

INDEPENDENT HOTEL SHOW AWARDS 2023

BEST HOTEL CONCEPT: BOTANIC SANCTUARY ANTWERP



The renowned Independent Hotel Show Awards set the benchmark for luxury and boutique hotels. The awards were presented at the Independent Hotel Show on 14 March in Amsterdam. The award for Best Hotel Concept went to the Botanic Sanctuary Antwerp: a triumphant success for the city's first 5-star superior *Leading Hotel of the World!* This award recognises the Botanic's unique, innovative concept that through innovation and creativity has truly pushed the boundaries of what a luxury hotel should be. The concept for revitalising and developing this 20,000sqm destination was significantly shaped by Managing Director Marc Alofs and marketing deluxe.

The Independent Hotel Awards Verdict

'Botanic Sanctuary has definitively put Antwerp on the map as a luxury hotel city and as a culinary destination. The combination of eye-catching design and an overwhelming amount of brilliant catering concepts make this an obvious winner. Despite all the different facilities and the enormous surface area, the hotel exudes a lot of warmth and a personalised experience for the guests. The site has a wonderful tranquillity that is in stark contrast to the bustle of the old city centre. It is a wonderful example of the reuse of monumental buildings, with respect for the past and an eye for the present. When you check in here, you only want one thing: never to leave.'

Botanic Vision & Mission – Pure Luxury

The 15th century listed monastery in the heart of the Botanical Garden was transformed into the extraordinary 5-star superior *Leading Hotel of the World* Botanic Sanctuary Antwerp. New standards were set with the mission to completely redefine luxury as an experience – from nature, space and true privacy. It was important to preserve the history of the site as well as the legacy of the Antwerp botanist and pharmacist Peeter van Coudenberghe, who is considered the founder of the Botanical Garden. In his pharmacy, herbs from the monastery garden were processed into medicines.

Stargazing Gastronomy

The Botanic is the first 5-star superior hotel in Belgium with four Michelin stars. The destination's five fine dining restaurants have placed Antwerp firmly at the top of Europe's culinary scene. The spectacular revival of Gert De Mangeleer and Joachim Boudens' Hertog Jan was immediately awarded with two Michelin stars. Jacob Jan Boerma and Thomas Diepersloot also opened their Fine Fleur and were awarded a Michelin star. Het Gebaar, by the world's best pastry chef Roger van Damme, also has a Michelin star. Bar Bulot – the successful brasserie concept by Gert De Mangeleer, and authentic Restaurant 1238 also add to the extensive culinary scene at the Botanic. Henry's Bar is an ode to the botanist Henri Ferdinand Van Heurck and embodies a successful synergy of tradition and modernity.

Art, Culture, Business and More

14 impressive event locations including the 15th century chapel, the Amaryllis ballroom and the Botanic Congress Centre are further highlights at the Botanic. The thirst for art is quenched by the Granada Gallery, where jeweller to the stars Jochen Leën presents his skills. The bedrooms are just as unique as the destination itself: 108 rooms & suites are housed in five historic buildings, all of which tell their very own story – not only because of the historical architecture, the incomparable interior and the concierge and butler service, but also because of the uniqueness of the carefully chosen artwork. Another secret in the depths of the Sanctuary is The Unprecedented – a members-only Scotch Whiskey investors club.

Managing Director Mark Alofs

We are very proud to bring this international award, presented in Amsterdam, London and Miami, to Antwerp. The result of an almost 4-year team effort from project development to current operation. An award dedicated to the whole team, who make an immeasurable daily effort to provide our guests with the utmost care in terms of hospitality and gastronomy. Sincere thanks are also due to the owners for their huge investment and trust in the team!

||| www.botanicantwerp.be

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About The Independent Hotel Show

The Independent Hotel Show was founded in London in 2012. The Independent Hotel Show Awards recognise the passion of independently spirited hoteliers, hotels and suppliers who drive the hospitality sector forward. Since 2019, the Independent Hotel Show has also been held in Amsterdam. As part of the third show with around 200 exhibitors on 14 and 15 March 2023, the Independent Hotel Awards were presented for the first time in Amsterdam, in addition to London and Miami.



About marketing deluxe

marketing deluxe is an international full-service agency with a focus on concept development in the luxury hotel industry, gastronomy and health tourism. The Austrian development expert Claudia Reichenberger oversees the strategic development and positioning of the Botanic Sanctuary Antwerp.



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