



“Stay a little longer”



CITY ID

WE ARE CITY ID

We are City ID: an innovative and contemporary aparthotel group making luxury stays accessible. Designed with comfort and location in mind, our stylish and fully serviced aparthotels are perfect for both city trippers and business guests alike.

Fusing contemporary décor and supreme comfort, our aparthotels are thoughtfully designed to complement and connect to their local surroundings. We promise an enjoyable stay and an authentic experience at incredible value.

Comprising large rooms, fully equipped kitchens and all the public hotel facilities one could possibly dream of, we combine the perks of apartments with the luxuries of hotel rooms. Guests will be inclined to stay a little longer...

Our mission?

*“Sharing value with the people,
pursuing the ultimate stay”*



OUR JOURNEY SO FAR

“We design and develop our hotels independently, using our passion and experience in bringing both new-build and converted projects to life!”

2006



CITY ID

Our journey began with a selection of luxury apartments in various locations across Amsterdam city centre. Offering a premium hotel service, these spaces are particularly popular with travelling business guests in search of home comforts.

2012



ID APARTHOTEL

Our first apartment hotel opened in the Netherlands in 2012. Situated in a redeveloped office building in Amsterdam West, ID Aparthotel comprises 128 apartment-style rooms—each complete with a living room and fully equipped kitchen.

2017



TWENTY EIGHT

Situated in the greenery of Stadionplein, just outside Amsterdam’s historic centre, Twenty Eight opened its doors in 2017. Equipped with 56 rooms, this aparthotel is distinguished by its colourful fusion of mid-century Dutch and Amsterdam design.

2019



BOAT & CO

Nestled on the waterfront in the up-and-coming Houthaven district, BOAT & CO is our latest Amsterdam apartment hotel. With guaranteed room views of the water, this 82-room aparthotel is colourfully contemporary and effortlessly relaxed.

2020



Last year, APG and Aware Super joined us as key shareholders and investors. With their backing and support, we can now roll out our innovative concept and expand across Europe and beyond. Watch this space.





OUR FUTURE PLANS AND PARTNERS

APG and Aware Super joined City ID as our new shareholders and investors in 2020.

With the support of APG, both Citizen M and the Student Hotel grew from their base in Amsterdam and developed in new locations. Now? They have a network of over 30 hotels across the world.

Our plan is to replicate this growth by rolling out our brand in key cities across Europe. The involvement of APG and Aware will enable us to continue with our aparthotel portfolio developments with a gross asset value of over €500m in the next four years.

We'll retain our strong footprint in Amsterdam, whilst also strategically expanding across major cities in Europe and beyond. Next stops: Dublin and London!

“We are independently funded and free of bank financing and other types of financing”



DEVELOPMENT DRIVERS

“Guest satisfaction is our ultimate priority!”



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BOOKING.COM

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EXPEDIA

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TRIPADVISOR



B. 9,2/10
BOOKING.COM

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TRIPADVISOR



INNOVATIVE HYBRID CONCEPT

Business or pleasure, long or short stays... Dotted in attractive locations close to the city centre and efficient public transport, our bespoke apartment hotels are suitable for every guest and experience.



FLEXIBILITY

We believe that each apartment hotel requires a unique and flexible approach to its development. Each of our aparthotels is therefore designed with an individual concept to reflect its purpose and location.



LOCALLY INSPIRED DESIGN

Each City ID aparthotel is characterised by a distinctive design that neatly ties in with its local surroundings. This creates and promises an authentic local experience for guests that they won't forget anytime soon.



PLUSH COMFORT

We combine home comforts with the luxuries of a hotel room for a boutique experience. Each of our spacious apartments is furnished to a premium and offers access to top-class facilities including a gym, sauna and workspace.



HEALTHY AND SUSTAINABLE

We care for our planet and our people. Each of our apartment hotels represents the sustainable quality we aspire to, secured with building certifications and the flexibility to adapt to future conditions and market demands.

