



THE HUB FOR COMMUNITY, CREATIVITY & CELEBRATION

Celebrate WorldPride with us – where every identity, every expression, and every story belongs. A welcoming home for connection, culture, love and pride in the heart of Amsterdam.



A MESSAGE FROM OUR CLUSTER GENERAL MANAGER

"WorldPride is more than a celebration — it is a powerful reminder of the strength of our community. As someone who proudly identifies as part of the LGBTQIA+ community, and as a partner and parent, this moment holds deep personal meaning for me. And as my first year in Amsterdam, I am incredibly excited to be part of such a celebration for the city as we host World Pride and mark so many other monumental milestones.

At art'otel Amsterdam and Park Plaza Victoria Amsterdam, we believe that every guest, every colleague and every collaborator should feel welcomed, respected and seen for who they are.

This WorldPride, we are honoured to offer a space where creativity, culture and identity come together. A place where people can gather safely, express themselves freely and celebrate proudly. We look forward to hosting you, supporting your events and standing together with our global community during this historic moment for our city.

Welcome to WorldPride.
Welcome home."

— Axel Krueger
Cluster General Manager
art'otel Amsterdam & Park Plaza Victoria Amsterdam



CELEBRATE WORLD PRIDE WITH US

As Amsterdam comes together to host WorldPride, art'otel Amsterdam and Park Plaza Victoria Amsterdam open their doors as a central home for LGBTQIA+ communities, allies, creators and global visitors.

Positioned directly at the gateway of the city, our iconic facades are the first to welcome guests arriving at Centraal Station — setting the tone for a celebration rooted in belonging, visibility and joy.

With versatile event spaces, accommodation, restaurants and cultural venues across both hotels, our connected campus becomes a safe, vibrant and inclusive hub for programming, gatherings and celebrations throughout WorldPride.

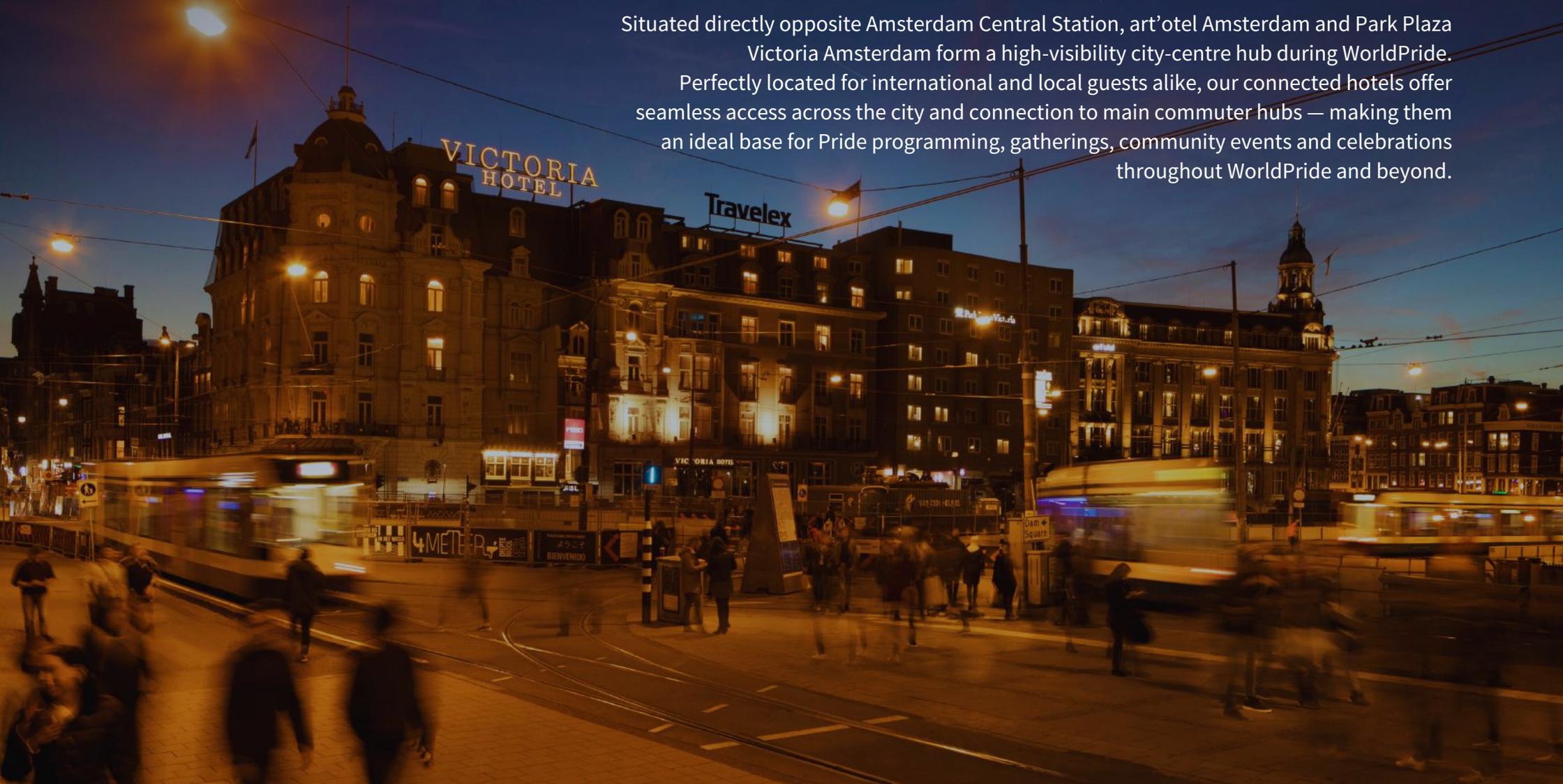
Highlights include:

