

Minutes

Hotel Meeting KHN Amsterdam, March 12th, 2026

Contact details Wendeline van Seventer, KHN Amsterdam
E: w.vanseventer@khn.nl
Maya Janssen, amsterdam&partners
E: m.janssen@iamsterdam.com
Sidney Ludding, Booking.com
E: sidney.ludding@booking.com
Susanne Beumer, Booking.com
E: susanne.beumer@booking.com
Laura Viaene, Buurthotel
E: laura@buurthotel.nl
Marielle van Gorp, FRHC
E: marielle@futurereadyhospitality.com

Location Double Tree by Hilton NDSM werf

Nr	ACTIONS, DECISIONS AND ANNOUNCEMENTS	Links and documents
1	<p>Opening and Announcements Chairmen Patrick Kerkhoven and Nico Evers give a welcome to the hoteliers and thank Patrick Kerkhoven en General Manager Joyce Ramdhani for the hospitality.</p> <p>The two new KHN Amsterdam regio managers, Wendeline van Seventer and Peter van den Boom introduce themselves.</p> <p>The minutes of December 11th, 2025 have been approved.</p>	<p>pkerkhoven@winhotels.com</p> <p>nico.evers@westcordhotels.nl</p>
2	<p>Actual news KHN Amsterdam</p> <p><u>Update implementation program for new visitor economy approach</u> The EZ councilor has presented his annual implementation program. In it, he outlines the approach to bring more balance to the city in terms of visitors, and provides further details on the Tourism in Balance Regulation (which is currently subject to legal proceedings). He indicates that various measures have already been adjusted to regulate tourism, such as a hotel freeze, a cap on beds, and restrictions on cruises. In addition, he wants to explore a further increase in the tourist tax, depending on the impact of the VAT increase. See also the article on the KHN website, which provides further explanation and also covers the implementation of the inner-city approach.</p> <p><u>Importance of hotel classification and benefits of KHN membership</u> A number of hotels are being asked by some online travel agencies to demonstrate their classification. The Advertising Code Committee has stated that classifications may not be used without verification. An appeal is still pending, and we are awaiting further developments. Hotelsterren.nl is a partner of KHN in this matter. See the link for more information and member benefits.</p>	<p>Uitvoeringsprogramma</p> <p>Hotelsterren</p>
3	<p>VAT on accommodation Please see the slides for the results of the national surveys regarding the VAT increase (national vs. Amsterdam). We are clearly seeing a decline across the different hotel categories. Hoteliers also indicate that their expectations for the future are negative. Amsterdam appears to be slightly more stable than the rest of the country.</p>	<p>BTW sheets (pdf)</p>

