

The Leading Hotels of the World Gives Free Nights to Leaders Club Members

London, 26 May 2010: In a move to reward loyal customers of the brand with a luxurious gift, The Leading Hotels of the World unveils “Leaders Club Rewards,” a new benefit offering free nights for members of Leaders Club. Available to long-time devotees as well as newcomers to Leading Hotels’ loyalty programme, “Leaders Club Rewards” is exciting, straightforward and simple:

Members who complete five stays at a minimum of two Leading Hotels by 31 December 2010, will receive one complimentary night to be redeemed at any Leading Hotel in the collection within one year.

Designed for the discerning global traveller who desires an authentic and culturally enriching experience, Leaders Club was launched five years ago to provide loyal guests of Leading Hotels around the world with personalised attention and enhanced travel benefits.

The Leaders Club’s latest perk goes beyond recognition by granting hotel aficionados access to the entire Leading Hotels portfolio of independent, iconic hotels including treasures such as Ritz Paris, Villa d’Este and The Pierre, or much-extolled resorts like The Setai, Cap Juluca, and Carlisle Bay. There is no limit to the number of complimentary nights earned, so ambitious travellers can book to their heart’s content, knowing that for every five stays they complete, a free night and unique experience awaits them.

Details of the programme, which requires members to make their reservations through The Leading Hotels of the World, are as follows: a minimum of two hotels must be represented in the five stays; only non-contiguous stays will qualify; all publicly available rates are eligible.

Ongoing advantages of the programme include early check-in and late check-out, room upgrades upon availability, exclusive member offers, special rates, and event invitations. Registration is complimentary and can easily be done via www.lhw.com.

For additional information about Leaders Club Rewards, full terms and conditions or to begin earning stays towards a free night, visit www.lhw.com/leadersclubrewards .

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Press information: Lucinda Buxton | Anita Gryson, Mango PR
Tel: 020 7 421 2500 | Email: anita.gryson@mangopr.co.uk

About The Leading Hotels of the World, Ltd.

The Leading Hotels of the World, Ltd. is the prestigious luxury hospitality organization representing more than 450 of the world's finest hotels, resorts and spas, and is the operator of www.lhw.com and www.lhwspas.com – the online sources for your luxury lifestyle. As the largest international luxury hotel brand, the firm maintains offices in 22 major markets across the globe.

Since 1928, the company's reputation for excellence derives from the exacting levels of quality it demands of its members, each of which must pass a rigorous, anonymous inspection covering hundreds of meticulous criteria spanning from product to behavioral standards. This set of standards is the most stringent in the industry.

High resolution images are available for downloading at www.lhw.com/press. For reservations and information, visit www.lhw.com or telephone 00 800 2888 8882 (toll free) in the UK.