- Landmark location welcoming Pride guests from all over the world
- One connected WorldPride campus across two distinct hotel experiences
- Flexible spaces for community events, panels, workshops & celebrations
- Creative venues ideal for queer-led showcases, content & collaboration
- Bars & restaurants ready to support day-to-night Pride programming



CONNECTED, CENTRAL, UNMISSABLE

Situated directly opposite Amsterdam Central Station, art'otel Amsterdam and Park Plaza Victoria Amsterdam form a high-visibility city-centre hub during WorldPride. Perfectly located for international and local guests alike, our connected hotels offer seamless access across the city and connection to main commuter hubs — making them an ideal base for Pride programming, gatherings, community events and celebrations throughout WorldPride and beyond.





networking



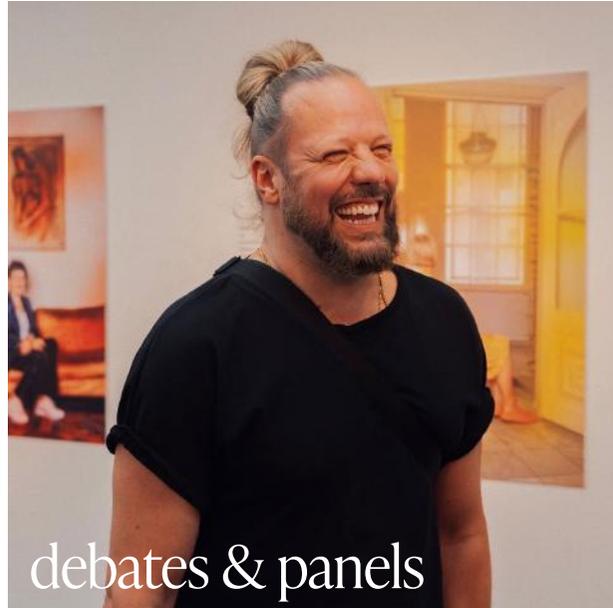
performances



parties



workshops



debates & panels



drink receptions

conversations, community gatherings, celebrations



UNIQUE SPACES

The Gallery



Let art be your backdrop. Our 300sqm art gallery is home to ever-changing exhibitions, perfect for seated or walking dinners or parties for up to 250 guests.

The Lounge



A semi-private hideaway perfect for receptions or dinners for up to 80 guests. Complete with a signature fireplace and Atelier van Lieshout's most iconic sculptures.

The Library



Overlooking Amsterdam's Centraal Station, encompassed by the captivating art curtain. Best for standing events for up to 60 guests. Even add your own cocktail bar!

ARCA Restaurant & Bar



Show-stopping modern Portuguese plates, wines, cocktails and open kitchen action combine in our destination restaurant & bar. Ideal for celebrations for up to 140 guests.



ARCA Private Dining Room



Enjoy the best of the best in bespoke menus, beverage packages, entertainment and decoration in ARCA's exclusive Private Dining. Spoil up to 10 guests, also complete with your own outdoor area.

AT ART'OTEL AMSTERDAM

Click on each space for a virtual tour.

Meeting Spaces



Ideal for team meetings, strategy sessions, and pre-event preparations, offering a comfortable and practical setting to connect, plan, and focus before the main event

VIC's Bar



A vibrant city hotspot, ideal for high-energy private parties, drinks receptions, and large social events especially during major city moments.

Carstens Steakhouse Restaurant



An elegant space for private dinners, drinks receptions, and social events, centered around great food and atmosphere. Ideal for celebrations for up to 140 guests.