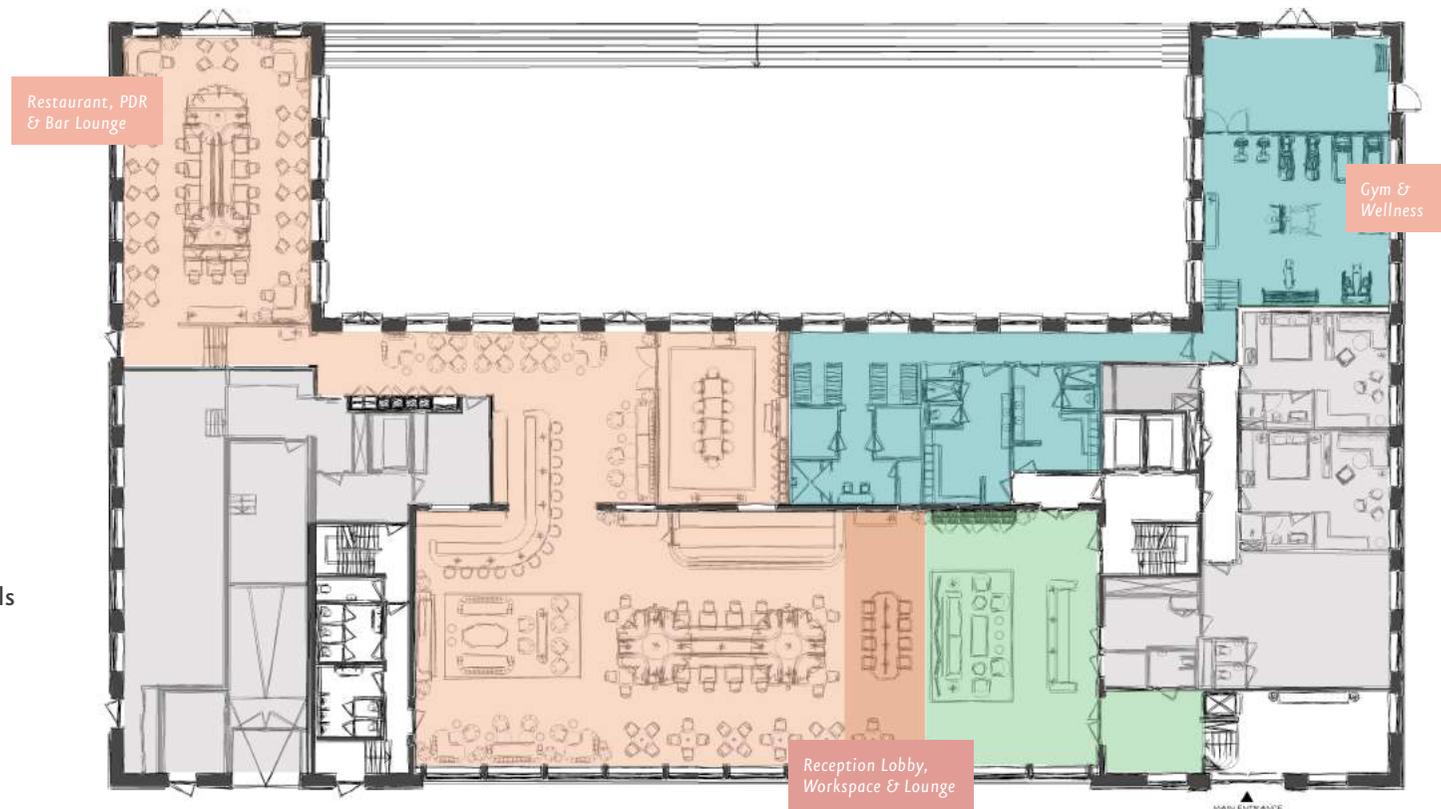
WORK PLAY SLEEP REPEAT

THE LAYOUT

Our public spaces are open-plan and multi-functional, allowing guests to freely explore and discover each space.

