

- Two new concepts by **THE ENTOURAGE GROUP** on the top floor of *nhow Amsterdam RAI* –

NH HOTEL GROUP ANNOUNCES THE ENTOURAGE GROUP WILL BE RUNNING THE TOP FLOOR OF ICONIC NEW HOTEL NHOW AMSTERDAM RAI

- NH Hotel Group signed a lease agreement with **THE ENTOURAGE GROUP** for the top floor of *nhow Amsterdam RAI*. Two newly created creative concepts are launched: one restaurant & bar and one sky lounge & bar, offering a panoramic view 91 meters above the ground over the city of Amsterdam.
- *nhow Amsterdam RAI*, closely located to RAI Convention Centre and Amsterdam RAI station, will become the new social and multicultural hub for Amsterdam locals, tourists and business travelers. With 650 rooms on 24 floors, *nhow Amsterdam RAI* will be the largest newly built hotel in the Benelux region.
- Inspired by owners and founders Yossi Eliyadoo and Liran Wizman, along with the group's CEO Stephanie Pearson, **THE ENTOURAGE GROUP** continues to set the new standard for modern hospitality. **THE ENTOURAGE GROUP** will operate as a stand-alone partner working together with NH Hotel Group for the first time within the same building: *nhow Amsterdam RAI*.

Amsterdam, 7th of May 2019. NH Hotel Group proudly announces **THE ENTOURAGE GROUP** will be launching two brand new modern concepts: a restaurant & bar and a sky lounge & bar in the iconic **nhow Amsterdam RAI** hotel. The new concepts on the top floor (24th floor) offer a singular panoramic view over the city of Amsterdam in an open space of 1.000 m² and will be open from early morning to late night in the weekend.



Photos: Herman Klok (NH Hotel Group) and Yossi Eliyadoo (THE ENTOURAGE GROUP)

NH Hotel Group
Press Department Northern Europe

Nathalie Huijbers
T: +31 621280581

n.huijbers@nh-hotels.com
www.nh-hotels.com

Herman Klok, Regional Director of Operations for Amsterdam, UK and Switzerland, NH Hotel Group signed the agreement on Thursday 2nd of May together with Founder & Co-Owner **Yossi Eliyadoo** of THE ENTOURAGE GROUP. The four-star hotel nhow Amsterdam RAI is scheduled to open in Q1/2020 and will also offer a bar on the 1st floor, breakfast, lunch and dinner on the 17th floor as well as Meeting & Event services including F&B on the 23rd floor, all operated by NH Hotel Group. nhow Amsterdam RAI belongs to the nhow brand family of disruptive and exceptional design and lifestyle hotels, designed by renowned architects such as Matteo Thun, Rem Koolhaas or Karim Rashid.

Maarten Markus, Managing Director Northern Europe of NH Hotel Group looks forward to the collaboration and says: “The choice to work with THE ENTOURAGE GROUP for nhow Amsterdam RAI is obvious, as they have proven to launch successful concepts both in Amsterdam as well as abroad. There is no doubt that hospitality guru Yossi Eliyadoo has set the example for culinary experiences in Amsterdam, both for local as well as international tastemakers. On top of that, our disruptive nhow lifestyle brand is like a chameleon – adapting to trends and needs of its location, just like THE ENTOURAGE GROUP approaches their restaurant concepts. I am excited to see the cutting-edge dishes and signature drinks Yossi and his team will come up with.”

Yossi Eliyadoo, Founder and Co-Owner of THE ENTOURAGE GROUP states “We are feeling on top of the world announcing the new adventure of THE ENTOURAGE GROUP and nhow Amsterdam RAI, where we are launching two brand new concepts on the top of the largest newly built hotel in the Benelux, a multicultural hotspot for locals, business travelers and tourists. Creating a unique experience.”

About THE ENTOURAGE GROUP

THE ENTOURAGE GROUP is an unrivalled hospitality empire, renowned for creating internationally acclaimed food and beverage concepts across the world. Their wide range of expertise has been cultivated extensively through years of hospitality management, operations and fine dining experience. Owners and founders Yossi Eliyadoo and Liran Wizman, along with the group’s CEO Stephanie Pearson, inspire THE ENTOURAGE GROUP to continually set the new standard for modern hospitality. The currently owned portfolio includes 9 brands in total: MOMO Restaurant, Bar & Lounge, IZAKAYA Asian Kitchen & Bar (Amsterdam, Hamburg, Ibiza and Munich), THE BUTCHER, THE BUTCHER West, THE BUTCHER Nine Streets, THE BUTCHER Social Club, THE BUTCHER Berlin, THE BUTCHER Ibiza and THE BUTCHER On Wheels, SHIRKHAN, MR PORTER (Amsterdam and Barcelona), awarded by Michelin THE DUCHESS, MAD FOX Club, Toni Loco and Bepita. The upcoming cities include; Dubai and Milan. Due to the success of the group, founder Yossi Eliyadoo was awarded ‘Hospitality Entrepreneur of the Year’ in the prestigious Entrée Hospitality Awards 2015.

About NH Hotel Group

NH Hotel Group is a consolidated multinational player and a leading urban hotel operator in Europe and America, where it operates over 350 hotels. Since 2019, the company works with Minor Hotels on the integration of their hotel brands under a single corporate umbrella with presence in over 50 countries worldwide. Together, both groups have a portfolio of over 500 hotels articulated around eight brands: NH Hotels, NH Collection, nhow, Tivoli, Anantara, Avani, Elewana and Oaks.

NH Hotel Group
Press Department Northern Europe

Nathalie Huijbers
T: +31 621280581

n.huijbers@nh-hotels.com
www.nh-hotels.com

Find further information and high resolution visuals of nhow Amsterdam RAI on nhhotels.pr.co. Click [here](#) for the hotel video.

Social Media

Facebook | Twitter | Blog | YouTube



NH Hotel Group
Press Department Northern Europe

Nathalie Huijbers
T: +31 621280581

n.huijbers@nh-hotels.com
www.nh-hotels.com