

Press Release

25 October, 2006

## **Hong Kong's first "Small Luxury Hotels of the World":**

### **Lanson Place Hotel, 133 Leighton Road**

Small is beautiful. Being luxurious and small is a rare gift and we find this at Lanson Place Hotel, a new member of and Hong Kong's first "Small Luxury Hotels of the World." The "Small Luxury Hotels of the World" brand is a collection of over 360 independently owned exclusive beautiful hotels in 60 countries for the discerning travelers. Each of the hotels has been carefully selected for their unique style and atmosphere. Being cozy with a tone of modern classic underpins Lanson Place and this was a key reason why Lanson Place was chosen among many.

Lanson Place Hotel is a boutique hotel located in Causeway Bay, one of the most popular commercial, entertainment and shopping, and cultural hubs in Hong Kong. This modern 26-storey building has a European architectural façade, combining classical and contemporary designs into a tapestry of sight and location. The hotel has just 188 suites (comfortable sizes ranging from 380 to 600 sq ft) and for a selected few, 6 residences on the two penthouse levels (one and two bedrooms with sizes ranging from 1,000 to 1,900 sq ft).

### **The actions in Causeway Bay**

Lanson Place Hotel is located in Causeway Bay - one of the most vibrant and dynamic city centers in the world. Like Mid-town Manhattan, or Piccadilly Circus, it's the cosmopolitan center of Hong Kong. Home to some of the worlds best known retailers, it is a shopper's paradise and boasts some of the best cuisine frequented by the locals and foreigners alike.

Local eateries and tea shops are all nearby. Turn the corner and think you are on the Fifth Avenue. LV, Chanel, Cartier, Gucci, Ralph Lauren, Prada, JP Todds, Jean Paul Gaultier have all chosen Causeway Bay as their place to be. Lanson Place Hotel is just around the quiet corner of these shopping centers.

The interior of Lanson Place blends contemporary living and classic designs from different eras. The handpicked artworks create a home of comfort, warmth and peaceful tranquility.

### **Privacy and Exclusive Services**

Throughout Lanson Place, private services can be felt with a more distinctive offering aimed to meet the specific needs of the guests.

The 133 Lounge offers guests a private living room. Exclusive for the use of our VIPs and guests, the private living room brings the comfort of home. Here, we encourage sampling of our Martini collection while the guests read a book from our own library selection or simply sit and relax to the special Lanson Place music collection. In each suite, the guest will find the latest provisions for home comfort and convenience from the kitchenette, to the flat screen TV. Wireless internet access is available throughout the entire property. Guests can be provided with a phone that follows them upon check in, thanks to the new technology of mobile convergence.

Views through the floor to ceiling windows give our guests a totally different perspective of this busy city. Rarely can they be more strategically located, being able to enjoy mountain views, park views along city views with the serenity of sunrises and sunsets. Take a stroll and within a few minutes they can reach Victoria Harbor front, the Victoria Park, and Hong Kong's Central Library. Southward bound and they will come to one of the oldest charities in Hong Kong, the Po Leung Kuk. Eastward bound and they will reach a shopper's paradise, full with the hustle and bustle that is the real flavor of Hong Kong.

### **Niche Market Player targeting Modern Business Travelers**

Lanson Place Hotel is designed for the discerning modern business travelers. The hotel brings an air of exclusivity, as the guests are expected to be pampered with privileges and unexpected surprises. Inside, tranquility and peace; a few steps around the corner, busy and vibrant would be the environment. Lanson Place Hotel differentiates itself by craving out a niche whereby the business or leisure visitors enjoy the location convenience and spacious home living. At the same time, they can have fun shopping, coupled with learning about the culture and heritage of Hong Kong. Whilst Lanson Place Hotel may have established a new style of hospitality, the room rates are very affordable. For individuals who know the city, close to action and life, and choose to stay only at a small luxury hotel, there is only one. At a distinguished address, Lanson Place Hotel provides the smart alternative - a smart choice for the design savvy and street wise travelers in Hong Kong.

### **Other “Lanson Place” in Asia**

Lanson Place, a well respected hospitality brand in Asia, has managed properties in Hong Kong, Kuala Lumpur, Singapore, and Shanghai. Lanson Place has continuously created a truly comfortable environment for expatriates and their families who love city living but are looking for a home more than home.

- The End -

**Hotel Address :** Lanson Place Hotel, 133 Leighton Road, Causeway Bay

**Number of units, size range and daily rates**

	<u>Size range</u>	<u>Daily rates (HK\$)</u>
188 suites	380 to 600 sq ft	starting from HK\$2,000
6 one or two-bedroom units	1,000 to 1,900 sq ft	starting from HK\$5,800

\* Each suite is equipped with microwave, cooker, cooking utensils, refrigerator, kitchenette, DVD player, flat screen TV and personal safe.

**Hotel Facilities**

- ◆ The Leighton – the indoor European courtyard
- ◆ 133 Lounge – Also serves as the private living room for hotel guests. There is a book and DVD library at the lounge area. Continental breakfasts, cocktails & snacks are being served. Live Jazz band will be performing on special evenings
- ◆ Murano Room – a formal dining room for private parties
- ◆ 24-hour Gymnasium & Laundrette facility
- ◆ Wireless broadband internet is available throughout the entire hotel
- ◆ Mobile phones is available
- ◆ Meeting rooms
- ◆ Business center

**Nearby Attractions within walking distances**

- ◆ Hong Kong Victoria Park
- ◆ Hong Kong Stadium
- ◆ Hong Kong Main Library
- ◆ Jockey Club – Happy Valley horse racing course
- ◆ Shopping centers (The Lee Gardens, Time Square, World Trade Center, etc)
- ◆ Numerous restaurants, cafes, and bars

Media Enquiries

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