



LANGHAM HOTELS
International

PRESS RELEASE

*Langham Hotels International Develops No Strings Attached Pledge to Help Recession-Ravaged Meeting Planners
New Approach developed to Share the Risk*

For further information contact:

Sherona Shng
Vice President - Communications
Langham Hotels International
Tel: (852) 3552 3938
Fax: (852) 3552 3902
Email: sherona.shng@langhamhotels.com

Ainslie Cheung
Director of Public Relations (International)
Langham Hotels International
Tel: (852) 3552 3823
Fax: (852) 3552 3902
Email: ainslie.cheung@langhamhotels.com

May 7, 2009

Langham Hotels International has launched the No Strings Attached Pledge to take out the sting for event planners who organise meetings in today's recessionary climate.

Alison Styles, Vice President – Sales for Langham Hotels International said: “The hospitality industry understands the economic challenges only too well. Globally, budgets are under stress and corporates don't want to be accused of extravagance. Meeting planners around the globe have shared with us the challenges they are facing. We've listened and created a Pledge which helps them to continue to do business effectively.”

“Planners still want to conduct business but they want the venues, especially hotels, to be more flexible and responsive. They want a ‘get out of jail’ card – as well as a cost effective value for money deal. The hotel that offers this combination is the one most likely to win the business.”

“In this climate, it's about sharing the risk and Langham Hotels International is offering flexibility with a human face. It's not purely a numbers game. This approach demonstrates to our partners that we are committed to long term business relationships,” she added.

more/...

L59, OFFICE TOWER, LANGHAM PLACE, 8 ARCYLE STREET, MONGKOK, KOWLOON, HONG KONG
T (852) 3552 3939 F (852) 3552 3900
langhamhotels.com

AUCKLAND (2) BEIJING (2) BOSTON GUANGZHOU HONG KONG (2)
LONDON MELBOURNE PASADENA PHUKET PUNE SHANGHAI

Langham Hotels International No Strings Attached Pledge is valid for new bookings from now until March 2010 and takes away the major hurdles to booking a venue for a business meeting.

Cancellation Terms Waived

Traditional meeting contracts include cancellation clauses which carry substantial penalties. No Strings Attached offers complete flexibility:

- Zero penalties if a meeting is cancelled at least 60 days prior to the event.
- 50% of your cancellation fee credited to your next meeting in 2010 at any Langham property around the world should you cancel within 60 days of the meeting.

No Attrition Rate Charges

Meeting contracts carry a penalty if the minimum hotel room number is not met. This is now waived under Langham's No Strings Attached Pledge

No Food and Beverage Minimums

- Most meeting contracts stipulate a minimum food and beverage requirement. Langham Hotels International waives this for group bookings

Internet Charges Waived

- Internet Charges will be waived at all participating hotels for all delegates staying in the hotel and general session meetings.

Ms Styles said: "Meetings today and yesterday have always been about providing a good return on investment for the planner. While we're in the business of luxury hospitality – it should be remembered that we're also in the business of service. That means being flexible, innovative and tailoring our event solutions to their needs."

more/...

L59, OFFICE TOWER, LANGHAM PLACE, 8 ARCYLE STREET, MONGKOK, KOWLOON, HONG KONG
T (852) 3552 3939 F (852) 3552 3900
langhamhotels.com

AUCKLAND (2) BEIJING (2) BOSTON GUANGZHOU HONG KONG (2)
LONDON MELBOURNE PASADENA PHUKET PUNE SHANGHAI

The No Strings Attached Pledge is the latest initiative from Langham Hotels International to assist meeting planners. It follows the recent launch of [takethelead](http://takethelead.langhamhotels.com) (takethelead.langhamhotels.com) which takes the best of a convenient online platform, service commitments for meeting planners, combined with the best available facilities while injecting the magic ingredient of a human service element.

###



Langham Place, Mongkok, Hong Kong



The Langham, Hong Kong Ballroom – Classroom Set up



The Langham, Yangtze Boutique, Shanghai



Eaton Hotel, Hong Kong Ballroom

L59, OFFICE TOWER, LANGHAM PLACE, 8 ARCYLE STREET, MONGKOK, KOWLOON, HONG KONG
T (852) 3552 3939 F (852) 3552 3900
langhamhotels.com

AUCKLAND (2) BEIJING (2) BOSTON GUANGZHOU HONG KONG (2)
LONDON MELBOURNE PASADENA PHUKET PUNE SHANGHAI

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

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)

- Ends -

159, OFFICE TOWER, LANGHAM PLACE, 8 ARCYLE STREET, MONGKOK, KOWLOON, HONG KONG
T (852) 3552 3939 F (852) 3552 3900
langhamhotels.com

AUCKLAND (2) BEIJING (2) BOSTON GUANGZHOU HONG KONG (2)
LONDON MELBOURNE PASADENA PHUKET PUNE SHANGHAI