SHARED SPACES

Teaming comfortable apartments with premium hotel facilities, our aparthotels provide a place for guests to sleep, eat, drink, unwind, work out and play! Our communal hub spaces complement our fully equipped suites and complete the City ID experience.

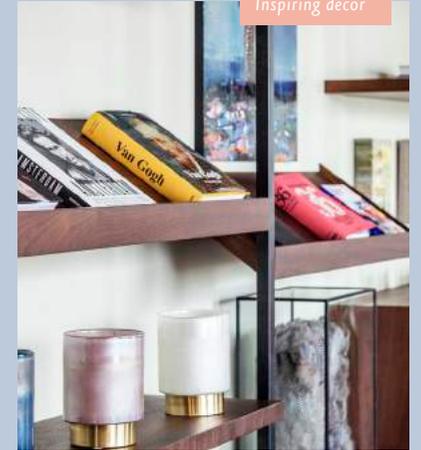


STYLISH LIVING

With their colourful and contemporary décor, our shared spaces are perfect for guests to unwind, meet a friend or feel inspired.



Inspiring décor



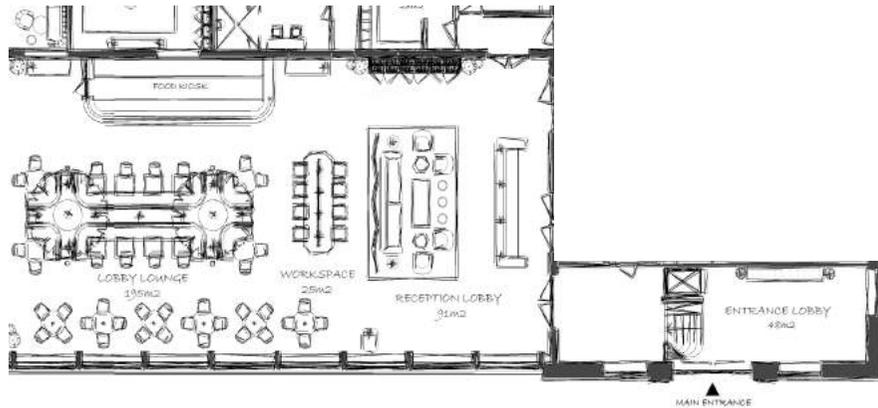
Vibrant interiors



Whether they're here for the weekend of staying a little longer, guests will feel right at home in our comfortable and contemporary spaces. And when they're not out exploring the city, there's plenty to enjoy indoors—be it an afternoon in the sauna or cocktails in the lobby.

RECEPTION LOBBY

The City ID experience begins in the lobby. With their stylish settings and homely atmosphere, our reception lounges provide guests with a warm welcome and the perfect place to unwind. These spaces are the living rooms of our hotels!

