengthen the position of hotels as valuable connectors within their neighborhoods and the city, we encourage hotels to become paying members as well. For 2026, the membership fee is €750 (normally €1,500), excluding VAT.</p>	<p>Presentation Buurthotel (pdf)</p> <p>Buurthotel</p>



	<p>Interested in finding out whether this could be a good fit for your hotel? Visit Buurthotel or contact Laura Viaene at laura@buurthotel.nl She will be happy to explain the opportunities that Buurthotel can offer your hotel.</p>	
	<p>Directly informed about current KHN news. Have you already signed up for an app group? Hotel app group, Hotel Forum (new), Kennis app group or HR app group</p> <p>See also: KHN website, KHN Amsterdam Facebook and Instagram. Would you like an update and more background information on current national, local dossiers or explanations of, for example, hospitality policies, make an appointment with the regional managers: Wendeline van Seventer w.vanseventer@khn.nl , Peter van den Boom p.vandenboom@khn.nl or manager Eveline Doornhegge e.doorhegge@khn.nl</p>	<p>Sluit je aan bij KHN Amsterdam app groepen</p> <p>KHN website KHN Amsterdam KHN Facebook</p>
	<p>KHN Amsterdam Academy For trainings/workshops see the link.</p> <p>Don't forget to use our free e-learning options for employees.</p>	<p>KHN Amsterdam Academie</p> <p>Gratis e-learning</p>
	<p>The next KHN Amsterdam hotel meeting: Thursday 17 September 2026 Time: 10.00 – 12.00 Where: Booking.com Office (subject to change)</p> <p>Schedule 2026 September 17th December 10th</p> <p>Suggestions for speakers? Please let us know via amsterdam@khn.nl</p>	



