



Hotel New York in Rotterdam

Fact Sheet

Former Headquarters of Holland America Line

From its purchase in 1901, Holland America Line used the building located on Wilhelmina Pier in Rotterdam, the Netherlands, that is now Hotel New York as its headquarters. During the decades as the cruise line's main office and terminal, the building went through several changes, including the completion of a warehouse and the addition of a new façade in 1917, which created the shape we know today.

After moving its headquarters from Rotterdam to the United States in 1977, Holland America Line eventually sold the building to a project developer in 1984. The municipality of Rotterdam bought the building and converted it into Hotel New York with the help of several entrepreneurs. On May 5, 1993, Hotel New York officially opened.

First Step for Emigrants Seeking a New Life

Around the turn of the century, many European emigrants were escaping poverty and religious persecution in search of a better life in America.

At this time, Holland America Line was primarily a carrier of immigrants from Europe to the United States until well after the turn of the century, carrying nearly 2 million passengers to new lives in the New World. Many were leaving from Rotterdam on Holland America Line ships at the same pier where Hotel New York stands today. The building also served as temporary accommodations for those emigrating from Europe, spending the night there before boarding a ship that would take them to America.

Still Standing on Holland America Line's Pier in Rotterdam

Hotel New York is still located at the end of Wilhelmina Pier in Rotterdam. Its location provides a perfect view for guests to watch Holland America Line ships come and go from the port.

But in years past, the hotel's existence was not guaranteed. On May 10, 1940, German bombing during World War II hit Rotterdam. The next day, ss Statendam III, which was WHERE?, caught fire during the German invasion and was destroyed. Bombing continued for several days with the destruction of the entire historic city center on May 14. Despite the heavy aerial bombardments and fighting, the building that is now Hotel

New York survived. After the war, Holland America Line relaunched its operations from the same headquarters.

Rooms and Décor Honor Holland America Line's Past

The design and décor of Hotel New York honors the building's early days as Holland America Line's main offices. Guests will see upon arrival through the hotel entrance that it is still the same and completely original. The center of the historic building contains the original wrought iron staircase.

Former offices and boardrooms have been converted into luxury guest rooms, furnished with maritime accents. The former janitor's house on the roof is now the Roof Terrace Room, and the director's lounge in the original Holland America Line offices is now a guest room.

Each floor of the hotel has open spaces that now house artifacts and artwork reflecting Holland America Line's history. There are also dramatic black and white photographs that provide a glimpse into the building's shipping history. Guests also will see old-fashioned suitcases, posters and deck chairs throughout the hotel, as well as photos of migrants and the old directors of Holland America Line. There are even models of the company's ships from the turn of the century.

Returning to Where it All Started

Hotel New York in Rotterdam exemplifies the beginnings of Holland America Line. It has stood the test of time, serving as the start of a new life for millions of emigrants at the turn of the century. Now, it's a place for visitors to spend time looking back at the building's long history and connection to Holland America Line. As the company celebrates its 150th Anniversary, Holland America Line comes full circle to where it all began and returns to Rotterdam for a ceremony at Hotel New York April 18, 2023.