

## Volendam icon Hotel Spaander reopens under the roof of BW Signature Collection

**The iconic Hotel Spaander in Volendam, Netherlands, will reopen its doors on May 1, 2021 under the roof of BWH Hotel Group as a member of the BW Signature Collection. The hotel in the center of the fishermen's village of Volendam on the Markermeer lake has a rich history of welcoming guests and is especially known for its extensive art collection.**

**Amsterdam / Volendam, Netherlands / Eschborn, Germany, April 26, 2021.** Iconic hotel with a rich history: The traditional Hotel Spaander in Volendam, Netherlands, will reopen on May 1, 2021 as a member of the BW Signature Collection. The BWH Hotel Group Belgium & Netherlands is thereby expanding its portfolio with another house in the collection for individual hotels with a special design. Located on the Markermeer, the neighboring lake of the IJsselmeer northeast of Amsterdam, the hotel under the leadership of the experienced Innkeeper Albert Veerman and General Manager Mark Lankveld, has a bright future ahead. Hotel Spaander will become a home again not only for the national and international traveler but also for the people of Volendam.

Hotel Spaander is located in the center of lively Volendam, right at the waterfront on the dike. The hotel is known for its beautiful view of The Markermeer lake and for its impressive collection of paintings and other works of art. Hotel Spaander is characterized by its authentic style in combination with its various restaurant concepts. The characteristic hotel guarantees a wonderful stay and a unique experience.

### **A home for creatives**

Hotel Spaander was founded in 1881 by Leendert Spaander (1855-1955) at the Harbour in Volendam. He invited various artists from all over the world to come to Volendam to paint. Many of them, including a large number of American painters, accepted his invitation. The Volendam traditional costume, the sea and the landscape served as inspiration for these painters. In gratitude, they gave Spaander some of their paintings, which can still be seen in the hotel. In 1919 Alida Spaander took over the business from her father. She further expanded the art collection. As a result, the hotel now owns a large collection of more than 1,400 works of art. Inviting artists to the hotel for 'payment' with a painting will be resumed. In addition, in the near future regular art exhibitions will be organized in the various beautiful areas of the hotel.

### **Charming hotel in the fishermen's village of Volendam**

The hotel has 78 rooms, several of which offer spectacular views of The Markermeer lake. The tavern that Leendert Spaander purchased and expanded into a hotel has been restored to its original state. In addition to the tavern, there are still a number of rooms that are virtually in their original condition. For example, Room 1, the old bedroom of Leendert and his family, has hardly changed since the 19th century. It has also retained its original decorations, traditional features and furnishings. The hotel also features an excellent restaurant including private dining, a traditional hotel bar, wellness & indoor pool and private parking. Volendam is known for its beautiful old harbor, fish trade, colorful wooden houses, traditional clothing, the cozy harbor and a rich history. From Volendam guests have easy access to the island of Marken, boat trips on The Markermeer lake or a visit to the nearby city of Amsterdam (25 km).

## **Brand-independent with the BW Signature Collection**

As part of the BW Signature Collection under the umbrella of the BWH Hotel Group, Hotel Spaander appears on the market completely as an independent and individual hotel. The established traditional guesthouse thus benefits from a brand-independent identity, and still receives the full service package of the worldwide hotel cooperation. BWH's soft brand BW Signature Collection has been created for privately owned, individual hotels in the upper middle class with a special design. The collection is particularly suitable for hotels that have already established themselves on the market with their own name. In the region of Central Europe, a total of seven hotels belong to the BW Signature Collection, which was launched globally in 2018. These include special design and theme hotels such as Hotel FREIgeist in Einbeck, Germany. It scores with an industrial-style interior and the adjacency to the museum PS.SPEICHER, displaying an extensive collection of classic cars. The loftstyle Hotel Hannover, Germany, furnished in a bright vintage style, and the resort hotel Elements Resort in Zell am See, Austria, are also hotels belonging to the collection.

For more information visit [www.spaander.com](http://www.spaander.com) and [www.bestwestern.de/en/signature-collection](http://www.bestwestern.de/en/signature-collection).

### **The following press picture is available for download:**

*Caption: Now sailing under the BWH Hotel Group flag, the iconic Hotel Spaander in Volendam, Netherlands, will reopen in May as a hotel of the BW Signature Collection.*

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### **About BWH Hotel Group<sup>SM</sup>:**

*The BWH Hotel Group<sup>SM</sup> is an international hotel group headquartered in Phoenix, Arizona, and the umbrella brand for the three global brand families including Best Western Hotels & Resorts, WorldHotels Collection and SureStay Hotel Group with a global network of approximately 4,700 independent hotels in over 100 countries and territories worldwide.\* BWH Hotel Group offers a total of 18 hotel brands worldwide that suit the needs of hotel developers and guests in every market: Best Western®, Best Western Plus®, Best Western Premier®, Executive Residency by Best Western®, VÄ«b®, GL , Aiden®, Sadie®, BW Premier Collection® and BW Signature Collection® as well as WorldHotels® Luxury, WorldHotels Elite, WorldHotels Distinctive and WorldHotels Crafted. SureStay®, SureStay Plus®, SureStay Collection® and SureStay Studio<sup>SM</sup> complete the group's brand portfolio.\*\* BWH Hotel Group<sup>SM</sup> offers hoteliers operational services, sales and marketing support, multiple award-winning online and mobile booking options as well as the customer loyalty programs Best Western Rewards® and WorldHotels Rewards<sup>SM</sup> with more than 40 million members.*

*BWH Hotel Group<sup>SM</sup> Central Europe GmbH, formerly Best Western Hotels Central Europe GmbH, based in Eschborn, supports a total of around 270 hotels\* in ten countries, including Germany, Croatia, Liechtenstein, Luxembourg, Austria, Slovakia, Slovenia, Switzerland, the Czech Republic and Hungary.*

*Further information: [www.bwhhotelgroup.de](http://www.bwhhotelgroup.de), [www.bestwestern.de](http://www.bestwestern.de) and [www.bestwestern.com](http://www.bestwestern.com).*

*\* Numbers are approximate, may fluctuate, and include hotels currently in the development pipeline.*

*\*\* All Best Western, WorldHotels and SureStay branded hotels are independently owned and operated. In Europe, SureStay Hotels are managed with the brand Sure Hotels.*

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