



LANGHAM HOTELS  
International

# PRESS RELEASE

## **LANGHAM HOTELS INTERNATIONAL AND THAI AIRWAYS RELATIONSHIP BLOOMS WITH NEW PARTNERSHIP**

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Langham Hotels International has signed a new loyalty partnership with Royal Orchid Plus – the frequent flyer programme of Thai Airways International –Asia’s smooth as silk airline.

The agreement with Royal Orchid Plus enables members to earn 750 miles per qualified stay. In addition, members can also redeem Award Stay certificates via Langhamhotels.com.

The partnership will give both parties opportunities to cross-market their services. This includes the new Langham Place Eco Resort + Spa, Koh Lanta, in Krabi Province, Thailand which opened in January this year.

“Thai Airways International is recognized as one of the largest award-winning international carriers in Asia. As we launch and develop our resort business in Thailand, the partnership will allow us to drive awareness of our luxury hospitality brands to Royal Orchid Plus’ 2.5 million members worldwide,” said Brett Butcher, Senior Vice President – Sales & Marketing of Langham Hotels International.

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“We are extremely pleased to welcome Langham International to our Travel Partner portfolio. The accrual structure of 750 miles per stay, and Langham’s participation in launch of the International Collection in the Hotel Award program, reflects the premium partner positioning in Royal Orchid Plus. Our most frequent travellers will appreciate both earning and redeeming miles with Langham International at key business and leisure destinations” said Saravane Khuprasert, Manager of Royal Orchid Plus.

Langham Hotels International has partnerships with 14 leading airlines with the total number of Frequent Flyer Programme members able to earn mileage benefits at our hotels through global partnerships at 102.5 million worldwide.

The Thai Airways International network covers over 70 destinations across 5 continents. As a founding member of Star Alliance, frequent travellers can earn and redeem miles with 20 of the world’s leading carriers and enjoy alliance-wide benefits on the world’s largest airline network to over 960 destinations.

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**Background Notes:**

**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 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.

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Reservations for Langham hotels can be made by logging onto [langhamhotels.com](http://langhamhotels.com).

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