



## PRESS RELEASE

### **Park Plaza Nuremberg introduces contemporary sophistication into Bavaria's newest hotspot**

*New hotel opens spring 2016; book now at [www.parkplaza.com/nuremberg](http://www.parkplaza.com/nuremberg)*

**March 2016** - Nuremberg, Germany; home to an eclectic blend of Medieval and Renaissance architecture is welcoming the best-connected, contemporary 177-roomed Park Plaza Nuremberg in spring 2016. Bringing a fresh energy to the vibrant Bavarian city, the striking Albrecht Dürer and Martin Behaim-inspired hotel will open in an enviable location opposite Nuremberg Central Railway Station in the former home of the Bavarian-American Hotel.



Park Plaza Nuremberg will become Nuremberg's best-connected hotel occupying a prime position in front of the 19<sup>th</sup> Century Nuremberg Central Railway Station and a stone's throw from motorways connecting neighbouring German and European cities and the Albrecht Dürer Nürnberg international airport. Guests can take advantage of a short stroll to the famous Old Town to enjoy many cultural delights including one of Germany's oldest Christmas markets.



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For over 50 years the Bavarian-American Hotel was one of Germany's most famous landmarks with Park Plaza Nuremberg becoming the first official hotel to open in the building's history. It was the residence of the prosecutors and judges during the Nuremberg trials and the US Army chose to station its officers there up until 1995. During this time the US Army launched the world renowned Radio AFN from the top floor.



*[Impressions subject to change]*

Opening spring 2016, Park Plaza Nuremberg has taken its inspiration from the Renaissance Nuremberg artist and theorist Albrecht Dürer and Martin Behaim, a German mariner and astronomer. Dürer's works, influenced by both the Southern and Northern hemisphere, have provided the creative direction for the 177 bedrooms including suites which are ideal for families as well as a selection of executive and superior rooms. All rooms feature air cooling with bedrooms boasting Park Plaza's bespoke beds complemented by luxurious linens and pillow sets; a modern, contemporary design feel with flat screen TV's, large work desks, in-room entertainment systems, mood lighting and Elemis amenities throughout. The hotel also features a fitness centre and seven meeting rooms, in which a selection benefit from natural daylight, designed to connect up to 80 business minds with a video conferencing facility. Access to complimentary high-speed Wi-Fi can also be found in this landmark building.

Nuremberg Bratwurst, Gingerbread and locally-brewed 'pure' beers have put Nuremberg well and truly on the culinary map. Diners can experience a taste of these local cuisines in the hotel's restaurant along with international dishes throughout the day. The bar will offer international and locally produced wines and beers and contemporary cocktails; many of which feature a Nuremberg-inspired twist.



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Visitors continue to flock to Nuremberg from around the globe, with the Bavarian city fast becoming a favourite City break destination to visit amongst other attractions; Nuremberg Zoo, the Tenth Century Nuremberg Castle, Playmobil Fun park, Railway and Toy museums – the latter two pay homage to the City as the destination which was instrumental in launching both the rail and toy industries. The city also plays host to a variety of conferences and fairs, including the world’s largest Toy Fair.

Park Plaza Nuremberg will join Park Plaza Wallstreet Berlin Mitte, Park Plaza Prenzlauer Berg Berlin, Park Plaza Berlin Kudamm and Park Plaza Trier in Germany, with the Park Plaza Hotels & Resorts brand recently having added Park Plaza Arena Pula in Croatia to its portfolio and with additional openings planned in 2016 across London.

Prices start from €119 based on a double room - visit [www.parkplaza.com/nuremberg](http://www.parkplaza.com/nuremberg) for further information.

**-Ends-**

**\*All information correct at date of press release distribution**

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### **Notes to Editors**

PPHE Hotel Group Limited is a Guernsey registered company and through its subsidiaries, jointly controlled entities and associates, owns, leases, operates, franchises and develops 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 the Group.

The Group has a minority ownership interest in the Arenaturist group, one of Croatia’s leading hospitality companies. The portfolio of owned, leased, managed and franchised hotels comprises 38 hotels in operation offering a total of more than 8,300 rooms. The development pipeline includes five new hotel projects and one hotel extension and reconfiguration. These developments are expected to add over 1,000 rooms to our portfolio by the end of 2016 and an additional 500 rooms by the end of 2019.

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