

## Minutes

### Hotel meeting KHN Amsterdam

June 12th, 2025, Location: Room Mate Aitana

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Nr	ACTIONS, DECISIONS AND ANNOUNCEMENTS	LINKS EN DOCUMENTS
1	<b>Opening and Announcements</b> Chairmen Patrick Kerkhoven and Nico Evers give a welcome to the hoteliers and thank Merijn Veken from Room Mate Aitana, for the hospitality.  The minutes from March 11th, 2025 have been approved.	<a href="mailto:pkerkhoven@winhotelis.com">pkerkhoven@winhotelis.com</a>  <a href="mailto:nico.evers@westcordhotels.nl">nico.evers@westcordhotels.nl</a>
2	<b>Current News KHN Amsterdam</b>  <b>VAT Increase on accommodation</b> We realize that there are concerns about the VAT increase. Despite all efforts – see also the link, the increase will most likely go ahead. Naturally, we are actively lobbying now that the government has fallen and the NSC no longer has influence. In addition to this trajectory, various efforts are underway to obtain compensation for the sector in other ways. Our own impact analysis, as well as the one currently being conducted on behalf of the Ministry, support these efforts. We expect the results of the latter this summer. During the meeting, there were questions regarding clarity on the VAT issue, particularly whether or not the VAT increase should be taken into account, and how to communicate this to guests and parties making bookings for 2026. Expedia has also inquired about how to adjust their website communication accordingly. Regarding communication to guests, KHN will provide clarity as soon as possible. There were also questions about the status of the impact analysis and what possibilities remain now that the government has fallen. The plan has already been approved by both the Houses of parliament. See also the official government publications. On July 15, follow-up talks will be held with Booking.com about the commission related to the effects of the VAT increase. KHN Chair Marijke Vuik and Director Udo Delfgou will be present. In all countries, including the Netherlands, Booking.com charges commission on revenue from overnight stays including taxes (VAT). This results in additional commission income without any added service, essentially free money. They claim to support our lobbying efforts and are also being consulted for the impact analysis, but when it comes to their own commission, we are met with a wait-and-see attitude. Of course, we are demanding an adjustment to the commission rates, should the calculation base remain unchanged. Various arguments are currently being developed, and legal assessments are underway, including preparing a potential complaint to the Authority for Consumers and Markets (ACM) to increase pressure. If necessary, we will not shy away from using reputational damage as leverage. A special sounding board group met on June 10 to gather input for the strategy to be followed. Remco and Nico were present, along with several other hoteliers from Amsterdam. A survey exploring potential next steps is likely to follow. Naturally, it helps that you are also having discussions with Booking.com about this and that they are	<a href="#">Update lobby BTW verhoging</a>  <a href="#">Staatscourant 2024, 40471   Overheid.nl &gt; Officiële bekendmakingen</a> <a href="#">Staatscourant 2025, 15954   Overheid.nl &gt; Officiële bekendmakingen</a> <a href="#">5.24 Opheffen meerdere posten verlaagd btw-tarief   Ministerie van Financiën - Rijksoverheid</a>

