

# Partnership introduces new Motto to Europe's hotel industry

Two of Europe's leading hotel companies, Borealis Hotel Group and Cyncas Hospitality, have announced a strategic partnership to open and operate new, branded hotels across Europe.



Image: Supplied

The first phase of the collaboration was revealed last week with the signing of a hotel management agreement for Cyncas to operate the 108-room Motto by Hilton Rotterdam Blaak, as well as a second, new hotel that will be announced in early 2022.

Set to open mid-2022, the Rotterdam hotel – a converted, former bank – represents the first Motto by Hilton to open in the Netherlands, as well as the urban lifestyle brand's European debut.

The hotel's central Rotterdam location, just 350m from Rotterdam Blaak metro station, 1.4km from Rotterdam Centraal Station and 8km from the airport, will ensure easy access to the city's main attractions.

Its versatile social spaces and innovative food and beverage offerings are expected to appeal to a wide range of travellers, including the groups market. Design highlights include a light-flooded, glazed atrium, providing guests spaces to meet, drink, work and relax.



Image: Supplied

Bart van de Kamp, CEO and Founder of Borealis Hotel Group, said: “I am delighted to announce this partnership with Cycas Hospitality. At Borealis we set the bar for our hotels and operators very high. Under Matt’s leadership, I’ve watched Cycas transform from a niche, extended-stay operator into an impressive, full-service pan-European hotel company. Cycas shares our international perspective and our values of hard work, high standards and fun, and we look forward to working together on this as well as future deals.”

Matt Luscombe, CEO of Cycas Hospitality, said: “I have known and admired Bart for more than 10 years. He is a phenomenal developer and hotelier, and he’s established an outstanding team at Borealis. We are honoured to be supporting Borealis with the next phase of their growth in 2022, and are very excited that this will include Cycas’s first Hilton-branded hotel.”

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