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## TIMELINE

### 2004

Charlie MacGregor writes a business plan for quality student accommodation and pitches to architects and investors in Amsterdam. Dutch regulations and perceptions that students are happy in poor quality rooms means looking beyond The Netherlands for the first Student Hotel.

### 2006

Charlie secures funding to renovate student accommodation in Liege, Belgium, joins forces with the UK's biggest private student operator and finds more projects to build.

### 2007

The Carlyle Group promises more investment for projects if they fill Liege's 146 rooms. Planning permission is granted and construction begins, with help from a large Icelandic bank.

The business plan is increased to 5,000 beds across Benelux. Charlie secures buildings in Amsterdam and Brussels, with the help of a large German bank.

### 2008

The first bank goes bust during construction of Liege. The second bank goes bust. Both want money back immediately and work in Liege stops. The investor's American property arm goes bust. Charlie finds the money to pay the builder and finish Liege.

Demand for student places at university is up. More people want to study, and in an unstable economic environment, they want to study for longer.

### September 2008

Liege opens its doors with 14 bookings.

Two weeks later they have 146 bookings, Liege is full, students have cancelled contracts elsewhere to move in. The Carlyle Group stay on board and commit to build a portfolio of 5,000 rooms across Benelux if the banks will also fund the projects.

### 2009

The UK partner leaves the EU partnership to focus on its projects in the UK.

The rules in Holland haven't changed. Charlie still can't realise his dream in the Netherlands. Meanwhile, come September Liege is full again.

Charlie meets Frank Uffen who agrees that the Netherlands needs to appreciate the benefits of high quality student housing and needs to change its rules. They launch

“The Class of 2020”, a think tank with the objective of bringing about the required change in thinking and legislation to give students more choice in housing.

### **2010**

Charlie shows his lawyer a promotional video from the opening of Liege. She sees a student checking in and says: “It’s kind of like a hotel”. It is the EUREKA moment when the co-living, co-working hybrid concept for ‘students at heart’ is born.

The investors are concerned that Charlie doesn’t know how to run a hotel so he hires Felix Hillen who has all the right experience. They build a showroom. The showroom brings in a bank.

### **2011**

The planning process starts in Amsterdam. Another bank comes on board with Rotterdam and construction begins. They buy a property in The Hague.

### **2012**

The Student Hotel Rotterdam opens. It is full. It wins the Veneuz Best Hotel Concept 2012.

### **2013**

The Student Hotel Amsterdam West, the biggest hotel in Benelux with 707 rooms, opens, on time and on budget. It is full.

Construction starts on The Hague. The Carlyle team changes and announces that they cannot go further as an investor in The Student Hotel.

### **2014**

The Student Hotel opens in The Hague. The group attracts investment from Perella Weinberg and a plan to build 15,000 rooms across Europe is made. They immediately sign the deal for The Student Hotel Amsterdam City and agree it will be the flagship property.

The Student Hotel wins Best Managed Company in the Netherlands and Best Hotel Innovation at the Worldwide Hospitality Awards in Paris (competing against 15 other hotels but taking 75% of the vote).

### **2015**

The Student Hotel Amsterdam City opens and is a TSH 2.0 – the best project yet.

The Student Hotel acquires Melon District in Paris and Barcelona.

The Student Hotel in The Hague expands with a new community space called ‘The Bazaar of Ideas’, a learning and working environment with classrooms, meeting rooms and lots of space for entrepreneurs and freelancers.

APG Asset Management comes on board.

The Student Hotel wins Best Managed Company in the Netherlands in 2015.

### **2016**

The Student Hotel Groningen opens. It wins The Class Best New Student Housing Development of the Year Award in the Best in Class 2017 Awards at the Class of 2020 Conference.

The group announces new hotels in Florence, Bologna, Berlin, Maastricht and Eindhoven.

The Student Hotel wins Best Managed Company in the Netherlands in 2016 - the third consecutive year.

## **2017**

TSH Collab is launched, adding co-working space to The Student Hotel Amsterdam. The concept will be integrated into existing and new properties making The Student Hotel one of the leading co-living, co-working companies in Europe.

The group announces acquisitions in Madrid, Rome and Delft.

The Melon District properties in Barcelona and Paris will be upgraded with new facilities and services further integrating them into The Student Hotel group.

Click [here](#) for company profile or [here](#) for profile video.

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## **About The Student Hotel**

The Student Hotel co-living, co-working business model provides a unique hybrid destination for a fast-growing international community. Current locations include: Rotterdam, Amsterdam (City and West), The Hague, Groningen, and Eindhoven. In 2017 the Melon District properties in Barcelona and Paris will be upgraded with new facilities and services further integrating them into The Student Hotel group. The Student Hotel Florence and Maastricht will open in 2017, Bologna in 2018 and Madrid, Berlin, Rome and Delft in 2019. The group plans to have 41 properties in European cities by 2021.

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