

THE TOREN HOTEL GROEP

A WORLD-RENOWNED AND
TRENDSETTING HOSPITALITY
EXPERIENCE IN AMSTERDAM...



sebastian's

Funky & Jazzy



INTERNATIONAL RECOGNITION & REPUTATION



THE BEST IN THE NETHERLANDS AND IN THE TOP OF THE WORLD



Best Hotel in The Netherlands

Tripadvisor Travelers' Choice 2012, 2013, 2014, 2015



Best Boutique Hotel in Europe & Best City Boutique Hotel in the World

Boutique Hotel Awards



Best Luxury Design Hotel The Netherlands Best General Manager in Europe

World Luxury Hotel Awards

LEADING IN SERVICE



De 25 hotels met de beste service — Nede

NEDERLAND WERELD REGIO'S

LIJ

1 The Toren Amsterdam, Nederland



“Wat heb ik hier genoten! De inrichting is z chic en stijlvol en dankzij de supercentrale l is het hotel de perfecte uitvalsbasis om Ams te verkennen.”

MEER

3 van 25

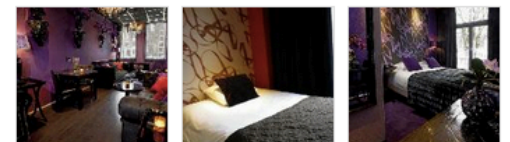


De 25 hotels met de beste service — Nederland

NEDERLAND WERELD REGIO'S

LIJST BEKIJKEN

4 Hotel Sebastian's Amsterdam, Nederland



*“Heerlijk hotel aan de Keizersgracht ”
“betaalbare luxe in A'dam ”*

MEER

5 van 25

EUROPEAN HOTELIER OF THE YEAR 2014

(first Dutch hotelier ever)

The collage features several news snippets:

- De Telegraaf**: "Nederlander voor het eerst Europees Hotelier van het Jaar". Sub-headline: "Eric Toren van The Toren Hotel Groep in Amsterdam is als eerste Nederlandse...".
- Amsterdamse hotelier is de beste van Europa**: A large red banner with white text.
- Amsterdammer is beste Europese hotelier van het jaar**: A headline from **metro** with a green logo.
- amsterdam economic board**: A search bar and a link to "vind je match (organisations directory)".
- Amsterdammer kanshebber Europees hotelhouder van het jaar**: A headline from **NU.nl** with a photo of a canal in Amsterdam.
- Nederlander voor het eerst Europees Hotelier van het Jaar**: A snippet from **FNV HORECABOND**.

Navigation and social media elements include: "ECHT AMSTERDAMS NIEUWS", "NIEUWS", "GESPOT", "Home", "Nieuws", "Regionaal", "Showbizz", "Koffiepauze", and social media icons for Facebook, Twitter, and LinkedIn.

RAVING REVIEWS IN THE INTERNATIONAL MEDIA

*“ ‘Designed to Charm’ is probably the most accurate slogan for this
fabulous boutique hotel”*

New York Design Agenda

“Love the décor”

The Telegraph

“The Rooms are all stylish”

The Independent

“Stunningly Beautiful”

Elle

WORLDWIDE FREE PUBLICITY FOR AMSTERDAM


FROM NEW YORK TO ECUADOR

NEW YORK
— DESIGN AGENDA —

ARCHITECTURE EVENTS **INTERIOR DESIGN** NEWS **NY CITY GUIDE** NY GALLERIES SOHO TRENDS

INTERIOR DESIGN, NY CITY GUIDE


January 20, 2014



AN AFFAIR WITH LUXURY IN AMSTERDAM: THE TOREN H

www.trafficnews.ec/mejores-hoteles-boutique-del-mundo/

5. The Toren, Ámsterdam, Países Bajos



La ciudad de Ámsterdam no necesita presentación, y el hotel Toren ofrece la base perfecta para un fin de semana deliciosamente decadente. Cada una de sus 38 habitaciones han sido diseñadas individualmente con algunos con su propio jacuzzi privado de hidromasaje y todas están golpeando ejemplos de los hoteles de diseño magníficamente teatral.

