

Our Core Values: what we stand for.



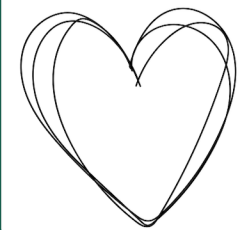
We make everyone an ambassador **Hospitality**

By responding quickly and creatively to needs, we exceed expectations and turn everyone into an ambassador. We are proud ambassadors of our hotel.



We own our work **Ownership**

We take and gain ownership of our work and taking care of our guests. We have a proactive attitude and are keen on detail.



We prioritize personal attention **Personal**

We are genuinely interested in others and breathe hospitality. We are transparent with each other and our guests.



We embrace sustainability **Durable**

Based on our intrinsic will, we act as sustainably as possible. We continuously think about how we can work more sustainably and locally and are therefore an example for others.



VAN DER VALK
HOTEL VENLO



Together we keep raising the bar **Improve**

We set the bar high with a positive drive. Together we always take that extra step to make things better and better. We do this in balance and with a view to the long term.

Strategy map 2026

VAN DER VALK
VENLO



We make everyone an
ambassador



We prioritize personal
attention



We are the owner
of our work



We embrace sustainability

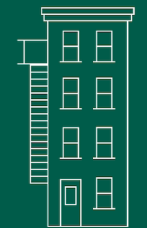
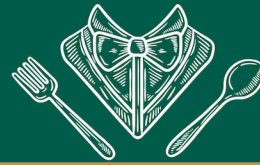


Together we keep raising
the bar

*We're heading up
our core values*



Vision 2026: A gift to stay



DRIVEN AND SKILLED TEAM

We have an **enthusiastic and driven team** where hospitality and hard work flow through our veins.

We are a highly sought-after employer and know how to retain and fascinate professional employees.

Employees excel in hospitality, knowledge and skills and are highly committed. We have **high quality and professional competence**.

We have **strong teams** where people **really know each other well and help each other** and where we continue to raise the bar together and enjoy working together.

We have a **strong and enthusiastic middle management**.

EXCELLENT HOSPITALITY

We **excel in hospitality** with a fantastic service level. We are attracting a new generation of guests to our hotel. Local guests know where to find us.

We excel through our **personal attention to each guest**. We call guests by name and know their preferences, making everyone an ambassador.

From the first contact until after check-out, we offer a hospitable experience with **consistent quality**.

In our successful restaurant and bar we serve modern and delicious food and drinks. We do this with **high-quality local and sustainable products and a strong experience**.

A TAILOR-MADE STAY

The small tower was renovated in 2026 with modern, sustainable and fresh rooms. All facilities inside and outside the hotel ensure a completely cared for stay.

Digitalization ensures more attention and time for the guest and an optimal and personalized stay. Online check-in and pre-arrangement of activities and dinner are possible.

OBVIOUSLY SUSTAINABLE

Making sustainable choices is self-evident in everyone's work.

Our **business processes have been made more sustainable** and we offer our guests a sustainable stay.

We are involved and contribute locally. The hotel is **a place to learn and inspire** and is the learning place for schools.

SUCCESSFUL PIONEERS

We are pioneering by structurally renewing our hotel and our concepts.

With our **successful concepts** such as the terrace concept, ello nights, the meeting concept at 077 and the sessions in the wine cellar, we distinguish ourselves and offer our guests an extra experience.

We are **financially healthy** with high turnover and returns. With our hotel we are an example within the family.

We have many **returning guests**. Guests **rate us with a review score of 9½**.