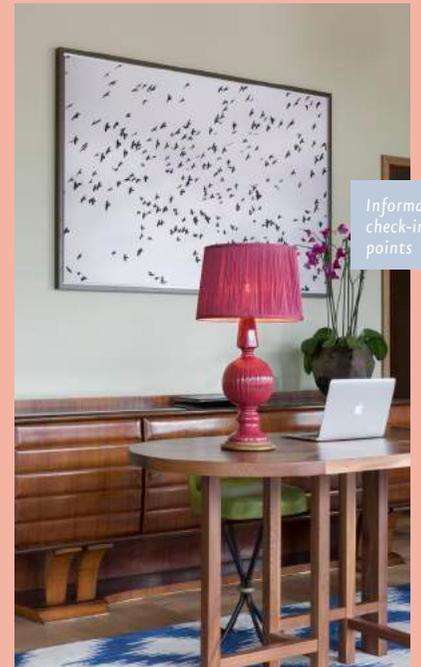


Relaxing bar for guests to unwind



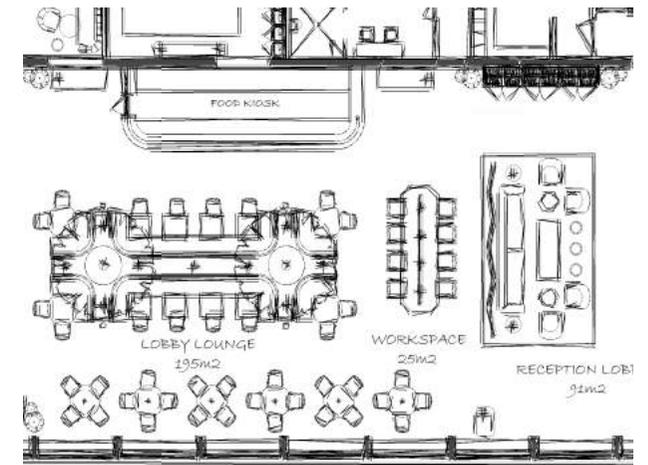
SETTLE IN

Our lobby areas have a relaxed and vibrant vibe that reflects the bright culture of its location and inhabitants.



Informal check-in points

Dynamic meeting areas



Quieter breakout spaces

WORKSPACES

With healthy food and drinks served all day, our inspiring workspaces provide a comfortable spot to knuckle down or catch up with emails. Plus, our gym and wellness facilities are just nearby—perfect for gearing up for or unwinding after a long day!

FIND YOUR FOCUS

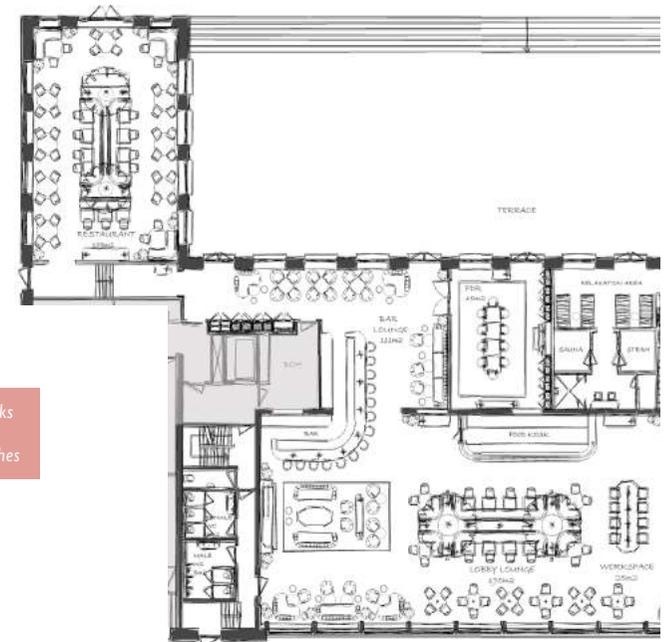
Dedicated workspace is provided in the Lobby; however guests can also work comfortably from any table within our public spaces or guestrooms.

REFUEL AND RECHARGE

Our F&B spaces are not just about the food! These lively, inspiring and activated spaces promise a memorable ambience.



Refreshing drinks and healthy sustainable dishes



Alfresco dining



FOOD & BEVERAGE

Our restaurants are thoughtfully designed with the local neighbourhood in mind to deliver an authentic dining experience. From hearty breakfasts to delicious evening meals, our dining areas can be enjoyed all day, every day.

WORK IT OUT

Whether they're breaking a sweat in the gym or pampering themselves in the sauna, our wellness spaces are perfect for some 'me time'.



