

Park Plaza County Hall - London's brand new apart-hotel - opens today on the South Bank

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Amsterdam - 01 February 2008 - Park Plaza Hotels today announce the opening of their largest hotel to date, Park Plaza County Hall, situated on London's fashionable and regenerating South Bank.

At 398 guests rooms, most of which are suites with a fully-equipped kitchenette, living area, work space and separate bedroom, Park Plaza County Hall is the largest Park Plaza Hotel in the company's EMEA portfolio and their fifth in London.

The hotel is in a busy and vibrant area within walking distance of Waterloo and many of the city's most visited attractions. Already attracting huge attention from local residents and businesses with its impressive glass frontage that exposes a vibrant colour scheme and extensive light features, Park Plaza County Hall brings welcome new facilities to this developing area of the capital.

"Park Plaza County Hall will be a big draw card in bringing visitors and locals back to Waterloo," says Philip Chambers, General Manager of the hotel.

"We anticipate our Spectrum Bar & Cafe will attract significant numbers - from local residents to guests - for its sumptuous, bright and inviting atmosphere and a refreshing new 'hangout' so crucial to the area's regeneration. Spectrum Bar offers divine cocktails and fantastic menu of tapas and fresh light plates that are perfect for those looking to graze. It's an ideal place to meet friends for an after work or weekend drink"

Upstairs from the bar at mezzanine level, Spectrum Restaurant is a contemporary yet relaxed dining experience situated beneath a flood of natural daylight and colourful integrated lighting system generated from of the hotel's 14-floor exposed Atrium.

The hotel also offers six function rooms, each with natural light and integrated technology such as Wi-Fi and triple-glazed floor-to-ceiling windows and can cater for up to 100 delegates. Seven top-floor penthouse suites, each with private balconies boasting dramatic views of the London skyline, are also perfectly adaptable for smaller meeting groups and ideal for lavish cocktail receptions.

A state-of-the-art fitness centre complete with gym, sauna, steam room, monsoon showers and massage and beauty treatment facilities is also available to guests as well as private members.

Park Plaza Hotels' President and CEO, Boris Ivesha, comments: "I am thrilled to announce Park Plaza County Hall open to the public after two years in development. The hotel is a stunning mix of contemporary design, excellent business and leisure facilities and is an ideal living space for visitors to London."

Opening rates start from as little as GBP 89.00 per night at weekends and GBP 149.00 mid-week for a limited time only. Book online for the best available rates at www.parkplazacountyhall.com or call the hotel directly on +44 (0) 20 7021 1800.

Park Plaza County Hall London, 1 Addington Street, London SE1 7RY

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Notes to Editors

Park Plaza Hotels is owner, operator and franchisor of hotels in Europe and the Middle East. The Group operates under two brands: Park Plaza Hotels & Resorts (part of Carlson Hotels Worldwide), over which the Group has exclusive rights in 56 countries in EMEA and art'otel, a brand to which the Group has exclusive worldwide rights. Park Plaza also manages the luxury all-suite Plaza on the River - Club and Residence, London.

There are currently 25 properties and 4,426 rooms in total in the Group's portfolio. By 2010, the Group's committed projects and territorial franchise agreements are expected to add a further 1,843 and 2,210 rooms respectively, bringing the total number of rooms to 8,181.

Projects already under development include Park Plaza Doha (2008) Park Plaza Marrakech and art'otel cologne (2009) and Park Plaza Westminster Bridge, London (2010).

Park Plaza Hotels is dedicated to providing a highly competitive offering to hotel investors and operators. Through its partnership with Carlson Hotels Worldwide, Park Plaza is connected to powerful loyalty programmes such as Goldpoints plus and Look To Book and a worldwide distribution network of travel agents and websites all capable of delivering high volumes of business to its hotels. Strong sales, marketing, IT and operations led from three regional offices in Amsterdam, Berlin and London complete the package.

About Park Plaza Hotels:
www.parkplazahotels.net

Book Park Plaza Hotels:
www.parkplaza.com
www.artotels.de

Images and logos: www.leonardo.com/parkplazahotels