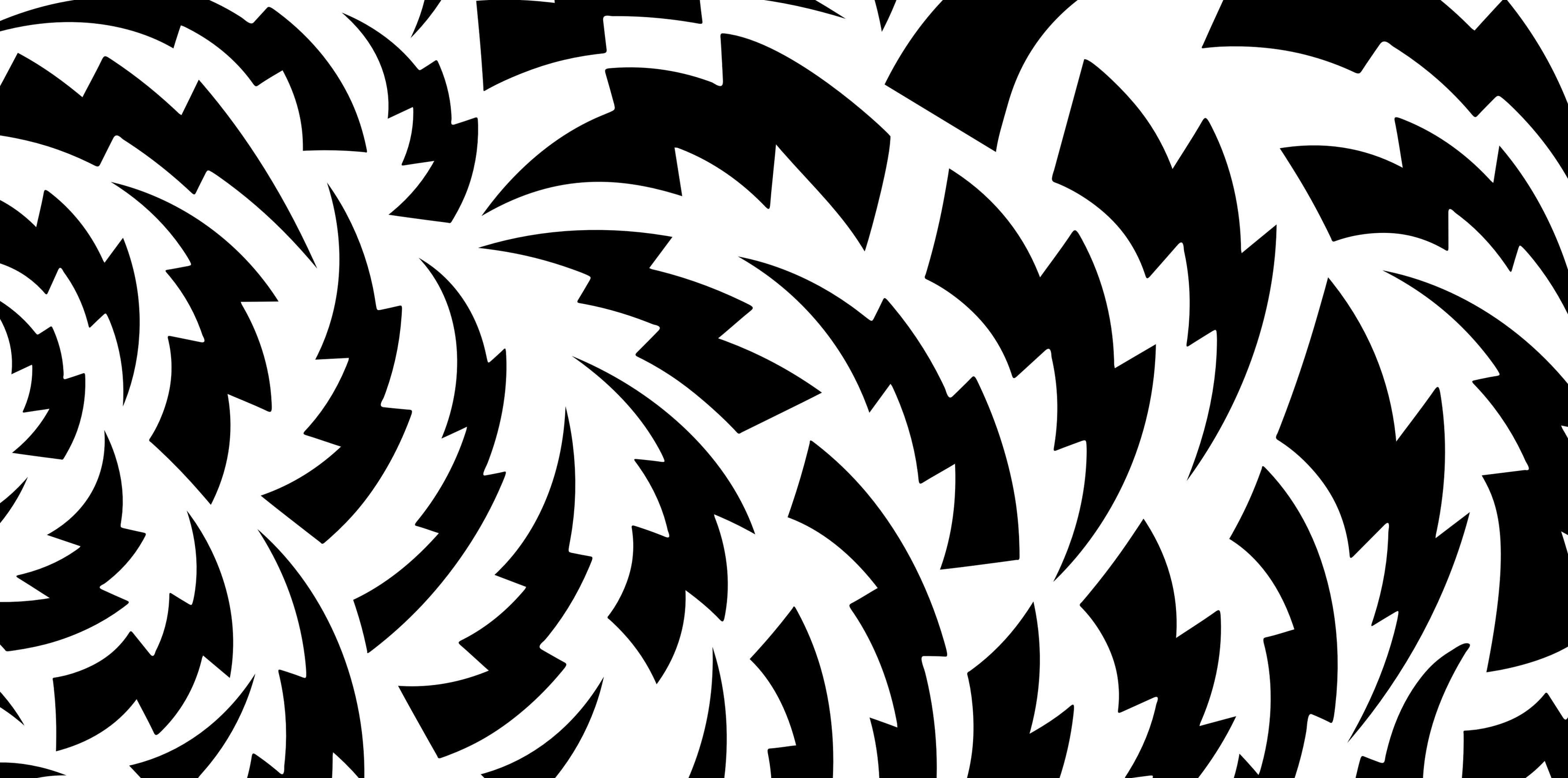


**MAY  
THE  
STUDENT  
IN  
YOU  
NEVER  
DIE**



OUR STORY	
SO FAR	8
EVERYONE IS WELCOME TO THE PARTY	22
STUDENTS	32
HOTEL GUESTS	44
SHORT STAY	54
WORK & MEET	60
THE RESTAURANT	68
AMENITIES	74
OUR TEAM	86
THE FUTURE	92

MAY

THE

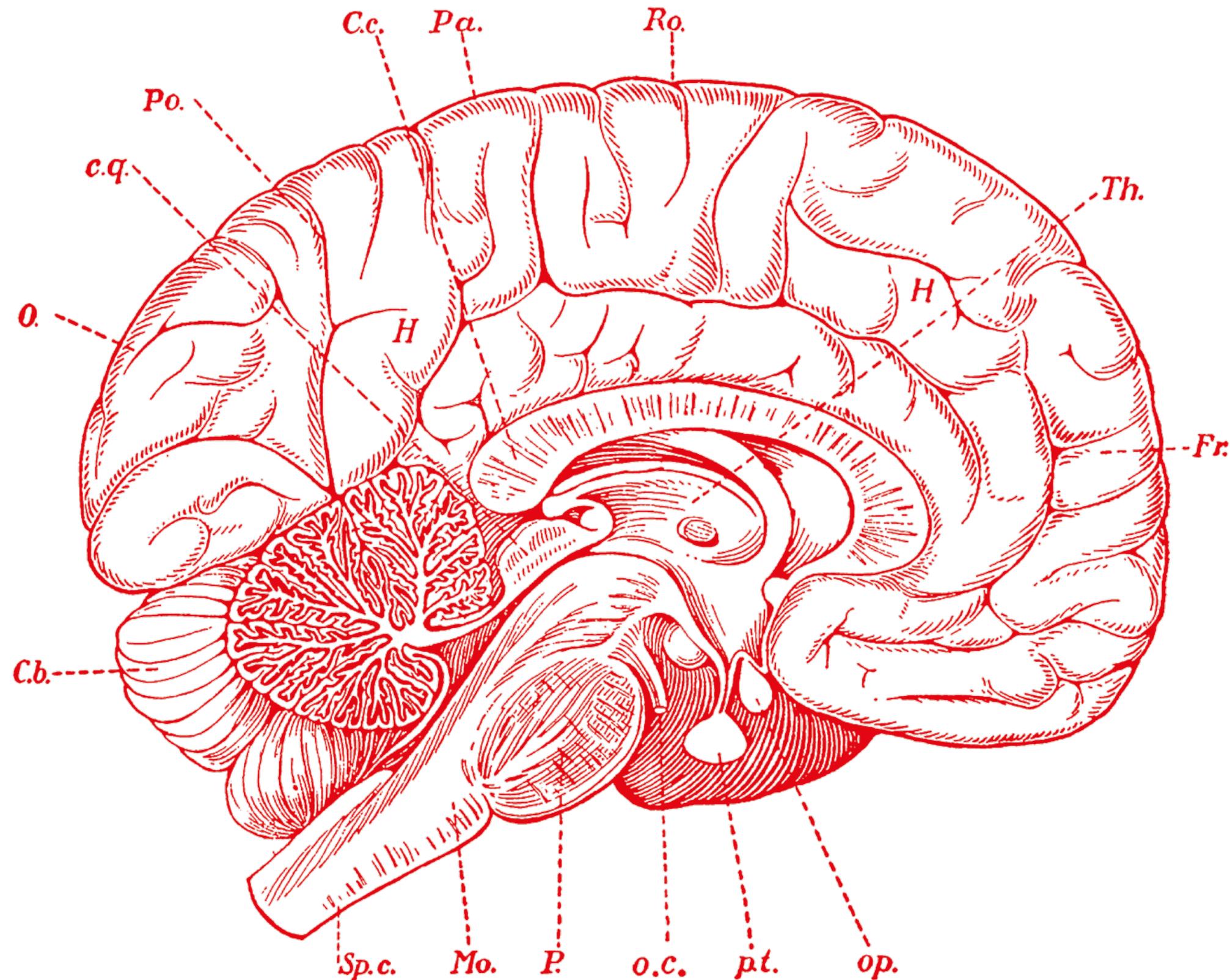
STUDENT

IN

YOU

NEVER

DIE



It's that part of you that never stopped being open, curious, unfinished. Somewhere in the back of your brain, at once vulnerable and immortal. High on potential and free to fail. Dripping in optimism, not yet made shy by experience.

You know your inner student best, and what turns them on. Is it the buzz of discovery? Or the smashing of rules? Is it the warm flush of new friendship? Or the gobsmackingly massive potential of the future?

If being in our hotel helps wake your inner student, then we're chuffed. If it causes your inner student to rip your life plans inside-out and set you on a frightening new path, then we're delighted!

But even if being in our space brings you nothing more than a fresh connection with the future, or a reminder of a time gone by more free, then we're happy.

**MAY THE STUDENT IN YOU NEVER DIE**

THE STUDENT HOTEL  
WELCOMES YOU HOME  
'WELCOME'



# A SPACE DESIGNED TO KEEP YOUR STUDENT SPIRIT ALIVE



There is nothing more energising and empowering than the student spirit. We really believe that. It's impossible not to be infected by the humility, optimism and openness of students... if you're fortunate enough to be one, have been one, or ever spend time with one, that is. The shame is that the student spirit is so often kept in university silos, neither giving students opportunities to fully connect with the rest of the world, nor the rest of the world opportunities to connect back with their student spirit and keep it alive!

This feels kinda wrong.

So, we've combined our experiences running student residences, in some of Europe's key university towns, with a vision that rights that wrong. Welcome to The Student Hotel. TSH is our unique experience which is half a home for students, half a hotel for the student-at-heart.

Our student space is a classic student residence, but with the design and service ethic of a hotel. An environment so comfortable and safe that energetic minds have the freedom to focus on more important things, like discovering who they are and what their purpose might be.

Our hotel space is a tribute to the student spirit. Everything we do is designed to arouse and inspire that free, open-minded, challenging student inside all of us. From the literature in our

student-inspired guest rooms, through the games and Ted Talks booths in our common areas, to the university classrooms which sit next to business meeting rooms. From the shared meal options and co-working space in our restaurant, through the whimsical provocations written on walls throughout the hotel, even down to our "authentic" university-style laundrette. From our... well let's just say we could continue, but you get the idea!

It's about putting all our guests, whether staying for 1 year, 1 month, 1 day or 1 hour, in touch with their inner students, and keeping those students inside ALIVE. Not to mention activating new friendships, new ideas and (heck, let's be ambitious here) maybe even a positive change in the world.

**BUT IT'S ALSO ABOUT  
BREAKING DOWN  
THE BARRIERS AND  
OVERTURNING RESTRICTED  
THINKING LIKE "YOU STOP  
BEING A STUDENT WHEN  
YOU LEAVE UNIVERSITY".**

When we started, we had no idea if it would work. But, if the high fives, the hugs and the daily positive mails we get are any guide, we think we're on to something quite beautiful. And we plan to open hotels as long as people continue to enjoy staying with us.

So here's to all the inner students we're gonna help keep alive over the years to come!

Now go connect more, dream more, invent more, laugh more!

**LOVE, THE ENTIRE TSH TEAM**

# SO OUR STORY FEAR

May The Student in You Never Die

# 2004

**CHARLIE WRITES A BUSINESS PLAN** and pitches to architects and investors in Amsterdam: "Students want good quality & fun accommodation, and they're willing to pay more for it!"

