

John & Yoko Suite

On March 24 1969, just before midnight, a white Rolls Royce pulled up in front of the Hilton Amsterdam, John Lennon and Yoko Ono stepped out. A crowd of admirers welcomed them at the entrance with white tulips. They booked suite 702 and lounge 704 and, shortly afterwards, all the furniture, except the bed, was removed. That was the start of the world famous “Bed-in” for peace, live in front of the worlds press they spent a week in bed protesting against the Vietnam War.

Today the John & Yoko Suite is one of the most famous bridal suite in the world.

Since 24th March 1990 the suite is known as the John & Yoko Suite. It has been recreated as it was with the bed on the same spot, but with a few concessions to the more luxurious environment expected by today’s guests. The style of the decoration was approved and advised by Yoko Ono herself and the bagism concept plays an important role.

Bagism is communication by bag (you cannot see what is inside the bag, therefore you do not have prejudice). The room is simply decorated and all materials are natural. Wood, stone and glass are the main materials used and all these material are symbolic of purity. The ceiling is an enlargement of the cover of the Album ‘the Plastic Ono Band/Live Peace in Toronto 1969’ and displays the first five bars of ‘All you need is love’. The Bag One motif surrounds the whole room.

As of 1st November 1996 the City Borough of Amsterdam has designated the Hilton Amsterdam and the John & Yoko Suite as an official location where wedding ceremonies can be performed 24 hours a day by appointment. Special packages and arrangements can be obtained on request.

Other Beatles who have stayed in the hotel include Ringo Star (10 March and 3 October 1976) and George Harrison (3 & 4 February 1977). Yoko Ono stayed again 20 Feb – 1 March 1986, 4 July 1989 together with her son Sean on 9 July 1990.

