



LANGHAM HOTELS
International

PRESS RELEASE

New Strategic Partnership Opens with BA Double Miles Offer

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Langham Hotels International has forged a partnership deal with the British Airways' Executive Club, its first frequent flyer alliance in Europe. The deal opens with a special BA Double Miles offer for members who stay at any Langham hotel or affiliate property.

To celebrate the launch of the new partnership, Executive Club Members can earn double BA Miles at any Langham or its affiliated hotels until 31 May. After the promotional period, Executive Club members will earn 500 BA Miles per night at Langham or Langham Place property and stays at affiliate properties including Eaton Smart, Eaton Luxe and Delta Chelsea, Toronto will earn 250 BA Miles per night for up to three nights.

The new partnership also gives Gold Executive Club members automatic membership of Langham's guest loyalty programme – 1865. The programme offers include late check-out until 6pm, upgrades and other benefits and privileges.

Alison Styles, Vice President – Sales, Langham Hotels International said: "The partnership with the UK's leading global airline, British Airways, is an important alliance for Langham Hotels International and our flagship – The Langham, London – Europe's original grand hotel. It's fitting that our first frequent flyer programme in Europe is with the UK's leading carrier, bringing together two quintessentially British industry partners.

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“We look forward to welcoming Executive Club members into our growing portfolio of properties worldwide. This new partnership creates extensive marketing opportunities and broadens our coverage in a strategic hub for Langham.”

James Hillier, Executive Club Manager from British Airways said: “ We are delighted to be able to offer our most loyal customers the benefit of our new partnership with Langham hotels. Our Executive Club members will be able to further enjoy the prestigious properties and impeccable service they offer.”

For hotel online reservations, visit www.langhamhotels.com or for British Airways news and offers visit www.ba.com.

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The Langham, London – Europe’s Original Grand Hotel



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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 19 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 affiliate brand, 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 subsidiary 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 for Eaton Hotels log onto eatonhotels.com.

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Our Properties

EUROPE:

The Langham, London

INDIA:

Langham Place, Koregaon Park, Pune
(opening soon)

NORTH AMERICA & CARIBBEAN:

The Langham, Boston
The Langham, Huntington
Pasadena, Los Angeles
Langham Place, Resort + Spa,
Port St George, Bahamas (opening soon)

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 (opening soon)
Langham Place, Beijing Capital Airport
(opening 2010)
Langham Place, EDZ, Guangzhou
(opening soon)
Eaton Luxe, Nanqiao, Shanghai (opening 2010)

Thailand

Langham Place Samui at Lamai Beach
Langham Place Miora Resort + Spa,
Kalim Bay, Phuket (opening soon)
The Langham, Sukhumvit, Bangkok
(opening soon)
Langham Place, Phayathai, Bangkok
(opening soon)

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