But they don't believe "kids" want quality or will pay more for extra facilities & services - "When I was a student I lived in a dirty cupboard, it's part of being a student!" Charlie is laughed out of the room.

And then there were the regulations in Holland...

- All student housing was being provided by the social housing sector and made a 20% loss (onrendabletop)!

- The rooms had to be huge - **28 SQM!**

- With the points system, you couldn't charge more than 300 euros per month, which explains how each project managed to make their 20% loss.

- And then, **WHEN A STUDENT DID RENT A ROOM, THEY NEVER LEFT**, because they had rent protection! And that's why there was never a free room in the city.

But surely Dutch students aren't that different to UK & International students? And surely the authorities know the regulations are crazy and will change them? Charlie vows to one day prove his vision for beautiful student rooms.

# 2005

**CHARLIE CALLS HIS DAD UP...** "Dad, I need your grey hair and your money - we're going into business together. We're going to make student projects in the E.U.!"

His dad agrees to help and they get started. When they research the E.U. student sector, they realise the potential is huge!

# 2006

**CHARLIE & HIS DAD SECURE FUNDING** to renovate student accommodation in Liege, Belgium.

They join forces with the UK's biggest private student operator and find more projects to build...

"It's gonna be the most beautiful student accommodation ever! The Dutch will see what they're missing."

# 2007

**A LARGE INVESTOR**, the Carlyle Group, promises **MORE MONEY**, for **MORE PROJECTS**, if he can fill the 146 rooms in Liege. Planning permission is granted and construction begins, with the help of a large Icelandic bank.

The investor wants a **BIG** business plan. They agree to aim for 5,000 beds across the Benelux and everyone agrees that well-designed student accommodation is the way forward.

Charlie & his Dad also secure buildings in Amsterdam and Brussels, with the help of a large German bank.

Charlie gets married.

# 2008

**THE FIRST BANK GOES BUST** during construction of Liege - "shit Dad, what we gonna do?"

The **OTHER BANK GOES BUST AS WELL** - both want their money back immediately and work stops in Liege!

To make matters worse, **THE BIG INVESTOR'S AMERICAN PROPERTY ARM GOES BUST** -- "the dream is looking far, far away..."

Banks that have gone bust aren't much fun to work with. But luckily, as all the other banks are bust too, Charlie's banks can't find a new buyer so they are stuck and have to push Charlie to find the solution.

After scraping and begging, they manage to pay the builder themselves to finish Liege.

Charlie's first son, **CAMERON**, is born.

More good news - demand for student places at university is up... big time. More want to study and, with no work for young people, students study longer.

# 2008

**LIEGE OPENS ITS DOORS IN SEPTEMBER.**

But there are plumbing problems and only 14 bookings in a 146 room building. The Ops team is Charlie, his dad & a secretary.

Charlie handles the first ever check-in; an English girl with her mum. The Mum asks "Are you a parent?" Charlie says, "Yes I am". She bursts out crying - "then you will understand, make sure my girl is okay here, please."

Suddenly Charlie realises he's not a property developer any more - an operator has been born; his calling is to look after the people who stay in his accommodation, to help them have the **BEST YEAR OF THEIR LIVES!**

# 2 WEEKS LATER

**146 BOOKINGS!** Students are cancelling contracts elsewhere to move to Charlie's accommodation.

His big investor, Carlyle Group, stays on board and commits to build **A PORTFOLIO OF 5,000 ROOMS** together across the Benelux... IF the banks will also fund the projects!

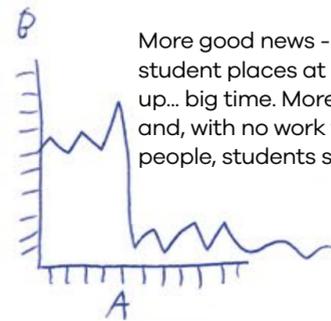
But what about the regulations in Holland?? "How can I build what I see works in Liege in NL?? The rules won't let me!"

# 2009

Still **NO BANKS OPEN FOR BUSINESS**, so no progress in NL.

The large UK student partner leaves the EU partnership to focus on their projects in the UK, due to the banking crisis.

Charlie finds new projects in NL and tries to find a way to realise his dream of great quality student rooms in Holland. But all the rules make it impossible for a private company to have a business case the bank will support.



LIEGE LOBBY (2008)



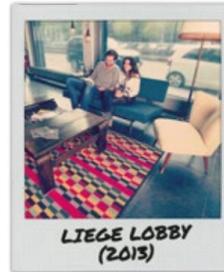
YOUNG CHARLIE (1990)



<3 (2007)



OUTSIDE LIEGE (2008)



LIEGE LOBBY (2013)



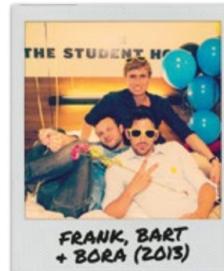
FELIX + CHARLIE (2012)



FRANK EXPLAINING STUFF (2013)



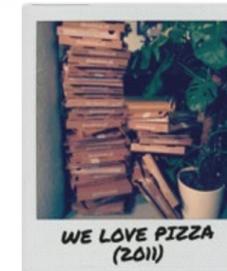
MINISTER BLOK (13)



FRANK, BART + BORA (2013)



TSH X VANMOOF (2013)



WE LOVE PIZZA (2011)



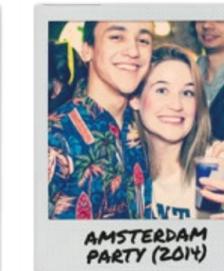
IN BED AT TSH (2013)



MACGREGOR FAMILY IN LIEGE (2009)



ROTARY XMAS DINNER (2014)



AMSTERDAM PARTY (2014)



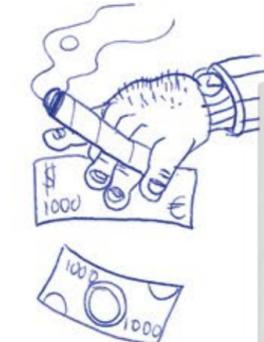
THE HAGUE PIANO GIRL (2015)



CHARLIE'S ANGELS (2013)



SASHIKO + FELIX (2012)



LET'S DANCE AMAZING EMMA (15)



BUILDING ROTTERDAM (11)



ROTTERDAM BUILDING (11)



A'DAM WEST SHOWROOM (2012)

AARGHH

oo

# SEPTEMBER 2009

**LIEGE IS FULL AGAIN, STUDENT NUMBERS ARE SOARING** – and they are all happy. 😊

Charlie meets Frank Uffen – they agree that the Netherlands needs to see the benefits of high quality student housing and needs to change its rules. They (together with 100 delegates) launch *“The Class of 2020”* – a think tank with the objective of bringing about the required change in thinking and legislation, so that students are allowed more choice in housing.



PIZZA @ A'DAM WEST SHOWROOM (2012)

# 2010

Charlie meets with his lawyer friend, Ellen Van Haren, and they watch a promotional video from the opening of Liege. The lawyer friend sees a student *“checking in”* and observes... *“It’s kind of like a hotel!”* Charlie asks *“what are the rules for a hotel? Can I have smaller rooms than 28m², can I make my business model work?”*

**IT’S THE EUREKA MOMENT...** he found a solution! **AND** a hotel could have rooms for Mum and Dad to stay... and professors... and young professionals... **ANYONE** who liked the student vibe... **BOOM!** THE STUDENT HOTEL is born.

The investors are worried that Charlie doesn’t know how to run a hotel; so he hires Felix, who has all the right experience. They build a showroom, to show what they mean. When the boss from the main bank visits, he **LOVES** it: *“my daughter would love this room and my wife would be super happy too, I love it”*.

**SUCCESS**, we have a bank on board! Charlie agrees to buy his dad out and go it alone with Carlyle. *“Thanks dad for all your support and grey hair - couldn’t have done it without you. Love ya!”* Jake is born and joins the MacGregor family.



# '11

**THE DEAL WITH THE BANK IS DONE.** Now the planning process starts in Amsterdam.

Another bank comes on board with Rotterdam; things are rolling...

Construction begins, at super quick speed, with Rotterdam.

Next, a property is bought in Den Haag.

# 2012

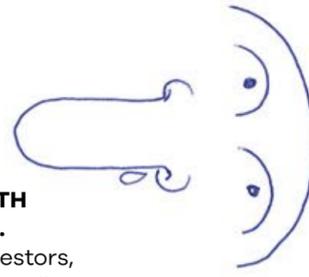
**ROTTERDAM OPENS WITH A PIZZA & BEER PARTY...** everyone is there; the investors, the lawyers, the students... all hanging out!

The hotel was delayed and delivered late, but all 8 of the team were on-site cleaning, 24/7, for the first 2 weeks. TSH worked five days around the clock to help with the construction, do repairs and endless amount of cleaning.

At last, the students arrived, as did national TV. We were full - fantastic! The best weeks of our lives, working as a team and seeing so many students and mums and dads happy.

TSH Rotterdam is winner of the Venuez Best Hotel Concept 2012 - an incredible honour so early on, and an encouragement to continue growing the company!

**THEN COME MORE HOTELS:**



# 2013

**AMSTERDAM WEST** (the biggest hotel in the Benelux, with 707 rooms) **OPENS;** on time, on budget, and it’s full! Full of students, from all round the world. The buzz is amazing.

**OUR FIRST STUDENTS REPRESENTED OVER 50 NATIONALITIES.**

The banks are happy. The team are happy. The students are having a ball. Hotel guests love it. Construction starts on Den Haag!

But bad news; the Carlyle team change and they make it clear **THEY CAN’T GO FURTHER WITH TSH** as an investor.

# 2014

**THE HAGUE IS OPEN.** 😊

The TSH team find **THE PARTNER OF THEIR DREAMS, PW...** Super clever, super enthusiastic about TSH, super cool guys and with a nice soul.

A plan is made to try and build 10,000 rooms in total... wow, what a goal... *“let’s go for it!”*

They immediately sign the deal for the Amsterdam City project - *“we want this to be our flagship!”*.

TSH wins *“best managed company in NL in 2014”*. And it also wins *“Best Hotel Innovation 2014”*, at the Worldwide Hospitality Awards in Paris - competing against 15 other hotels, but taking 75% of the vote!



# 2015

WOOOHOOO

**AMSTERDAM CITY OPENS** and is a **TSH 2.0** - our best project yet, with new, improved facilities... super cool, so much amazing atmosphere. Charlie can’t believe this...

*“Thank you to all our amazing guests for trusting us!”* With this success we can go further. This helps our new partner make his choice for us.

Charlie goes surfing with his investor - *“this is a dream come true, surfing with my equity investor...thank yooooou!”*

**TSH ACQUIRES MELON DISTRICT** (Paris & Barcelona)

In The Hague, TSH expands its hotel with a new community space called *“The Bazaar of Ideas”*; an energetic learning and working environment, with classrooms, meetings rooms and lots of space for entrepreneurs and freelancers.

Florence, Porto, Berlin, Delft, Maastricht, Eindhoven, Groningen are committed to.

