

*The Leading Hotels  
of the World®*



## News Release

### THE LEADING HOTELS OF THE WORLD LAUNCHES A NEW LUXURY GLOBAL GOLF INITIATIVE

*Leading Golf: a comprehensive, new, multi-platform programme for  
golf and travel enthusiasts*

[www.lhwgolf.com](http://www.lhwgolf.com)

April 2010 – As one of the largest international luxury hotel brands, The Leading Hotels of the World enjoys access to the most internationally renowned and prestigious golf courses in the world. For the first time in its 80-plus year history, The Leading Hotels of the World is capitalising on its “green” assets with the inauguration of Leading Golf, a dedicated programme for golf enthusiasts and corporate clients seeking fulfilling, one-of-a-kind golf holidays.

Created in collaboration with PerryGolf, the leading golf travel expert in the world, the comprehensive, multi-platform initiative takes a high-touch approach. Consisting of Signature Events, single destination ‘Stay-and-Play’ packages, and multiple-stop Custom Touring, Leading Golf is designed to be the premier planning and booking service for the global luxury traveller.

For a beginner striving for a tee time at the legendary St. Andrews Old Course, or an expert on the links with a penchant for the latest Tom Fazio-designed course, Leading Golf is a one-stop shop for any level player. PerryGolf Co-Founder and President, Gordon Dalgleish – a champion for the pursuit of the ultimate golf getaway – brings 25 years of experience as a luxury golf travel expert. Built on his passion for the sport, and led by a team of skilled specialists, Leading Golf allows the client to choose the destination and schedule that suits his needs best. If more guidance and attention are required, Leading Golf also offers pre-packaged excursions to specific destinations, such as Scotland, Italy or the Caribbean. Ultimately, in each instance, the goal is to create a personalised, impeccable experience that incorporates not only exceptional golf, but speaks to the consumer’s overall lifestyle and personal interests.

The website for Leading Golf, [www.lhwgolf.com](http://www.lhwgolf.com) serves as the hub of the programme. The user-friendly cyber environment is designed to educate and engage. As an extension of [www.lhw.com](http://www.lhw.com), the site enables consumers to browse destinations, make reservations online and even access The Golf Butler for concierge style assistance securing tee times and other arrangements that make the golf experience more memorable.

"PerryGolf is delighted to have partnered with The Leading Hotels of the World to develop and implement this unique golf programme," said Gordon Dalgleish. "The geographical depth and diversity of the Leading Hotels collection coupled with golf in some of the world’s great golf destinations will make Leading Golf a most compelling offer for golfers".

**The Leading Hotels of the World**  
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**About PerryGolf**

Established in 1984, Wilmington, N.C.-based PerryGolf offers the travel industry's most prestigious and diverse selection of luxury golf tours and lifestyle experiences to the British Isles, Portugal, Spain, France, Italy, South Africa, Australia, New Zealand and China. PerryGolf offers customized golf tour itineraries as well as escorted programs featuring land tours, small-ship charters and luxury train travel. The company's exclusive online trip calculator -- Plan Your Own Tour™ -- allows travellers to generate immediate quotations for trips they create entirely online.

**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](http://www.lhw.com) and [www.lhwspas.com](http://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 behavioural standards. This set of standards is the most stringent in the industry.