

THE PENINSULA

H O T E L S

25 April 2012

SCHOOL IS OUT AND FUN IS IN: THE PENINSULA HOTELS WELCOMES FAMILIES THIS SUMMER WITH “PENINSULA FAMILY MOMENTS”

The Peninsula’s new family travel programme offering 50% off adjoining rooms, complimentary dining, child-friendly activities and insider guides makes family vacations an adventure to remember

Family travel just got a lot more fun this summer as The Peninsula Hotels around the world introduce “Family Moments”, a programme offering great value and fun for kids of all ages. Ideally located in the heart of each destination city, Peninsula hotels are the perfect place for an unforgettable family vacation, and from 1 May until 31 December 2012, Family Moments features a 50% reduction off the cost of an adjoining room for children under 12, who also eat for free from the kids’ menu or buffet, plus a range of amenities and programmes tailored just for junior guests, including The Peninsula Kids Academy’s collection of cultural and fun activities in each destination.

Adventure Upon Arrival

The adventure begins inside each hotel with a scavenger hunt offering behind-the-scenes glimpses and special treats to make young guests feel at home. Kids learn what makes a Peninsula special, from the traditional Chinese door lions gracing the entrance to each hotel and the famous fleets of Rolls-Royce and MINI limousines, to Peninsula pages, The Lobby and other fascinating details.

Insider Destination Guides For Kid -- By Kids

Who better to give young travelers the inside scoop on each destination than local children? Peninsula consulted the experts and offers families the “Pen 10,” insider’s tips on the 10 best kid-selected things to do, see and experience in each Peninsula location – from the best park and the best local adventure to where to find the best ice cream or the best toy store – and more.

- more -

THE PENINSULA

H O T E L S

SCHOOL IS OUT AND FUN IS IN: THE PENINSULA HOTELS WELCOMES FAMILIES THIS SUMMER WITH “PENINSULA FAMILY MOMENTS” - 2

Kid-Friendly Culture

For hands-on exploration and a taste of local culture, Peninsula hotels offer The Peninsula Kids Academy, a collection of experiential programmes for young guests. Adventures include:

- Dim sum-making and Chinese brush-writing in Hong Kong
- Interactive Mandarin, kite-making and flying on the Bund in Shanghai
- Trishaw tours and traditional handicrafts in Beijing
- Muay Thai martial arts and cooking classes in Bangkok
- Guided tours to the famed Hakukinkan Toy Park in Tokyo for the hottest toys and gadgets
- Filipino desserts and handicrafts in Manila
- A whirlwind day of New York adventures, including the Statue of Liberty, FAO Schwartz and Top of the Rock Observation Deck
- Cake baking and decorating classes in Chicago
- Learning to surf and a picnic on Malibu beach at Beverly Hills

Located in the heart of the world’s most exciting cities, Peninsula hotels offer easy access to each destination’s best sites and activities. Asia offers a multitude of attractions for children, from China’s Great Wall and giant pandas to ancient palaces, vibrant street markets and colorful festivals. Famous attractions, such as Hong Kong’s Star Ferry, Beijing’s Tiananmen Square and Shanghai’s Bund, are just steps away from Peninsula hotels and ready to be explored. Families will enjoy longtail boat rides along Bangkok’s Chao Phraya River, unforgettable visits to Tokyo’s Hello Kittyland theme park and the new Tokyo Sky Tree, the world’s tallest tower, and the new Mind Museum in Manila, offering 250 “minds-on” fun science exhibits. Stateside destinations include Hollywood studio tours and Malibu beaches, Millennium Park adventures in Chicago and ferry rides around the Statue of Liberty in New York City.

The family travel programme should be confirmed prior to arrival with at least 48 hours’ advance notice. Bookings are subject to availability and prices are subject to change. Terms and conditions apply. For more details, please visit peninsula.com.

-more -

THE PENINSULA

H O T E L S

SCHOOL IS OUT AND FUN IS IN: THE PENINSULA HOTELS WELCOMES FAMILIES THIS SUMMER WITH “PENINSULA FAMILY MOMENTS” - 3

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.

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.peninsula.com/pdl

Broadcast Video Library: www.thenewsmarket.com/thepeninsulahotels