A place to hit the reset button

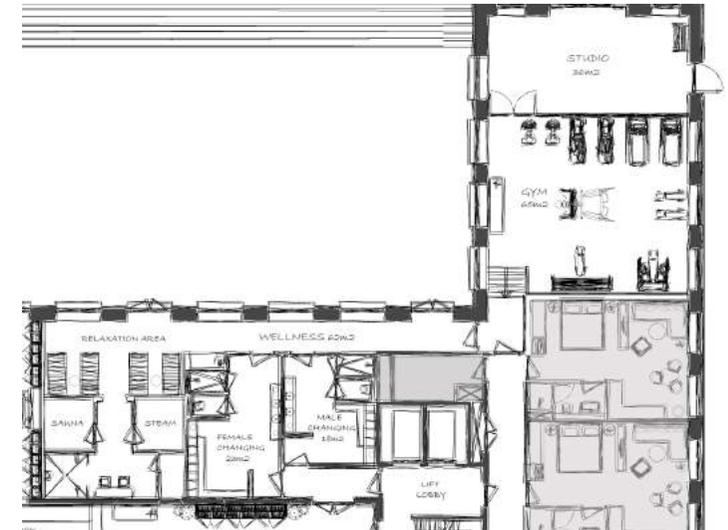


Tranquil spa facilities



GYM AND WELLNESS

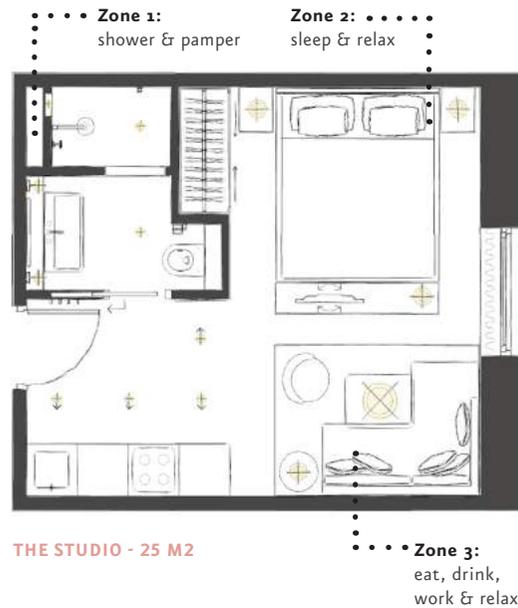
It's important for us to provide a place for guests and locals to focus on their health and wellbeing. Each of our aparthotels features a fully equipped gym and premium sports equipment, as well as a sauna and relaxation area for that post-workout wind-down.



APARTMENTS

We welcome guests on both business and pleasure (in fact, it's probably an even split). Sometimes it's just for a weekend, but often it's for much longer. From singles and couples to large families and groups of all ages — everybody's welcome.

Each of our hotels is designed with three choices of room types: the studio, the one-bedroom apartment and the two-bedroom apartment.

