

June 2010

Park Plaza Westminster Bridge London Redefines “Flexible” Meeting Space

Park Plaza Westminster Bridge London has brought a whole new meaning to the word “flexible.”

Situated in the heart of London’s buzzing South Bank with views to Big Ben and the Houses of Parliament, the £350 million hotel features 2,700 square metres of meeting space including 35 meeting rooms and 1,021 contemporary guest rooms – all under one roof.

Already, meeting planners who have booked programmes for 2010 and beyond have capitalised on the hotel being London’s newest option for major conferences, said General Manager Andrew Swindells.

Andrew Swindells, General Manager of Park Plaza Westminster Bridge London, said: “We are the answer for meeting planners who are looking for change. Park Plaza Westminster Bridge is bringing a completely fresh new product to the London marketplace that will enable planners to consider options that have never existed before.”

Meeting planners are attracted to the unique design of the hotel’s convenient “layered” meeting space layout. Located on three consecutive conference floors with dedicated lifts and stairs, conference guests can quickly and easily move from one meeting room to another.

A dedicated group check-in area, 24-hour business centre and seven Park Suites, which can accommodate up to 160 people theatre-style, are grouped together on the first conference floor.

One floor below, the hotel offers 13 bespoke Plaza Suites, ranging in size from 36 square metres to 235 square metres. The Plaza Suites, which can be combined to create large meeting spaces or separated for smaller syndicate rooms, can accommodate up to 1,200 for a cocktail reception.

The 1,200 square metre pillar-free Westminster Ballroom and approximately 520 square metres of pre-function space are located on the third conference floor. The Ballroom, which is divisible into four, accommodates 1,400 attendees theatre-style and 1,000-plus for dinner.

In addition, the hotel offers 11 executive boardrooms, most with views over the city of London.

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“The size and configuration of our meeting space, the number of guest rooms we can offer and our spectacular location make us one of the best meeting venues in London,” Swindells said.

Park Plaza Westminster Bridge London is located only steps from the city’s most iconic attractions including the London Eye, London Aquarium and Royal Festival Hall. From its spacious guest rooms which include 54 suites and penthouses to its five distinctive dining and entertainment experiences, the hotel’s design-led, contemporary surroundings provide the perfect setting for work or play. Amenities include two executive lounges and Wi-Fi throughout the hotel. A luxurious spa with 8 treatment rooms, a fitness centre and a 15-metre swimming pool will open in Summer 2010.

Park Plaza Westminster Bridge is the third Park Plaza hotel located on London’s South Bank. Adjacent Park Plaza County Hall opened in 2008 and features six meeting rooms. Nearby Park Plaza Riverbank features 21 meeting rooms and can accommodate up to 650 people theatre-style. Combined, the three hotels offer more than 60 meeting rooms within a half-mile.

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 manage 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 20 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 Park Plaza Marrakech (2010), Park Plaza Nuremberg (2011), art’otel amsterdam (2011) and art’otel london hoxton (2013).

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