WITH OUR GUESTS AS THE TRUE AMBASSADORS

“Amazing Boutique Elegance”

★★★★★ Reviewed 2 days ago

We have just returned from a weekend stay at this hotel and yes the stay was absolutely amazing, but this fantastic, well thought-out, effortless hotel truly was the icing on the cake for us! Let me tell you now the staff are absolutely fantastic and cannot do enough from the minute you arrive to the second you leave. It was...

[More](#) ▾

Thousands of positive guest reviews on the internet, reaching millions of potential guests.

High interaction levels on social media. Everyone feels really involved with The Toren.



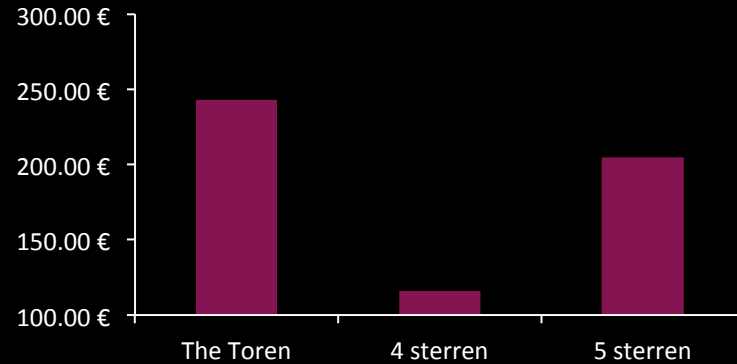
The screenshot shows a Facebook comment section. At the top, it says "Thea Huijing, Becky Dutton-Geraghty, Kelly Thrower and 134 others like this." Below this is a "Write a comment..." input field with a camera icon. There are two visible comments:

- Jaap Rekveld** Joost Remco Herb Jennifer Monique Trinette Diederick Franciska Bert Thea
Like · Reply · 🔄 1 · 8 November at 15:27
- Amy Hardy** Absolutely deserved, well done to you all! Kristian Hardy
Like · Reply · 🔄 1 · 8 November at 14:51 · Edited

At the bottom, there is a link that says "View 28 more comments".

NOT JUST RECOGNITION..... BUT
ALSO A FINANCIAL SUCCESS

AVERAGE RATE (BENCHMARK 2013)



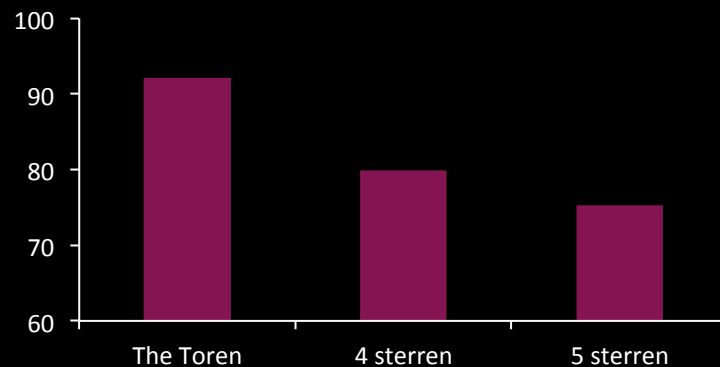
SOURCE: HORWATH HTL

+109,5% vs. 4 star hotels

+18,5% vs. 5 star hotels

+4% 2014 vs. 2013

OCCUPANCY (BENCHMARK 2013)



