



Feel the authentic

Park Plaza is an upper-upscale full-service brand that prioritises authentic service and captures the essence of each locale through creating contemporary and elegant hotel spaces. With a total of 23 properties in 5 European countries located in key business and leisure destinations, the brand is developed in partnership with hotel industry leader Radisson Hotel Group.

WHY PARK PLAZA?

- One of London's largest upper upscale hotel brands
- Partnership with Radisson Hotel Group, which has powerful reservation and distribution systems
- A part of Radisson Rewards loyalty programme which has 170 million+ members worldwide
- Our core brand philosophy revolves around authentic service, contemporary spirit and local hotspots
- Caters to both leisure and business travellers
- Properties in vibrant city-centre hotels to tranquil beach-side resorts
- Award-winning restaurants and bars that are an established part of community life
- Stylish and contemporary guest rooms with high quality standards
- Versatile meeting and event spaces that can be tailored to specific sizes and requirements

KEY FACTS AND BRAND STANDARDS

Core brand standards

- Key leisure and business destinations, city centre locations and/or proximity to major demand generators/transport hubs
- Ideally 200+ bedrooms
- Average standard bedroom size of c 25 sqm, with larger rooms for family rooms, studios and suites
- Approximately 50 sqm GIA gross ratio
- Stylish restaurants and bars
- Flexible meeting and event spaces with breakout areas
- In-house gym
- Separate studio space within gym area

Site specific standards

- Spa and wellness area including swimming pool
- Conference and banqueting halls
- Parking
- External spaces

Park Plaza hotels in Europe

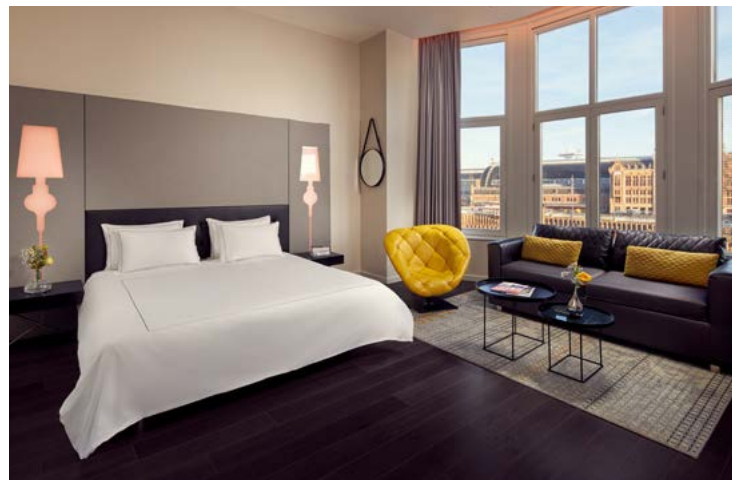
The United Kingdom (9): London (6), Cardiff, Leeds, Nottingham

The Netherlands (5): Amsterdam (3), Eindhoven, Utrecht

Germany (4): Berlin (2), Nuremberg, Trier

Croatia (4): Pula (3), Medulin

Hungary (1): Budapest



PPHE HOTEL GROUP

PPHE Hotel Group (PPHE) is an international hospitality real estate group with a Premium Listing on the Main Market of the London Stock Exchange managing a £2.2bn+ property portfolio.

PPHE focuses on developing upper-upscale and lifestyle hotels in key European cities, with a portfolio consisting of freehold and long leasehold assets within Europe.

OUR VISION

Delivering best-in-class performance through building and deepening our real estate portfolio while growing our hospitality platform through the 'Buy, Build, Operate' model.

OUR PERFORMANCE

Our success is measured by key financial performance indicators as well as several operational indicators. Including the contribution from our partnership with the Radisson Hotel Group and revenue growth.



Scan for annual reports and accounts



WHY PPHE HOTEL GROUP?

- Proven track record of establishing and operating vibrant hotels, allowing for individual attention
- Well established hotel operator in Europe, including key cosmopolitan cities
- Experience in developing hotels, especially in new urban areas
- Expertise in new build and mixed-use schemes
- Expertise in destination restaurants and bars
- Continuously outperforming competitive sets
- Flat management structure for swift decisions and hands on approach
- Strong performance track record
- Experienced owner-operators with owner friendly concepts
- Strategic brand partnerships with Radisson Hotel Group, which is part of the 2nd largest hotel group in the world

OUR PORTFOLIO AND BRANDS

PPHE Hotel Group has a select number of owned and partnered brands including those of Radisson Hotel Group which we leverage for their brand recognition across the different market segments, powerful reservation and distribution systems and reward programmes.

Brands

These brands include art'otel, Park Plaza, Holmes Hotel London, Arena Hotels & Apartments, Arena Campsites as well as our partner brands, Radisson Collection and Radisson RED.

52 Properties

Real estate portfolio consisting of properties in operation and under development in 8 countries and territories



PARTNER BRANDS



GLOBAL FOOTPRINTS
CROSS SELLING AND
MARKETING

CENTRAL
RESERVATION AND
DISTRIBUTION
SYSTEM

POWERFUL
ONLINE AND
MOBILE PLATFORMS

RHG RADISSON
HOTEL GROUP

RADISSON
REWARDS
PROGRAMMES
FOR GUESTS,
PLANNERS AND
BUSINESSES

GLOBAL
SALES NETWORK