

## PRESS RELEASE

### **New flagship art'otel to open in the heart of Amsterdam in summer 2013**

**27 November 2012:** Recently named the 2<sup>nd</sup> best city to visit in 2013 by Lonely Planet's "Best in Travel", Amsterdam rightly deserves a funky new hotel. In a year that sees the city celebrate several landmark anniversaries, Amsterdam will also welcome its first art'otel due to open this summer.

art'otel amsterdam, part of PPHE Hotel Group, will join the art'otel collection of contemporary hotels that fuse exceptional architectural style with art-inspired interiors; all of which are located in cosmopolitan centres across Europe.

Following the recent opening of the Stedelijk Museum after a nine-year refurbishment and the reopening of Rijksmuseum in April 2013 with 15 km of artworks on show, it is safe to say that Amsterdam is very much the place to be in 2013, and has something to cater for everyone's taste.

The new upscale lifestyle hotel will have 107 stylish rooms including 4 large and luxurious suites and a gallery including original works of art by the hotel's signature artist which is soon to be unveiled. Located directly opposite Amsterdam Centraal Station, the hotel will be an iconic landmark to the city with a stunning façade and is also easily accessible for the airport, train and tram links and within walking distance of the main attractions including the Royal Palace, Dam Square and the Jordaan district. Boasting art-dedicated staff, comfortable lobby lounge with fireplace, open plan bar, library, fitness and swimming pool, bar and destination restaurant with a 300 sqm art gallery and multi-purpose exhibition space inhabiting the entire basement and accessible from the street, art'otel amsterdam is designed to attract the local arts crowd as much as the leisure travellers and offer a unique experience to each guest.

Sandra Ishmael, Director UK & Ireland for Netherlands Board of Tourism & Conventions

states "The recent and upcoming museum openings, combined with a year of landmark anniversaries celebrating the historic legacy of this exciting city, all promise to make 2013 a great year for British visitors to the city."

Visit [www.artotels.com](http://www.artotels.com) and <http://www.artotels.com/artoteldevelopments> for further information.

-Ends-

**Note to editors:**

**PPHE Hotel Group Limited** owns, leases, develops, operates and franchises full service upscale and lifestyle hotels in major gateway cities and regional centres, predominantly in Europe. The majority of the Group's hotels operate under two distinct brands, Park Plaza Hotels & Resorts and art'otel®.

The Group has an exclusive licence from Carlson, a global privately held hospitality and travel company, to develop and operate Park Plaza Hotels & Resorts in Europe, the Middle East and Africa. The art'otel brand is fully owned by PPHE Hotel Group and it has a minority ownership interest in the Arenaturist group, one of Croatia's leading hospitality companies.

Through its strategic partnership with Carlson, PPHE Hotel Group has access to their powerful reservation and distribution system, loyalty programmes such as Club Carlson for guests and Look To Book<sup>SM</sup> for travel agents, 23 airline partnerships and cross-selling opportunities.

The portfolio of owned, leased, managed and franchised hotels comprises 39 hotels offering a total of more than 8,300 rooms. The development pipeline includes three new hotels and two mixed-use developments, which together are expected to add approximately a further 900 rooms to the portfolio by the end of 2014.

PPHE Hotel Group's shares are admitted to trading on the main list of the LSE (Standard Listing).

**Our company:**

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

**Our brands:**

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

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

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

For images and logos visit [www.vfmii.com/parkplaza](http://www.vfmii.com/parkplaza)

Join us online: [www.pphe.com/socialmedia](http://www.pphe.com/socialmedia)

**For further information please contact:**

Lisa Woodman  
Senior PR & Communications Manager EMEA  
PPHE Hotel Group  
E: [lwoodman@pphe.com](mailto:lwoodman@pphe.com)  
T: +44 (0) 20 7034 4815