**APG COME ON BOARD** - *“Wow, this is amazing”*.

TSH wins *“best managed company of 2015 in NL”*

**NOW THE BANKS ARE HAPPY TO SEE OUR STUDENTS AND GUESTS LIKE US, AND THAT WE CAN DO IT - SO FUNDING IS EASIER AND THE CRISIS SEEMS TO BE A LONG WAY BEHIND US!**



FRANK (2012)



BUILDING A'DAM WEST (2013)



PRESENTING NEW LOCATIONS (2013)



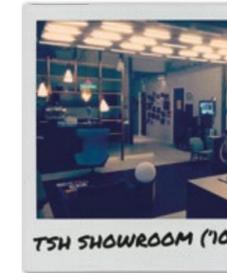
MARJELLA + FLORIS (2013)



THE YOUNG MACGREGORS (2012)



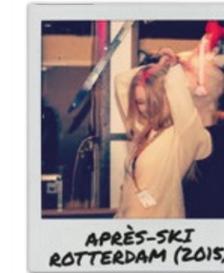
WINNING AWARDS (2014)



TSH SHOWROOM (10)



BBQ AMSTERDAM (2014)



APRÈS-SKI ROTTERDAM (2015)



A TOAST TO THE NEW LOCATION (2015)



BUILDING A'DAM WEST (12)



APRÈS-SKI THE HAGUE (2015)



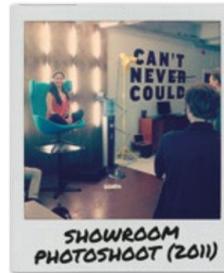
PIZZA PARTY (2013)



PRE-OPENING PARTY A'DAM WEST (2013)



MAKING PLANS (2008)



SHOWROOM PHOTOSHOOT (2011)



ON A BOAT (2014)



PIZZA @ A'DAM WEST SHOWROOM (2012)



WINNING AWARDS (2014)



SELLING TSH TO THE STUDENTS (2014)



BIZAR BAZAAR - THE HAGUE (15)



BEHANCE PORTFOLIO REVIEW (14)



PRANK CALLS (14)



ROTTERDAM PARTY (2015)

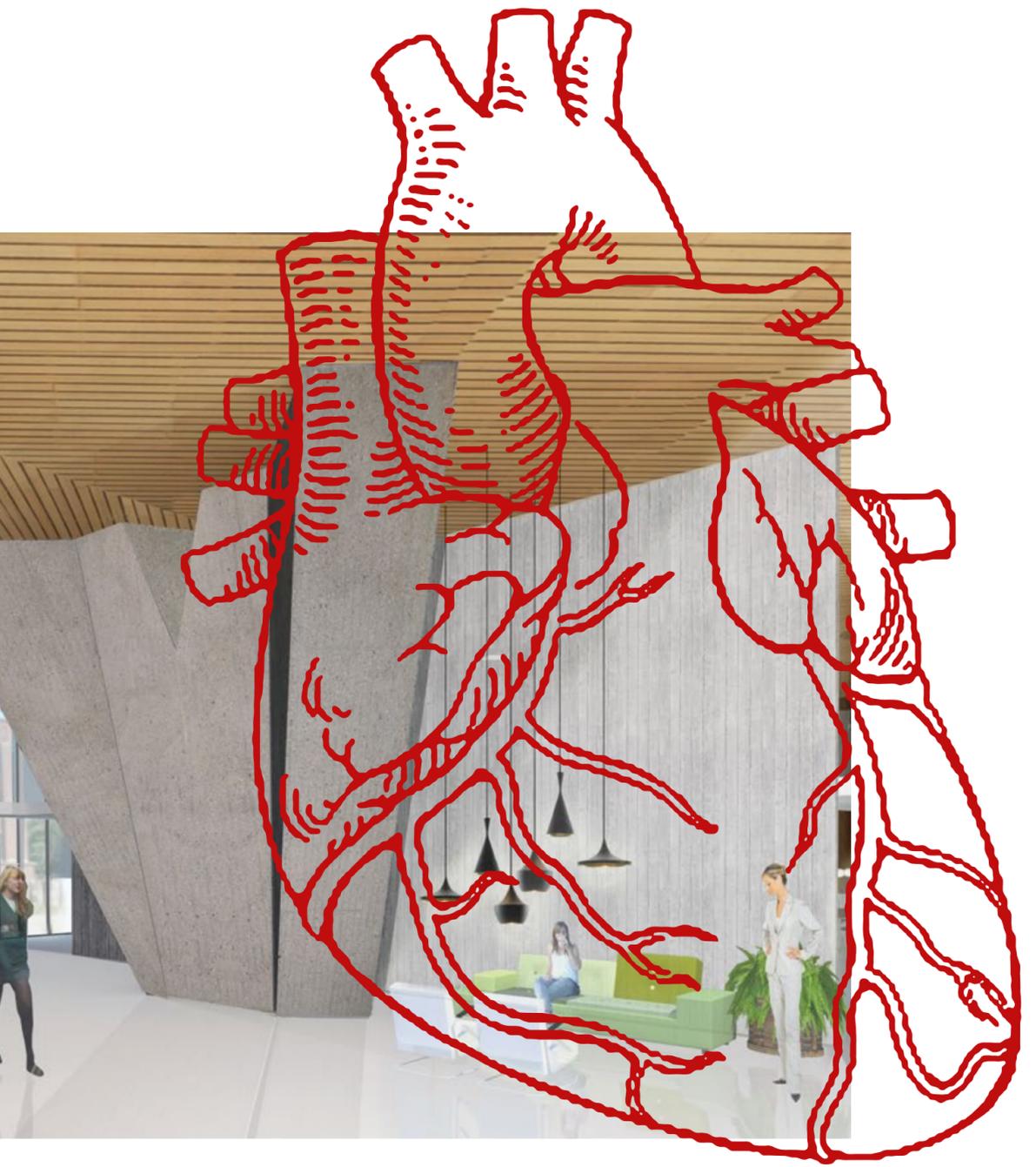
# EACH HOTEL IS OPEN TO THE PEOPLE WHO LIVE AND WORK CLOSE BY.

*"Just as there are no boundaries between our guests, we want there to be none between our hotels and their local communities."*

*And each is infused with the unique qualities of its community, just as each hotel brings a fresh vigour and activity to the area surrounding it.*

*We've deliberately chosen to develop buildings that have lain dormant, unloved - and we're touched to see the positive economic and social impact our hotels are bringing to Europe's cities."*

— JOOST SERRARENS  
COO



We try to create a beating heart at the centre of each hotel. A space through which all guests must flow. A jugular that exposes everyone to everyone, where "hi" and "bye" is easy and engaging feels natural. A confluence that creates moments of connection and

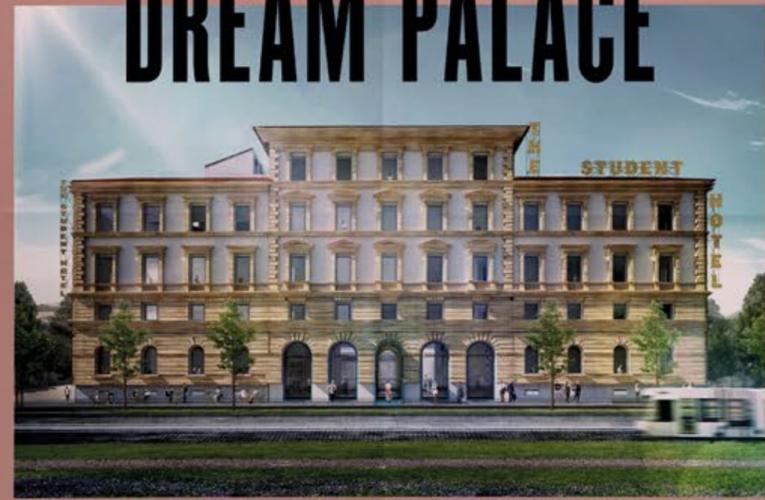
enables a genuine, immediate sense of community.

**Every last square meter of our ground floor - our gym, our bar, our restaurant, our lounge area - is a valve in that heart, designed to include and to bring people together.**

- GRONINGEN**  
The Netherlands (2016)
- AMSTERDAM-WEST**  
The Netherlands (2013)
- AMSTERDAM-CITY**  
The Netherlands (2015)
- THE HAGUE**  
The Netherlands (2014)
- ROTTERDAM**  
The Netherlands (2012)
- UTRECHT**  
The Netherlands (2018)
- EINDHOVEN**  
The Netherlands (2017)
- MAASTRICHT**  
The Netherlands (2018)
- DELFT**  
The Netherlands (2018)
- BERLIN**  
Germany (2018)
- PARIS**  
France (2015)
- PORTO**  
Portugal (2018)
- BARCELONA**  
Spain (2015)
- BARCELONA**  
Spain (2015)
- FLORENCE**  
Italy (2018)



# THE 'SLEEPY PALACE' IS ABOUT TO BECOME THE 'DREAM PALACE'



**DARIO NARDELLA**  
THE MAYOR OF FLORENCE

*"The 'Sleepy Palace' is about to become the 'The Dream Palace'. This is a sign of a city that has re-imagined its future, a city that does not put profit first but cares about the quality of community initiatives. This is what The Student Hotel Florence is all about."*

— DARIO NARDELLA  
THE MAYOR OF FLORENCE



There's always a special mix of people at TSH; no matter what time of year, there will always be students, tourists, business travellers... all connecting and stimulating each other.

This commingling guarantees our very special atmosphere. And, truth be told, our buildings are designed to foster these fruitful exchanges - from "The Classroom" (our meeting and seminar facilities) through "The Pool" (our über-social restaurant and bar) to our co-working spaces - TSH is designed with sharing and connecting in mind.

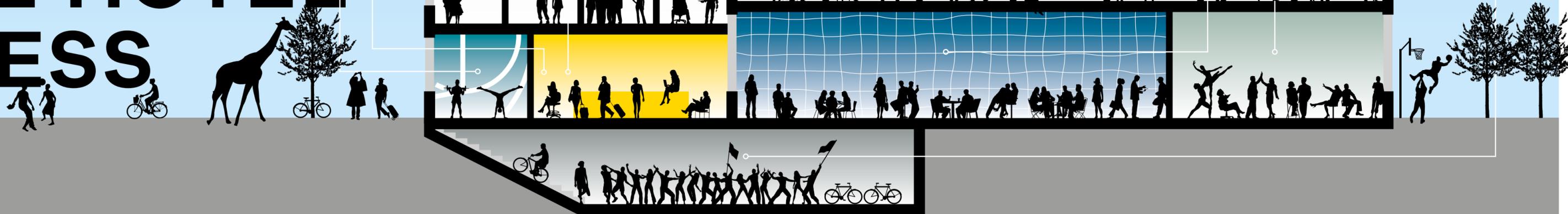
In the academic year, we place more of a focus on students,

and in the summer, when the students are mostly gone, we fill our hotels with travellers.

So, we're adapting, throughout the year, to the changing needs of the city. In Autumn and Spring, when the battle for student accommodation is red hot, we're there for them! And in the Summer, when the city needs rooms for tourists or summer school students, we can help them too.

**AND IT MEANS OUR HOTELS ARE BUZZING, ALL YEAR ROUND.**

# OUR UNIQUE, INNOVATIVE FORMULA TO THE HOTEL BUSINESS



PERFECT CITY VIEW

OUR MASSIVE LOBBY AND PLAY AREA

STUDY, LIBRARY & TED TALKS CORNER

GYM

THE STUDENT HOTEL

## THE STUDENT HOTEL

STUDENT SUITES

PRIVATE KITCHENS

COMMUNAL KITCHENS

STUDENT ROOMS DELUXE

STUDENT ROOMS STANDARD

THE POOL RESTAURANT & BAR

SHORT STAY ROOMS

CLASSROOMS, BOARDROOMS & CO-WORKING SPACES

HOTEL ROOMS & SUITES

BIKE STORAGE

**IS EVERYONE  
TO WELCOME THE  
PARTY**



“I LOVE THAT SOMETIMES I CAN’T TELL WHO ARE THE STUDENTS, WHO ARE THE HOTEL GUESTS”

— FRANK UFFEN  
DIRECTOR OF PARTNERSHIPS



Everyone is Welcome to the Party

The Student Hotel has an electric atmosphere. It’s all down to the diversity of guests in our meltiest of melting pots; students making their home with us for a year, hotel guests visiting for just a few nights, professional short-stay guests staying for a month or two, and those popping by for a burst of inspiration, in our co-work spaces, classrooms and restaurant.

