

# Park Plaza Hotels celebrates new hotels with its Golden Giveaway

To celebrate the opening of **Park Plaza Westminster Bridge London** and **art'otel cologne** in sparkling fashion, Park Plaza Hotels is offering its guests the opportunity to win a host of valuable prizes in its Golden Giveaway.

For a limited time, every guest checking-in at a participating **Park Plaza Hotel** or **art'otel** will be given a scratch card for their chance to win one of 50,000 great prizes on offer.

Among the prizes are 50 million Gold Points, which can be redeemed for free hotel nights at more than 1,000 Carlson Hotels worldwide, converted into frequent flyer miles or spent immediately on free in-room movies, room service and more.

Other great prizes include 500 free hotel stays, vouchers for a 25% discount on lunch or dinner, thousands of bottles of wine, free drinks and discounts on room upgrades. Prizes can be won and redeemed at any participating **Park Plaza Hotel** or **art'otel**. For a full list of participating hotels, please visit [www.parkplaza.com/winners](http://www.parkplaza.com/winners) or [www.artotels.com/winners](http://www.artotels.com/winners)

Boris Ivesha, Park Plaza Hotels' President and CEO, comments: "We are thrilled that after many years of planning and preparation we have recently opened the brand new art'otel cologne and celebrated the soft opening of **Park Plaza Westminster Bridge London** and we think it is important to share our excitement with our guests." Ivesha continues: "This unique and fun promotion offers our guests an excellent chance to win any of our great prizes on offer and hopefully will inspire them to try out our new striking additions to the Park Plaza portfolio."

**art'otel cologne**, Germany, opened its doors on 15 March and is located in a prime position on the banks of the River Rhine, within walking distance of the city centre. This unique hotel provides captivating and fabulous views of the harbour and offers 218 guestrooms, several flexible meeting rooms, a sauna, secured car park and the first Chino Latino Restaurant & Bar outside the UK. Large and vibrant original pieces from Korean-born artist SEO is permanently on display in all public areas and guestrooms.

**Park Plaza Westminster Bridge London**, United Kingdom, which launched its soft opening on 4 February, is one of London's most exciting hotels. This £350 million development is situated at the foot of Westminster Bridge in the heart of London's buzzing South Bank and offers uninterrupted views to Big Ben and the Houses of Parliament. The hotel offers 1,021 spacious guestrooms, extensive meeting & event space, and dining at 1WB Brasserie, Ichi Sushi & Sashimi Bar, Primo Bar and an espressamente Illy coffee shop.

Visit [www.parkplaza.com/winners](http://www.parkplaza.com/winners) or [www.artotels.com/winners](http://www.artotels.com/winners) for terms & conditions and a list of participating hotels.