

Langham Place Lands in Guangzhou's Hi Tech Heart

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Langham Hotels International (LHI) has strengthened its strategic presence in China by sealing a deal with Guangzhou Huihua Hotel Co. Ltd. to manage the new Langham Place, EDZ, Guangzhou. Strategically located in the Guangzhou Economic Development Zone (EDZ) in Luogang District, the new hotel is set to open in 2010.

This move marks LHI's first expansion into South China, following its earlier entry into Shanghai and Beijing where three new hotels are scheduled to open their doors in 2009 under The Langham and Langham Place brands. The new flag in Guangzhou marks a strategic development to LHI's portfolio as it now has a presence in China's three leading cities.

As one of the earliest Chinese cities opening up to the west, Guangzhou with its rich historical significance and modern commercial importance has emerged as a prosperous metropolis, full of vigour. The new hotel location - Guangzhou Economic Development Zone (EDZ) in Luogang District, is a key economic area in eastern Guangzhou positioned as the city's most vibrant centre of innovative modern manufacturing, logistics and advanced technology. Its investment-friendly environment makes it a hot choice for multinational enterprises to build their facilities. Nearly 100 Fortune 500 companies including Volkswagen, Nestle, Colgate and P & G, have operations in Luogang, representing 60% of those investing in Guangzhou.

Langham Place, EDZ, Guangzhou will feature 320 chic and contemporary rooms and suites, offering business travellers the ultimate in urban modern living with inspirational thought-provoking design and top-notch gadgetry. Langham Place's total wired approach will enable its guests to stay connected effortlessly 24/7 with the outside world - for business or sheer pleasure. The connected lifestyle will blend in perfectly with Luogang's position as the advanced technology incubator of Guangzhou.

Living up to its modern life concept, Langham Place, EDZ, Guangzhou will create a stimulating hospitality experience by adding a touch of fun. A resident DJ will set the mood of the hotel with chic tunes, allowing guests to soak up fun flavours and cool vibes during their stay.

The new hotel will feature the signature Chuan Spa, taking guests on a journey of wellbeing with holistic pampering treatments based on the philosophy of Traditional Chinese Medicine (TCM). Chuan Spa, with its tranquil surroundings is accompanied by extensive spa facilities including oriental hot tubs, herbal steam rooms, saunas and Jacuzzis, making it the perfect relaxation sanctuary. Chuan Residences, a series of spa-inspired accommodation, will complete the ultimate residential spa experience.

Guangzhou is long famous for its vibrant dining scene. Renowned for sparkling culinary creativity and expertise, Langham Place, EDZ, Guangzhou will stimulate taste buds with an innovative selection of restaurants. Portal - Work & Play, a creative combination of lobby lounge and business centre, is a hybrid concept where business and pleasure seamlessly intertwine. The hotel will also feature an authentic Chinese restaurant offering the finest Cantonese cuisine in a contemporary setting. For western offerings, a dynamic all-day dining restaurant with interactive buffets will serve the best of Asian and international delicacies, and a microbrewery will provide the perfect combination of casual dining, refreshing beer and great music.

An epitome of latest technology and engaging service, Langham Place, EDZ, Guangzhou will create the most extraordinary and memorable events in town. Its spacious, well-appointed ballroom will provide the best venue for staging any major corporate and private event, while a selection of function rooms extends the optimal flexibility and convenience for other smaller occasions.

Dr. KS Lo, Chairman of Langham Hotels International said: 'We are excited to partner with Guangzhou Huihua Hotel Co. Ltd. to tap into the exponential growth potential of Luogang District. In particular, the Asian Games in 2010 will be a catalyst in spurring Guangzhou's city development and raising its city profile. Guangzhou's heightened popularity as an economic hub will stimulate tremendous demand for business travel in the long run.'

'Langham Place, EDZ, Guangzhou will be a milestone for our group to establish a significant presence in all of China's major gateway cities,' added Dr. KS Lo.

Guangzhou Huihua Hotel Co. Ltd.: 'Luogang is emerging as Guangzhou's technology and innovation base with high concentration of foreign-funded companies. We need a vibrant and innovative five-star hotel brand to cater for this group of adventurous, tech-savvy and fun-seeking clientele. Langham Place is definitely the perfect match for us.'

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