

COVE

New serviced apartment brand, Cove, opens first Dutch property with the launch of 'Cove – Centrum' in the center of The Hague

Next generation serviced apartment brand Cove has opened its first property in the Netherlands with the launch of 'Cove – Centrum', located in the heart of The Hague. Located on Grote Marktstraat, the city's busiest shopping district, 'Cove – Centrum' will serve a base of business travellers, as well as leisure guests and families seeking more spacious, comfortable accommodation.

'Cove – Centrum' offers 121 thoughtfully designed apartments, including 112 studio apartments, six large studio apartments and three accessible studio apartments – all of which are equipped with a queen-size bed, smart TV, private and superfast Wi-Fi, and fully equipped kitchens.

With soothing colour palettes, walnut floors and bespoke furniture featured throughout the property, 'Cove – Centrum' reflects the brand's contemporary sophisticated aesthetic. Created with the modern traveller in mind, each apartment features flexible everyday essentials, including kitchen tables where guests can work and dine. The building also includes a 250sqm lobby that features a stylish lounge and co-working space, 24-hour reception, as well as a communal laundry room, car parking and bicycle hire.

Conveniently situated in the shopping district of Grote Marktstraat, 'Cove – Centrum' is located in the iconic 'De Passage' building, designed by architect Bernard Tschumi. The arcade houses shops and boutiques, while the charming Grote Markt at the end of the street is home to a host of great restaurants and a local market. The Museum Quarter is just around the corner and the city's most popular beach is only a short bike ride away.

Rob de Ridder, Regional Manager of Cove, said: "The opening of 'Cove – Centrum' marks Cove's first opening in mainland Europe, so this is a great milestone in our story. We're excited to bring Cove to the Netherlands and feel confident our guests will appreciate the flexible nature of our thoughtfully designed apartments and social spaces – regardless of whether they're travelling for work or leisure."

Address: Cove – Centrum at Grote Marktstraat 46.

About Cove

Work-life balance has changed. Cove is a next generation serviced apartment brand, which has emerged in response to the need for a different kind of accommodation and a new way of being. Cove's spacious apartments combine thoughtful design with future-facing technology, embodying the notion of flexible living to enable life in all modes.

Each Cove apartment features superfast private Wi-Fi, fully fitted kitchens and living space, as well as ergonomic seating and workspace to provide travellers autonomy while away from home. Cove launched in June 2021, with locations across the UK including London and Liverpool.

For more information or bookings, click [here](#).

Noot voor de redactie

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