You might think all these guests are so different that it makes for uncomfortable collisions; but the opposite is true - our hotel is a dynamic celebration of the student spirit that drives them all.

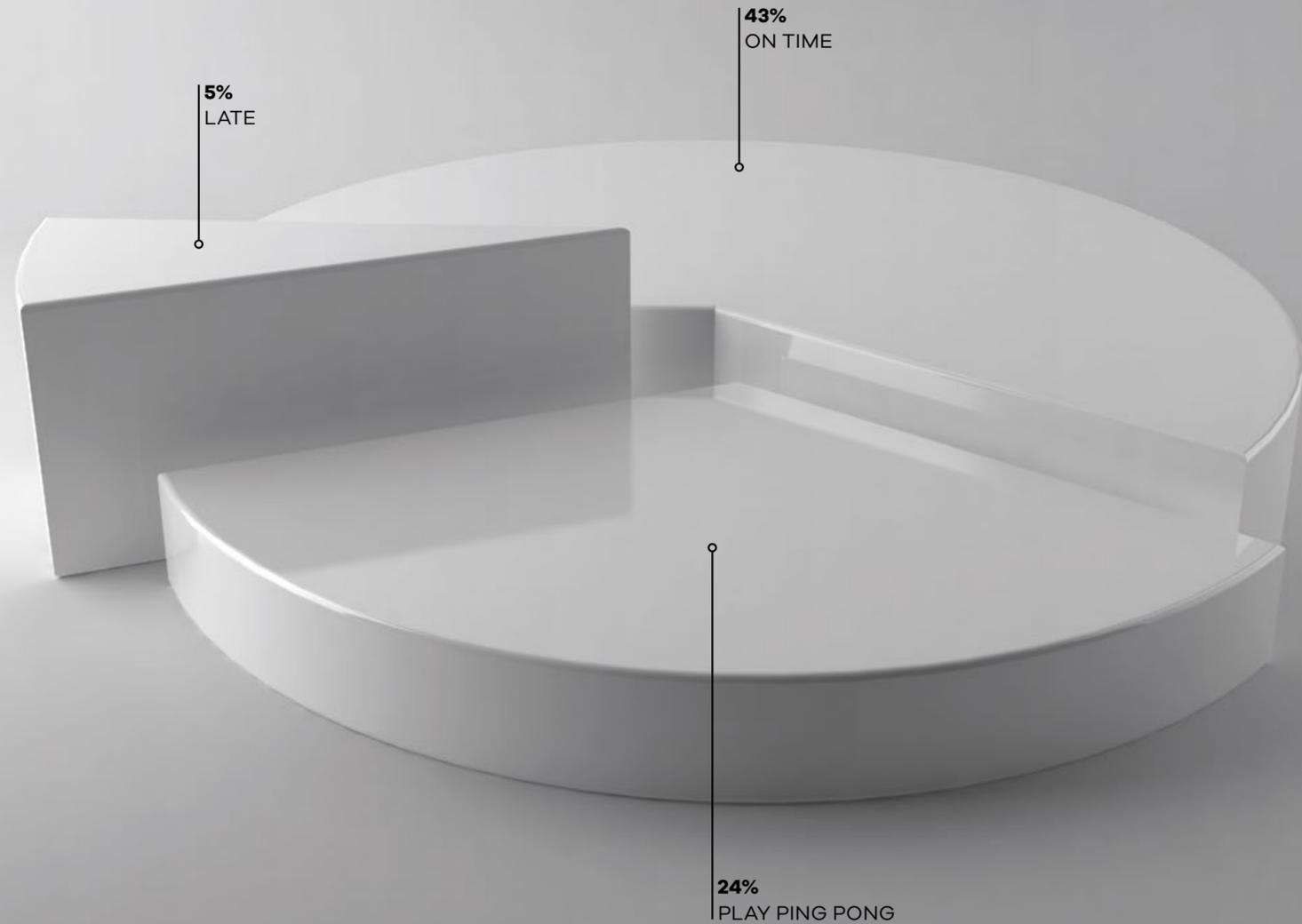
And wonderful things happen when that spirit runs free - from bromances to romances, giggles to startups, ping-pong dance-offs to fresh life plans etched on the back of beer mats.

*“The architects asked - “do you need a separate entrance for the students and hotel guests?” I said “no, put everyone together, it’ll be fine! We get along in the street, why not in a hotel?”*

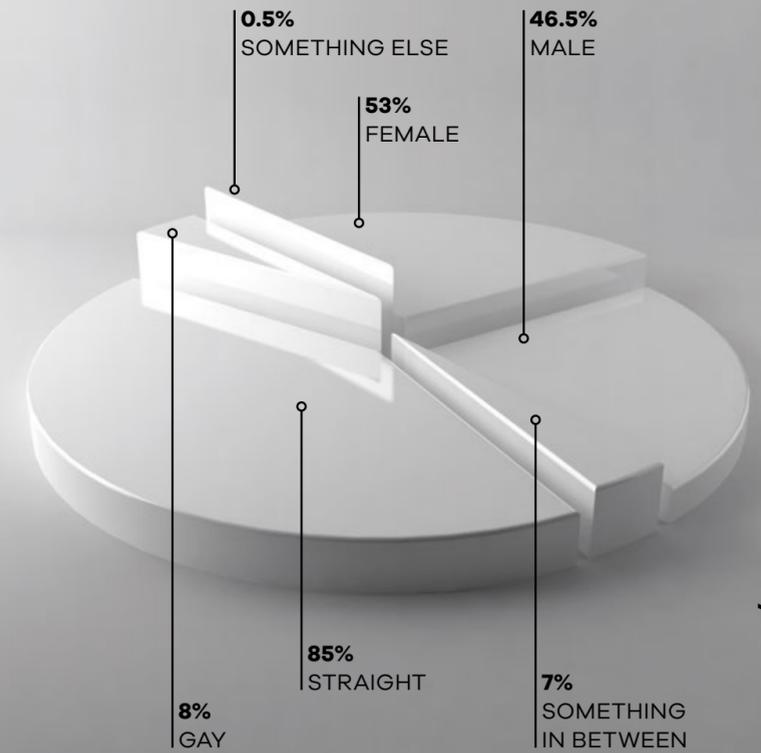
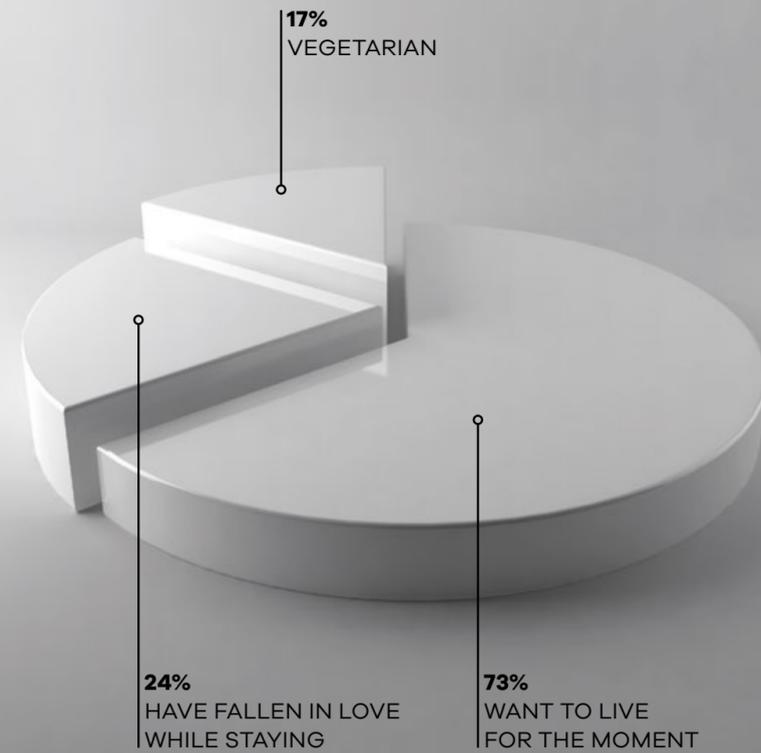
*It gives me little goosebumps - so much conflict on the news, but 70 nationalities here, side-by-side, fantastic... it's our wee contribution to world peace.”*

— CHARLIE MACGREGOR  
CEO & FOUNDER

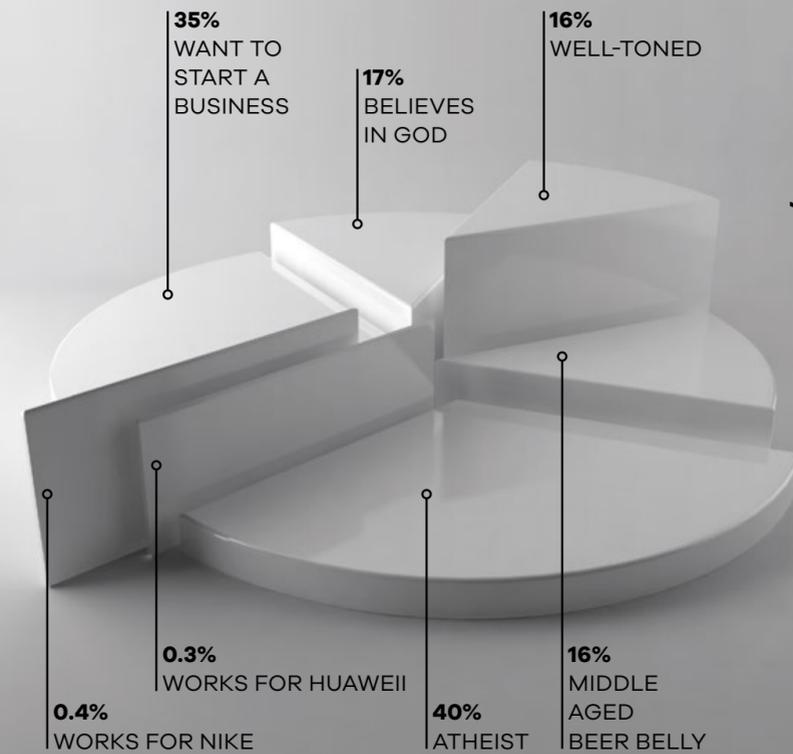
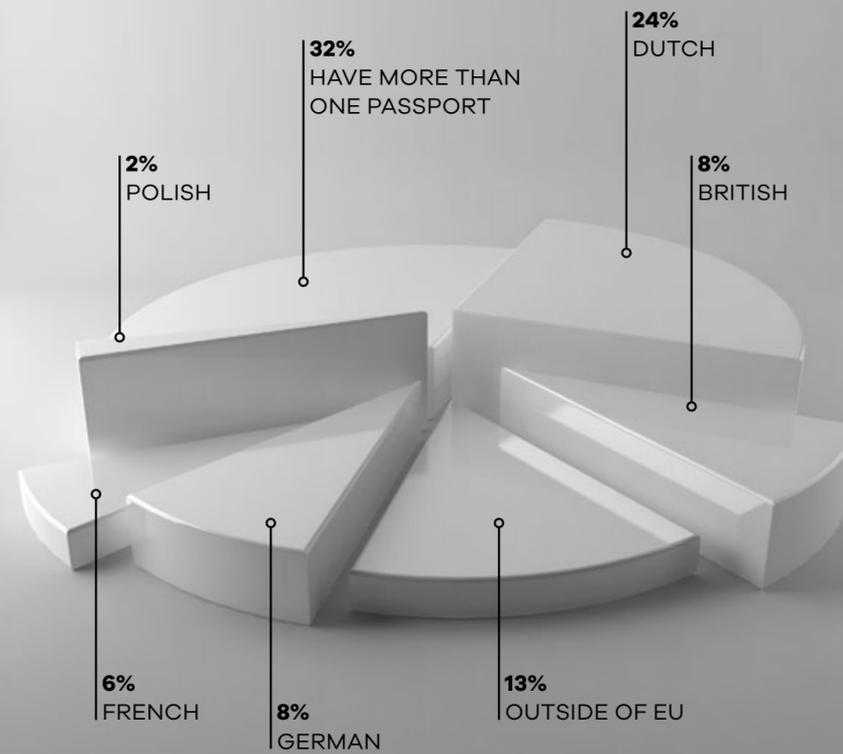
# THE AVERAGE GUEST



