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For additional information, please contact:

IDEaSTM

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Mulberry Marketing Communications

Daniela Kirchhubel

dkirchhubel@mulberrync.com

+44 (0)20 7928 7676

IDEaS Revenue Solutions

Cris Herman, Global Client Marketing Manager

cris.herman@ideas.com

+1 952 698 4200

PPHE Hotel Group Selects IDEaS for its Range of Revenue Management Solutions

LONDON, UK – 12th February 2013 - IDEaS Revenue Solutions, the leading provider of pricing and revenue management software, services and consulting, today announced that PPHE Hotel Group is partnering with IDEaS to provide a range of revenue management solutions.

In late 2010, PPHE Hotel Group looked to overhaul its existing revenue management systems in order to enhance productivity across all its art'otel and Park Plaza Hotels & Resorts portfolio. The group began discussions with IDEaS on piloting the IDEaS Revenue Management System (RMS) at its flagship Park Plaza Westminster Bridge London property which operates 1019 bedrooms and extensive conference facilities.

The pilot period at Park Plaza Westminster Bridge London lasted 120 days and included the provision of enhanced project management from the IDEaS Solution Success team to ensure that the project would embed IDEaS RMS into the revenue management function enhancing the ability to deliver strong financial results. Based on the success of the pilot, the IDEaS RMS has since been deployed at another five of PPHE Hotel Group's properties – Park Plaza Victoria Amsterdam, Park Plaza Amsterdam Airport, Park Plaza Victoria London, Park Plaza Riverbank London and art'otel cologne, driving enhanced revenue management across a total of 2,234 rooms.

“The IDEaS RMS delivered increased efficiencies and provided in-depth analysis across the revenue management department at PPHE Hotel Group and I am delighted to now see

The Pan-European Hotel Group partners with IDEaS for a range of Revenue Management solutions

the product rolled out within a further five of our European properties.” said Daniel Coupe, Corporate Director of Revenue EMEA, PPHE Hotel Group.

While city-centre locations and excellent meeting facilities are cornerstones of the PPHE Hotel Group brand for corporate guests, the group’s portfolio also contains a number of smaller properties that attract more transient, leisure business. In late 2012, PPHE Hotel Group turned again to IDEaS for a revenue management solution specifically for these properties and, as a result, became one of the first hotel groups globally to pilot the IDEaS Pricing System at its Park Plaza Sherlock Holmes hotel in London.

The IDEaS Pricing System has been created to offer a simple solution for revenue management to enable busy hotel staff to accurately forecast occupancy, quickly set daily room rates and make better pricing decisions relative to the competition. Coupe explained, “Due to the increased market insight provided by the system’s advanced analytics, Park Plaza Sherlock Holmes London can now potentially identify high demand indicators and look to forecast further in advance than previously able to. We are now looking to roll IDEaS Pricing System out in a further fourteen PPHE Hotel Group properties across Europe.”

“Solutions from IDEaS’ range will now be supporting PPHE Hotel Group to drive even better revenues and strengthen the revenue management culture across over 4,000 rooms and 21 properties,” said Fabian Specht, EMEA Managing Director at IDEaS. “That PPHE Hotel Group has chosen to use the IDEaS RMS and the IDEaS PS across their portfolio is testament to the strong partnership.”

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About IDEaS

Founded in 1989, IDEaS Revenue Solutions - a SAS Company, offers industry-leading pricing and revenue management Software, Services, and Consulting to the hospitality and travel industries. Headquartered in Minneapolis, MN with our Global Technology

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center located in Pune, India, IDEaS maintains sales, support and distribution offices in North & South America, the United Kingdom, Europe, Middle East, Africa, Greater China, Australia and Asia. For more information, visit www.ideas.com.

About PPHE Hotel Group:

PPHE Hotel Group Limited 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 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 PPHE Hotel Group and it has a minority ownership interest in the Arenaturist group, one of Croatia's leading hospitality companies.

Through its strategic partnership with Carlson, PPHE Hotel Group has access to their powerful reservation and distribution system, loyalty programmes such as Club Carlson for guests and Look To BookSM for travel agents, 23 airline partnerships and cross-selling opportunities.

The portfolio of owned, leased, managed and franchised hotels comprises 39 hotels offering a total of more than 8,300 rooms. The development pipeline includes three new hotels and two mixed-use developments, which together are expected to add approximately a further 900 rooms to the portfolio by the end of 2014.

PPHE Hotel Group's shares are admitted to trading on the main list of the LSE (Standard Listing).

Our company:

www.pphe.com

Our brands:

www.parkplaza.com

www.artotels.com

www.arenaturist.com

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

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