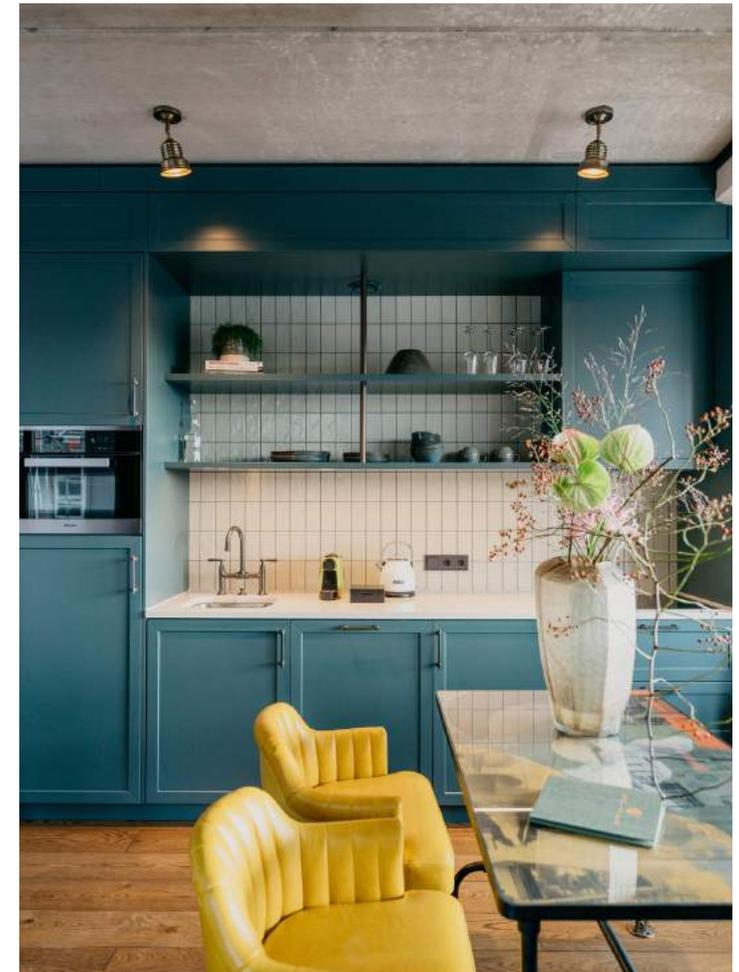


Homely atmosphere



Roomy interiors

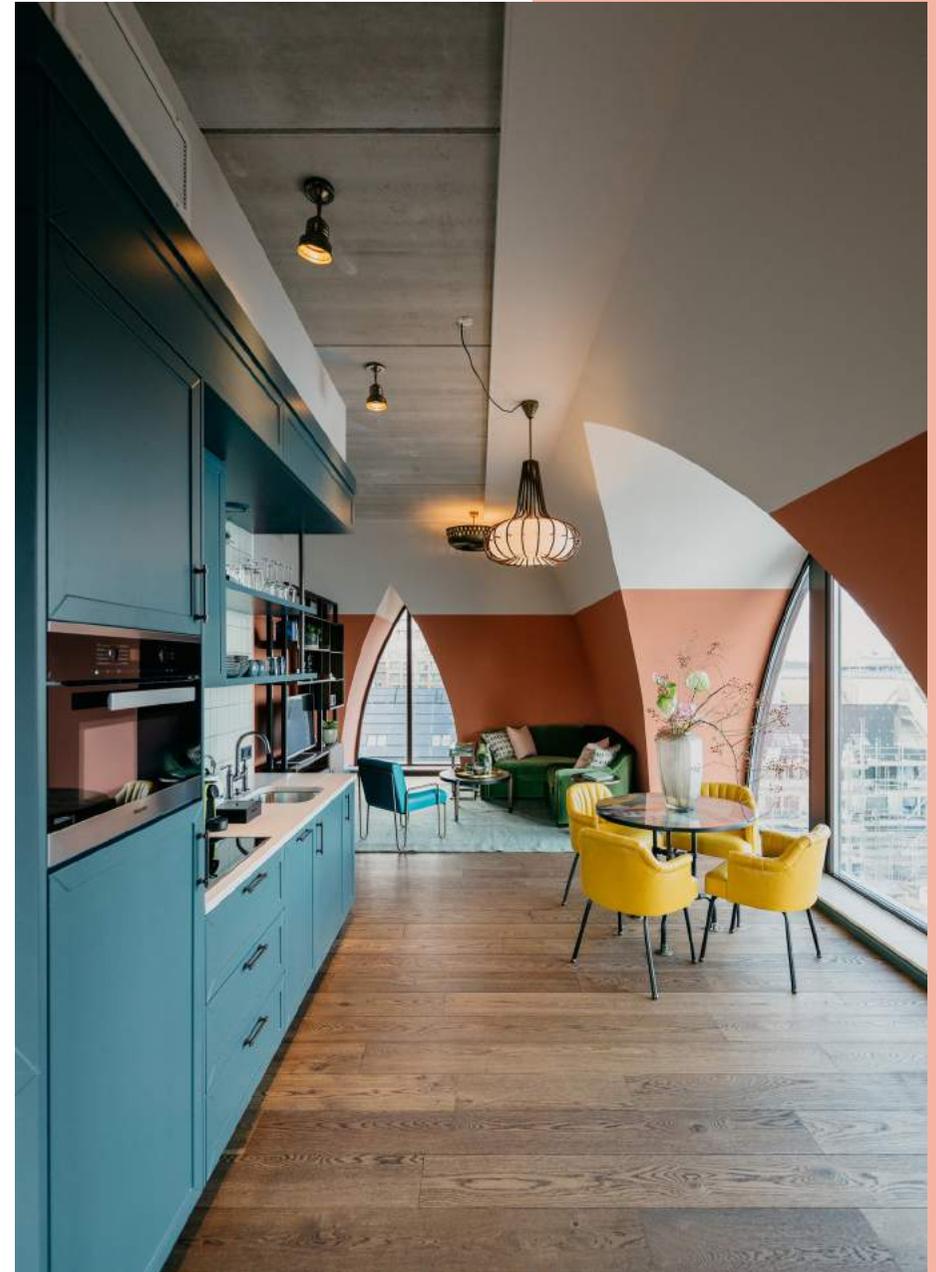
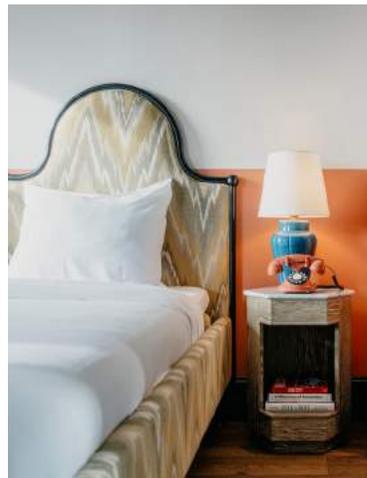
MAKE YOURSELF AT HOME
Our rooms are spacious and comfortable with enough living space for long-stay guests.