# AT THE STUDENT HOTEL



Everyone is Welcome to the Party



**EVERYBODY SHOULD**

**EVERYBODY SHOULD LIKE EVERYBODY**

**LIKE EVERYBODY**



# DEE STUDENTS



## Meet Laura from Manchester, studying Business

"Ok, so this may sound boring, but all I really wanted for my year in Amsterdam was a safe, comfy room - somewhere that's mine, with no complications; like having a proper home to come back to, if the new city ever got a little overwhelming. Sure enough, my room was great - but, in hindsight, what really made my year was all the stuff outside my room, the broader experience at TSH... much more so than my studies or the city.

Beginnings are always tough and I was worried I'd feel lonely. But I honestly never did, because we were all in the same boat - starting somewhere new - and there were two huge welcome parties to help us settle in. After that, meeting people was easy - it's an ever-changing, evolving community at TSH and there isn't a day when I don't have a conversation with someone new.

The big study space is my favourite part - I much prefer working there than in my room, though we tend to play a lot of ping-pong when exams are coming up. The gym looks great - I don't use it much myself, but it's fun to see the fitness freaks busy loving themselves. And who'd have thought I'd spend so much time in the laundry? It's really nice down there.

You can't really cycle in Manchester, so I was nervous at first but now I love

pedaling about! And I love that they don't mind if you hang out downstairs in your pyjamas - it's totally like the ground floor is an extension of your room. Mum and dad came to stay - thankfully they got put on a different floor, so there were no badly timed knocks on my door! But it's nice they got to see how I live; I think it calmed them down.

Overall, the best thing is the opportunity to live together and meet so many students from different countries. There's always someone who can help you when you need it, and the proximity lends itself to spontaneous meetings - just hanging out, cooking

together, or unexpected parties. My favourite memory was when we got woken up in the middle of the night by the fire alarm, then just stayed up to watch Peepshow - I've never laughed so much.

I'm coming to the end of my time at TSH, and I do feel sad - but I'm going to take so much from this year - I think most of all the social thing; I've had lots of practice talking to diverse people and finding that hidden thing we have in common. I've actually realised I'm good at it and, whatever I do from here, it's got to involve people. I never want to lose the habit of making new friends."

**"WHAT I HOPED FOR WAS A COMFY ROOM. WHAT I GOT WAS PING PONG SKILLS, BRILLIANT FRIENDS & AN APPRECIATION FOR FIRE ALARMS"**



*"I knew I wanted to do it differently - the lack of soul, lack of design, lack of personality, lack of effort - student accommodation was "who cares? they're students" But I thought - I'm young, i like nice things, I wanna be in a nice environment - so maybe my customers will too?"*

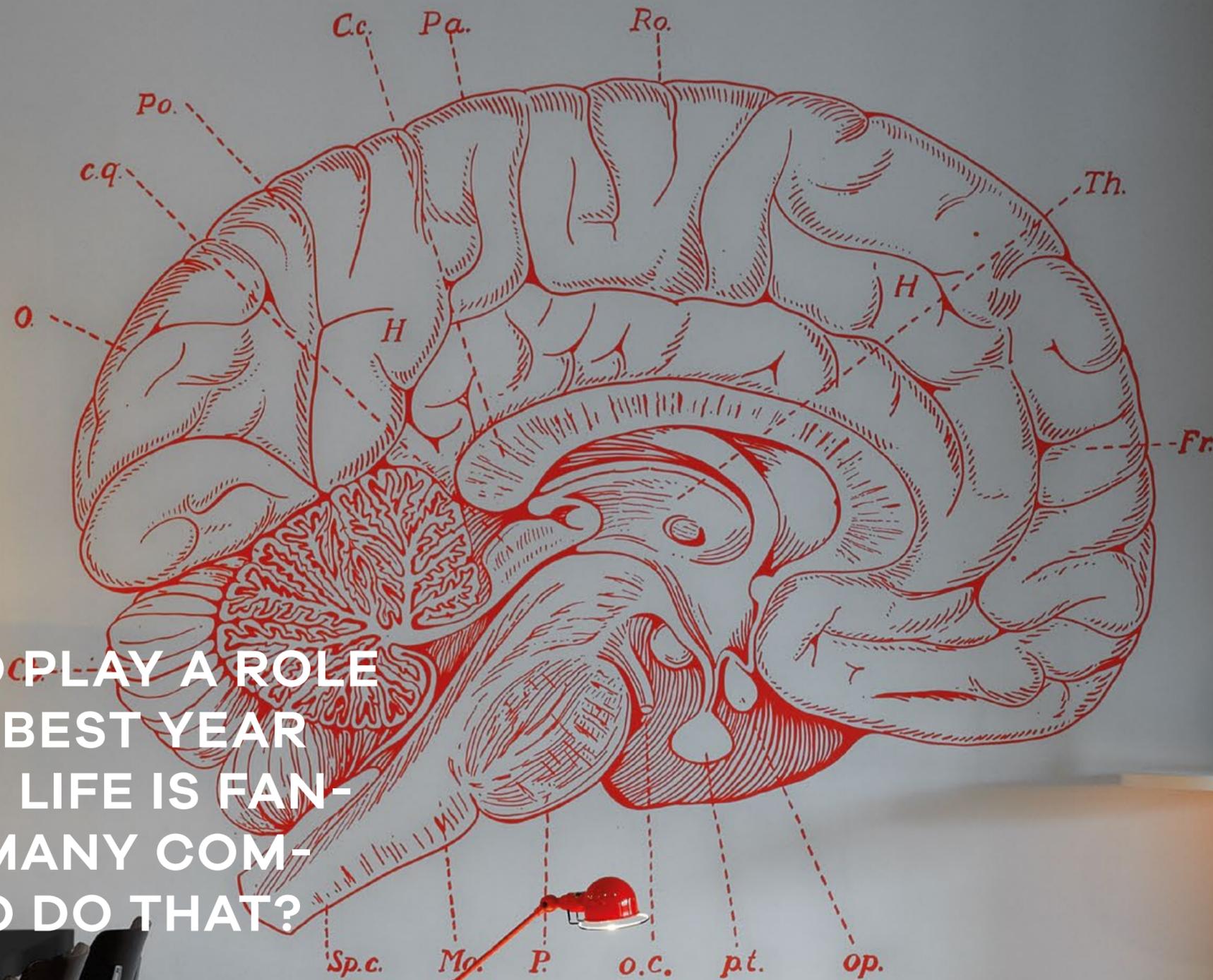
*We try to provide a platform for people to meet - that's why I like that we focus on first year students, or first year in a new city students. Everybody's got the same energy and ambitions - to enjoy, to learn, to explore, to meet new people. That creates a brilliant community.*

*When you've got a crying mum and dad in front of you, with pride and happiness that their child is taking the next step into adult life... and university is SUCH a big step... it's humbling, and*

# TO BE ABLE TO PLAY A ROLE IN MAYBE THE BEST YEAR IN SOMEONE'S LIFE IS FANTASTIC! HOW MANY COMPANIES GET TO DO THAT?

*All the time I'm inspired by the students"*

— CHARLIE MACGREGOR



"I'M ALWAYS NEVER FEEL THIS FREE AGAIN!"



*"We know studying, especially abroad, can be*

# **A ONCE IN A LIFETIME OPPORTUNITY,**

*so we enable the students to make the most of it; we invite them into the heart of our community from day one, and it's wonderful to see how quickly they begin to feel a part of it and contribute to making it what it is".*

— FRANK UFFEN





**“IT TAKES A LOT FOR OUR STUDENTS TO FEEL COMFORTABLE SOMEWHERE, BUT I FEEL THAT THE STUDENT HOTEL’S WARM BUT UNFUSSY SPACE IS AN EASY AND INSPIRING PLACE TO WORK, WHILE WE’RE ABROAD”.**

Florian Idenburg,  
Harvard Graduate  
School of Design

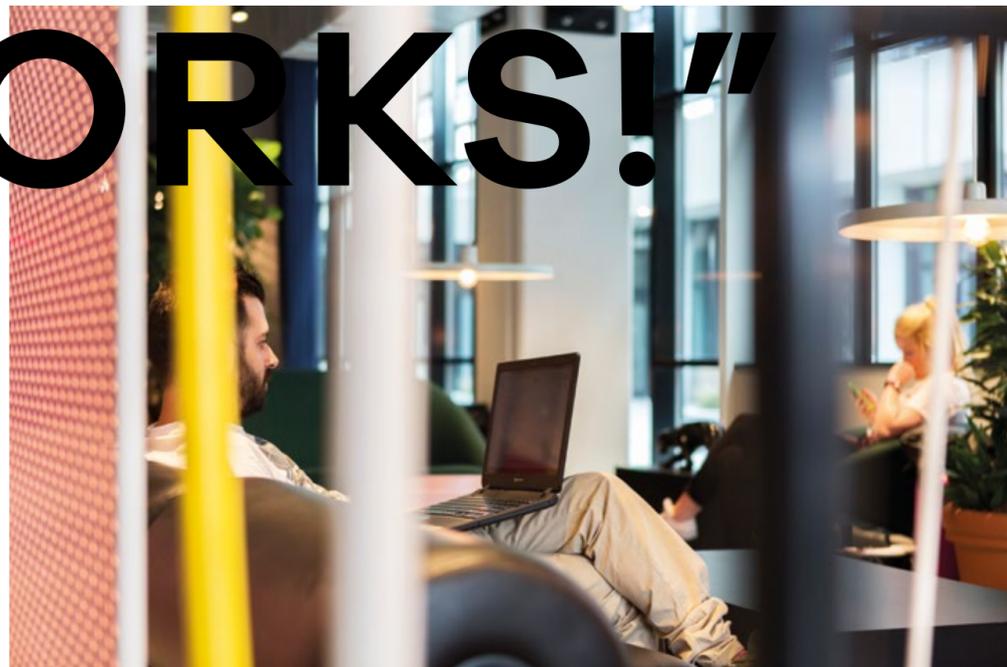


# THE HOTTEST QUESTIONS



# FEEL

# "I REALLY LIKE THE CONCEPT - IT'S ODD, EVEN BALLS Y - BUT IT WORKS!"



## Fabian, 34 entrepreneur & hotel guest

*"When you walk in, there's a lively atmosphere - lots of young people hanging out in a huge open plan common area - it's all super nice design, bright colours, a really cool vibe. And it was great to see people really using the space - playing pool, table tennis, with their feet up on the tables, jumping on each other - you can tell everyone felt really comfortable. My room was great. Everything I needed and nothing I didn't - clean, minimal, simple. But I like a hotel when it's more than just a room - and this place really is; the common*