<p>increasingly feeling pressure from the industry, which refuses to accept the situation. The article in <a href="#">De Telegraaf</a> contributes to this. Based on the group discussion, it has become clear that hoteliers find it very challenging to put pressure on Booking.com. The intention is there, but the matter is also complex.</p> <p><b>Claim Back Excess Commission Paid to Booking.com</b> Hotels that had an agreement with Booking.com between 2004 and 2024 can now join a collective damages claim free of charge to recover part of the excess commissions they paid. The basis for this claim is a ruling by the European Court of Justice (September 2024), which determined that so-called parity clauses, prohibiting hotels from offering lower prices through other channels, are in violation of competition law. Preliminary estimates indicate that at least 30% of the commission paid, plus interest, may be reclaimed. Participation in the claim is free and carries no legal risk. Hotels can register until <b>31 July 2025</b> at <a href="http://www.mybookingclaim.com">www.mybookingclaim.com</a>. All hotels in the Netherlands and across Europe are eligible, regardless of membership in a trade association. Many hotels are already participating. The Netherlands is among the top three countries with the highest number of participants in this claim. Several international chains have indicated that the decision to participate is being considered at their foreign headquarters.</p> <p><b>Are Booking.com and Google Search acting in line with the Digital Markets Act?</b> The Digital Markets Act (DMA) aims, among other things, to ensure a fairer playing field between very large platforms and their users. Google Search is one such large platform, and Booking.com has also been subject to the DMA since November 14, 2024. Parity clauses – which prevent hotels from offering better conditions elsewhere – are therefore no longer allowed. Accordingly, Booking.com no longer uses them. However, the question remains whether Booking.com, through other mechanisms (which still affect a hotel's visibility on the platform), indirectly enforces that hotels maintain prices on their own channels that are equal to those on Booking.com. We welcome feedback on this matter. We are also critically engaged on this issue through our partner HOTREC</p> <p><b>Update actual European lobby dossier via HOTREC.</b> See link</p> <p><b>Tourist Tax: Rates and Legal Process</b> Please pay attention to the authorization for filing an objection against the tourist tax assessment. The first final tourist tax assessments for 2024 are expected by the end of June and will be sent out monthly in batches. We have since learned that the first ones were sent out at the end of May. See the link for the step-by-step plan. If you receive the assessment, make sure it reaches REIN Lawyers as soon as possible so they can prepare the notice of objection. For inspiration on the specific arguments that can be made per hotel in support of the objections: KHN will request this from REIN Lawyers and share it with the hotels Questions? Initially and preferably via Eveline Doornhegge; <a href="mailto:e.doornhegge@khn.nl">e.doornhegge@khn.nl</a> / 06-51490709 Otherwise: Rob Beukema, Rein Advocaten; <a href="mailto:beukema@rein.nl">beukema@rein.nl</a> / 0592 - 345 188</p> <p><b>Impact of Anti-Money Laundering Measures</b> We regularly hear from entrepreneurs that they are facing (additional) control measures from banks: requests for extra information, unexpected payment blocks, or even account closures. So far, there is a lack of solid data on how often this happens and what the impact is on hospitality businesses. The Netherlands Court of Audit is conducting an independent investigation on this topic. The goal is to gain insight into the effects of anti-money laundering measures on citizens and businesses, with special attention to our sector. With up-to-date insights, we as a trade association can more effectively represent the interests of hospitality entrepreneurs in discussions with banks, regulators, and government bodies.</p>	<p><a href="#">Claim teveel betaalde commissie terug</a></p> <p><a href="#">HOTREC</a></p> <p><a href="#">Stappenplan</a></p> <p><a href="#">Machtigingsformulier</a></p> <p><a href="#">Enquête anti-witwas maatregelen</a></p>
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<p>That's why we strongly encourage you to share your experience(s) by completing the survey from the Court of Audit — see the link. The more entrepreneurs participate, the stronger our case becomes.</p> <p><b>New Hospitality Policy - What Does This Mean for Hotels?</b> The municipality has adopted a new hospitality policy. In principle, hotels are not included in this policy. However, the policy <i>does</i> apply when there is a restaurant and/or bar (with or without a terrace) that is accessible to non-hotel guests. In brief, the most important change is a new classification system for businesses based on their activities and a revision of opening hours: Restaurants may now only remain open until 2:00 AM on weekends, instead of 3:00 AM. However, bars with a "hospitality category 3" designation may still close at 3:00 AM. The municipality will provide a full overview of the key changes soon. Additionally, work is underway to define specific rules per city district. For businesses like yours, there will be minimal changes. Thanks to our lobbying efforts, we were able to prevent many additional restrictions and measures. We consider this a very successful lobbying outcome. We were able to prevent all environmental permits from having to be reapplied for and renewed every 10 years. The proposal for an earlier closing time for restaurants has been withdrawn. Previously it was 24:00, and it is now 01:00 on weekdays and 02:00 on weekends Would you like a tailored explanation based on your specific location and setup? If so, you can make an appointment with Eveline Doornhegge or Nathalie ter Heide.