

Park Plaza Hotels announces new benefits for its most loyal guests

Members of the goldpoints plus loyalty programme can now redeem points for award stays by using fewer points than in previous years. While other hotel and airline companies are devaluing their loyalty programmes, **Park Plaza Hotels** have made it easier for their guests to collect and redeem points in key locations across Europe, Middle East and Africa.

The goldpoints plus programme has eliminated the premium-priced award level, FlexNights, leaving only one award level and making it easier and more cost effective for members to redeem points for free nights. For example, award nights at **Park Plaza Riverbank** London are now only 60,000 points, whereas members previously had to spend 90,000 points.

For those members with only a minimum number of points on their account, the programme has also enhanced the Points + Cash option and rooms are now available for as little as 5,000 points and a 40% discount on the best available rate.

All members can also enjoy an instant reduction of up to 15% on food & beverage, whilst Silver Elite members will receive an additional 25% bonus points and Gold Elite members a further 50% increase in bonus points. Elite members can also visit any of the 220 Carlson hotels in Europe, the Middle East and Africa and enjoy a free coffee or tea for two, plus free Wi-Fi internet access.

In addition to these programme enhancements, **Park Plaza Hotels** have launched two new packages **Park Plaza Plus Package** and **art'otel plus package**. Both packages include complimentary breakfast, free Wireless internet, late check-out, morning newspaper, fruit or chocolates in the room, 1,000 bonus Gold Points and more. These packages can be booked through parkplaza.com and artotels.com.

Membership in goldpoints plus is free and guests can enrol at goldpointsplus.com or at each hotel's Front Desk. Points can be earned and redeemed at over 1,050 global participating Carlson Hotels including Park Plaza® Hotels & Resorts, art'otel, Regent® Hotels & Resorts, Radisson® Hotels & Resorts, Country Inns & Suites By CarlsonSM, and Park Inn®.

Meeting and Event planners can also earn points for events booked through the programme's extension Points for Planners. To learn more about goldpoints plus, including full programme terms and conditions, please visit goldpointsplus.com.

New locations in 2010 to earn and redeem Gold Points include:

Park Plaza Westminster Bridge London

Situated on London's South Bank, within walking distance of the city's most iconic attractions, including Big Ben and the Houses of Parliament. This contemporary, design-led hotel features 1,021 spacious guest rooms, including 54 suites and penthouses, as well as six distinctive dining and entertainment experiences.

Plaza on the River - Club and Residence, London

Located on the banks of the River Thames, Plaza on the River - Club and Residence is London's 5 star, all-suite home away from home offering extensive living space and stunning views of the Houses of Parliament and Big Ben.

art'otel cologne, by Park Plaza

This contemporary new-build lifestyle hotel features 218 rooms, 400 sq. meters of event space, the exclusive award winning Pan-Asian restaurant and Latino bar concept. "Chino Latino" from the UK as well as a rooftop sauna. In keeping with the art'otel brand, this hotel bears a signature collection of artwork by Korean-born artist SEO.

Park Plaza Vondelpark, Amsterdam

This hotel has completed a remarkable makeover of its public areas. At the heart of this makeover is the contemporary V Bar & Lounge. Over 20 quality wines by the glass accompanied by a high-end finger food menu are served in this beautiful venue. Park Plaza Vondelpark, Amsterdam is conveniently located in the affluent Oud Zuid area. A stones throw away from the beautiful Vondelpark, in walking distance of the luxury shopping district and close to the Leidseplein and museums.