*areas are the best feature - very inviting; it's impossible not to venture into one of the rooms and connect with someone. I even ended up at the Hallowe'en party - what fun! A couple of students were even polite enough to listen to me talk about my startup, and not beat me too badly at ping pong.*

*You know, running a small business begins with creativity and blue-sky thinking. But very soon it's more about being a manager and you have to fight to keep space for your creativity and for nurturing the big vision of the company. I like to get away to do that, and I felt TSH was a fresh, inspiring space to have some "me time". I liked the quiet study room in particular - a*

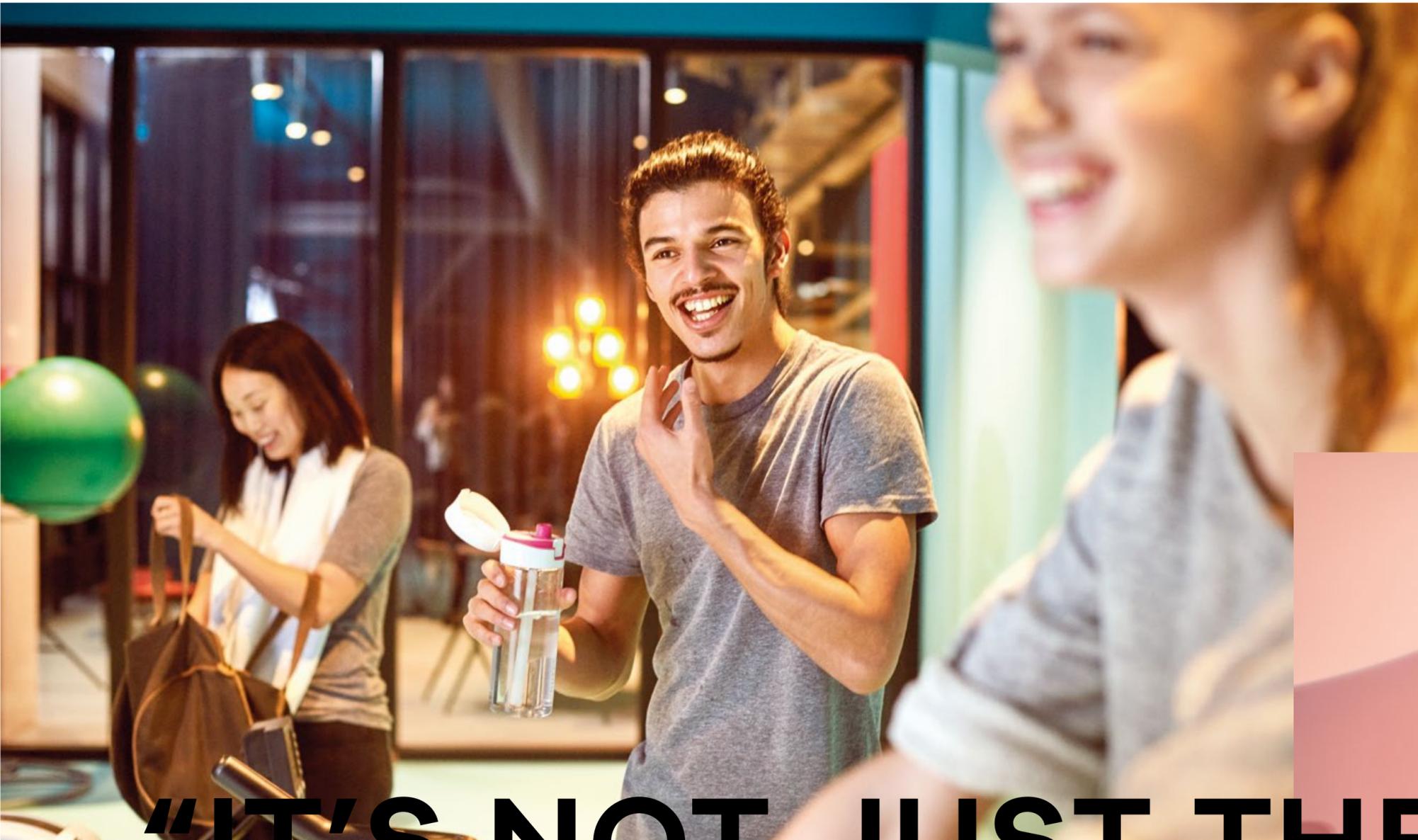
*gorgeous space, massive too, and everyone really respected the silence! It was like being back in my uni library - I got lots done and had a couple of genuine "aha" moments. I also had to laugh when I realised I had my feet up on a chair and was listening to Radiohead for the first time in years - I guess it didn't take me long to feel like a student again; and I was only there two days.*

*Oh, worth mentioning... I've never seen so many power points in my life and the wifi*

*was super strong throughout the hotel... very important! All in all, if you're bored of the pretentious boutique hotel Soho House type vibe, you'll love TSH - the whole spirit is very open, case in point the staff; super friendly, personal, down to earth... more naturally service-oriented than the average hotel. Only downside - severe case of jealousy - how lucky are the students to be living there? They have a seriously good thing going - I hope they realise!"*



**I'VE NEVER SEEN SO MANY  
POWER POINTS IN MY LIFE AND  
THE WIFI WAS SUPER STRONG**

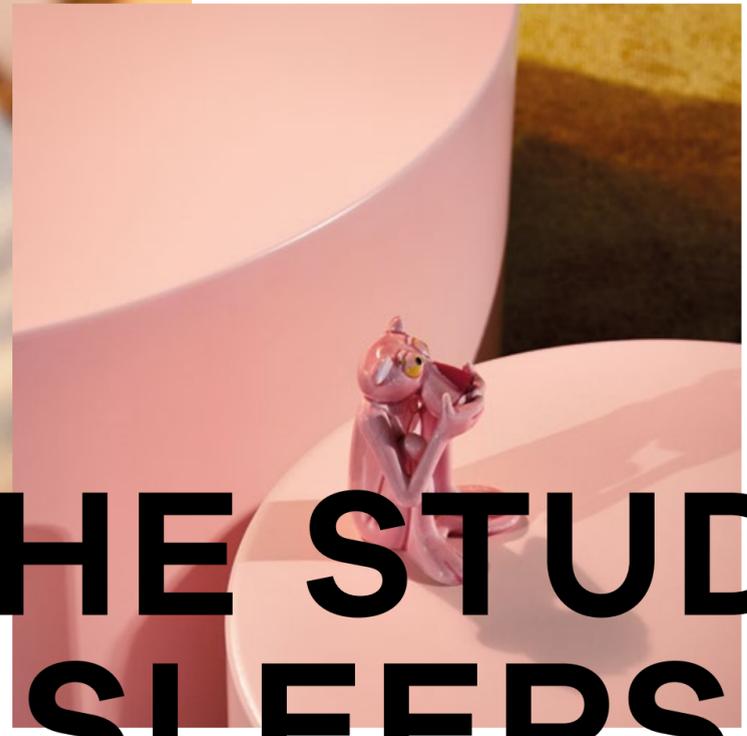


*"I've stayed in some crappy hotels in my time; the kind of places that just tick boxes, like saying they have a "gym", when it's only one treadmill. I hate that culture of insincerity - where's the inspiration? The passion about doing your best for people? We've learned a thing or two down the years, and we knew we had something to offer the hotel experience.*

# WE TRULY BELIEVE ALL OUR GUESTS ARE STUDENTS AT HEART

*and want exactly the same things; feeling of connection, a beautiful environment to truly unwind in or inspire their best work. And it's so awesome to see people contributing to TSH feeling and community - it's not just our students who create the vibe, everyone contributes a bit of themselves to it, even if they don't realise. It's great to see people letting themselves go a little... their inner student coming out."*

— CHARLIE MACGREGOR



# "IT'S NOT JUST THE STUDENTS, EVERYONE THAT SLEEPS OVER CONTRIBUTES."

**“BRINGING ALL THESE DIFFERENT COMMUNITIES TOGETHER - STUDENTS, PROFESSIONALS, ETC - IT’S AN OPPORTUNITY FOR THEM LEARN FROM EACH OTHER, TO ASK QUESTIONS AND EXCHANGE IDEAS. AND OUR STAFF LIKE TO ENCOURAGE GUESTS TO CONNECT AND EXCHANGE MORE.”**

**— FELIX HILLEN**  
MANAGING DIRECTOR





**Joan, 53,  
Cool Hunter**

*"I happened upon the hotel by accident really - I needed somewhere last minute and the reviews were great on booking.com - so I gave it a whirl. And what a happy find!*

*My job is as a trend hunter - I have to do a lot of traveling, and so I inevitably end up staying in a lot of (often self-professed) "trendy hotels". And TSH has more charm than most.*

*It's a beautiful interior - they should be very proud of what they've achieved. But that's not what struck me most - it was the students, milling around, getting on with their thing, and*

*truly mixed up with the hotel guests like me. I didn't feel out of place at all... I loved it! And I loved talking to them and getting a momentary insight into their world. It's quite some time since I was a student - but the feeling of that time, and maybe the optimism too, came flooding back to me."*

