



# Park Plaza Vondelpark, Amsterdam prepares to fly the nest following a multi-million Euro design transformation

## Premium boutique hotel set to become natural habitat for the curious traveller

8 October, 2019

Amsterdam's version of Central Park and the city's most desired urban park and gardens, Vondelpark, welcomes its newest resident Park Plaza Vondelpark, Amsterdam following a multi-million Euro transformation to reflect a new premium look and feel.

Located adjacent to the Vondelpark in Amsterdam Oud-Zuid, home of the museum quarter, Park Plaza Vondelpark, Amsterdam has curated a newly invigorated, colourful design approach with splatters of inspiration taken from the bordering Vondelpark and its diverse natural environment.



[Junior Suite at Park Plaza Vondelpark, Amsterdam featuring a private terrace overlooking Vondelpark. All rooms offer luxurious Egyptian cotton bedding, stylish interiors, walk-in rainfall shower and Smart TVs with Chromecast.]



With inspiration drawn from the park's local wildlife, nature and collection of eclectic birds residing in the park, the new 102 roomed premium boutique hotel is home to a London award-winning dining and drinking concept along with gym, private garden for guests and two meeting rooms with secret garden.



[Reception area at Park Plaza Vondelpark, Amsterdam featuring a hand crafted and designed front desk made from oak wood.]

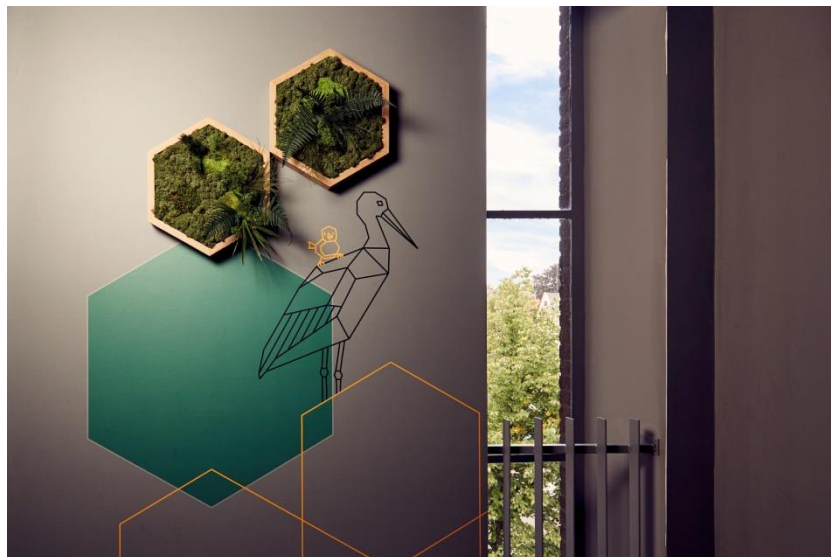


[Secret garden for guests to relax after a bustling day in the city of Amsterdam]



Regularly voted as one of Europe's most visited cities, Amsterdam continues to cater for all creative spirits; from the late night Rambler who enjoys various dining and music venues, to the fine dining forager who desires the most Instagrammable of locations.

Joining these deliberately chosen bird-themed brand guardians includes the Flower Market Haggler, Spa Day Skiver, Painted Culture Wanderer, Orange Bellied Peruser and Great Inspired Jotter – a nod to each breed of bird can be found throughout the hotel, representing the guest personas expected to frequent this new creative space.



[Graphic of bird combined with 3D moss art to reflect the nature of Vondelpark found in the hotel's staircase - by Lieze van Zonneveld]

Hot off the back of the May 2019 opening of sister premium boutique hotel Holmes Hotel London, Park Plaza Vondelpark, Amsterdam has a newly redesigned entrance facing Vondelpark itself, ensuring a short stroll to the park as well as local brasseries, galleries and boutique fashion shops. Designed by the award-winning Digital Space, also responsible for the highly-acclaimed art'otel amsterdam and 5&33 creative lifestyle spaces in central Amsterdam, has created a strong interior design vision to complement Amsterdam designer Lieze van Zonneveld's overarching birds of Vondelpark theme which is weaved throughout various touchpoints within the hotel itself.



Park Plaza Vondelpark, Amsterdam is owned and operated by PPHE Hotel Group and its President & Chief Executive Officer, Boris Ivesha, added, "Park Plaza Vondelpark, Amsterdam is the second hotel repositioning project completed by the Group in 2019 and I am delighted to see the colourful, individual and striking design complement the unique guest experience touchpoints throughout the hotel. Vondelpark, and Oud-Zuid in general, is a highly desirable area of Amsterdam and we look forward to welcoming business and leisure guests to our latest premium boutique hotel".

Visit [www.parkplazavondelpark.com](http://www.parkplazavondelpark.com)

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## Press Release distribution

All information correct at date of press release distribution:

For media information, please contact **MaisonPR** on +31 20 6712290 or via email:

**Kim Vercammen**, Senior Account Manager, kim@maison-pr.nl

**Linda Botter**, Managing Partner, linda@maison-pr.nl

## Notes to editors

Park Plaza Vondelpark, Amsterdam 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 (51.97% of the share capital) 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)



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