

THE PENINSULA

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March 2007

INTRODUCING “PENINSULA WELLNESS” - A PERSONALISED PROGRAMME TO REJUVENATE THE MIND, BODY AND SPIRIT, PENINSULA-STYLE

Exceptional, personalised service, long a tradition at The Peninsula Hotels, has been taken to new levels with the April 2006 launch of Peninsula Wellness – a lifestyle programme that touches every aspect of a guest’s lifestyle, both during their stay and beyond, and which focuses on providing a sanctuary for the five senses of sight, hearing, smell, taste and touch. As well as staying in luxurious hotel accommodations with the finest amenities, guests will now be able to renew themselves in mind, body and spirit through an integrated approach to help them escape stress, and to relax and rejuvenate in a deeply personal way.

The programme has been created to meet the needs of Peninsula guests who are conscious about leading a healthy lifestyle and maintaining their personal well-being. Its integrated approach offers a unique antidote to the stress and strains accumulated by a demanding travel or business schedule or just the hectic pace of modern life.

This innovative programme is presented in a generation of new Peninsula Spas – Hong Kong, Beverly Hills, Bangkok – with the next Peninsula Spa by ESPA opening in Chicago (April 2007) and eventually Tokyo (September 2007). The Peninsula Wellness programme includes cutting-edge treatments at each of these luxurious new spas.

But as the name suggests, Peninsula Wellness goes far beyond the mere pampering experience offered at most spas. Peninsula Wellness also includes light and healthy *Naturally Peninsula* cuisine options at Peninsula dining outlets, *Naturally Peninsula* organic teas, coffees and chocolates to appeal to the sense of taste, *Simply Peninsula* products to enliven the sense of smell through a range of scented candles and essential oils, as well as to exhilarate the sense of touch through a line of luxurious bath and body care products, and to stimulate the sense of hearing with soothing mood music from the exclusive Peninsula Spa CD collection. Peninsula Wellness also includes a Guest Nutrition Advisor who is available for personal nutrition and lifestyle consultations.

"The daily interactions of our hotel staff with our guests and indeed the experiences of our own travelling executives indicate that a hotel needs to place increasing importance on giving guests healthy lifestyle choices,

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which can also extend beyond the duration of their actual stay in the hotel," says Chief Executive Officer Mr. Clement K. M. Kwok.

"Peninsula Wellness has therefore been developed as a comprehensive and integrated worldwide programme to ensure the highest standard of quality and consistency at all Peninsula Hotels that all guests will appreciate," Mr Kwok adds. "This advanced programme demonstrates the company's commitment to meeting the personalised needs of each and every guest in this hectic and stressful modern age."

To enable guests to enjoy the full benefits of the Peninsula Wellness programme as a lifestyle choice, a range of the new *Naturally Peninsula* and *Simply Peninsula* products will be available through the hotels, Peninsula Boutique outlets and through **peninsulaboutique.com** for guests to purchase and take home. A cookbook featuring *Naturally Peninsula* dishes from the company's seven hotels was published in November 2006, and has won Best Photography Cookbook in the Gourmand (English) World Cookbook Awards 2006.

The Peninsula Spas

The focal point of the new Peninsula Wellness programme is The Peninsula Spas. With each Peninsula Hotel located in the very heart of its respective city, The Peninsula Spas are oases of luxury and rejuvenation, providing guests with an extensive range of choices to enhance their health and well-being. Dedicated to providing guests with far more than simple pampering, the Spas offer exclusive treatment journeys that have been especially designed for Peninsula customers.

The next Peninsula Spa to open is at The Peninsula Bangkok in December 2006. The Peninsula Hotels is working with international spa consultancy ESPA, headed by renowned spa authority Susan Harmsworth, to develop a unique spa concept at its hotels. ESPA-branded products are the preferred products carried in these Peninsula Spas, while treatments draw upon Eastern and Western wellness and relaxation philosophies, emphasizing a back-to-basics approach with authentic treatments delivered by highly-trained therapists.

"In many ways, The Peninsula and ESPA are aligned in standards," says Harmsworth, who has created a menu of treatments with Peninsula guests specifically in mind. "Every hotel and spa is completely different in terms of setting and our customers come to us with very diverse needs. Whether it is catering to the stress brought on by a particular urban climate, or the increasingly hectic pace of travelling and work-related tension, our Spas venture into a journey of deep calm by adapting accordingly to an intrinsic need for natural balance."

