



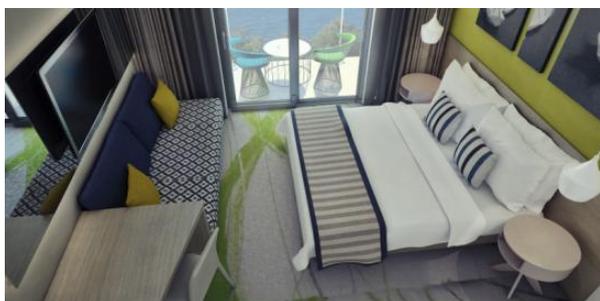
PPHE Hotel Group announces fifth Park Plaza hotel to open in Croatia

Park Plaza Arena Pula – book now at <http://www.parkplaza.com/croatia> and save 20%

March 2015 - PPHE Hotel Group, operator of the Park Plaza® Hotels & Resorts brand in Europe has announced the opening of its fifth hotel in Croatia under the contemporary brand.

Park Plaza Hotels & Resorts will be extensively renovating, extending and rebranding the existing property, Hotel Park, with a view to opening summer 2015 in collaboration with Croatian hospitality partner Arenaturist, in which PPHE Hotel Group has a minority ownership interest. Once completed, Park Plaza Arena Pula will be located within the Verudela resort, close to Park Plaza Verudela Pula in the historical, coastal city of Pula.

Bookings are now being taken on www.parkplaza.com/croatia for the new resort and, as an opening offer; the hotel group are giving first guests 20% off their first stay between now and 15th April 2015.



Impressions subject to change

Refurbishment started on Park Plaza Arena Pula at the end of 2014 and is due to be completed in summer 2015. The existing hotel will be extended to include an extra floor on one of the wings allowing for a 29 room increase. Once refurbished, Park Plaza Arena Pula will boast 175 contemporary furnished rooms, across five floors. The hotel will feature a relaxing lobby with aperitif bar, outdoor terrace, lounge and a small wellness & fitness centre. The modern restaurant will look to offer a wide selection of traditional and Istrian dishes including homemade dishes produced from locally sourced ingredients and a selection of gluten free meals.

Park Plaza Arena Pula is set within an area of natural beauty, rich with Mediterranean plants and pine trees which complement the outdoor swimming pool area. Along the peninsula there are many walks through parks and along the seaside promenade. The opening of Park Plaza

Arena Pula will increase the Park Plaza Hotels & Resorts brand's number of rooms in this leisure hotspot to over 1,500.

The fifth opening will join Park Plaza Histria Pula, Park Plaza Verudula, Pula, Park Plaza Medulin and Park Plaza Belvedere Medulin. Park Plaza Histria Pula offers the ultimate in resort sophistication and relaxation. Facilities include indoor and outdoor pools, international restaurant, a Champagne bar offering guided Istrian sparkling wine-tastings as well as a luxury spa. Park Plaza Verudela Pula is perfect for families providing luxurious self-catering apartments and studios overlooking the sea, with three swimming pools and a wide range of restaurants and other on-site facilities including dedicated kids zone and shopping promenade.

Park Plaza Medulin is an all-inclusive couples-only hotel, targeting those who are seeking a peaceful and relaxing holiday in a prime beachside location. Park Plaza Belvedere Medulin joined Park Plaza Medulin, summer 2014 as a key location for sports fans boasting six FIFA-sized football pitches, five clay tennis courts, four athletic areas, running tracks and a host of water sports facilities.

Visit www.parkplaza.com/croatia for further information

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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, 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 Company has an exclusive licence from CarlsonSM, 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.

Our portfolio of owned, leased, managed and franchised hotels comprises 38 hotels in operation offering a total of more than 8,300 rooms. Our development pipeline includes four new hotel projects, one hotel extension and reconfiguration and two rebranding projects. These developments are expected to add over 1,000 rooms to our portfolio by the end of 2016 and an additional 352 rooms by the end of 2019.

Our Hotel Brands:

www.parkplaza.com

WWW.ARTOTELS.COM

WWW.ARENATURIST.COM

Our Company:

www.pphe.com

For images and logos visit www.vfmii.com/parkplaza

