

THE PENINSULA

BEVERLY HILLS

May 21, 2012

SCHOOL IS OUT AND FUN IS IN: THE PENINSULA BEVERLY HILLS WELCOMES FAMILIES THIS SUMMER WITH ‘PENINSULA FAMILY MOMENTS’

The Peninsula Beverly Hills’ new family-travel program offers 50% off an additional room, complimentary kids’ dining, child-friendly activities and insider guides for kids

Ideally located in the heart of Beverly Hills, The Peninsula Beverly Hills is a great place for a family vacation. The hotel’s new “[Family Moments](#)” program makes it even better. From May 1 until December 31, 2012, guests who book the “**Family Moments**” program will enjoy a 50% reduction off the cost of an additional room for children 12 and under. In addition, children 12 and under eat free from the kids’ menu and are offered a range of amenities and programs tailored especially for young guests.

Adventure upon Arrival

Each child’s adventure begins with a customized guided treasure hunt, which takes them behind the scenes to enjoy special treats while they learn what makes The Peninsula Beverly Hills so special. Along the way, they will meet the hotel’s friendly staff, from the pastry chef and the spa director to the managing director.

Insider Destination Guides for Kids, by Kids

Who better to give young travelers the inside scoop on each destination than local children? The Peninsula Beverly Hills consulted junior experts to create the “Pen 10,” an insider’s guide to the 10 best kid-selected things to do, see and experience in the Los Angeles area – from the best park and best place to go horseback riding, to where to learn to surf like a pro.

Kid-Friendly Culture

For hands-on exploration and a taste of local culture, The Peninsula Beverly Hills offers a variety of Peninsula Academy experiences that are perfect for families and young guests. Adventures include:

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- **Surf Malibu**

Kids will learn to surf from Rod Samper, who taught Tom Cruise, Cindy Crawford and Harrison Ford and their families to “hang ten.” The hotel will transport guests by a private luxury house car to Malibu for their private lesson, which will be followed by a picnic prepared by The Peninsula Beverly Hills’ team of chefs. Prices start at \$225 per person per hour.

- **Backstage at the Paley Center**

Families will enjoy a customized exploration of the Paley Center for Media, a unique museum in Beverly Hills offering a collection of nearly 150,000 US and international television, radio and new media programs from the past 80-plus years. Parents can show their children programs they watched on TV when they were young, and kids can learn behind-the-scenes information about their favorite shows. Private luxury house car transportation, lunch in The Belvedere or Afternoon Tea in the Living Room, and a gift selection from the Paley Center Gift Shop are included in the \$185 per person price.

- **Hollywood Piano Legend**

Children can enjoy a fun and inspiring one-on-one 90-minute piano lesson with The Peninsula’s beloved and vivacious resident pianist, Antonio Castillo de la Gala, who has been playing piano since the age of three and holds a degree from the National Conservatory of Music in Mexico City. Following the private piano lesson, young guests and their families will enjoy a gourmet lunch with Antonio in The Belvedere. Throughout the experience, Antonio will share not only his knowledge about music history, but also his personal reminiscences of playing for Hollywood legends. A CD by Antonio Castillo de la Gala is included. Prices start at \$338 per person, per session.

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Peninsula Family Moments program highlights include:

- 50% reduced rate on one additional room
- Complimentary daily American Breakfast for two
- Children eat for free throughout their entire stay from the Kids’ Menu
- Children receive a Peninsula gift
- Children’s activities, including a Peninsula Treasure Hunt

Validity:

- May 1 to December 31, 2012

Rate:

- Rates from \$520 for a Superior Room

Terms and Conditions:

- 50% reduction on an additional room is only valid in Superior and Deluxe guest rooms; only valid for children 12 years and under
- 50% reduction room is valid only per one room per reservation
- Children must order from the Kids’ Menu, available for breakfast, lunch and dinner, redeemable in all outlets and cannot be substituted
- The Peninsula Academy activities are available at an additional cost
- Advanced reservations are required and black-out dates may apply
- The rates are subject to 14% tax and 1.5% occupancy surcharge per day, per room for single or double occupancy

Reservations for the **Peninsula Family Moments** program may be made by calling +1 (800) 462 7899 or e-mail: reservationpbh@peninsula.com. For more terms and conditions, online reservations and additional information, please visit peninsula/beverlyhills_enticements.

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About The Peninsula Beverly Hills

The only AAA Five Diamond and Forbes Five Star rated hotel in Southern California for 19 consecutive years, The Peninsula Beverly Hills offers 193 newly renovated guest rooms, including 36 suites and 16 private villas, nestled among lush tropical gardens in the heart of Beverly Hills. Home to the sumptuous Belvedere, the only AAA Five Diamond rated restaurant in Los Angeles for 17 consecutive years, The Peninsula Beverly Hills also features The Living Room, where the legendary Peninsula Afternoon Tea is served daily, The Peninsula Spa and The Roof Garden, a refined resort oasis featuring a swimming pool, private cabanas, and outdoor cocktails and dining. The Peninsula Beverly Hills is located at the intersection of Wilshire and South Santa Monica Boulevards, within easy walking distance of Century City and Beverly Hills’ legendary Rodeo Drive. For more information, please visit peninsula.com/beverlyhills.

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About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). 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.

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