4	<p>Resilience in the event of a prolonged power outage</p> <p>Suzanne Rechthijt of the Municipality of Amsterdam provides an explanation. As a society, we are preparing for a crisis situation. The government has chosen to work with a scenario of a 72-hour power outage. This helps ensure preparedness for other potential crises as well, such as a cyberattack or flooding, as several key impacts are similar.</p> <p>In addition to it being important for hotels from a business perspective to be prepared for power outages, Amsterdam also wants to understand what measures hotels are taking, to avoid a situation where all tourists suddenly end up on the streets. VNO-NCW has already provided guidelines to help entrepreneurs be well prepared. The resilience guide: Handreiking weerbaarheid: 'Weet wat je te doen staat' is recommended reading. Are there up-to-date protocols in place to support you in the event of a power outage?</p> <p>Further elaboration of the scenario specifically for hotels is being developed:</p> <ul style="list-style-type: none"> • A (dynamic) checklist for hotels outlining what to do to be well prepared • A (dynamic) information flyer with key messages for visitors <p>KHN will work with the municipality to turn this information into practical tools and ensure distribution.</p> <p>Do you have useful tips or experiences? Please share them with KHN.</p>	
5	<p>Update on legal cases</p> <p><u>Defense against tourist tax increase</u></p> <p>A total of 150 appeals have been submitted regarding the increase in the tourist tax. Two of these are now being prepared to be brought before the court. The anonymity of the hotels is guaranteed. See also our previous update</p> <p><u>Tourism in Balance</u></p> <p>An update on the process in which KHN has joined the legal procedure concerning the Tourism in Balance Regulation. We are participating to ensure that our interests are carefully represented before the court, given the potential impact on the sector. The outcome could affect the operational space available to hotels.</p> <p>For us, it is important that the realistic feasibility of the established standards is considered, as well as the position of existing, licensed businesses that have invested based on municipal policy. We also believe that managing visitor numbers must be done carefully and in a legally sound manner.</p> <p>During the first hearing, it will be determined whether the parties are stakeholders and therefore admissible. Only after that will it be assessed whether the implementation of the regulation constitutes an obligation of performance or an obligation of effort. The hearing has not yet been scheduled. We will keep you informed of further developments.</p>	<p>Update dossier bezwaar toeristen belasting</p>
6	<p>First Class hotels</p> <p>ALV First Class Hotels has been held prior to this hotel meeting</p> <p>New Board of First Class Hotels:</p> <p>Wencke Bolsius – Chairperson - Wencke.Bolsius@swissotel.com Janine Kots – Treasurer - Janine.KOTS@accor.com Roos Bruijn – Secretary - Roos.BRUYN@accor.com</p>	
7	<p>Municipal Council Elections</p> <p>On Wednesday, March 18, municipal elections will be held in Amsterdam. The election programs show that political parties have different views on tourism, hospitality, and the business climate in the city. Wendeline van Seventer, Regional Manager KHN Amsterdam, provides an explanation.</p> <p>See the link for an overview of the positions of various parties.</p> <p>See also the link Terugblik Verkiezingsdebat</p>	<p>Gemeenteraads verkiezingen</p> <p>Terugblik verkiezingsdebat</p>
8	<p>amsterdam&partners</p> <p>Maya Janssen, Managing Director Insights & Marketing Strategy, provides an explanation of a new study on how Amsterdam residents view tourism. The study shows that residents are not against tourism but primarily advocate for better management of visitor flows and behavior.</p> <p>The research, Residents' View on Tourism in Amsterdam (2025), conducted by amsterdam&partners, Inholland, and TCI Research, indicates that Amsterdam</p>	<p>Presentatie amsterdam&partners (pdf)</p> <p>Onderzoeksresultaten</p>



	<p>residents are more positive about tourism than is often portrayed. In fact, residents' attitudes toward tourism in the city have become more positive in recent years.</p> <p>See the link for the research results and the presentation.</p>	<p>Amsterdammers positiever over toerisme</p> <p>Dagbezoekers</p>
9	<p>Booking.com Sidney Ludding, Market Team Leader, and Susanne Beumer, Senior Account Manager, provide a market update covering market analysis, a review of recent developments and a forward analysis.</p> <p>Travel Proud is a free training program specifically designed for hospitality businesses. The training provides insight into the experiences and challenges of LGBTQ+ travelers and offers practical tools for delivering inclusive service in the workplace. More information about the program and how to participate can be found at: Travel Proud Reizen voor LHBTI+ Booking.com see also the link for more information</p>	<p>Booking.com</p> <p>Travel Proud</p>
10	<p>Buurthotel Laura Viaene gives an update on Buurthotel and explains the next steps. 45 hotels in Amsterdam are already working together with Buurthotel and it is expanding to Rotterdam, Leiden and Bruges. The next event is on 5 May: the Freedom Brunch. Buurthotel is also looking for hotels willing to make themselves available as changing facilities. For more information: visit the Buurthotel website or send an email to Laura: laura@buurthotel.nl</p>	<p>Buurthotel</p>
11	<p>Sales Pitch Future Ready Hospitality Collective Marielle van Gorp, one of the founders of FRHC explains FRHC. Future Ready Hospitality Collective is an independent platform that connects hoteliers with proven sustainable solution providers. Founded by hoteliers and impact-driven individuals, this initiative helps hotels become more sustainable faster and more effectively, working with partners who truly make a difference.</p> <p>We will regularly share relevant information with the hotels. For more information, please send an email to Marielle van Gorp. marielle@futurereadyhospitality.com</p>	<p>Presentation FRHC (pdf)</p> <p>FRHC</p>
	<p>Directly informed about current KHN news. Have you already signed up for an app group? Hotel app group, 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>Hotel appgroep Kennis appgroep HR appgroep</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 11 June 2026 Time: 10.00 – 12.00 Where: is not known yet</p> <p>Schedule 2026 June 11th September 17th December 10th</p> <p>Suggestions for speakers? Please let us know via amsterdam@khn.nl</p>	

