

12 May 2011

**A YEAR OF CELEBRATION FOR PENINSULA**

***Three Peninsula Hotels mark milestone anniversaries in 2011***

***with exceptional accommodation and culinary offerings***

As one of the world's smallest hotel groups with only nine hotels, yet one of the hotel industry's longest and most storied heritages since its inception in 1866, The Peninsula Hotels has seen many an anniversary through the years. However, 2011 is a red-letter year for the hotel group, with three Peninsula hotels – Manila, Beverly Hills and Chicago – celebrating 35, 20 and 10 years respectively, with a raft of special promotions, culinary offerings and charitable fund-raising initiatives to mark the occasion, including rooms in Beverly Hills for just USD20, USD 10 in Chicago and PHP 3,500 (USD 77.35) in Manila.

Having opened on 14 September 1976 in the Makati business district in the heart of the Philippine capital Manila, The Peninsula Manila quickly carved out a reputation as the city's premier luxury hotel and social hub, with its famed Lobby – open 24/7 – becoming the ultimate “see and be seen” spot in the city. The hotel is celebrating its 35<sup>th</sup> anniversary with the “Celebrate 35 Years” accommodation promotion, where guests booking one night at published rates can enjoy a second night for just PHP 3,500 (USD 77.35). Culinary attractions include a selection of dishes from fine dining restaurant Old Manila's original menu at 1976 prices, and the legendary *Halo Halo Harana* dessert – once declared “The Best Legal High” by *Time* magazine – at just PHP 35 (USD 0.77).

To celebrate the 20<sup>th</sup> anniversary of its opening on 8 August 1991, The Peninsula Beverly Hills has introduced a year-long commemoration with special room rates, dining and spa offerings. A highlight is the 20<sup>th</sup> Anniversary package with a third night at only USD 20 with two nights booked at regular rates, plus a host of other “20” benefits – USD 20 breakfast credit each day, USD 20 overnight valet parking, 20% off in all restaurants and bars, and more. A series of special Afternoon Teas will benefit community charities, the hotel's mixologists have created a signature “Pen 20” cocktail and The Spa is offering a “20/20/20” Rejuvenating Eye Treatment, designed to “take off 20 years”.

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# THE PENINSULA

H O T E L S

## A YEAR OF CELEBRATION FOR PENINSULA – 2

In addition, this summer and fall, The Peninsula Beverly Hills will unveil a fresh new look with redecorated rooms, suites and villas in celebration of its 20<sup>th</sup> anniversary. All 193 rooms, including 36 suites and 16 garden villas are being elegantly refurbished while preserving the hotel's original concept to offer guests the essence of Southern California living in a setting evocative of a luxurious but relaxed Beverly Hills estate.

Meanwhile The Peninsula Chicago is celebrating its 10<sup>th</sup> anniversary on June 1, 2011, and the milestone brings many special promotions throughout the year, including an outstanding year-long room package entitled "Celebrate 10 Years" - a unique promotion where guests reserving a room for one night can enjoy the second night at just USD 10. Each month sees exceptional spa offerings with value-added components, together with several unique food and beverage promotions such as the 10<sup>th</sup> Anniversary Culinary Journey - a unique gourmet odyssey around The Peninsula's award-winning restaurants with a course in each – and Royal-Tea, a refined twist on the celebrated Peninsula Afternoon Tea, including caviar, lobster soufflé and Champagne.

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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.

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](mailto:siangriffiths@peninsula.com)

Website: [www.peninsula.com](http://www.peninsula.com)

Digital Photo Library: [www.peninsula.com/pdl](http://www.peninsula.com/pdl)

Broadcast Video Library: [www.thenewsmarket.com/thepeninsulahotels](http://www.thenewsmarket.com/thepeninsulahotels)