



# FACT SHEET

## Brand Overview

With smart, engaging service, Park Plaza® hotels' trend-setting designs capture the energy and style of each individual location. An upscale hotel brand for business and leisure travelers, Park Plaza offers stylish guest rooms, outstanding meeting spaces and dedicated staff who live the brand's value proposition by going out of their way to show their appreciation to guests.

## Service Culture

Comfortable hotel stays with a human touch are the hallmark of the Park Plaza brand. Each hotel offers modern, well-appointed guest rooms accompanied by a friendly smile and warm, welcoming service. For guests, a stay with Park Plaza provides that feeling of having an excellent hospitality experience at a great value.

## Services and Amenities

Trendsetting design, with warm engaging service and outstanding customer value, define the hospitality of Park Plaza. The brand offers complete hospitality services including deluxe guestroom and suite accommodations, vibrant restaurants and full-service meeting and conference facilities.

With a range of restaurant styles, flexible meeting and function rooms, and a variety of recreational facilities, Park Plaza is ideally suited for today's business or leisure traveler.

## Brand Facts

As of December 2016, Park Plaza is welcoming guests in 45 locations, including Amsterdam, Bangkok, Beijing, Berlin, Budapest, Delhi, London and Tel Aviv, and has 8 locations under development.

## Locations and Growth Priorities

Park Plaza's focus is on growth in Asia and Europe in convenient locations in key cities, regional and commercial areas, and resort destinations.

## Club Carlson<sup>SM</sup>: Loyalty Rewarded.

Club Carlson is the global hotel rewards program from Carlson Rezidor Hotel Group. Club Carlson redefines hotel rewards with a collection of exceptional benefits, services and privileges at more than 1,000 hotels worldwide. Club Carlson offers faster free Award Nights with no blackout dates on standard rooms and valuable redemption options, including airline miles, prepaid cards, in-hotel express awards and more. For more information on Club Carlson, visit [clubcarlson.com](http://clubcarlson.com)

## Carlson Rezidor Hotel Group

Carlson Rezidor Hotel Group is one of the world's largest and most dynamic hotel companies. It has a fantastic portfolio of over 1,440 hotels in operation and under development, a global footprint covering more than 115 countries and territories, and a powerful set of global brands: Quorvus Collection, Radisson Blu®, Radisson®, Radisson RED, Park Plaza®, Park Inn® by Radisson and Country Inns & Suites By Carlson<sup>SM</sup>.

With our long, successful history in global hospitality, the Carlson Rezidor Hotel Group has a rich expertise across all key segments, all business models, plus a strong and expanding revenue generation capability. Over 95,000 people employed in Carlson Rezidor Hotel Group hotel systems collectively deliver system-wide revenues of \$7.2 billion.



This document contains information that is confidential and proprietary to, and trade secrets of, Park Plaza. This document is provided for informational purposes only and may not be used for any other purpose unless and until you enter into a license agreement with Park Plaza to construct and operate a Park Plaza hotel. Park Plaza does not franchise hotels in the United States, Canada, Mexico or Brazil. Park Plaza and its parent and affiliate companies have no responsibility for, and make no representations, express or implied, with respect to the accuracy or completeness of any information in this document. This document is not an offering. It is for informational purposes only. Park Plaza makes no representations or guarantees concerning the success or profitability of licensees or hotel locations. © 2017 Park Plaza. All Rights Reserved.