



# PRESS RELEASE

## **LANGHAM HOTELS INTERNATIONAL APPOINTS NEW DIRECTOR OF SALES FOR GERMANY, AUSTRIA AND SWITZERLAND**

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](mailto: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](mailto:ainslie.cheung@langhamhotels.com)

1 February 2010

Langham Hotels International has appointed Ms. Nadine Schaperdot as Director of Sales Germany, Austria and Switzerland to increase penetration and awareness of Langham properties in these three key markets.

Nadine's brief will include development of the MICE and corporate segments in this arena and drive business from the region to all our properties under The Langham, Langham Place, Eaton Luxe and Eaton Smart brands.

German-born Nadine has over 10 years experience in the hospitality industry and has most recently managed the Group and Incentive markets for One&Only Resorts and the Atlantis brand. Prior to this Nadine spent 7 years with Starwood Hotels & Resorts covering the German speaking markets including a three year period covering the UK market for their Central German properties.

Announcing the appointment Alison Styles, Vice President – Sales for Langham Hotels International said: "Nadine plays a pivotal role in driving Langham's sales strategies in Germany, Austria and Switzerland as the group continues to expand its footprint across the globe. Her extensive MICE and corporate experience will be invaluable in these key markets."

###

L59, OFFICE TOWER, LANGHAM PLACE, 8 ARGYLE STREET, MONGKOK, KOWLOON, HONG KONG  
T (852) 3552 3939 · F (852) 3552 3900  
[langhamhotels.com](http://langhamhotels.com)

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



Page 2 of 3



**Nadine Schaperdot, Director of Sales - Germany, Austria, Switzerland**

*more/...*

L59, OFFICE TOWER, LANGHAM PLACE, 8 ARGYLE STREET, MONGKOK, KOWLOON, HONG KONG  
T (852) 3552 3939 · F (852) 3552 3900  
[langhamhotels.com](http://langhamhotels.com)

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



Page 3 of 3

### 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 20 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 21<sup>st</sup> century through design, technology and attitude, epitomising stimulating and artistic hospitality

Eaton, a premium 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](http://langhamhotels.com) or [eatonhotels.com](http://eatonhotels.com).

#### EUROPE:

The Langham, London

#### INDIA:

Langham Place, Koregaon Park, Pune (2010)

#### NORTH AMERICA:

The Langham, Boston

The Langham, Huntington Hotel & Spa, Pasadena, Los Angeles

Langham Place Resort + Spa, Port St George, The 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 Capital Airport (2010)

Langham Place, EDZ, Guangzhou (2010)

Langham Place, Beijing (opening soon)

Eaton Luxe, Nanqiao, Shanghai (2010)

##### Thailand:

Langham Place Samui at Lamai Beach

Langham Place Miora Resort + Spa, Kalim Bay, Phuket (2010)

The Langham, Sukhumvit, Bangkok (opening soon)

Langham Place, Phayathai, Bangkok (opening soon)

- ends -

L59, OFFICE TOWER, LANGHAM PLACE, 8 ARGYLE STREET, MONGKOK, KOWLOON, HONG KONG  
T (852) 3552 3939 · F (852) 3552 3900  
[langhamhotels.com](http://langhamhotels.com)

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