



LANGHAM HOTELS
International

PRESS RELEASE

Langham Hotels International Appoints First CEO New appointment signals sustainable growth strategy

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The appointment and promotion of Mr Brett Butcher to Chief Executive Officer will propel luxury hotel operator, Langham Hotels International (LHI), to the next stage of its already impressive growth cycle.

Dr K S Lo, Chairman of Langham Hotels International said: "Brett Butcher has been with LHI for seven years helping to steer the Langham brands to their current level of recognition and success. He has blended innovative marketing with world-class brand management and operational excellence through total quality management. In his new role as CEO, Brett's responsibilities will be broadened to include driving the company's overall direction and strategies engaged on quality and sustainable growth."

Mr Butcher will lead LHI in focussing on an ever-expanding pipeline of quality hotel properties that already circles the globe. This planned growth will deliver Langham Hotels more than 30 operating Hotels within the next five years.

Mr Butcher will continue the company's focus on Total Quality Management leading to accredited status in all properties while building a culture of innovation and continuous improvement.

"My goal is ensure The Langham's 140 year history of enchantment and romance develops and continues to position our Hotel portfolio as global icons of hospitality. We have a duty of guardianship with these incredible hotels and my role is inspiring our talented colleagues to evolve and strengthen our service by knowing our guests intimately and building great memories.

more/...

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“By focussing our strategy on Total Quality Management and marketing excellence, we have an incredible opportunity to reinforce our brands as aspirational luxury household names,” he added.

Mr Butcher's international hospitality management experience spans 30 years, covering roles in Asia and the Pacific, to the USA. He has held senior executive hospitality management positions with various hotel groups, overseeing operations, sales and marketing, and hotel development roles.

For the past seven years, Mr Butcher has held several senior roles within Langham Hotels International including those of Senior Vice President – Sales & Marketing, Senior Vice President – Brands, as well as Senior Vice President – Langham Place Operations. He was also the Managing Director of Langham Place, Mongkok, Hong Kong overseeing the opening and initial operation of this successful Hotel.

Mr Butcher is an Australian national and holds a Bachelor of Business Degree (Hospitality Management).

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Brett Butcher – Chief Executive Officer
Langham Hotels International

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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 15 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 (2010)

NORTH AMERICA:

The Langham, Boston

The Langham, Huntington Hotel & Spa, Pasadena

PACIFIC:

The Langham, Auckland

Langham Place Vineyard Resort + Spa, Waiheke Island, Auckland (2010)

The Langham, Melbourne

ASIA:

Hong Kong

The Langham, Hong Kong

Langham Place, Mongkok, Hong Kong

Eaton Hong Kong

China

The Langham, Yangtze Boutique, Shanghai (2009)

Langham Place, Beijing (2010)

Langham Place, Beijing Capital Airport (2010)

Langham Place, EDZ, Guangzhou (2010)

Thailand

Langham Place Miora Resort + Spa, Kalim Bay,

Phuket (2010)

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