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The first two Peninsula Spa by ESPA opened in Hong Kong and Bangkok in May and December 2006 respectively. In the United States, The Peninsula Spa by ESPA launches its magnificent rooftop spa in March 2007. Encased in floor-to-ceiling windows on the top two floors of the hotel, the renovated spa at The Peninsula Chicago showcases new VIP treatment rooms, a deluxe manicure/pedicure room and a new relaxation lounge. The Peninsula Beverly Hills re-launched its spa in January 2006 following a US\$ 7 million makeover to offer its guests an innovative and state-of-the-art oasis.

Opening in September 2007, the brand-new Peninsula Tokyo will also feature an extensive Asian-inspired Peninsula Spa by ESPA.

***Naturally Peninsula* and Guest Nutrition Advisor**

To further expand the lifestyle choices of Peninsula guests, the Peninsula Wellness programme has been devised to take into account every aspect of their welfare, with light and healthy *Naturally Peninsula* cuisine options being introduced at all Peninsula dining establishments.

The Peninsula's Guest Nutrition Advisor Ms Gabrielle Tuscher is working with the hotels' award-winning chefs to develop a variety of alternative menu choices for our guests. Ms Tuscher is currently working on a set of *Naturally Peninsula* cooking and ingredients guidelines which will be disseminated among the hotels' Chefs and their culinary teams. Ms Tuscher has also been conducting full nutritional analyses and adjustments of recipes from the hotels.

Ms Tuscher, a US-accredited and registered dietician with a Masters Degree in Clinical Nutrition and Food Studies from New York University, is also available for individual guest consultation to develop personalised daily menus to meet a guest's individual taste and health requirements, as well as to work with the hotels' chefs to conduct Peninsula Academy cooking classes which focus on light and healthy cuisine and cooking methods.

The *Naturally Peninsula – Flavours* cookbook showcases recipes created by The Peninsula's team of talented and innovative chefs from around the world. The recipes focus on lighter and healthier dishes which maintain their own unique and pristine flavours without compromise, while promoting the use of organic ingredients wherever possible, so that guests will be able to recreate their favourite *Naturally Peninsula* dishes at home. The cookbook has already been honoured in the Gourmand (English) World Cookbook Awards 2006 for Best Photography Cookbook.

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Naturally Peninsula also features a range of organic food and beverages including an organic green tea and five organic black teas -- Breakfast, Afternoon, Peninsula Blend, Assam and Darjeeling -- which are naturally rich in anti-oxidants. These are being served at The Peninsula's Spas and dining outlets, and are available for purchase from The Peninsula Boutique and through the **peninsulaboutique.com**. A range of organic herbal teas (including chamomile, Indian basil, peppermint, ginger, lemongrass and orange), organic coffees and organic chocolates will also be launched shortly.

Simply Peninsula

The *Simply Peninsula* range of toiletries and other products will include bath and shower gel, shampoo, conditioner, hand and body lotion, and aromatic candles, all made using a variety of essential oils and fragrances.

Specially-compiled Peninsula CDs of Asian-inspired relaxation music will be played at all Peninsula Spas, and are also available for purchase so that guests can take their experiences home with them. The first CD *Simply Peninsula – Sunset Moon* (May 2006) is a compilation of relaxing Chinese-inspired music from renowned Asian artists, while the newly launched *Simply Peninsula – Firefly Sanctuary* (march 2007) is a collection of life-enhancing Asian-inspired music from a selection of talented and renowned artists including Missa Johnouchi, Jiang Xiao-Qing and Jalan Jalan. The soothing sounds of the instrumental tracks presented in these two compilations are a wonderful accompaniment to aromatherapy, meditation, relaxation, massage, spa treatments, stress relief and yoga.

The Peninsula Hotels' innovative Peninsula Academy – offering learning experiences and introduction to the local cultures of each Peninsula location – will also offer Wellness-themed components including “Wellness Experience” Spa Packages and *Naturally Peninsula* cooking classes.

The all-encompassing Peninsula Wellness programme is being progressively rolled-out in stages throughout the seven hotels in The Peninsula group: Hong Kong, New York, Chicago, Beverly Hills, Bangkok, Beijing and Manila, together with Peninsula Tokyo (2007).

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A division of The Hongkong and Shanghai Hotels, Limited, The Peninsula Hotels operates luxury hotels in key gateways of Asia and the USA: The Peninsula Hong Kong, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Beijing, The Peninsula Manila, The Peninsula Tokyo (opening September 2007) and The Peninsula Shanghai (2009).

For further information, please contact:

Ms Therese Necio-Ortega
Manager, Communications and Promotions
The Peninsula Hotels
8/F, St George's Building
2 Ice House Street
Central, Hong Kong

Telephone	:	(852) 2840-7735
Fax	:	(852) 2840-7550
E-mail	:	theresenecio-ortega@peninsula.com
Website	:	www.peninsula.com
Digital Photo Library	:	www.leonardo.com/peninsula