



Park Plaza AIMs high to secure excellence assurance accreditation

14 October 2019: Park Plaza Hotels Group has grown its network of award-winning meetings and events spaces in in Leeds, London and Nottingham, as the Meetings Industry Association (mia) has awarded its venues the coveted AIM Higher Gold accreditation for the third consecutive period.

Park Plaza Leeds and Park Plaza London Waterloo join Park Plaza Westminster Bridge London, Park Plaza County Hall, Park Plaza London Riverbank, Park Plaza Victoria London and Park Plaza Nottingham – which were previously recognised in 2013 and 2016.

AIM Higher is the pinnacle level of accreditation from the UK's nationally recognised standard for service providers in the business meetings, conferences and events industry achieved following an inspection against a robust checklist of criteria.



Executive Boardroom at Park Plaza London Riverbank

Highlighted in the hotel assessments was the introduction of E-pay, cited as being one of the innovations that has dramatically improved operations within the Meetings & Events department allowing an easier and swifter process for delegates. The introduction of the new branding and website in 2019 has brought the brand to life and further strengthens Park Plaza's meeting and events offering.

PARK PLAZA AIM GOLD RELEASE – FINAL

The Group's new blueprint, "We Are Creators", which outlines the company's vision, was also noted as a contributing factor to this accreditation, ensuring that all team members are energised and optimistic about Park Plaza Hotels and its offering within the UK market – providing the best possible service.

The process includes legal compliance, accessibility and quality checks of facilities as well as the customer service proposition and experience, ethical codes of conduct and best practice standards. To achieve the AIM Higher Gold standard, venues must meet an even stricter list of criteria, and show excellence throughout the entire customer journey and business process supporting it.



[L-R]: Edward Suite Boardroom at Park Plaza Victoria London / Ballroom at Park Plaza Westminster Bridge London

The AIM Higher Gold accreditation swiftly follows Park Plaza Hotels UK Limited also being awarded the coveted AA Large Hotel Group of the Year 2019-2020 accolade. The milestone achievement celebrates a successful period of growth for Park Plaza Hotels with the United Kingdom as a region reporting a 9.3% like-for-like RevPAR growth, outperforming the London market at the Group's (PPHE Hotel Group) interim results for the six months ended 30 June 2019. Park Plaza also led the unveiling of a new brand identity for its Park Plaza brand as Radisson Hotel Group's ('RHG') exclusive partner in Europe, the Middle East and Africa earlier this year.

Jane Longhurst, chief executive of the mia, said: "We're delighted that seven UK Park Plaza Hotels are once again among the elite list of venues with AIM Gold accreditation. The iconic status acts as a guarantee to participants that they're choosing a service provider that cares about best practice and actively strives to meet and exceed expectations. With so many dedicated conference centres and hotels, sporting and academic venues to choose from nationwide, it offers buyers a smart method to quality control their selections that could ultimately save time, anxiety and reputational risk later down the line."

Manju Goel, VP Sales EMEA at Park Plaza Hotels Group, added: "We are pleased to have achieved the AIM Gold Level accreditation once again, and this would not be possible without our fantastic team and company ethos, which places the guest experience at the heart of everything we do."

As part of Radisson Hotel Group's network, Park Plaza will also be running Radisson Meetings' [Spin to Win](#) promotion, giving clients the chance to win up to 500,000 Radisson Rewards points. For every meeting or event booked up to 15 November 2019, delegates have the chance to spin the wheel and win bonus points.

For more information about AIM and AIM Higher Accreditation, visit www.mia-uk.org/aim.

- Ends -

Further information contact:

Park Plaza Hotels Group:
Ben, Louis or Laura at Lucre PR
T: 020 8741 5900
E: pphe@lucre.co.uk

Meetings industries association (mia):
Lesley Whyte or Louis Clark at Custard Communications
T: 01483 740747
E: lesley@custardcommunications.com / louis@custardcommunications.com

www.mia-uk.org

NOTES TO EDITORS

About Park Plaza Hotel Group:

Park Plaza Hotels UK Limited is owned 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.

Park Plaza Hotels UK Limited has been recognised as the AA Large Hotel Group of the Year 2019-2020 following the company's completion of an extensive multi-year investment programme across the UK property portfolio.

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.

PARK PLAZA AIM GOLD RELEASE – FINAL

Company websites

www.pphe.com

www.arenahospitalitygroup.com

For reservations

www.parkplaza.com

www.artotels.com

www.arenahotels.com

www.arenacampsites.com

For images and logos visit

www.vfmii.com/parkplaza

Forward-looking statements

This announcement may contain certain "forward-looking statements" which reflect the Company's and/or the Directors' current views with respect to financial performance, business strategy and future plans, both with respect to the Group and the sectors and industries in which the Group operates. Statements which include the words "expects", "intends", "plans", "believes", "projects", "anticipates", "will", "targets", "aims", "may", "would", "could", "continue" and similar statements are of a future or forward-looking nature. All forward-looking statements address matters that involve risks and uncertainties. Accordingly, there are or will be important factors that could cause the Group's actual results to differ materially from those indicated in these statements. Any forward-looking statements in this announcement reflect the Group's current views with respect to future events and are subject to risks, uncertainties and assumptions relating to the Group's operations, results of operations and growth strategy. These forward-looking statements speak only as of the date of this announcement. Subject to any legal or regulatory obligations, the Company undertakes no obligation publicly to update or review any forward-looking statement, whether as a result of new information, future developments or otherwise. All subsequent written and oral forward-looking statements attributable to the Group or individuals acting on behalf of the Group are expressly qualified in their entirety by this paragraph. Nothing in this announcement should be considered as a profit forecast.

About the mia:

The mia is one of the fastest growing associations in the conference, meetings and events sector, founded by a proactive group of hotel and conference centre operators and booking agents to lead the conference, meetings and events industry, providing accreditation, industry awards, research and a voice to government. It has 800 accredited members.

The mia supports members by:

- Providing extensive regional networking opportunities on a monthly basis.
- Helping them to achieve the highest standards of facilities and service through achievement of AIM, the industry standard of quality and excellence.
- Providing a library of best practice and quality standards guidelines.
- Promoting AIM to industry buyers.
- Delivering tangible benefits which support members in the achievement of their own business goals.
- By the provision of information, education, research and advice all of which lead to improved business performance.
- By sharing issues of sector importance with them.

PARK PLAZA AIM GOLD RELEASE – FINAL

- By raising the profile of business tourism with government.