



YOU CAN TELL A BOOK BY ITS COVER...

THE LEADING HOTELS OF THE WORLD INTRODUCES FIRST COMPLETE RE-DESIGN OF HOTEL DIRECTORY IN OVER 15 YEARS

Contemporary, colourful and conceived to inspire



LONDON, (December 8, 2010) – The Leading Hotels of the World introduces its beautiful new-look Directory in January 2011.

This carefully crafted book has been completely redesigned both visually and editorially, transformed to entice readers to experience an array of very diverse hotels. To capture the essence, the Directory for 2011/12 has taken on a new size – it is **larger, with a landscape layout** to allow for magazine-style, more impressive, images and more legible typography.



The new volume **features the personal stories behind iconic family-owned hotels**, as well as highlighting **the characteristics that make each property distinct and special**. This draws on the ultimate strength and appeal of all the members of Leading Hotels: their distinctiveness and sense of place.

Consumers are encouraged to **consult www.lhw.com for the most updated factual details**, such as meeting facilities, details of bars and restaurants, as well as rates and offers; whereas the information in the Directory itself is intended to tempt readers to delve into the stories of the member hotels (currently just over 430 properties).

A new user-friendly feature is an **Index by type of hotel** (at the back of the book on p. 521) – which enables potential guests to search for the perfect hotel, whether it's all-inclusive; child friendly; Michelin-starred; pet friendly; gives lifestyle lessons; has a cinema or is smoke free....

A salute to independent family-owned hotels

In this edition, for the first time ever, Leading Hotels pays homage to **the tradition of the family-owned property**. Ted Teng, president and chief executive officer of The Leading Hotels of the World explained,

"These hoteliers symbolise the spirit and art of independent luxury hotel-keeping by celebrating a dedication and devotion to the past, with the foresight and courage to evolve for the future. We believe this truly personal expression of genuine hospitality lies at the heart of our organisation."

There are twenty-three pages dedicated to the family histories of the owners of some of the most legendary Leading Hotels. The collection includes hotels under the talented direction of professionals who are descendents of renowned hoteliers; each hotel is part of their heritage, successfully fostered and nurtured – many for at least three generations.

***The Directory will be available in early 2011. To request a complimentary copy, please visit www.LHW.com/Directory**

Media Contacts:

Head Office – New York

Jennifer Oberstein
Director of Communications
Tel: (1-212) 515-5782
E-Mail: jobenstein@lhw.com
Web/Photography: www.lhw.com/press

UK – Mango PR

Lucinda Buxton/Anita Gryson
Mango PR
Tel: 020 7421 2500
E-Mail: Lucinda.buxton@mangopr.co.uk
anita.gryson@mangopr.co.uk

Below is a sampling from The Leading Hotels of the World's Directory featuring the personal stories of multi-generations with a passion for family and art of hotel keeping:

The Gürtler Family and the Hotel Sacher, page 32



Vienna's iconic Hotel Sacher has a long history of being run by strong women. The original owner's wife, Anna Sacher, took over the hotel upon her husband's death in 1880 and since 1934, the hotel has been run by the Gürtler family, most notably by powerhouse Elisabeth Gürtler. "I respect tradition and the importance of having a connection to the past," says Mrs. Gürtler, who was born and raised in Vienna. "But I also believe in the power of creating an engaging dialogue between old and new." Mrs. Gürtler was ahead of many local competitors when she opened the jewel-like Sacher Spa in 2005. To many, the Sacher is eponymous with Vienna, and Mrs. Gürtler herself has deep ties to the Austrian

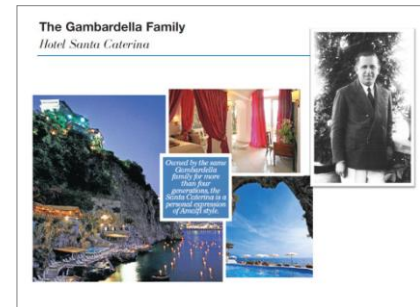
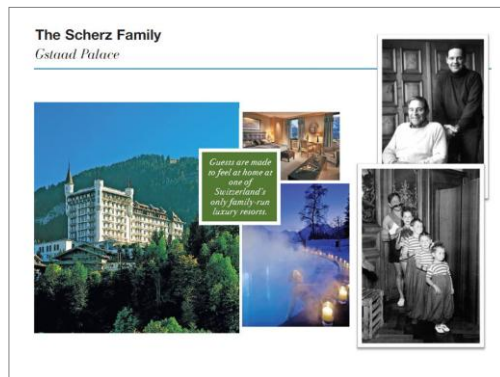
capital, chairing the Vienna Opera Ball and making history by being named the first female director of the centuries-old Spanish Riding School. As for the future, Mrs. Gürtler is already working with the next generation of strong Sacher women: her daughter, Alexandra.



