



Park Plaza Hotels to open two hotels in Croatia under the four-star Park Plaza Hotels & Resorts brand

Amsterdam – 3 November 2011 – Park Plaza Hotels, owner and operator of upscale and lifestyle hotels, today announced the start of the rebranding of two Resort Hotels of the Arenaturist group, one of the leading hospitality companies in Croatia. After extensive renovations, Park Plaza Histria Pula and Park Plaza Verudela Pula are set to open their doors in May 2012.

The properties are located on the south coast of Croatia's Istrian peninsula and are currently undergoing an extensive 25 million euro renovation to bring them into line with Park Plaza Hotels & Resorts' brand standards.

"Croatia is a fast growing holiday and group incentive destination offering ample natural and cultural diversity with strong Mediterranean influences. We are proud to enter into our first resort venture in Croatia with our upscale Park Plaza Hotels & Resorts brand." commented Boris Ivesha, President and CEO of Park Plaza Hotels.

The 241-room Park Plaza Histria Pula will feature a brand new reception and lobby area, contemporary and airy guestrooms, a new restaurant, conference centre including two state-of-the-art boardrooms and wellness and fitness facilities including indoor pool, sauna and treatment rooms. The outside area will also see a transformation of the landscaping, an upgrade of the Yacht Club, beach area and hotel parking. The interior design and architecture is directed by London based Scott Brownrigg.

Under the creative direction of local designers – Studio 92 and Studio Kaic – renovations at Park Plaza Verudela Pula include a full redevelopment of its 385 apartments, the reception area and the main restaurant. Other facilities to receive an upgrade are the outdoor swimming pool, the kids club, shopping zone, parking and landscaping.

In April 2008, Park Plaza Hotels became a shareholder in the Arenaturist group and won the management agreement for the entire portfolio which includes eight hotels, five apartment complexes (with a total of 2,868 rooms) and seven campsites.

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Notes to Editors

About Park Plaza Hotels

Park Plaza Hotels Limited owns, leases, develops, manages and franchises primarily full service four-star, four-star deluxe and contemporary lifestyle hotels in major gateway cities and regional centres primarily in Europe. The majority of the Group's hotels operate under the Park Plaza® Hotels & Resorts brand (part of Carlson), over which the Group has exclusive rights in 56 countries in Europe, the Middle East and Africa, or art'otel®, a brand which Park Plaza fully owns.

Through its strategic partnership with Carlson, one of the world's largest travel and hospitality companies, Park Plaza has access to Carlson's powerful reservation and distribution system, airline partnerships with 22 airlines, loyalty programmes such as Club CarlsonSM for guests and look to book® for travel agents and cross-selling opportunities.

The Group currently has 25 Park Plaza hotels and art'otels, with a total of 5,508 rooms in operation. New projects under development include a 61-room extension of art'otel berlin city center west (2011), Park Plaza Verdula Pula (2012), Park Plaza Histria Pula (2012), art'otel amsterdam (2012) and art'otel london hoxton (2013), Park Plaza Nuremberg (2013).

Park Plaza also part owns Arenaturist, one of Croatia's leading hospitality companies, and operates 8 hotels and 5 apartment complexes (with a total of 2,868 rooms) and 7 campsites in Istria, Croatia.

Park Plaza's shares are admitted to trading on the main market of the London Stock Exchange (Standard Listing).

Our company:

www.parkplazahotels.net

Our brands:

www.parkplaza.com

www.artotels.com

www.arenaturist.com

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