

FOR IMMEDIATE RELEASE

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**THE PENINSULA BANGKOK INTRODUCES
THE NEW PENINSULA ACADEMY PROGRAMMES 2014**

This summer, The Peninsula Bangkok has introduced two, exclusive new activities to delight and educate guests of all ages for its iconic and experiential Peninsula Academy 2014 programme.

First created in 1997, The Peninsula Academy is a group-wide initiative available at Peninsula hotels around the globe, designed to give guests an insider introduction to key aspects of culture, lifestyle, cuisine, arts and history through individualised classes, tours and activities unique to each destination.

The Peninsula Bangkok's programmes have been meticulously curated to give guests the chance to learn about and immerse themselves in the rich culture and hidden gems of Thailand as revealed through a variety of inspired and bespoke programmes for adults, children and groups staying at The Peninsula Bangkok.

The two new Academies allow guests to delve deep into the heart of each destination, the first by gaining insights into the country's rich culture and the second by connecting to the natural world through a memorable expedition into Thailand's mangrove forests.

The new programmes of The Peninsula Academy Summer 2014 are listed below:

Holistic Conservation: A Coastal Mangrove Eco-Adventure

Explore the natural wonders of Thailand with this environmentally focused Academy programme. Thailand's first urban Nature Education Centre, Bang Pu, strives to foster a greater understanding of local habitats and their connection to the larger global ecosystem through exploration and active study. Guided by award-winning naturalists, Academy participants will learn about the native bird, insect and plant population, as well as be invited to help make a difference by planting tender mangrove saplings to help foster the growth of Thailand's forests.

**THE PENINSULA BANGKOK INTRODUCES PENINSULA ACADEMY SUMMER
PROGRAMME 2014 - 2**

Senses of Thai-ness: Exploring Essential Thailand Through the Senses

Academy participants will immerse themselves in a full day of magical Thai culture ranging from food, flowers and all the things that make Thai life along the river uniquely beautiful. The day includes a fun tuk-tuk ride to Thailand's most renowned flower market; a visit to the Museum of Siam to learn about the history of Thai people and the development of Thailand from past to present; delicious Thai street food in the capital's best street food area; a long-tail sightseeing boat ride along the Chao Phraya River; a visit to an orchid farm; and a tour of a sacred temple. The day is completed with a signature Thai massage in The Peninsula Spa.

The existing programmes of The Peninsula Academy are listed below:

- **Fine Wine Meets Adventure:** A sweeping heli-tour to explore a Hua Hin vineyard on elephant back
- **Thai Martial Art:** Muay Thai kickboxing and holistic body massage
- **Herbal Discovery:** Discover the secrets of Thai herbs
- **Footprints from the Past:** An exploration of Bangkok's Old Quarters
- **The Joy of Thai Cooking:** An introduction to Thai cuisine

The Peninsula Kids' Academy

- **Junior Chef:** A fun way to discover children's cooking talents
- **Thai Painting Class:** A fun and easy art class

Each programme features special touches including bespoke Peninsula transportation, from private helicopter and chauffeured BMW 7-series to charming tuk-tuks, river boats and elephants, ensuring guests experience each activity in true Peninsula style.

A dynamic new section on The Peninsula's website has been developed for The Peninsula Academy, including insightful information on each hotel's programmes, comprising images and videos, sample itineraries, maps and other interactive features at www.peninsula.com/academy.

Most programmes are available with just a few days' notice, so guests can choose activities according to their own interests and travel schedule. Reservations are subject to availability and advanced booking is highly recommended for all Academy programmes.

THE PENINSULA BANGKOK INTRODUCES PENINSULA ACADEMY SUMMER PROGRAMME 2014 – 3

For more information, or to make a booking, please contact The Peninsula Academy at The Peninsula Bangkok at +66 (2) 861 2888, or e-mail academygbk@peninsula.com

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About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), The Hongkong and Shanghai Hotels, Limited is the holding company of a group which is engaged in the ownership, development and management of prestigious hotels and commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of tourism and leisure, club management and other services. The Peninsula Hotels portfolio comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula Tokyo, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (expected opening in 2014). Projects under development include The Peninsula London and The Peninsula Yangon. The property portfolio of the group includes The Repulse Bay Complex, The Peak Tower, The Peak Tramways and St. John's Building in Hong Kong; The Landmark in Ho Chi Minh City, Vietnam; the Thai Country Club in Bangkok, Thailand, and 21 avenue Kléber in Paris, France.

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