**THE  
YEARS  
FELL  
AWAY.**

**WHAT STRUCK  
ME MOST WAS  
THE STUDENTS,  
MILLING AROUND,  
GETTING ON WITH  
THEIR THING.**

# STAY SHORT



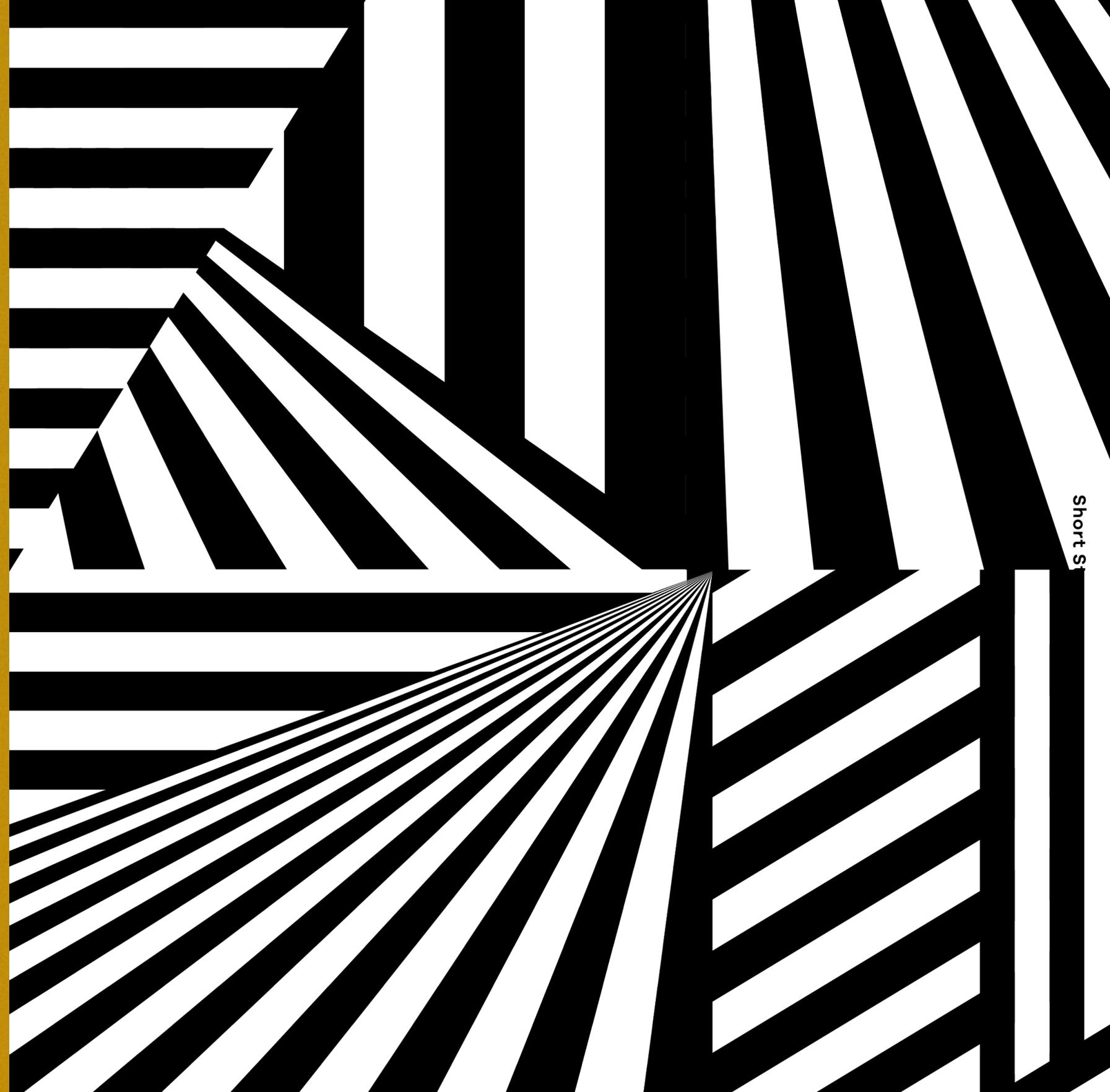
Ricardo, 31, working for  
Travelbird, in Amsterdam  
for 2 months

"I STAY AT TSH WHENEVER I'M WORKING IN AMSTERDAM. I MUCH PREFER IT TO A STANDARD HOTEL - IT FEELS MORE LIKE A HOME AWAY FROM HOME, AND I ALWAYS SETTLE IN REALLY QUICKLY. I ARRIVE, DUMP MY STUFF AND I KNOW I CAN JUST HOP ON MY VAN MOOF BIKE AND HEAD OFF INTO THE CITY.

I LOVE THAT I HAVE ACCESS TO A REAL KITCHEN, TO MAKE MY OWN MEALS. AMSTERDAM WON'T MIND ADMITTING IT'S NOT AS GOOD AT FOOD AS SOME CITIES, SO IT'S GREAT I DON'T HAVE TO EAT OUT EVERY NIGHT.

AND YOU KNOW, THERE'S NOT THAT MUCH AGE DIFFERENCE BETWEEN ME, THE STUDENTS AND THE PEOPLE WHO WORK HERE - SO IT'S GREAT THAT WE GET TO KNOW EACH OTHER A LITTLE - I KNOW THERE'S ALWAYS SOMEONE DOWNSTAIRS TO HANG WITH, IF I WANNA GO HAVE A BEER.

I WISH I'D HAD A PLACE LIKE THIS WHEN I WAS IN UNIVERSITY, BUT IT'S AWESOME I GET TO EXPERIENCE IT NOW. AND LET'S BE HONEST, I'M HERE TO WORK, SO THE LAST THING I NEED IS HEADACHES ABOUT MY ACCOMMODATION - AND TSH MAKES SURE I DON'T HAVE ANY."



*"The whole short stay guest thing started when a young guy from Nike came and asked if he could move in for a few weeks! He said he really loved the vibe of the place. To be honest, we said no the first time he asked - we just couldn't get our heads around it - "you're not a hotel guest, you're not a student" - but when he asked again we thought "why are we turning these people away?"*

# SHORT STAY GUESTS, LIVING HERE FOR A WHILE, REALLY FEEDS THE ATMOSPHERE

*you can get a lot from the experience of meeting them."*

— CHARLIE MACGREGOR





Whether you're looking to host an innovation workshop or a lecture series, start a business or write a report, chill over ping pong or find your next meaningful mingle, our boundary-blurring space has everything you need:

- crazy fast wifi, free desks and power sockets galore
- quiet study rooms where you can get your focus on
- gorgeous comfy furniture to flop over, once you're done kicking ass on the pool tables
- State-of-the-art meeting & lecture rooms, sleek & discrete boardrooms (we cunningly call this facility "The Classroom")

**FINALLY,  
THE BIGGEST  
AMENITY  
WE HAVE IS  
YOU - FOR WE  
WOULD BE  
NOTHING IF  
NOT INFUSED  
BY OUR DAILY  
MISH-MASH  
OF UNLIKELY  
CO-SPACERS**





The Student



*"We hope great things are going to come of the connections being made at TSH - across ages, across disciplines, across perspectives - we reckon our common area is more representative of the world at large than any other hotel."*

— CHARLIE MACGREGOR



**Julie Kennedy,  
President Women's  
Business Initiative  
International**

*"We've used the Classroom to try to come at our problems from a fresh perspective, have new ideas, relax together and bond again."*

**BEING SURROUNDED BY STUDENTS AND ENTREPRENEURS GIVES YOU THE UNEXPECTED FEELING OF BEING HALF IN A UNIVERSITY AND HALF IN A STARTUP BOOTCAMP: VERY INSPIRING INDEED!"**



# THE RESISTANCE WANTS TO KNOW WHAT YOU ARE UP TO

**STRONG COFFEE, DELICIOUS NIBBLES, THE FINEST MEDITERRANEAN FOOD & COCKTAILS, IN OUR CO-WORK-AND-DWELL-FRIENDLY RESTAURANT "THE POOL" - WHERE INTROVERTED TIP-TAPPING ON YOUR NOTEBOOK IS PERFECTLY ACCEPTABLE, AS IS WRITING ON THE TABLECLOTHS, STARING INTO THE DISTANCE, SHARING SMALL DISHES WITH STRANGERS, REMINISCING WITH OLD BUDDIES, AND CHALLENGING OUR MIXOLOGISTS TO INVENT THE UNINVENTED.**





**BRING A FRIEND,  
FAMILY OR ASSOCI-  
ATE... OR DROP  
IN BY YOURSELF  
AND SAY HELLO...  
WE WELCOME ALL."**

*"Across the world food has changed, with the generation of Millennials (that's me) demanding a diet that's flexible enough to meet their needs. We consider it more important to know where our food and drink comes from, what's in it and how it's been made. We eat in groups, with small plates not being a trend but the norm. And we're spontaneous and adventurous when doing this. We're*

*constantly sharing our love of what we eat through the power of social media. And, above all, food to us should be inclusive, tasty and served quickly.*

*The Pool to me is a place where we want you to feel at ease and immerse yourself in a pool of sights, smells, tastes and sounds inspired by the community of The Student Hotel and our neighbours.*

**BUNMI OKOLOSI**  
DIRECTOR OF FOOD AND BEVERAGE

# AMM THE S E N E





A space designed to inspire creation, community, reflection and play. Striking but comfortable, bold but beautiful, and nothing without the feet, bums, hands, eyes, mouths and hearts it was designed for...



**Bikes**

"MOSTLY FOR CYCLING.  
AND FORGETTING  
WHERE I LEFT IT"



**Quiet Study Spaces**

"YOU'D BE AMAZED HOW MUCH SOCIALISING  
ONE CAN ACHIEVE IN SILENCE"



**Shared Kitchens**

"I MET SAM WHEN HE REPLIED TO  
MY NOTE ASKING WHO STOLE MY  
BEER... WITH A CRATE OF BEER"



**Laundrettes**

"THIS IS WHERE I LOSE  
AND FIND SOCKS."

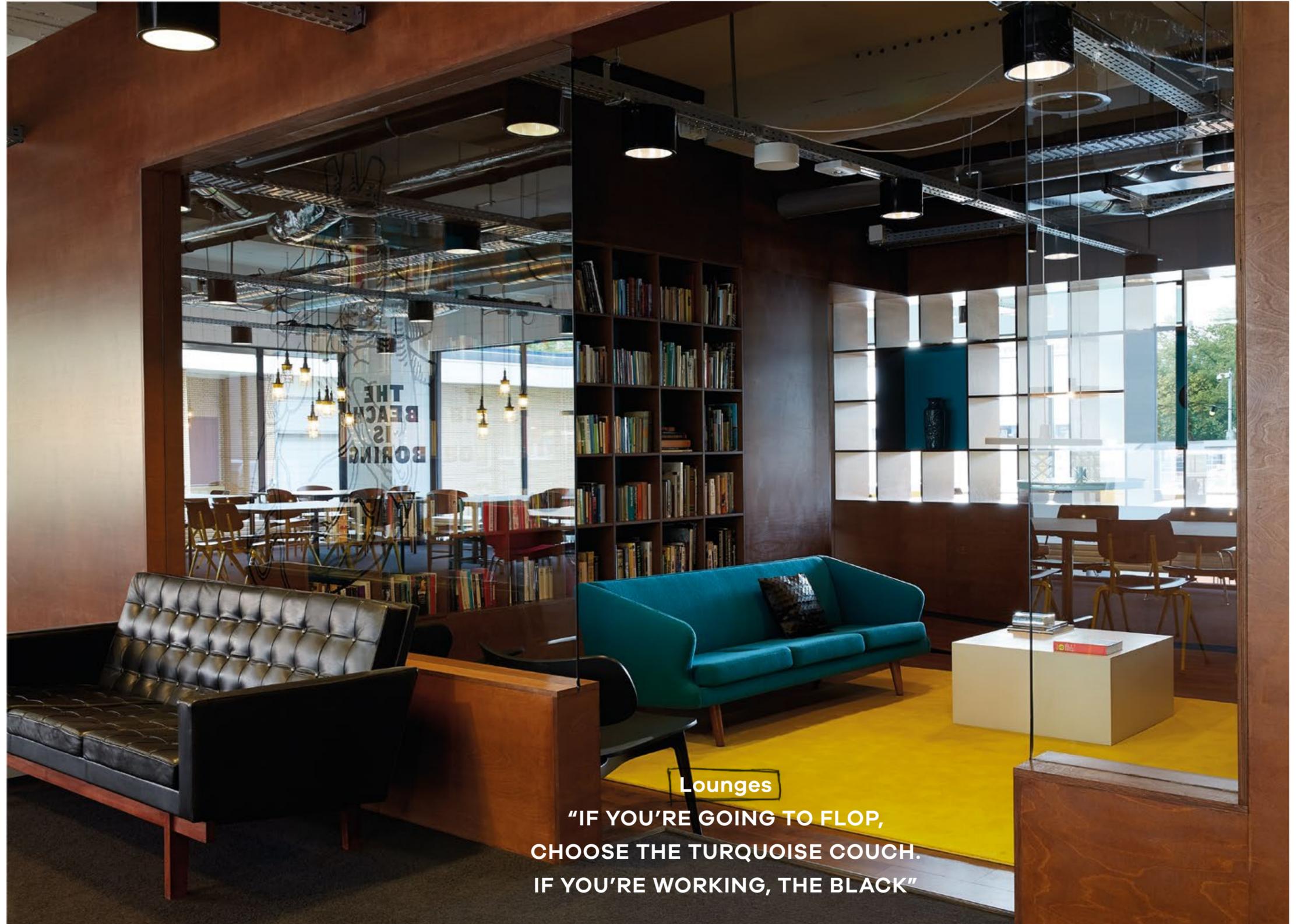
**Rooms**

**"EVERYTHING I NEED.  
AND NOTHING I DON'T"**



**Chairs**

**"FOR PASSING-OUT ON"**



**Lounges**

**"IF YOU'RE GOING TO FLOP,  
CHOOSE THE TURQUOISE COUCH.  
IF YOU'RE WORKING, THE BLACK"**



**Elevators**

**"THE PLACE WHERE I GO FOR GOSSIP AND NEWS"**



**Wifi**

**"EVERYTIME I SKYPE HOME I MAKE SURE I'M IN A DIFFERENT PART OF THE BUILDING, WITH A NEW SEXY BACKDROP, AND MY PARENTS ARE LIKE "OOOOOHHHHH, THAT LOOKS NICE!"**