3 of 4/

The Gambardella Family and Hotel Santa Caterina, page 126

In the mid-1800s, Giuseppe Gambardella was the town's doctor before he turned the home he built in 1850 into Hotel Santa Caterina, one of the Amalfi Coast's early lodgings, in 1880. But no matter how many patients the kind Giuseppe helped over the years, it would still be almost impossible for him to touch as many lives as his son, Crescenzo, did. Having helped his father rebuild the hotel following a devastating landslide in 1899, the younger Gambardella took over the property at his father's death in 1908 and ran it until 1967. It was Crescenzo Gambardella who expanded the hotel into the sea-to-sky complex it is today, including two restaurants as well as a salt-water swimming pool hovering just above the Mediterranean 600 feet below hotel's front door. In time his wife Alma joined him in overseeing the Santa Caterina and together the couple also expanded the family, being followed by their two daughters, Giuseppina and Carmela and, eventually, three grandchildren, Crescenzo Gargano, Alessandro Camera and Beatrice Camera. The five current members of the Gambardella clan are literally at home at the Santa Caterina: all were raised in family residences adjoining the property.

*The Scherz Family and the Gstaad Palace, page 256*

It all began on a freezing night in the 1920s, when Ernst Scherz sang Christmas carols in Gstaad's village square. The young man stared at the castle-like hotel overlooking the square, dreaming of owning that magical palace himself. Today, the third generation of Scherzes runs the Gstaad Palace. On paper, the transformation sounds like a fairy-tale come true, but for the now-legendary hotelier the road to dining with the likes of Conrad Hilton was one of dedication and hard work. Both Mr. Scherz and his wife, Silvia, began working at the Gstaad Palace in the late 1930s; after World War II, they took out loans from family and friends to buy their beloved property. Throughout their 30 years of running

it, the couple saw their hotel mature and witnessed Gstaad itself turn into the jet-set resort it is today. In 1968, Ernst and Silvia passed the reins to their son, Ernst Andreas, who oversaw such luxurious additions as freestanding chalets and the striking Grande Terrasse. (He was also the chairman The Leading Hotels of the World for 17 years.) In 2001, son Andrea was appointed general manager, having worked his way up from head of reception. One wonders if on some cold winter nights, he still walks outside to stand where his grandfather stood years ago: gazing up at the illuminated façade of his family's Gstaad Palace.

The Krachts and the Baur au Lac, page 276

The Kracht family and their Baur forefathers have been in residence at the Baur au Lac in Zurich for six generations. However the family's innkeeping experience dates back further. Johannes Baur, who built and opened the hotel in 1844, had previously created another property in Zurich, the nearby Savoy Baur En Ville. Before that, *his* father had run a small inn in the Austrian town of Gotzis. Yet all this is only part of the Baur au Lac legacy. The marriage of Emmy Baur, Johannes's granddaughter, to Karl Kracht, in 1898, brought another tradition of innkeeping into the family, as decades before Karl's father had assumed ownership of Cologne's Excelsior Ernst. Emmy and Karl's union was thus a match between two great hotel families, with their sons, then grandson, then great-grandchildren all successively adding to the tradition. Long stewardship at the Baur is not limited to the Krachts. When current manager Michel Rey was appointed to his post, in 1983, he took over from his own father, Georges. There are many reasons why the Baur has continually thrived from its opening to the present day, but, assuredly, a bounty of generational leadership is foremost among them.



- Ends -

About The Leading Hotels of the World, Ltd.

The Leading Hotels of the World, Ltd. is the prestigious luxury hospitality organization representing over 430 of the world's finest hotels, resorts and spas. Its mission is to curate and champion an exclusive collection of independent properties, including grand palaces, city hideaways, luxury tent enclaves and expansive self-contained resorts. Established in 1928 by a group of influential and forward-thinking European hoteliers, it started with 38 initial members. Honouring this tradition, the company recognizes the strength and appeal of each hotel lies in its distinctiveness, innovation and relationship to its destination. Its loyal customers demand levels of quality they have come to expect of the brand, while seeking authentic and enriching travel experiences. To be considered for inclusion, a hotel must adhere to strict quality standards and master the art of extraordinary hospitality. Leading Hotels are bound together in excellence, yet are unique in character. www.lhw.com

Media Contacts:

Head Office – New York

Jennifer Oberstein

Director of Communications

Tel: (1-212) 515-5782

E-Mail: jobenstein@lhw.com

Web/Photography: www.lhw.com/press

UK – Mango PR

Lucinda Buxton/Anita Gryson

Mango PR

Tel: 020 7421 2500

E-Mail: Lucinda.buxton@mangopr.co.uk

anita.gryson@mangopr.co.uk