

For Immediate Release

**PARK PLAZA WESTMINSTER BRIDGE LONDON
ANNOUNCES SOFT OPENING**

16 December 2009 – Nearly 10 years of planning and more than two years of construction will draw to a close when Park Plaza Westminster Bridge London launches its soft opening on 4th February 2010.

During the soft opening period, the hotel will offer limited availability as it undergoes final preparations including the completion of its full-service spa, swimming pool and gym.

The £350 million hotel is situated at the foot of Westminster Bridge in the heart of London's buzzing South Bank with uninterrupted views to Big Ben and the Houses of Parliament.

Eli Papouchado, Chairman of Park Plaza Hotels, said: "We will be unveiling a spectacular new hotel that offers all the hallmarks of the Park Plaza Hotels & Resorts brand – contemporary design, modern facilities and warm, engaging service – with an unrivalled location, stunning views and a host of unique touches designed to create an exceptional guest experience."

Soft opening rates will start from £99 per room, per night excluding VAT, subject to availability. For information or reservations, visit www.parkplaza.com/london

Accommodation:

Both business and leisure guests will appreciate the contemporary guest rooms and choice of 54 suites and penthouses. Spacious Superior Rooms measure an average of 27 square metres whilst Studio Rooms, which provide a separate sitting room ideal for families, average approximately 36 square metres. Guest room features include 37-inch LCD flat-screen televisions, bedside lighting controls with dimmers, a workstation with international electrical outlets and a mini-bar with separate refrigerator. Sleek bathrooms provide separate bathtubs and glass-enclosed showers, vessel sinks, under-counter night lights and makeup mirrors.

Dining:

The hotel's dining experiences, including its signature brasserie-style restaurant, sushi restaurant, bar, and lounge will be crafted by renowned chef Joel Antunes. Best known in the UK for his work in 1990s creating London's Michelin-starred Les Saveurs, Antunes has returned to London following a decade abroad. Guests also will be able to enjoy the ultimate Italian coffee bar experience, espressamente illy.

Amenities:

Other hotel amenities include two executive lounges, a 24-hour business centre, and private suite check-in area.

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Location:

Park Plaza Westminster Bridge London is located at the foot of Westminster Bridge, only steps from the city's most iconic attractions. Four minutes away, along the South Bank of the River Thames, guests will find unique attractions and a thriving arts community. The most visited attraction in London, the London Eye, is at the heart of the action. Also minutes away are the London Sea Life Aquarium, South Bank Centre and the National Theatre.

A stroll across Westminster Bridge is Big Ben and the Houses of Parliament. Walk a few minutes further and find Westminster Abbey, Buckingham Palace and Covent Garden. Nearby transportation links include both London Overground and Underground lines at Waterloo and Westminster stations.

Meetings & Events:

Already, the flexible design and sheer size of the hotel's modern meeting space has attracted meeting planners seeking a new option for conferences. The pillar-free Westminster Ballroom will accommodate as many as 1,400 theatre-style and more than 1,000 for dinner. An additional 31 meeting rooms will provide an array of options ranging from small board meetings to receptions for 1,200 guests.

Park Plaza Westminster Bridge will be the third Park Plaza hotel located on London's South Bank. The adjacent Park Plaza County Hall opened in 2008 and nearby Park Plaza Riverbank opened in 2005. Also in London are the Park Plaza Victoria and the Park Plaza Sherlock Holmes hotel on Baker Street.

See the latest on Park Plaza Westminster Bridge London at www.youtube.com/parkplazahotels or click [HERE](#)

About Park Plaza Hotels:

Park Plaza Hotels Limited is owner, operator and franchisor of hotels in Europe, the Middle East and Africa. The majority of the group's hotels operate under the **Park Plaza Hotels & Resorts** brand (part of Carlson Hotels Worldwide), over which the Group has exclusive rights in 56 countries in EMEA, or **art'otel**, a brand which the company fully owns. Park Plaza Hotels also manages the luxury all-suite **Plaza on the River – Club and Residence, London**.

Through its strategic partnership with Carlson, one of the world's largest travel and hospitality companies, Park Plaza Hotels has access to Carlson's powerful reservation and distribution system, airline partnerships with 21 airlines, loyalty programmes such as **goldpointsplusSM** for guests and **Look To Book[®]** for travel agents and cross-selling opportunities.

There are currently over **35 hotels and aparthotels** and nearly **7,000 rooms** in the Group's portfolio. By the end of 2012, the Group's committed projects and territorial franchise agreements are expected to increase the number of rooms to over **13,000**.

Projects under development include art'otel cologne (2010), Park Plaza Westminster Bridge London (2010), Park Plaza Marrakech (2010), art'otel marrakech (2010), Park Plaza Nuremberg (2011), art'otel amsterdam (2011) and art'otel london hoxton (2012).

Park Plaza Hotels' shares are admitted for trading on London's AIM Stock Market.

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