



LANGHAM HOTELS
International

***LANGHAM HOTELS INTERNATIONAL POWERS INTO CHINA
WITH AGGRESSIVE DUAL BRAND EXPANSION
20 New Hotels to Open in Five Years***

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With three exciting new properties under the two brands due to open in the next twelve months, Langham Hotels International (LHI) unveils extensive plans for development in China.

The fast growing luxury hotel operator expects to sign up or have operational 20 branded properties in China by 2012, representing about half the group's entire global portfolio.

Brand Heritage

Brett Butcher, Senior Vice President – Sales & Marketing said: “We have two great brands – The Langham and Langham Place that will power our growth in China. As we grow our portfolio and cement our reputation, we will achieve our aim of becoming a household name for luxury hospitality.”

“With our quintessentially European brand heritage and our roots as a Hong Kong stock exchange listed company, we are a powerful proposition for developers and partners in China,” he added.

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Langham Hotels International's two brand propositions translate well into a Mainland China market that appreciates the values that derive their DNA from the original flagship of The Langham, London, in 1865.

At The Langham, guests can enjoy timelessly elegant service and be enchanted by our innovation and traditions. Langham Place, the fun sibling of The Langham, is the epitome of stimulating and artistic hospitality.

Brett Butcher said: "We've focussed our narrative as a brand on our European legacy and high society values. This resonates well with the audience in China eager to experience this type of heritage."

The dynamic group intends to power its growth through three models of development - build and own, acquisition and management contracts.

Brands Target

The Langham is destined A locations in only the top tier cities in China such as Beijing, Shanghai and provincial capitals. They will be known for their traditional values and elegant service.

Meanwhile, its sister brand, Langham Place, will be destined for both primary and secondary cities with its hipper, stimulating and wired outlook and can also quite comfortably sit at convention centres and airports and perhaps other not so orthodox locations in these cities – underpinning the brand personality of being at the leading edge of hospitality trends.

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Exponential Opportunity

Statistical projections by the World Tourism Organisation indicate that China strategically will be the single largest receiver of international tourist arrivals by 2020. Currently, four hotels are under construction with three of these due to open in the next twelve months while several other memorandums of understanding have been signed with developers and partners.

Brett Butcher said: “China satisfies both our long term and short term growth strategies. It is the biggest, fastest growing market in the world and it shows no signs of abating and we want to be part of that growth.”

“We will be operating as many hotels in China as we do in the rest of the world within five years. Conversely, by 2020, when China’s travelers become the largest outbound market – we want them to know and understand The Langham brand.”

Langham Place, Beijing Capital Airport



Langham Place, Beijing Capital Airport will be Langham Hotels International’s first operational hotel in China when it opens prior to the Summer Olympic Games.

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Strategically located adjacent to the new Terminal 3 of Beijing's only international airport, the five-star Langham Place hotel promises to be a revolutionary luxury airport hotel experience for world travellers and business guests.

As the political, cultural and economic capital of China, Beijing has long been the magnet for business and leisure travellers. The Olympics will further enhance the appeal of Beijing's tourism, heating up the city's hotel industry with a significant surge of visitors.

Conveniently located adjacent to the newly constructed Terminal 3, Langham Place Hotel is perfectly positioned for both transit and longer term guests. The Hotel is just minutes away from the new China International Exhibition Centre and Tianzhu Airport Industrial Zone. This ideal location makes it the preferred choice for business travellers, trade fair visitors and event organisers to the airport area.

Living up to the "Langham Place" brand, the six-storey Hotel will introduce a refreshing and stimulating hospitality experience in an ambience of modern elegance surrounded by a gallery of contemporary art and latest technology offerings.

The Hotel will provide over 340 luxurious bedrooms and suites, allowing guests to relax and unwind in ultimate comfort. Food and beverage facilities will include Chinese and Japanese cuisine restaurants, a bar and grill as well as an interactive all day dining buffet restaurant and Langham Place's Portal Bar concept where Work and Play intertwine in an entertaining, contemporary atmosphere. With over 5,000 sq m of flexible function space and inspired catering service, Langham Place will be the perfect venue for staging events of varying scales. For guests desiring a rejuvenating break, the Hotel will house a magnificent Chuan Spa based on Traditional Chinese Medicine.

This management contract was signed between Capital Airport Holdings Co. and Langham Hotels International, who won over competing international luxury hotel chains with its excellent performance records and successful Langham Place brand concept.

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Langham Place Beijing

By the end of 2008, Langham Hotels International will open Langham Place Beijing following a management contract signed with Union Land Property Development Co. Ltd.

The newly built Langham Place, Beijing is located in Chao Yang District, the prime business district in Beijing, close to Chang An Avenue and the foreign embassy district. The Hotel forms a part of the Chao Yang Plaza, a large-scale signature project including two complexes – South and North – with a total surface area of 400,000 square metres developed by Union Land.

