

Brussels/London, 18 May 2022

## Radisson Hotel Group and PPHE Hotel Group announce strategic partnership to develop a portfolio of premium lifestyle art'otels and collaborate on growth opportunities for Radisson Hotel Group brands, including the signing of the first Radisson Collection hotel on the Adriatic coast

Radisson Hotel Group ("RHG"), one of the largest hotel groups in the world, and PPHE Hotel Group ("PPHE"), the London listed international hospitality real estate and management company and master franchisee of RHG's Park Plaza brand in EMEA, are pleased to announce that they have extended their longstanding strategic partnership. Through the partnership, they will jointly develop a global portfolio of premium lifestyle art'otels in key gateway cities and capitalize on growth opportunities presented by PPHE's current and future property portfolio.

For the past two decades, PPHE has held the exclusive master franchise rights for Radisson Hotel Group's upper upscale Park Plaza brand in EMEA. Given the successes achieved together, the companies have now entered into an agreement to introduce the premium brand as an upper upscale lifestyle opportunity to its owners and guests and develop art'otels in key gateway cities and with select owners across the globe.

art'otel is a growing collection of upper upscale lifestyle properties, with art'otel Amsterdam the brand's current flagship. Several iconic art'otels are scheduled to open in coming years, most notably art'otel London Battersea Power Station in 2022 and the £300m art'otel London Hoxton in 2024. Additional openings are planned for Zagreb, Pula and Rome in 2022 and 2023. Each art'otel is inspired by a signature artist, forming a cultural, gastronomic, and social hub in the most creative areas of the most interesting cities. These are filled with warm, welcoming, helpful team members and discerning, cosmopolitan guests, buzzing with life all year round, in buildings as striking and individual as the stunning art they host.

In addition to growing the art'otel portfolio, the companies have entered into a strategic development agreement for PPHE to further grow RHG's portfolio of brands across Europe with foreseeable opportunities identified in Croatia and Central and Eastern Europe.

The first hotel to be confirmed under this extended partnership is the *Grand Hotel Brioni Pula, A Radisson Collection Hotel*. The hotel formally opens this week for the summer season, following a £30 million repositioning program of the legendary Hotel Brioni, one of Croatia's best-known hotels.



*“We are thrilled to expand our relationship with PPHE and further support the growth and evolution of art’otel internationally. Art blends culture with lifestyle and this bold brand will provide unique opportunities to our guests and owners in this growing upper upscale segment. We are equally excited to grow the Radisson Hotel Group brands across Europe with our trusted partner with the launch of the first Radisson Collection in Croatia of the renowned Hotel Brioni”, says Federico J. González, CEO of Radisson Hotel Group.*

*“Today marks the next chapter in the success of our company with our lifestyle art’otel brand complementing Radisson Hotel Group’s portfolio of brands and joint growth ambitions. We envision growing art’otel in key gateway cities and also growing our hospitality real estate portfolio by leveraging Radisson Hotel Group’s family of brands.”, says Boris Ivesha, President & CEO of PPHE Hotel Group.*

## **Notes to editors**

### **RADISSON HOTEL GROUP MEDIA CONTACT**

Evi Robignon, Senior Manager Public Relations & Communications, [evi.robignon@radissonhotels.com](mailto:evi.robignon@radissonhotels.com)

### **ABOUT RADISSON HOTEL GROUP**

Radisson Hotel Group is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1,700 hotels in operation and under development in 120 countries. The Group's overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

Radisson Rewards is our international rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers an exceptional experience for our guests, meeting planners, and travel agents at over 640 hotels in Europe, Middle East, Africa and Asia Pacific.

Radisson Meetings provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional, and Memorable, while delivering all desired basics and being uniquely 100% Carbon Neutral.

The health and safety of guests and team members remain a top priority for Radisson Hotel Group. All properties across the Group's portfolio are subject to stringent health and safety requirements, as outlined in the Radisson Hotels Safety Protocol. The in-depth cleanliness and disinfection protocols were developed in partnership with SGS, the world's leading inspection, verification, testing and certification company, and are designed to ensure guest safety and peace of mind from check-in to check-out. The Safety Protocol is an integral part of Radisson Hotel Group's Safety and Security program ensuring we always care for our guests and team members.

More than 100,000 team members work at Radisson Hotel Group and at the hotels licensed to operate in its systems. For more information, visit our corporate website. Or connect with Radisson Hotels on:

[LinkedIn](#) | [Instagram](#) | [Twitter](#) | [Facebook](#) | [YouTube](#)



## PPHE Hotel Group Limited Media Contacts

Daniel Kos,  
Chief Financial Officer & Executive Director

Tel: +31 (0)20 717 8600

Robert Henke  
Executive Vice President of Commercial Affairs

### Hudson Sandler

Lucy Wollam  
Charlotte Cobb  
Nick Moore

Tel: +44 (0)20 7796 4133  
Email: [pphe@hudsonsandler.com](mailto:pphe@hudsonsandler.com)

## About PPHE Hotel Group

PPHE Hotel Group is an international hospitality real estate company, with a £1.8 billion portfolio, valued as at December 2021 by Savills and Zagreb nekretnine Ltd (ZANE), of primarily prime freehold and long leasehold assets in Europe.

Through its subsidiaries, jointly controlled entities and associates it owns, co-owns, develops, leases, operates and franchises hospitality real estate. Its portfolio includes 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. The Group's strategy is to grow its portfolio of core upper upscale city centre hotels, leisure and outdoor hospitality and hospitality management platform.

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.

PPHE Hotel Group is a Guernsey registered company with shares listed on the London Stock Exchange. 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.

### about art'otel

A contemporary collection of premium lifestyle hotels, each inspired by a signature artist, forming a cultural, gastronomic and social hub in the most creative areas of the most interesting cities, filled with warm, welcoming, helpful team members and discerning, cosmopolitan guests, buzzing with life all year round, in buildings as striking and individual as the stunning art they host.

art'otels can be found in Amsterdam and soon in London, Rome, Pula and Zagreb.



## Company websites

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

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

## For reservations

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

<https://www.radissonhotels.com/artotel>

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

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