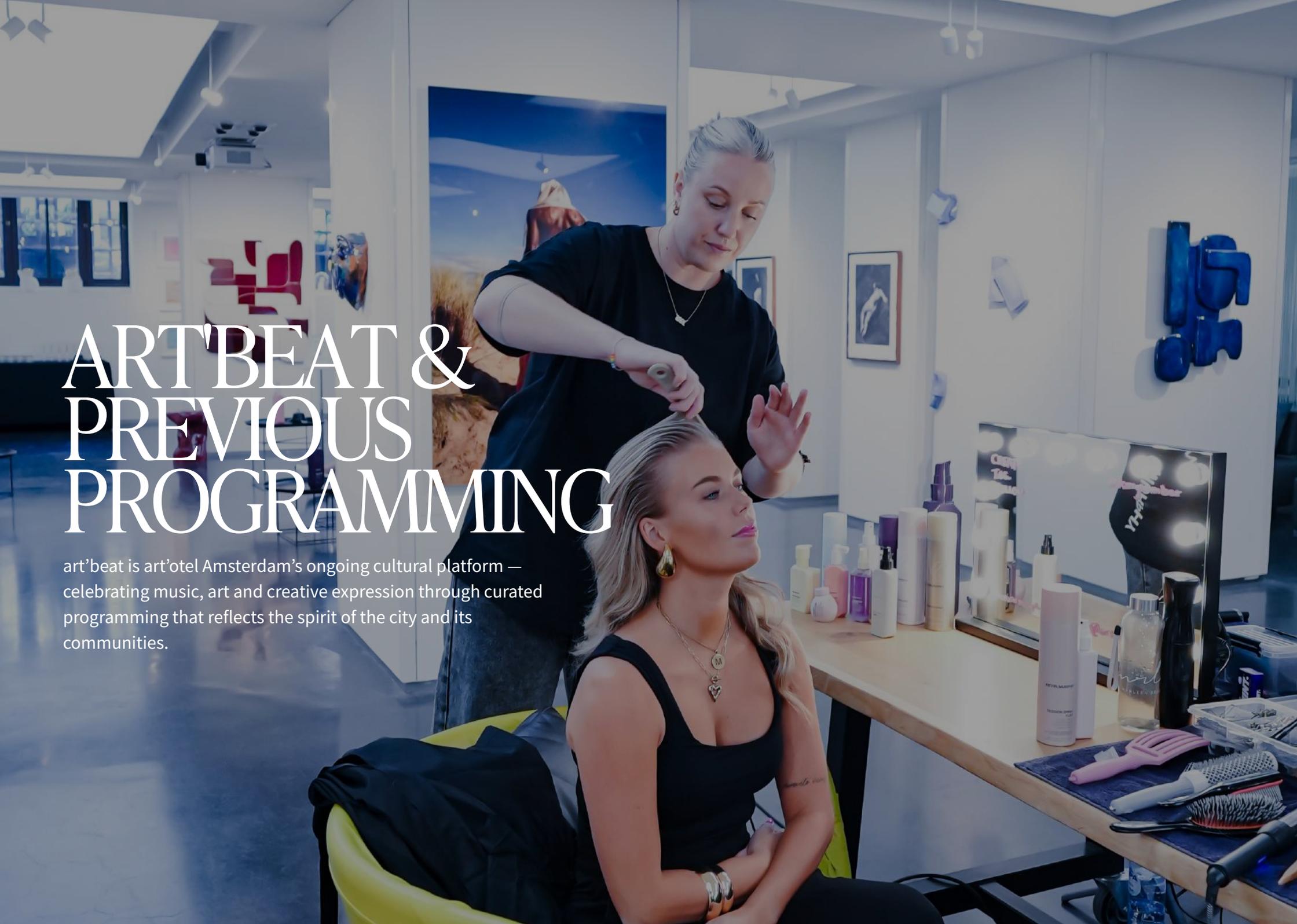
Carstens Cafe



A cosy, private pub-style café for relaxed gatherings, casual drinks, and chill events, with the option of background music or a low-key DJ set.

AT PARK PLAZA VICTORIA

Click on each space for a virtual tour.

