



LANGHAM HOTELS
International

PRESS RELEASE

LANGHAM HOTELS INTERNATIONAL SIGNS NEW DEAL IN KOH SAMUI FOR DESIGNER BOUTIQUE RESORT *Sparkling New Resort Promises Picture Perfect Modern Living*

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Langham Hotels International (LHI) is set to open a new boutique resort, Langham Place Samui at Lamai Beach, in November, 2009, following the signing of its latest management contract with Gurich Company Limited.

Located on the Island of Samui, the latest addition to Langham's portfolio of five-star hotels is for fun-loving, young-at-heart travellers who enjoy the finer things in life. Langham Place Samui at Lamai Beach enjoys prime position beachside and comprises a chic modern village of **77 stunning villas and suites**, many featuring personal plunge pools and views over the Gulf of Thailand.

Modern Living by the Water

The resort promises a journey of stimulating hospitality touching all the senses. Your arrival will lead you through a walkway of waterfalls after which you will be greeted by breathtaking views of the sea from the raised lobby. Here, signature scents waft on the breeze, while a DJ gently sets the mood with cool vibes, easing you into your vacation.

The DJ vibes will permeate the resort from the lobby to the pool, creating a subtle energy that will beguile guests throughout the day into the night.

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In addition to the **sea view restaurant** and poolside **Splash Bar**, the property will pioneer the concept of ubiquitous or **borderless dining** outside of a traditional restaurant setting. Perfect in-the-moment romantic dinners will be intimately served in specially-designed dining retreats scattered in the grounds or on the alluring sala in the sea without another soul for 150 metres. Wherever you choose, the setting will always be perfect and memorable.

With two piers extending 150 metres out to sea which end in a secluded sala or an ocean pool, guests can happily dive into the waters to cool off or enjoy invigorating water sports. Alternatively, they can simply lie on the sala decks working on a tan while sipping their perfectly chilled daiquiris and martinis.

A getaway with friends takes on a hip new dimension when you can have your own private pool party every day. The resort features suites clustered around cool communal pools which can be reserved exclusively for group stays or you can stay perfectly romantic with you partner in seclusion in one of the beachside individual pool villas.

Meanwhile, **Chuan Spa** will be introduced to Samui bringing a signature range of pampering spa treatments based on the principles of Traditional Chinese Medicine (TCM) while introducing new Thai Traditional Medicine-based treatments for the first time.

Entertainment Central

The intoxication of the senses is just the beginning for the adventurous independent traveller seeking a smart holiday that's out of the ordinary.

As well as our resident DJ's setting the mood throughout the resort , guests can enjoy **poolside blockbuster movies** which can also be streamed to the villas and suites.

Langham Place Samui at Lamai Beach will be the perfect place to socialise, play, sip cocktails , snack and catch up with friends and family while still being wired to the real world.

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The innovative resort will combine all these elements in one cool space divided into **The Pantry** and **Portal – Surf & Play**.

The Pantry takes the concept that some of the best conversations and moments take place in the kitchen preparing snacks and drinks. Staffed with our gourmet chef taking your orders, your kitchen conversations will never be the same again.

Portal – Surf & Play allows you to connect and have fun while still staying in touch with the real world via technology.

Art Gallery Masquerading

Langham Place Samui at Lamai Beach will earn itself a reputation as an art gallery masquerading as a resort with extensive museum quality art from placed throughout.

The resort also promises to bring out the artistic photographer in all of us, connecting with both guests and the local community on several levels.

As part of the local community, the resort will champion the works of local photographic artists and encourage their development in the long term.

Meanwhile, guests will also be inspired to explore the local culture and share their photos of the resort and Samui on the web which will act as a global archive of the resort and island's appeal and development. Each month, one guest will have his photograph selected as the image of the month displayed on the Artist's Wall in the hotel for a year. Once 12 have been selected, a grand winner will be selected to win an all-expenses paid vacation back to Langham Place Samui at Lamai Beach.

Sparkling Service

The stylish modern resort will feature **Beach Angels** offering sun lotions, serving refreshments and cleaning sunglasses. Meanwhile, **Resort Angels** will service guests around the resort enjoying ubiquitous dining, poolside services and various spa activities introducing sparkling service to Samui for the first time.

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Lamai Beach retains a sense of tranquility and privacy making it the ideal spot for an extended vacation. The hotel is close to several recreational and cultural facilities including Lamai temple and the island's yacht club. Langham Place Samui at Lamai Beach will promote local culture encouraging guests to be part of it all – whether it be visiting the temples and mingling with the monks or touring and supporting the local markets.

Brett Butcher, Chief Executive Officer of Langham Hotels International said: “We’re delighted to be partners with the visionary Gurich Company as we further establish our footprint in Thailand. Langham Place Samui at Lamai Beach introduces an internationally recognised Hotel brand in a boutique setting that meets the needs of today’s upmarket adventurers looking for a vibrant getaway.”

Khun Surapol, President of Gurich Company said: “We are confident that Langham Place Samui at Lamai Beach will rapidly become one of the most inspiring and sought after destinations on the island under the management of Langham Hotels International.”

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Langham Place Samui at Lamai Beach



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About Langham Hotels International & Its Affiliates

Langham has a legendary hotel heritage dating back to 1865 when The Langham in London originally opened as Europe's first Grand Hotel. For over 140 years, this flagship hotel has been at the forefront of sophisticated and gracious hospitality. Today, all Langham Hotels worldwide inherit the same philosophy that reflects elegance in design, innovation in hospitality, genuine service and captivation of the senses creating a truly unique hotel experience.

The group is pursuing an aggressive portfolio growth strategy using its distinctive brands and affiliate – The Langham, Langham Place and Eaton. Currently 14 hotels, including affiliates, are open or in the pipeline across four continents.

The Langham is where guests can enjoy service with poise and be enchanted by our innovation and traditions while Langham Place, the fun sibling of The Langham, is about living the 21st century through design, technology and attitude, epitomising stimulating and artistic hospitality.

Eaton, a premium four-star affiliate property, aims to surprise and delight our guests with a value-for-money proposition that delivers a stylish, modern level of comfort with spirited, can-do service.

Langham Hotels International is a wholly-owned company of Great Eagle Holdings (Stock Code: 0041) which was founded in 1963 and listed on the Hong Kong Stock Exchange in 1972.

Reservations for Langham hotels can be made by logging onto langhamhotels.com or eatonhotels.com.

EUROPE:

The Langham, London

INDIA:

Langham Place, Koregaon Park, Pune
(opening soon)

NORTH AMERICA:

The Langham, Boston
The Langham, Huntington Hotel & Spa,
Pasadena

PACIFIC:

The Langham, Auckland
The Langham, Melbourne

ASIA:

Hong Kong

The Langham, Hong Kong
Langham Place, Mongkok, Hong Kong
Eaton Hong Kong

China

The Langham, Yangtze Boutique, Shanghai
Langham Place, Beijing Capital Airport
(opening soon)
Langham Place, EDZ, Guangzhou
(opening soon)

Thailand

Langham Place Samui at Lamai Beach (2009)
Langham Place Miora Resort + Spa, Kalim Bay,
Phuket (opening soon)

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