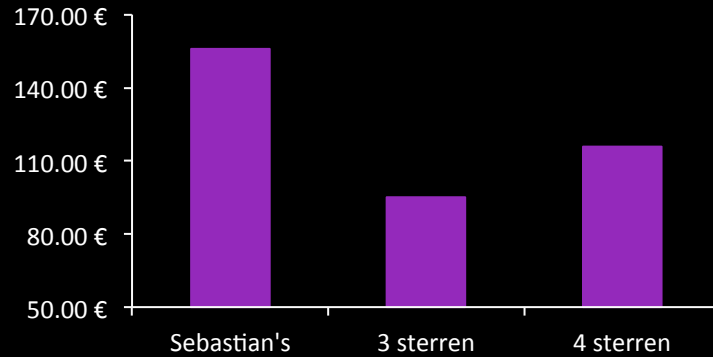
SOURCE: HORWATH HTL

+15,3% vs. 4 star hotels

+22,3% vs. 5 star hotels

+3% 2014 vs. 2013

AVERAGE RATE (BENCHMARK 2013)

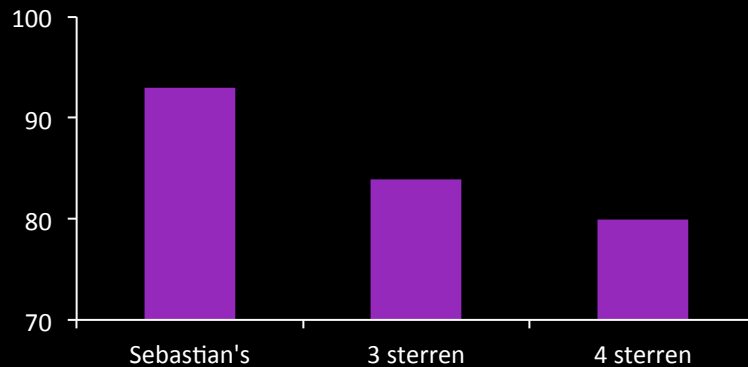


+64,2% vs. 3 star hotels

+34,5% vs. 4 star hotels

+14% 2014 vs. 2013

OCCUPANCY (BENCHMARK 2013)