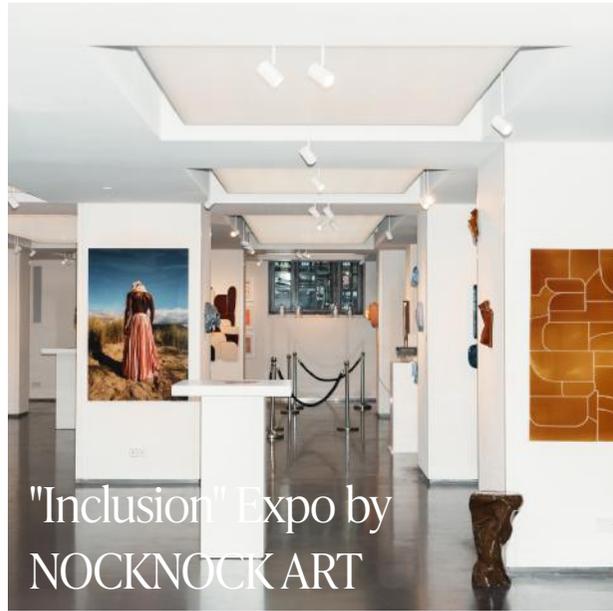


ART'BEAT & PREVIOUS PROGRAMMING

art'beat is art'otel Amsterdam's ongoing cultural platform — celebrating music, art and creative expression through curated programming that reflects the spirit of the city and its communities.



Pride Through The Lens Expo



"Inclusion" Expo by NOCKNOCK ART



Pride Brunch



Parade GLAM.BAR



Pride Art Route



Midnight Runners x Boogie House Pride Run Afterparty

PREVIOUS PROGRAMMING

BEDROOMS



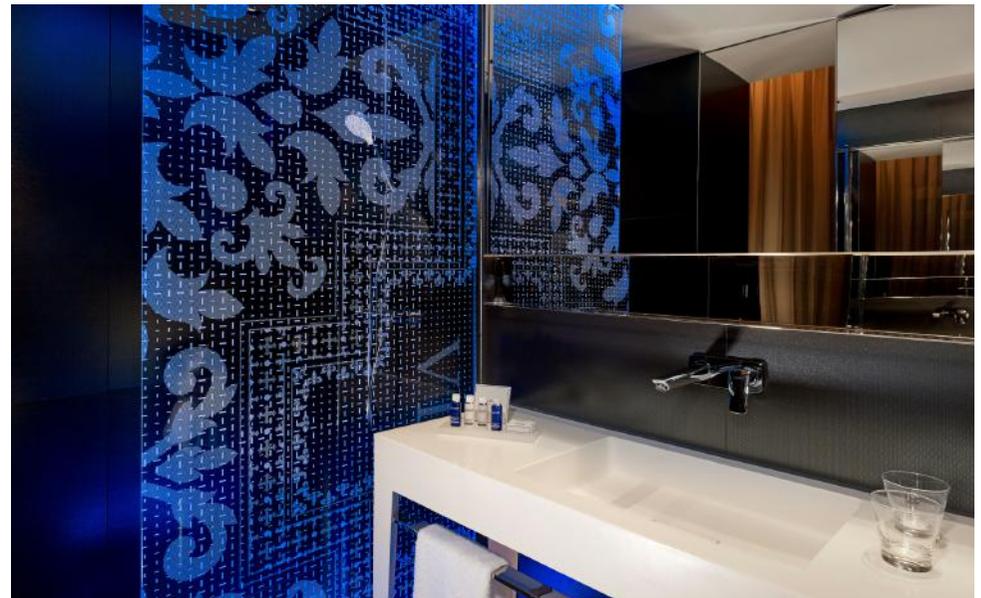
Across art'otel Amsterdam and Park Plaza Victoria Amsterdam, 405 guestrooms and suites offer a stylish, welcoming base for guests celebrating WorldPride, to unwind, recharge or focus - just steps from Pride programming across the city.

Our location opposite Amsterdam Centraal Station mean you couldn't get more of a more convenient spot for international arrivals, or local commuters.

At art'otel Amsterdam, bold contemporary art and thoughtful in-room touches create a vibrant, expressive sanctuary.

At Park Plaza Victoria Amsterdam, historic charm meets modern comfort, offering elegant, well-appointed rooms ideal for both rest and reset during Pride.

Wherever they stay, guests can retreat to spaces that feel inclusive, calming and connected — right in the heart of Amsterdam.





WORLDPRIDE

A photograph of two men in black clothing standing in an art gallery. The man on the left is wearing a black cap with 'FIO' on it, a black button-down shirt, and is holding a clear glass and a red phone. The man on the right is wearing a black leather beret, a black t-shirt, and has his arms crossed. He has a black bag with headphones hanging from it. In the background, there are art pieces on the wall and another person in a purple shirt.

CONTACT OUR DEDICATED TEAM

nlevents@pphe.com

EXPLORE THE HOTEL

artotelamsterdam.com

parkplazavictoriaamsterdam.com

@parkplaza

@artotel #myartotel