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PPHE Hotel Group announces key leadership appointments in the Netherlands to accelerate commercial performance and lifestyle innovation in 2026

PPHE Hotel Group, the international hospitality real estate group which develops, owns and operates hotels and resorts, has announced **two strategic leadership appointments** in the Netherlands, reflecting its commitment to driving commercial growth and elevating its lifestyle hospitality offering in Amsterdam, one of Europe's most competitive markets. **Niels Erenstein**, formerly General Manager of the premium lifestyle art'otel Amsterdam, has been promoted to **Commercial Director for PPHE Hotel Group The Netherlands**, while **Axel Krueger**, previously General Manager of the recently opened art'otel London Hoxton, has relocated to Amsterdam as **Senior Cluster General Manager responsible for art'otel Amsterdam and Park Plaza Victoria Amsterdam**.

Niels Erenstein – Commercial Director, PPHE Hotel Group The Netherlands



As Commercial Director, Niels will lead the region's commercial team, encompassing sales, marketing, revenue management, meetings and events, for PPHE's six Dutch properties: **art'otel Amsterdam, Park Plaza Victoria Amsterdam, Park Plaza Vondelpark, Amsterdam, Park Plaza Amsterdam Airport, Park Plaza Utrecht, and Park Plaza Eindhoven**.

Niels brings extensive experience having progressed through senior commercial roles at PPHE—including Director of Sales, Amsterdam and Regional Director of Sales, The Netherlands—before successfully repositioning Park Plaza Utrecht and leading art'otel Amsterdam as General Manager. His blend of commercial expertise and operational leadership gives him a unique perspective on aligning commercial strategy with guest experience. During his tenure at art'otel Amsterdam, Niels championed cultural programming and gallery partnerships, reinforcing the hotel's lifestyle positioning and driving incremental revenue.

Key priorities for 2026 include driving business growth through strategic partnerships and targeted segment strategies; optimising space utilisation for meetings and social events, and pioneering new, innovative ways to market in an increasingly competitive environment.

“My mission is clear: to activate the strengths of my commercial team to drive repeat business, and lean into digital innovation to differentiate our properties, exceed guest expectations and tackle market and industry challenges head on” says Erenstein.

Axel Krueger – Senior Cluster General Manager



In his new role, Axel will oversee two of Amsterdam's most iconic hotels: **art'otel Amsterdam**, PPHE The Netherland's flagship lifestyle property featuring an in-house art gallery and award-winning ARCA Restaurant & Bar by Henrique Sá Pessoa; and **Park Plaza Victoria Amsterdam**, one of the city's original grande dame hotels blending heritage with contemporary hospitality.

With more than **15 years at PPHE Hotel Group**, Axel has led some of the Company's largest and most complex operations, including the 1,019 room Park Plaza Westminster Bridge London, Park Plaza London Riverbank, and the opening of Park Plaza London Waterloo. Most recently Axel led the opening of art'otel London Hoxton, the lifestyle brand's biggest opening located in London's vibrant Shoreditch neighbourhood, with expansive art programming and skyline restaurant Solaya by Michelin starred chef Kenny Atkinson. Prior to PPHE Hotel Group, Axel held senior roles with Kempinski, Leading Hotels of the World, and Starwood Hotels & Resorts, giving him a global perspective and deep understanding of premium hospitality standards and the lifestyle segment.

Axel's mission is to elevate guest experiences through a fusion of art, culture, and culinary innovation while ensuring operational excellence and sustainability. His leadership will strengthen art'otel Amsterdam's lifestyle positioning, while maintaining Park Plaza Victoria Amsterdam's reputation as a premier destination for leisure and corporate travelers.

"I'm excited to work closely with Park Plaza Victoria Amsterdam's on-property General Manager Maikel van Eijk and his team, and the talented art'otel team next door, to build on the strong start made last year. My focus is to support and scale that momentum, continuing to refine product and service standards, deepen culture-forward programming, and amplify our destination restaurants, to create hotels, restaurants and bars that local communities love and travelers seek out."

"These appointments reflect our ambition to deliver exceptional commercial results and guest experience at our six properties in the Netherlands," says **Michelle Wells, Executive Vice President Operations, The Netherlands & Italy**. "With the recent VAT increase and the impact this will have on the Dutch hotel sector, with Axel, Niels and their teams at the helm, I am confident we will realise new milestones building on last year's achievements. These included the 135th anniversary celebrations for Park Plaza Victoria, Amsterdam, securing of a Michelin Guide recommendation for ARCA Restaurant and the kick-off of an exciting curator partnership between NOCKNOCK Art and art'otel."

Notes to Editors

PPHE Hotel Group (LSE: PPH) is an international hospitality real estate company, with a £2.2 billion portfolio, valued as at December 2024 by Savills and Zagreb nekretnine Ltd (ZANE), of primarily prime freehold and long leasehold assets in Europe.

Through its subsidiaries, jointly controlled entities and associates it owns, co-owns, develops, leases, operates and franchises¹ hospitality real estate. Its portfolio includes full-service upscale, upper upscale and lifestyle hotels in major gateway cities and regional centres, as well as hotel, resort and campsite properties in select resort destinations. The Group's strategy is to grow its portfolio of core upper upscale city centre hotels, leisure and outdoor hospitality and hospitality management platform.

PPHE Hotel Group benefits from having an exclusive and perpetual licence from the Radisson Hotel Group, one of the world's largest hotel groups, to develop and operate Park Plaza® branded hotels and resorts in Europe, the Middle East and Africa. In addition, PPHE Hotel Group wholly owns, and operates under, the art'otel® brand and its Croatian subsidiary owns, and operates under, the Arena Hotels & Apartments® and Arena Campsites® brands.

PPHE Hotel Group is a Guernsey registered company with shares listed on the London Stock Exchange. PPHE Hotel Group also holds a controlling ownership interest in Arena Hospitality Group ('AHG'), whose shares are listed on the Prime market of the Zagreb Stock Exchange.

Company websites: pphe.com | arenahospitalitygroup.com

For reservations:

parkplaza.com | artotel.com | radissonhotels.com | arenahotels.com | arenacampsites.com