THE PENINSULA
HOTELS

16 April 2010

THE PENINSULA HOTELS LAUNCHES REAL-TIME iPHONE ROOMS RESERVATION APPLICATION

Smart phones and other handheld devices will be the next big thing in hotel bookings as clients seek greater convenience and real-time confirmation while service providers also find more ways to tap a potentially lucrative market segment, The Peninsula Hotels' General Manager for Information Technology Shane Izaks said.

Development of mobile booking applications or platforms is only a small part of far-reaching changes to the way hotels will handle various aspects of guest services in the future, Izaks said.

The Peninsula Hotels is moving in that direction through its iPeninsula mobile booking platform launched in Hong Kong recently.

The service allows customers to make bookings on their iPhones that are then automatically delivered to The Peninsula Hotel's reservations network

"Unlike some mobile booking applications currently in the market which require Reservations' staff to manually input bookings after these are received by e-mail, our platform seamlessly delivers bookings to our reservations system without any manual intervention," he said.

Within the year, these mobile bookings for restaurants and spa will be available as well.

# # #

- more -

THE PENINSULA
HOTELS

THE PENINSULA HOTELS LAUNCHES
REAL-TIME iPHONE ROOMS RESERVATION APPLICATION - 2

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), HSH is a holding company whose subsidiaries, associates and jointly controlled entity are engaged in the ownership and management of prestigious hotel, commercial and residential properties in key destinations in Asia, the USA and Europe. The hotel portfolio of the Group comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (opening in 2012). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

For further information, please contact:
Ms Sian Griffiths
Director of Communications
The Peninsula Hotels
8/F, St George's Building, 2 Ice House Street, Central, Hong Kong
Telephone: (852) 2840-7239
Fax: (852) 2840-7499
E-mail: siangriffiths@peninsula.com
Website: www.peninsula.com
Digital Photo Library: www.leonardo.com/peninsula
Broadcast Video Library: www.thenewsmarket.com/thepeninsulahotels