



THE LEADING HOTELS  
OF THE WORLD®



## THE LEADING HOTELS OF THE WORLD LAUNCHES ULTIMATE BENEFITS PROGRAMME

*New Leaders Club offers great value with a straightforward membership programme: complimentary continental breakfast and complimentary internet access for all members, as well as earning free nights at the most iconic hotels in the world*

London, 16 January 2011 -- The Leading Hotels of the World, Ltd. has announced that benefits for members of its Leaders Club are getting even better in 2011.

The prestigious Leaders Club is designed to make trips more fulfilling and to personalize the experience of staying at over 430 utterly unique, independent hotels and resorts worldwide. In addition to existing benefits - the ability to earn free nights; early check-in, late check-out; room upgrades; welcome gifts and exclusive rates - Leaders Club members will now be able to enjoy **daily complimentary continental breakfast for two** and **complimentary Internet access at all Leading Hotels**.

Leaders Club members enjoy these generous benefits at an annual cost of USD 100 for an Access level membership, and USD 1,200 for an Unlimited level membership.

Briefly, the benefits of the two levels include:

### ACCESS LEVEL:

- Complimentary continental breakfast for two each day **(NEW)**
- Complimentary Internet access **(NEW)**
- Leaders Club Rewards: Earn a complimentary night at any Leading Hotel for every five stays completed by December 31, 2011\*\*
- Preferred status for a one-category room upgrade
- Access to members-only rates
- Early check-in, late check-out
- Preference profile to ensure each hotel stay is personalized to members' needs and likes
- Invitations to Leaders Club events
- Access to one-of-a-kind specially created experiences

### UNLIMITED LEVEL: **all of the above, plus:**

- Guaranteed room upgrade at time of booking
- Priority Pass™ - Access to 600 VIP airport lounges worldwide **(NEW)**
- Leaders Club global concierge service offering assistance and available to arrange anything a member needs before, during or after their stay with Leading Hotels.

"The Leaders Club Rewards benefits set our programme apart from all the others," company President and CEO Ted Teng noted, "as the only luxury hotel brand that can grant gratis access to legendary hotels like the Ritz Paris, Villa d'Este and Sandy Lane, this programme is a testament to both the company's heritage and our ongoing commitment to inspire extraordinary and authentic hotel experiences for our guests."

\*\*The Leaders Club Rewards program is simple: Earn one complimentary night at any Leading Hotel for every five stays completed by December 31, 2011. Guests must stay at a minimum of two Leading Hotels at publicly available rates during those five stays. Reservations must be made through The Leading Hotels of the World and only non-consecutive stays qualify.

For more information on Leaders Club membership, please visit [www.LHW.com/LeadersClub](http://www.LHW.com/LeadersClub) or call 00 800 2888 8882.

## **About The Leading Hotels of the World, Ltd.**

The Leading Hotels of the World, Ltd. is the largest luxury hospitality organization in the world, representing over 430 of the finest hotels, resorts and spas. Its mission is to curate and champion an exclusive collection of independent properties, from grand palaces and intimate city hideaways, to luxury tented enclaves and expansive self-contained resorts. Established in 1928 by several influential and forward-thinking European hoteliers, it started with 38 initial members. 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.

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