

Park Plaza Hotels announces completion of 61-room extension to art'otel berlin city center west



Amsterdam – 01 December 2011 – Park Plaza Hotels, owner and operator of upscale and lifestyle hotels, announces the completion of a 61-room extension to the existing four-star art'otel berlin city center west, increasing the total number of rooms to 152.

At the heart of the extension will be the 400 m² lobby with a reception area, a reading and internet corner with free internet access, two conference rooms offering daylight and a brand new stylish bar with completion set for January 2012. A new fitness and wellness area with sauna and relaxation room is already available to guests.

The group currently has six art'otels in operation in Germany and Hungary with an artistic concept differentiating it from traditional hotels. Each hotel is a gallery in its own right showcasing a collection of original paintings, prints and photographs of a signature artist.

Boris Ivesha, President and CEO of Park Plaza Hotels, said: "Art is the cornerstone of the brand, which is designed to appeal to the art-savvy traveller. It is a brand that is clearly unique, having created a niche for itself in the hotel industry. We are set for further growth with flagship art'otel properties under development in key locations in the heart of Amsterdam and in the lively Hoxton area of London."

art'otel berlin city center west opened its doors in 2002 and displays 153 signed works of the famous pop-artist Andy Warhol and 63 photographs of his lifelong friend Christopher Makos. Additional works for the extension have been carefully selected and purchased at auctions and galleries around the world to ensure the extension displays ample works from Warhol and Makos.

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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 5,569 rooms in operation. New projects under development include Park Plaza Verdula Pula (2012), Park Plaza Histria Pula (2012), art'otel amsterdam (2012), Park Plaza Nuremberg (2013), and art'otel london hoxton (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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