

14 March 2011

**THE PENINSULA HOTELS ROLL OUT
NEW PENINSULA ACADEMY PROGRAMMES FOR 2011**

*New initiatives include partnering with local arts organisations
for exclusive art-themed guest activities and insights*

Continuing its quest to take hotel guests behind the façade of a city with authentic experiences not accessible to other travellers, the award-winning Peninsula Academy - first introduced at The Peninsula Hong Kong in 1997 – rolls out a collection of new programmes for 2011, including unique art-related activities at each hotel under the banner “*The Art of Hospitality*”.

Designed to both educate and entertain while embracing The Peninsula Hotels’ philosophy of “Enriching Your Life” to enlighten and enrich stays in each Peninsula property, The Peninsula Academy offers unique ways to discover the culture, lifestyle, cuisine, arts and history of each city through Peninsula-style tours, classes and activities,

Each hotel has two new programmes for 2011 – one heritage or destination-themed and the other art-related, with hotels partnering with local organisations to create a collection of exclusive experiences showcasing the art scene in each Peninsula location.

The Peninsula Hong Kong celebrates “*Our Hong Kong*” - a book of the insights of 50 hotel staff - with unique itineraries enabling guests to explore the city through new eyes. “*The Art of Hospitality*” visits a selection of fascinating art locations, followed by an artfully prepared dinner at Philippe Starck-designed rooftop restaurant Felix.

The newest hotel in the group, **The Peninsula Shanghai**, launches its new Academy programme covering the city’s lifestyle, culture, heritage, cuisine and arts, including specialist guided tours of the Bund, Jewish quarter, Shanghai’s Art Deco and 1920s architectural heritage, while “*The Art of Hospitality*” covers the artists and personalities currently shaping Shanghai’s red-hot art scene.

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In a programme designed especially for families, young guests at **The Peninsula Beijing** learn traditional Chinese handicrafts with master craftsmen, including straw-weaving, shadow puppet-making or Beijing Opera mask-painting. “*The Art of Hospitality*” offers an overview of Chinese contemporary art with a respected art critic and writer, including a visit to her private collection at her *hutong* or courtyard house.

The Peninsula Tokyo runs with The Imperial Palace Jogging Course – a 5 km (3 mile) jog around one of Tokyo’s most historical sites, accompanied by a hotel personal trainer, while “*The Art of Hospitality*” introduces Tokyo’s best-kept art secrets - historic and cultural landmark Kyu Asakura House and leading art consultancy The Art Front Gallery.

The Peninsula New York offers a thrilling day adventure with “Air and Water on the Isle of Manhattan”, featuring a helicopter tour and a visit to the Intrepid Space and Air Museum, while a downtown gallery tour is on offer for “*The Art of Hospitality*”, visiting the most current galleries in the city’s hottest areas.

Chicago has hosted many movies, and so **The Peninsula Chicago** - celebrating its 10th anniversary this year – introduces a tour of over 50 movie locations. “*The Art of Hospitality*” goes behind the scenes at The Art Institute of Chicago, showcasing the world of the museum’s curators, together with a private tour of the Institute’s most notable collections.

With Los Angeles one of the world’s premier entertainment centres, **The Peninsula Beverly Hills** (also celebrating its landmark 20th anniversary) offers a piano class with local celebrity pianist Antonio Castillo de la Gala, while “*The Art of Hospitality*” goes **Backstage at the Paley Center for Media Museum**, with a private tour and colourful insider stories on the history of television and radio.

The Peninsula Bangkok’s “*Kudee Chin – A walk into Bangkok’s past*” teaches guests about traditional architecture and ways of life in 200-year old neighbourhoods, while “*The Art of Hospitality*” visits the National Museum and National Art Gallery for a glimpse into the history of Thailand through the art pieces and collections.

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With its 35th anniversary this year, **The Peninsula Manila** launches “A Taal Tale” – a journey back in time to the historic town of Taal. “*The Art of Hospitality*” showcases the Silangan Gardens and Pinto Art Museum - an enviable private collection of the best of Philippine visual arts and antique *santos* statues.

Fully escorted with transportation included, programmes are available with just a few days' notice, so guests can choose activities according to their own interests and travel schedule. While The Peninsula Academy is offered for one or two guests at a time, activities can also be tailor-made for small groups - a perfect choice for families, meeting groups, incentive tours or spouse programmes. Academy reservations are subject to availability, and advanced booking is recommended

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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.

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