**Game Rooms**

**"A SURPRISING NUMBER OF PEOPLE ARE SERIOUS ABOUT PING PONG".**





**En-Suites**

**"I THINK I'M MORE REGULAR,  
SINCE I MOVED TO TSH"**



**Café / Restaurants**

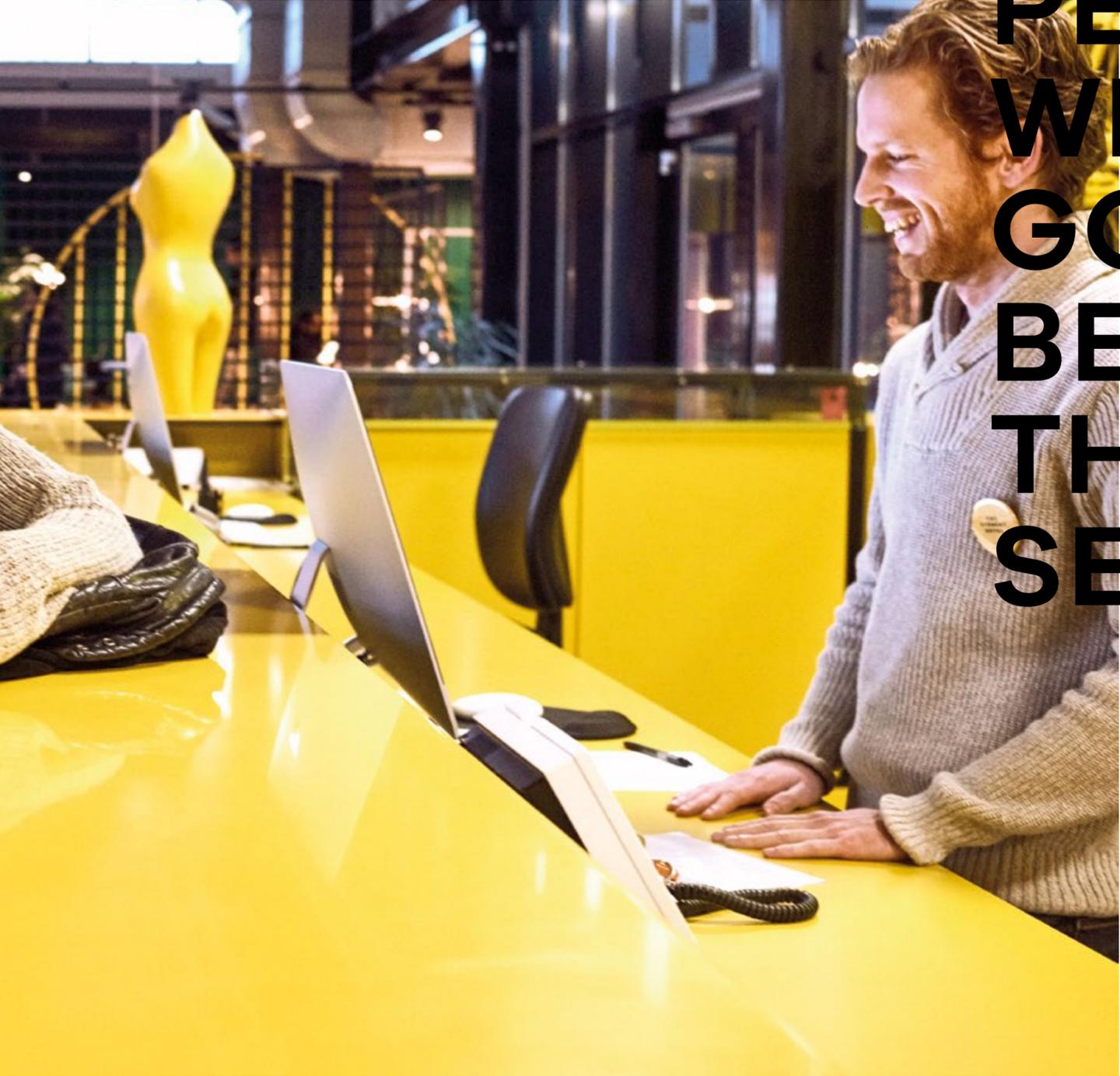
**"IT'S PERFECTLY OK TO KEEP WORKING  
ON YOUR LAPTOP WHILST EATING"**



**Gym**

**"WHERE CALORIES COME TO DIE"**





**“WE LIKE PEOPLE WHO ARE GOOD AT BEING THEMSELVES.”**

*People naturally keen to help others and create great experiences, but from a position of self-esteem and equality, rather than being overly-polite and servile. It's why we don't necessarily hire people who've been formally-trained to work in hotels. Instead we hire on character. Is there a spark? Do we see eye-to-eye? Does it feel good?"*

— FELIX HILLEN

*"The people on our team? Young, vibrant, sexy, fun! But most important they have a natural human interest in being helpful. I don't need to become another person when I meet our guests. I just show them my personal interest and try to make them as comfortable as possible, as you would when a friend is visiting you.*

*I really like it when people feel at home and show their interest in the team. When you see regular guests come back with a big smile. Or when students come to the reception for a daily chat. This really makes the difference in your working day.*

**I LOVE IT WHEN I GET TO MAKE FUN WITH GUESTS. AND BECOME PART OF THEIR ADVENTURES HERE."**

— ANNEMARIE VETH  
ASSISTANT HOTEL MANAGER, TSH ROTTERDAM



*"One of the students had to leave after living with us for one year and he was crying in my arms because he didn't want to go home. His only words were: I just love the team and The Student Hotel so much, this was the best time of my life."*

**MOMENTS LIKE THAT MAKE ME REALISE HOW MUCH I LOVE MY JOB,**

Our Team

*or when hotel guests have had the best experience ever. I think they mostly like the community of the hotel. They feel like a student again"*

KIRSTIN PASTIJN  
ASSISTANT MANAGER, THE HAGUE

# FUTURE





COMING

SOON

The Student Hotel | 94 — 95

The Fu

## CREDITS

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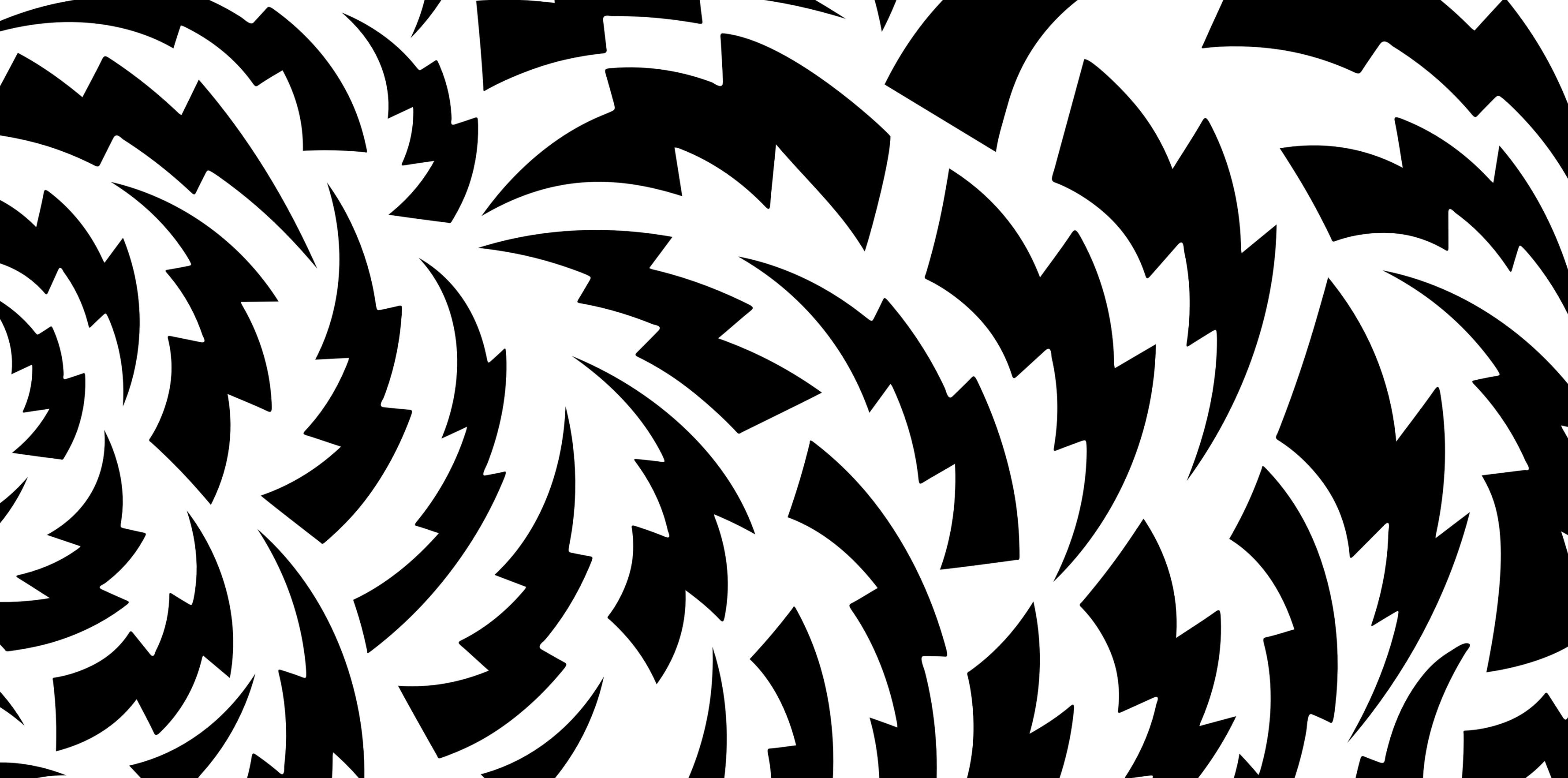
## A PERSONAL THANK YOU FROM CHARLIE

- A big THANK YOU to all the students, mums & dads, guests. Thank you for your trust and your bookings; I really hope we delivered what we promised. Thank you sooooo much x.
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- And a final thanks to our friends at APG and ABP, for investing in us and helping us to grow beyond borders.
- Modus for producing millions of drawings when I couldn't pay for it.
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# THANK YOU, CHARLIE



**THE  
STUDENT  
HOTEL**