</p> <p><b>Horeca Ontwikkel Platform (HOP)</b> Many Questions About the HOP, especially regarding the premium-eligible salary See the link for the FAQ. On the website, you can also subscribe to the HOP news update so you'll be informed immediately when there is news. Consultations have taken place with payroll administrators due to uncertainty about the premium collection process. This should now be sufficiently clarified, allowing them to configure their systems accordingly. Frequently Asked Questions: Should the employee contribution be withheld from the employee's gross or net salary? <i>The contribution must be withheld from the employee's gross salary. The contribution is considered negative income.</i> How should the premium-eligible salary be registered in the payroll records? <i>You'll find the answer, including a calculation example, on the <a href="#">HOP website</a> under the question about the definition of premium-eligible salary. This answer was developed in consultation with payroll processors and software developers.</i> Can HOP pension contributions be withheld from employees who are paid the statutory minimum wage For more information, visit the <a href="#">HOP website</a> or contact KHN Advice.</p> <p><b>Become a national board member.</b> A hotelier is requested. See link</p> <p><b>Active Lobby for Less Regulatory Pressure</b> Update regarding our activities related to the regulatory pressure action plan; see the link.</p> <p><b>Labour inspectorate checks Hospitality Industry in Amsterdam:</b> What Are They Looking For? The Dutch Labour Inspectorate (formerly known as the Inspectorate SZW) regularly carries out inspections in the hospitality sector, including in Amsterdam. These inspections primarily focus on the following risks: Labour exploitation, underpayment, and illegal employment -Responsible Cleaning Code: The 10-point plan has been revised. See the PDF and the links for more information: <a href="#">Inspectie checklist zelfinspectie eerlijk werken</a> en <a href="#">stappenplan verificatieplicht</a> -What can you do if your RI&amp;E is out of date? See the link <a href="#">Controle arbeidsinspectie</a> for more info and websites</p>	<p><a href="#">Nieuw horecabeleid</a></p> <p><a href="#">FAQ HOP</a></p> <p><a href="#">Aanmelden HOP Nieuwsupdate</a></p> <p><a href="#">Waarom we samen investeren in HOP</a></p> <p><a href="#">Vraag nu bij HOP subsidie aan</a></p> <p><a href="#">Word landelijk bestuurslid</a></p> <p><a href="#">Minder regeldruk</a></p> <p><a href="#">Controle arbeidsinspectie</a></p> <p>Code verantwoord schoonmaken (pdf)</p>
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	<p><b>Inspiration tour and ALV KHN Amsterdam</b> Come to the Food Center Amsterdam on 7 July. You can register via the link We will start with an exclusive tour of the Food Center Amsterdam. Afterwards, during the ALV and lunch, you will be updated on the most important developments.</p> <p><b>Directly informed about current KHN news.</b> Have you already signed up for an app group? Hotel app group, Kennis app group or HR app group</p> <p>See also: KHN website, KHN Amsterdam Facebook and Instagram. Would you like an update and more background information on current national, local dossiers or explanations of, for example, hospitality policies, make an appointment with the regional managers, Nathalie <a href="mailto:n.terheide@khn.nl">n.terheide@khn.nl</a> or Eveline <a href="mailto:e.doornhegge@khn.nl">e.doornhegge@khn.nl</a></p>	<p><a href="#">Inspiratietour en ALV</a></p> <p><a href="#">Hotel appgroep</a> <a href="#">Kennis appgroep</a> <a href="#">HR appgroep</a></p> <p><a href="#">KHN website</a> <a href="#">KHN Amsterdam</a> <a href="#">KHN Facebook</a></p>
3	<p><b><u>KHN Amsterdam Academy</u></b></p> <p>For trainings/workshops see the link. Incompany is also possible.</p> <p>Don't forget to use our free e-learning options for employees.</p>	<p><a href="#">KHN Amsterdam Academie</a></p> <p><a href="#">Gratis e-learning</a></p>
4	<p><b>Buurthotel</b> D/DOCK, a design studio for hotels, has launched the initiative buurthotel.nl. a website where hotels can showcase their offerings to the local community, and where residents and businesses can discover what nearby hotels have to offer. Thomas van Leeuwen and Laura Viaene explain how it works.</p> <p>Want to join as a hotel? Email <a href="mailto:t.vanleeuwen@ddock.com">t.vanleeuwen@ddock.com</a> or call Thomas at 06-20969587.</p> <p>Join the breakfast session on 3 July (9.30-11.00): to register, see link</p>	<p>Sheets Buurthotel (pdf) <a href="#">D/DOCK</a></p> <p><a href="#">buurthotel.nl</a></p> <p><a href="#">ontbijtsessie</a></p>
5	<p><b>Expedia</b> Barbara Akkermans, Area Manager Market Management Amsterdam &amp; Regional Netherlands en Jean-Philippe Monod, SVP   Government &amp; Corporate Affairs, give an impression of Market trends in Amsterdam, general trends and developments with a look back and a look forward. Expedia will explore how they can support us in substantiating the legal procedure regarding the tourist tax</p>	<p>Sheets Expedia (pdf)</p>
6	<p><b>KHN Insurances</b> Hans Veerman and Mathijs Hoek of 'Schouten Zekerheid' provide information on risks within the hospitality industry and how KHN insurances responds to that. See link</p> <p>Would you like to know more or schedule a non-binding offer? <a href="#">KHN Verzekeringen   Hotels   Afspraak maken</a></p>	<p>Sheets KHN Verzekeringen (pdf)</p> <p><a href="#">KHN Verzekeringen</a></p>
7	<p><b>NBTC</b> Annemarie van Waterschoot, Content manager NBTC explains the Trend Publication 2025; an insight into the future of international travel trends that are important for the Dutch sector</p>	<p>Sheets NBTC (pdf)</p> <p><a href="#">Trendpublicatie NBTC</a></p>
8	<p><b>Sales Pitch – My Way App</b> Many hotels have their own parking facilities and try to rent them out as much as possible to guests and (sometimes) to third parties. <a href="#">My Way</a> explains how they can help manage this better and generate more revenue. See the link for more info</p>	<p>Sheets My Way App (pdf)</p> <p><a href="#">My Way App</a></p>

	<p><b>The next KHN Amsterdam hotel meeting:</b> <b>When:</b> Thursday 25 september 2025. Location: is not known yet</p> <p><b>Year planning 2025</b> September 25 December 11</p> <p>Suggestions for speakers? Please let us know via <a href="mailto:amsterdam@khn.nl">amsterdam@khn.nl</a></p>	
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