+10,9% vs. 3 star hotels

+16,4% vs. 4 star hotels

+4% 2014 vs. 2013

ALMOST AT MAXIMUM CAPACITY THROUGHOUT THE YEAR

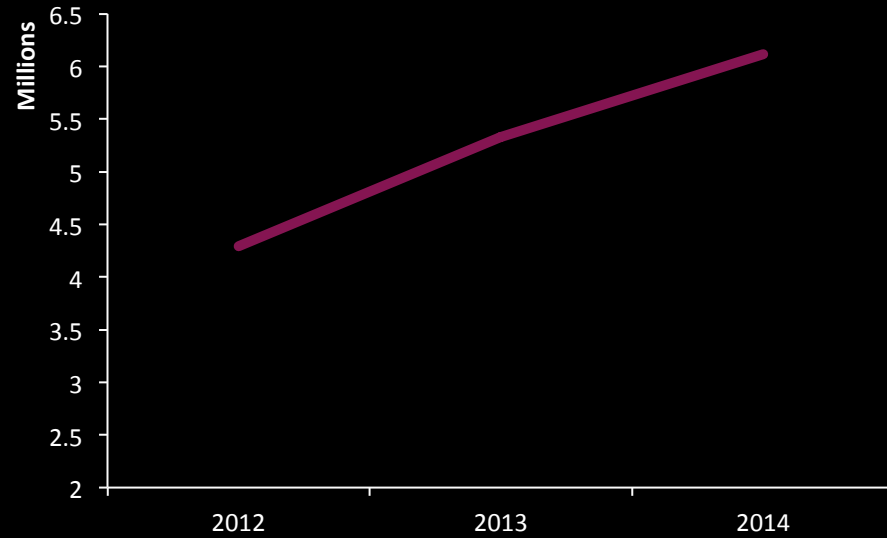
OCCUPANCY 2014 The Toren

94,8%

OCCUPANCY 2014 Sebastian's

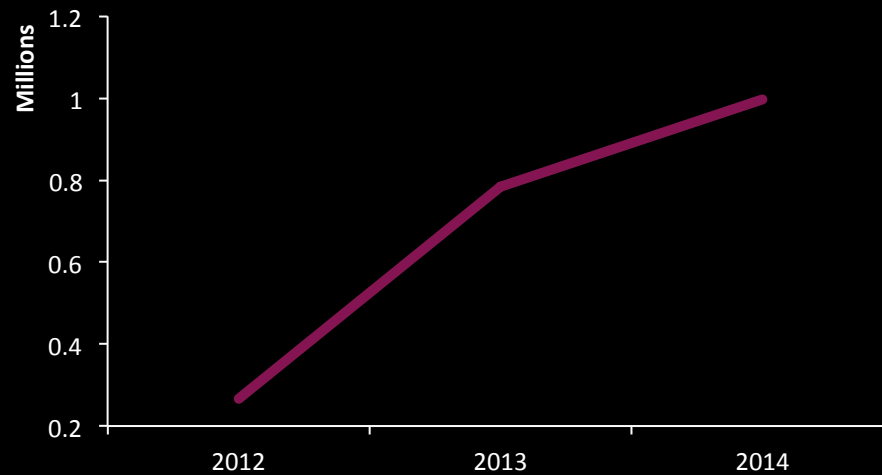
96,8%

REVENUE INCREASE THE TOREN HOTEL GROEP



+42,5% REVENUE INCREASE 2012-2014

EBITDA THE TOREN HOTEL GROEP



+275% EBITDA 2012-2014

THE 'SECRET' BEHIND THE SUCCESS...

*The Toren Family, the real stars of
the hotel*



RATING STAFF ON
BOOKING.COM:

9.8 / 10

One of the highest scores for staff in Europe

"The staff really took pride in looking after us"

Tripadvisor Review



"I started as a chambermaid, now I am head of the housekeeping department. Regardless of your training or background, everyone gets a chance to show themselves at The Toren. Every day I strive for perfection and hence my career developed naturally'."

RAJKA NENADIC – HOUSEKEEPING MANAGER

"I love to make our guests feel comfortable and I'm so glad I found a place where this characteristic is seen as a talent. I started as an intern at The Toren. Due to my own commitment and the confidence of the management team I am now one of the youngest assistant general managers in the hospitality industry."

**PRISCILLA VISSER -
GUEST RELATIONS MANAGER & ASSISTANT
GENERAL MANAGER**





“Following my heart, I made a career switch from a business consultant to a hospitality professional. At The Toren I get all the chances to develop my talent in the field of hospitality. This is why I quickly made a promotion from breakfast assistant to assistant manager F&B.

ANTONINE MOONEN
ASSISTANT FOOD & BEVERAGE MANAGER

INNOVATION IN HUMAN RESOURCES, EDUCATION, TRAINING AND COACHING

My idea for a new training system was born out of the following vision:

"A guest should not experience a difference in service between a new employee and an experienced employee. The service level should be consistent at all times. "

"The system must be based on people, not on conventional hospitality procedures. The system should therefore be applicable for companies in all kinds of industries. "

THE SYSTEM

- Using training lists (from 'pink' to 'gold') per job level.
- *The sky is the limit!* The option to learn at a higher job level.
- All the procedures and methods have been extensively documented in our own 'The Toren Wiki' with text and images.
- All information and knowledge is continuously updated and accessible via the cloud from anywhere.
- With the use of tablets everything is measured, which gives great insights on operational efficiency and learning progress.

THE RESULT: Consistently the highest scores for staff and service, in two hotels

SUSTAINABILITY

2x Green Key Gold



The highest award for
sustainability in the hotel
industry



ERIC TOREN

Besides hotelier and entrepreneur...

- Coach and therapist (Master NLP, TA and Systematic work)
- Guest lectures at the ROC and Hotel schools.
- Lectures and training in the field of high quality service.

