

TOP MICE DESTINATION IN BELGIUM

BEST NEW HOTEL MEETINGS & EVENTS: BOTANIC SANCTUARY ANTWERP



Antwerp's latest and perhaps most luxurious conference venue is already receiving accolades: on 27 March, the New Hotel Awards were presented at La Gare 27 in Antwerp. During a scintillating evening, the spotlight shone on Belgium's best hotel openings of 2022, which included the Botanic – and the award for Best New Hotel Meetings & Events went to the Botanic Sanctuary Antwerp! A brilliant success for the city's first 5-star superior *Leading Hotel of the World*! This award recognises the Botanic's extraordinary Congress Centre as *the* place to host meetings, incentives, conferences and events in Belgium.

Botanic Vision & Mission – A New Business Lifestyle

A global benchmark for a new business lifestyle shines a beacon within the extraordinary 5-star superior *Leading Hotel of the World* Botanic Sanctuary Antwerp – a transformed 15th century listed monastery in the heart of the Botanical Garden. A newcomer on the congress scene, Botanic Sanctuary Antwerp is now firmly established as a unique destination for notable companies from around the globe. Historic ambience and contemporary zeitgeist combine with state-of-the-art technology in each of the 14 multifunctional conference rooms.

Flexible and enticing salons offer a range of spaces and configurations, providing unparalleled settings for all kinds of meetings, incentives, conferences and events. The exceptional variety of spaces allows privacy in a safe and healthy environment. The 325sqm auditorium with interpreters' booths accommodates up to 290 pax, while the 421sqm Amaryllis grand hall even offers automobile access. The historic 15th century chapel provides an iconic location for truly unforgettable events: from product launches, fashion shows, concerts and receptions to lectures, book reviews and exhibitions.

Director of Sales, Sandrine Versavel

We are honoured to have been awarded this award for our excellent Congress Centre. Sincere thanks to the New Hotel Awards for recognising the work of our team. And a huge thanks to our MICE and events team for consistently delivering the highest level of hospitality and professionalism to our guests and clients.

||| www.botanicantwerp.be

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About The New Hotel Awards

The New Hotel Awards was founded in Antwerp in 2022. The awards recognise newly opened Belgian hotels across six categories. A jury made up of industry experts visited all the nominated hotels, and then handed out the awards on 27 March. The jury members were: Rachel Persoon (owner of Typhoon Hospitality Netherlands and Belgium), Joeri Beusen (GM of Holiday Inn Hasselt and Holiday Inn Express Hasselt), Flip Dejaeghere (culinary globetrotter under the name @flipworldfoodie_), Hannah Van Ongevalle (co-owner of The Pharmacy and owner of Topsy Cake and The Motel), Marnick Smessaert (founder of DARK), Cleo de Backer (Managing Partner at We Make You Happy) and Jo Van Cauwenberge (co-founder and director of GoodPlanet Belgium). They were each responsible for their own category and presented the coveted awards to:

Best New Hotel **Design**: Hotel Flora
Best New Hotel **Restaurant**: Hotel Le Roannay
Best New Hotel **Bar**: Henry's Bar at Botanic Sanctuary Antwerp
Best New Hotel **Price Guarantee**: YUST Liège
Best New **Sustainable** Hotel: Sapphire House Antwerp
Best New Hotel **Meeting & Events**: Botanic Sanctuary Antwerp
The public award went to: Guesthouse De La Paix

Once again this year we were surprised at the level of newly opened hotels in Belgium. Dedication and love for the industry ensured a high-quality selection for the second edition as well. The hospitality sector in Belgium has a lot to offer.
Rachel Persoon, jury president and owner of Typhoon Hospitality



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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