

## Picturing Peninsula Hotels

2005-08-03

---

The group's campaign uses Annie Leibovitz' photographic genius to showcase hospitality's bedrock: pageboys, maids, and other staff

Who are the true celebrities in a posh hotel? At the Peninsula Hotels, it seems it's the staff, as evidenced by the hotel group's current global advertising campaign, which features images of staff members taken by renowned celebrity portrait photographer Annie Leibovitz.

The impetus behind the "Portraits of Peninsula" campaign was to go to the heart of the guest experience at Peninsula properties. "So much of what makes Peninsula's style of hospitality special is the personal connection our staff have with guests," says Peter C. Borer, the Peninsula Hotels' chief operating officer. Travelers seem to agree; all seven of the group's properties feature in the U.S. editions of *Travel + Leisure's* "The Greatest Hotels in the World 2005" and *Conde Nast Traveler's* "2005 Gold List -- World's Best Places to Stay" lists.

[External Source - For the complete article click here](#)

*Source - BusinessWeek*

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article17850.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)