



# Park Plaza Utrecht completes 6 million Euro transformation, revealing a new interior design and upgraded services

30 October, 2019

Park Plaza Utrecht, owned and operated by PPHE Hotel Group ("PPHE" or the "Group"), an international hospitality real estate group which owns and develops hotels and resorts, operates the Park Plaza® Hotels & Resorts brand in EMEA, today announced the completion of a 6 million Euro repositioning project.



[Executive Room with floor to ceiling windows offering city views. This room offer luxurious Egyptian cotton bedding, stylish interior, walk-in rainfall shower and Smart TV]

Park Plaza Utrecht, located in the Netherlands' fourth largest city which is currently undergoing a vast re-development programme into its infrastructure and offering as a city, has seen an extensive transformation. Repositioning of the hotel included a complete design transformation across guestrooms, reception, restaurant and bar, fitness area, private event space and 10 meeting and events rooms.

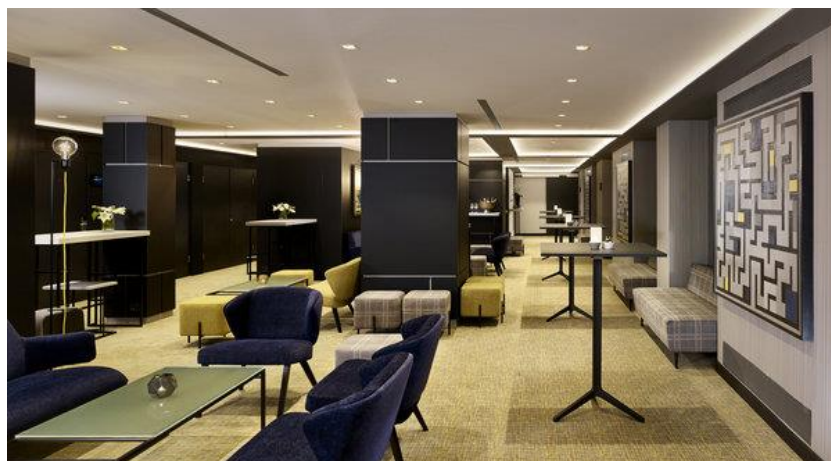
Utrecht is a city known to attract a high percentage of corporate guests, and the newly re-positioned Park Plaza Utrecht in the heart of the business district, now offers enhanced, modernised services to meet the demands of the business traveller, which is complemented by its prime location adjacent to Utrecht Central Station and Jaarbeurs exhibition centre.



Located on the top floor of the hotel, each of the 10 meeting rooms offers an enhanced technology experience, a new foyer area and natural daylight complementing the stunning views across Utrecht. A private event space hosting 75 delegates can be found on the ground floor, adjacent to the newly designed restaurant and bar area – perfect for hosting product launches, workshops, celebrations and dinners.



[Executive Board Room on top floor level]



[Meeting foyer on top floor level]



Park Plaza Utrecht was designed by Artelior, an architect brand specialising in international hotel design who have previously managed hotel design projects for PPHE Hotel Group in Germany and Croatia. The award-winning agency headquartered in London, focused on the rich history of Utrecht combined with inspiration from Manifesto of De Stijl, a Dutch artistic movement founded by Piet Mondriaan and Theo van Doesburg. The new Park Plaza identity represents a flair of style and sophistication ensuring it is fully aligned with the contemporary and high-quality product Park Plaza is known for.



[The restaurant at Park Plaza Utrecht serves international cuisine]

Park Plaza Utrecht is owned and operated by PPHE Hotel Group and its President & Chief Executive Officer, Boris Ivesha, added, "We are delighted to officially complete a 6 million Euro transformation of Park Plaza Utrecht's interior design and product offering. Located adjacent to the Utrecht's main train station, in the heart of the business district and within walking distance of the Jaarbeurs exhibition centre, this significantly upgraded hotel is a great base to work from or explore all attractions Utrecht has to offer. The Netherlands has always been an important market for our Group and the completion of Park Plaza Utrecht follows shortly after we announced the completion of the transformation of Park Plaza Vondelpark, Amsterdam (October 2019) and the repositioning of Park Plaza Victoria Amsterdam in September 2018."

Rates at Park Plaza Utrecht start at €149 per night based on a Superior Room.

For further information, please visit: [www.parkplaza.com/utrecht](http://www.parkplaza.com/utrecht)

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## Press Release distribution

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## Notes to editors

Park Plaza Utrecht is owned and operated by PPHE Hotel Group, an international hospitality real estate company with a £1.7 billion portfolio (valued as at summer of 2019) of primarily prime freehold and long leasehold assets in Europe.

PPHE Hotel Group's guiding principle is to generate attractive returns from operations and long-term capital appreciation.

Through its subsidiaries, jointly controlled entities and associates it owns, co-owns, develops, leases, operates and franchises hospitality real estate. Its primary focus is full-service upscale, upper upscale and lifestyle hotels in major gateway cities and regional centres, as well as hotel, resort and campsite properties in select resort destinations.

PPHE Hotel Group benefits from having an exclusive and perpetual licence from the Radisson Hotel Group, one of the world's largest hotel groups, to develop and operate Park Plaza® branded hotels and resorts in Europe, the Middle East and Africa. In addition, PPHE Hotel Group wholly owns, and operates under, the art'otel® brand and its Croatian subsidiary owns, and operates under, the Arena Hotels & Apartments® and Arena Campsites® brands. This multi-brand approach enables PPHE Hotel Group to develop and operate properties across several segments of the hospitality market.

PPHE Hotel Group is one of the largest owner/operators of hotels in central London and its property portfolio comprises of 38 hotels and resorts in operation, offering a total of approximately 8,800 rooms and 8 campsites, offering approximately 6,000 units. PPHE Hotel Group's development pipeline includes two new hotels in London and one in New York City which are expected to add an additional 600 rooms by the end of 2022/2023.

PPHE Hotel Group is a Guernsey registered company with shares listed on the London Stock Exchange and a constituent of the FTSE 250. PPHE Hotel Group also holds a controlling ownership interest in Arena Hospitality Group, whose shares are listed on the Prime market of the Zagreb Stock Exchange.

## Company websites

[www.pphe.com](http://www.pphe.com)

[www.arenahospitalitygroup.com](http://www.arenahospitalitygroup.com)



**For reservations**

[www.parkplaza.com](http://www.parkplaza.com)

[www.artotels.com](http://www.artotels.com)

[www.arenahotels.com](http://www.arenahotels.com)

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