A City ID room is instantly distinguished by the following features:

- a. Ample facilities — each room features a kitchen, workplace, spacious bathroom, sufficient storage and a super-comfortable bed
- b. Spacious interiors — with plenty of space and comfortable furnishings, guests will be tempted to stay a little longer
- c. Natural lighting — we've designed our rooms with daylight openings to create a healthy glow and pleasing ambience





OUR PHILOSOPHY

OUR MISSION

We develop and operate unique full service apartment hotels with local character, for long and short stays.

Guest satisfaction is very important to us. Together we ensure that all guests leave our hotel with a good feeling that makes them want to come back. In our developments we focus on quality, comfort, design and craftsmanship and give every detail our full attention. We are constantly optimizing our concept to offer our guests the perfect stay.

OUR VALUES

We apply our core values; humour, authenticity and creativity to everything we do.

Creativity: We embrace original ideas and initiatives. That's why we grant our professionals lots of freedom to do their jobs in a way they see fit.

Humour: A bit of humour has never caused anyone harm... We believe positivity, humour and self-reflection are a vital way to build relationships, with our guests and with one another.

Authenticity: We believe that optimizing our guest experience means providing an authentic hospitality experience, by genuine people in a place that's true to its roots.

OUR VISION

City ID currently consists of ID Aparthotel, TWENTY EIGHT and BOAT&CO. But that is not enough for us... We plan to conquer the world and want to become the best fast-scaling apartment hotel group. We aim to open more strategically located hotels in major cities, to enforce our position in the dynamic hospitality industry. We will roll out in Europe, US and Asia.



OUR TEAM

The make-up of our company and the heart of our organization is undoubtedly our employees. Whether they are developing our new hotels, taking care of guests or supporting our teams in the hotels, our team is aligned and focused on continuous success. The entire employee journey has been built on retention and personal development and delivering an authentic guest experience. The recruitment process is core in finding talent to entrust to our guests while shaping the company culture and safeguarding it.



OUR GUESTS

Our guests are interested in both long and short stays. A City ID hotel therefore welcomes both business and leisure guests. Our target group is the Young Urban Dynamic Professional. This group is made up of ambitious and demanding individuals who are connected and fully up to date with the latest trends. We believe that successfully serving these individuals makes our hotel concept attractive for a large market segment.



WE ARE CITY ID



DROP US A LINE

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