The 26-storey Langham Place Hotel is a five-star hotel positioned to be among the very best hotels in the capital. Targeting at business travellers and up-market leisure travellers, the Hotel will provide over 420 guest rooms and suites and 29 high quality serviced apartments with a separate entrance.



Living up to the Langham Place brand essence, the Hotel will feature 3,000 sq m of multi-purpose function space including three ballrooms as well as five creative food and beverage concepts. The Hotel will also house a magnificent Chuan Spa and Residences based on the Traditional Chinese Medicine (TCM) philosophy of a journey.

With avant-garde local art displays, seamless state-of-the-art technology complemented with chic and stylish design, Langham Place, Beijing will introduce refreshingly modern and stimulating hospitality that inspires our guests' imagination.

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Langham Place Changchun

Langham Place Changchun is set to open in the city's downtown in 2009, following a management contract signed with Changchun Jinzuo Real Estate Development Co. Ltd. for a new five-star hotel.



Langham Place Hotel, Changchun is located in the bustling commercial district of Changchun, a city of 7 million people and the capital city of Jilin Province in North East China. The Hotel is ideally located at the intersection of Changjiang Road and People's Street, the city's most prosperous precinct, and is a 5-minute walk away from the Changchun Railway Station. The Hotel forms a part of the Jinzuo Building - the tallest landmark building in Jilin Province - comprising the Langham Place Hotel, 5A-rated offices and an integrated shopping complex

developed by Changchun Jinzuo Group.

The five-star 34-storey hotel will provide 350 stylish bedrooms and suites plus 100 high quality serviced apartments. The Hotel will feature 3,000 sq m of multi-purpose function space, including a grand ballroom and function rooms of varying sizes as well as four creative food and beverage concepts, making it a perfect location for all corporate and social events. As a city spa hotel, Langham Place will pamper its guests by offering a magnificent Chuan Spa.

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The Langham, Yangtze Boutique, Shanghai

Following a new management contract agreement with Shanghai Hengshan (Group) Corp., Langham Hotels International will launch its first boutique hotel – The Langham, Yangtze Boutique, Shanghai in late 2008.

The Langham Yangtze Boutique is located in the heart of Shanghai's central business district, a stone's throw from The People's Square and adjacent to Nanjing Road. It is a small luxury hotel originally designed as an iconic masterpiece of art deco and neo-classical architecture by renowned architect Li Pan in the 1930s, and was once named "The Third Largest Hotel in the Far East".



The Hotel is currently undergoing a multi-million US dollar renovation and will re-open as Shanghai's only five-star art deco boutique hotel. The Langham Yangtze Boutique will re-emerge with the 140-year legendary luxury hotel heritage of The Langham brand, reflecting the splendour of history and romance of Old Shanghai.

Combining yesterday's charm with today's amenities, the hotel will offer enchanting hospitality where guests can experience an exclusive haven away from the hustle and bustle of the outside world.

The hotel features 99 exquisite rooms and suites, including Chuan Residences which are directly connected to the hotel's signature Chuan Spa. Chuan Spa will pamper guests with a journey to wellness through indulging treatments based on Traditional Chinese Medicine philosophy.

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All five restaurants and bars in The Langham Yangtze Boutique will be designed as destinations with distinctive characteristics. Japanese *Izakaya Restaurant & Bar* explodes with colours, creativity and flavours of Japan, while *T'ang Court* creates a new dimension of innovation in Cantonese cuisine. Our western offerings include *Ciao* - an Italian all-day-dining restaurant serving classic creations from Northern Italy and *Palm Court*, which offers authentic English afternoon tea in a tranquil setting at one of Shanghai's true art deco lobbies.

The rooftop column-free Star Room hosting up to 250 persons will add a touch of enchantment and magnificence to all meetings and events with bespoke Langham service and state-of-the-art facilities surrounded by classic art deco grandeur.

"In an era where the travel experience is everything, The Langham, Yangtze Boutique in Shanghai will satisfy the sophisticated traveller who desires an intimate and distinctive hotel experience," said Brett Butcher.

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About Langham Hotels International

Langham has a legendary hotel heritage dating back to 1865 when The Langham in London originally opened as Europe's first Grand Hotel. 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 presently pursuing an aggressive portfolio growth strategy using its two distinctive brands – The Langham and Langham Place.

Six hotels on four continents are branded The Langham where guests can enjoy timelessly elegant service. Be enchanted by our innovation and traditions in Auckland, Boston, Hong Kong, London, Melbourne and Pasadena. The Langham, Yangtze Boutique, Shanghai is due to open in 2008.

Langham Place, the fun, younger sibling of The Langham, is the epitome of stimulating and artistic hospitality. Two Langham Places are open - Hong Kong and Koh Lanta, Thailand. Three new Langham Places are scheduled to open in 2008/9 in Beijing (2) and Changchun.

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.

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