

**PRESS RELEASE**

## **Radisson Hotel Group and PPHE Hotel Group Unveil New Park Plaza Brand Identity following significant portfolio investments**

**[17] April 2019:** Radisson Hotel Group ('RHG') and PPHE Hotel Group ('PPHE'), which is RHG's exclusive partner for its wholly owned Park Plaza brand in Europe, Middle East & Africa, today unveil the first phase of the rollout of a new Park Plaza brand identity.

Following a significant investment programme that has seen the Park Plaza portfolio bolstered by four new openings since 2015<sup>[1]</sup>, the extensive repositioning of two hotels in 2018<sup>[2]</sup> and several additional repositioning programmes at final stages<sup>[3]</sup>, PPHE has truly elevated the Park Plaza portfolio to be a stylish hospitality product, with reimagined spaces and critically acclaimed destination restaurants and bars. Now firmly positioned as an upper upscale international brand, the new brand identity is fully aligned with the contemporary and high-quality product.

The brand identity redesign exudes style and sophistication, reflecting the brand's deep understanding of its guests and the locale in which each property inhabits. Underpinned by three key pillars – *authentic service, contemporary spirit* and *local hotspots* – the update cements its commitment to giving each guest a real and genuine experience through elegantly appointed and distinctively designed hotels with vibrant restaurants and bars that exude a buzzing social atmosphere. The new brand identity, which is now live across all digital platforms including the website and social media channels, is supported by a new logo inspired by the authentic and sophisticated spaces embodied by properties within the Park Plaza portfolio.

RHG and PPHE continue to develop the brand's hallmarks, with recently introduced guest experience initiatives such as the introduction of a heightened sleep experience through luxury bedding and linen, a dedicated scent programme, the creation of social destinations and hotspots where the local community and guests mix in lively environments with a compelling entertainment offering. Additional features of the brand include its progressive approach to design, lighting and ambiance.

Park Plaza is one of the largest international upper upscale brands within central London, with 3,200 rooms in operation and some of the capital's largest meeting and event facilities. In addition, the brand is represented in capital cities and regional centres such as Amsterdam, Berlin, Bangkok, Beijing, Nuremberg, Cardiff, Leeds and Nottingham – as well as various resort destinations in Croatia.

Federico J. Gonzalez Tejera, President & CEO of Radisson Hospitality AB and Chairman of Radisson Hotel Group Global Steering Committee, added: "We are very proud to be unveiling the new Park Plaza brand repositioning and logo as part of the comprehensive restructure of our brand architecture





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– a process we began last year with the launch of Radisson Hotel Group. Park Plaza is a strong and recognised name within the London market especially and its new brand position aligns with our ambition to deliver memorable moments to our guests, owners, investors and talent – while offering a clear and attractive proposition within our overall brand portfolio. This brand repositioning will help us add value and continue being the best partner to our stakeholders.”

Boris Ivesha, President & Chief Executive Officer at PPHE Hotel Group, commented: “Following the full transformation and repositioning of our portfolio in recent years, we are excited to unveil an enhanced brand identity for Park Plaza that further enables us to create unique experiences for guests and offer asset value to our investors. The new visual identity and logo complement the brand’s growth and represents the contemporary and sophisticated properties that are part of the estate.

“We are currently finalising plans on the roll-out process for the brand relaunch across all properties in Europe with Radisson Hotel Group.”

For more information on Park Plaza’ refreshed brand identity, visit [www.parkplaza.com/feeltheauthentic](http://www.parkplaza.com/feeltheauthentic).

**ENDS**

[<sup>1</sup>]Park Plaza Arena Pula – 2015, Park Plaza Nuremberg – 2016, Park Plaza London Waterloo – 2017 and Park Plaza London Park Royal – 2017.

[<sup>2</sup>]Park Plaza Victoria Amsterdam – 2018 and Park Plaza London Riverbank – 2018.

[<sup>3</sup>]Park Plaza Sherlock Holmes London, Park Plaza Vondelpark, Amsterdam and Park Plaza Utrecht.

For more information, please contact Laura, Ben, Sarah or Rebecca on [pphe@lucre.co.uk](mailto:pphe@lucre.co.uk) or +44 20 8741 5900.

### **Notes to editors**

**Radisson Hotel Group™** is one of the world's largest hotel groups with seven distinctive hotel brands, more than 1,400 hotels in operation and under development around the world. Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson and Country Inn & Suites® by Radisson.

Radisson Rewards™ is a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offer exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners.

Radisson Meetings™ place people at the heart of the process and treat every meeting or event as more than just a date on the calendar. Radisson Meetings is built around three strong service





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commitments: Personal, Professional and Memorable, whilst delivering on the brilliant basics and our signature Yes I Can! service spirit.

More than 95,000 global team members work for the Radisson Hotel Group and at the hotels licensed to operate in its systems.

For more information, visit:

[www.radissonhotelgroup.com/media](http://www.radissonhotelgroup.com/media)  
[www.radissonhospitalityab.com/media/news-releases](http://www.radissonhospitalityab.com/media/news-releases)

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**PPHE Hotel Group** is an international hospitality real estate company, with a £1.6 billion portfolio of primarily prime freehold and long leasehold assets in Europe.

The Group's guiding principle is to generate attractive returns from operations and long-term capital appreciation.

Through its subsidiaries, jointly controlled entities and associates it owns, co-owns, develops, leases, operates and franchises hospitality real estate. Its primary focus is full-service upscale, upper upscale and lifestyle hotels in major gateway cities and regional centres, as well as hotel, resort and campsite properties in select resort destinations.

The Group benefits from having an exclusive and perpetual licence from the Radisson Hotel Group, one of the world's largest hotel groups, to develop and operate Park Plaza® branded hotels and resorts in Europe, the Middle East and Africa. In addition, the Group wholly owns, and operates under, the art'otel® brand and its Croatian subsidiary owns, and operates under, the Arena Hotels & Apartments® and Arena Campsites® brands. This multi-brand approach enables the Group to develop and operate properties across several segments of the hospitality market.

The Group is one of the largest owner/operators of hotels in central London and its property portfolio comprises of 38 hotels and resorts in operation, offering a total of approximately 8,800 rooms and 8 campsites, offering approximately 6,000 units. The Group's development pipeline includes two new hotels in London and one hotel in New York City, which are expected to add an additional 600 rooms by the end of 2022/2023.



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PPHE Hotel Group is a Guernsey registered company and its shares are listed on the Premium Listing segment of the Main Market of the London Stock Exchange. PPHE Hotel Group also holds a controlling ownership interest (51.97% of the share capital) in Arena Hospitality Group, whose shares are listed on the Zagreb Stock Exchange.

### Company websites

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

### For reservations

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