

## **New Members In Sydney, Australia & The Czech Republic Expands ALHI's Associated Destinations Worldwide Portfolio**

. . . ALHI's Global Destinations Grow To 27 Members

WASHINGTON, DC (September 2012) – When you are considering a meeting or program in the **Down Under** and/or in **Eastern Europe**, your planning just got easier, as **ALHI's Associated Destinations Worldwide** has further expanded its global portfolio with the recent additions of extraordinary hotels in **Sydney, Australia**, and in **The Czech Republic**.

**The Langham, Sydney** joins as ALHI's **first member hotel** in that popular global destination, and as ALHI's second member hotel in Australia, joining **The Langham, Melbourne**. While the luxurious and historic **Augustine Hotel Prague** in **Prague** becomes ALHI's **first member hotel** in the popular city in **The Czech Republic**.

Both have now joined the **ALHI Global Sales Organization (GSO) network**, and its established professional global sales force throughout North America. The hotels now receive ALHI's authorized and dedicated GSO services and sales support to North American corporations, associations, independent planners, business executives, and incentive specialists desiring to conduct meetings and/or incentive programs at the hotels. The hotels become the newest members in the global portfolio of **Associated Destinations Worldwide (ADW)**, ALHI's global sales specialist team to support planners, which was added to the ALHI team in the last year.

### **Prague – “The Historical Pearl of Europe”**

**Prague**, known as the “historical pearl of Europe,” is widely recognized as one of the most beautiful cities in the world. Featuring a wealth of monuments and gorgeous architecture, Prague is the capital and largest city of the **Czech Republic**, and is the sixth most visited city in Europe. Situated in the northwest of the country on the Vitava River, the city features such famous cultural attractions as the Prague Castle (the biggest castle in the world), the Charles Bridge, Old Town Square, the Wallenstein Garden, the Lennon Wall, and 10 major museums.

**Augustine Hotel Prague** is one of Europe's most remarkable hotels, blending 800 years of history with five-star deluxe service and modern amenities. The property was created from seven different buildings of historical significance, including the 13<sup>th</sup> Century Augustinian St. Thomas Monastery, after which the hotel takes its name. Centrally located on the south bank of the city, close to the Prague Castle, The Charles Bridge, and vibrant Old Town, this gem of a hotel features **101 elegant rooms** and **4,285 square feet of meeting space**, and is easily accessible to the surrounding shops, restaurants and bars in its high-end location. Among the onsite amenities are a spa, the monastery's magnificent library, a 200-capacity ballroom, the Lichfield Restaurant (housed in a glass-covered courtyard), the Lichfield Café & Bar, and The St. Thomas Brewery Bar. The hotel is close to Prague's commercial district, and is just 30 minutes from Prague Ruzyně International Airport.

### **Sydney – Host of the 2000 Summer Olympics**

Known for its gorgeous Sydney Harbor, 70 picturesque beaches, stunning landmarks (including the world-famous Sydney Opera House), fun festivals, and vibrant theater offerings, **Sydney, Australia** is an exuberant city with a wealth of offerings to appeal to virtually any group. Ideally nestled near the renowned Opera House and Sydney Harbour Bridge, **The Langham, Sydney** is a luxurious gem situated near the historical Rocks district and the Central Business District. Formerly known as The Observatory Hotel before it joined Langham Hospitality Group in August 2012, the renowned and elegant **96-room hotel** has been enchanting guests since 1865. The hotel features **4,520 square feet of exceptional meeting space**, and is surrounded by exclusive boutiques, prized restaurants and popular tourist attractions.

Onsite offerings at the sophisticated **The Langham, Sydney** include a spa, a fitness center, a grand 65-foot heated swimming pool with marble columns, steam rooms, sauna, the celebrated Galileo Restaurant, the popular Globe Bar & Brasserie, and daily afternoon tea. The hotel is very convenient to Sydney International Airport, which has direct flights from such U.S. cities as Los Angeles, Dallas and New York.

In addition to their membership in ALHI's worldwide portfolio, **The Langham, Sydney** and **Augustine Hotel Prague** become ALHI's newest members in its "**ALHI Passport Collection**," consisting of ALHI's **27 Four- and Five-Diamond quality member hotels and resorts outside of the United States**, while the U.S. portfolio expands beyond 100,000 rooms and suites.

"We are very well-positioned to address the growing needs of North American meeting and incentive professionals who plan programs bound for destinations outside of the U.S., with the addition of truly outstanding hotels in Sydney, Australia and Prague, The Czech Republic," said ALHI President & CEO David Gabri. "Planners have been asking ALHI for additional luxury-level global options that are well-suited for group programs, including opportunities for exclusive buyouts for select events. We have added two great additions to our portfolio with The Langham, Sydney and the Augustine Hotel Prague."

**ALHI** ([www.alhi.com](http://www.alhi.com)) is a prestigious dues-based Global Sales Organization (GSO), which for over 25 years has specifically provided dedicated and professional GSO services to meeting professionals, association executives, incentive specialists and business executives interested in conducting successful face-to-face programs, exclusively for its more than **140 Four- and Five-Diamond quality hotel and resort** members. **ALHI's globally-focused Associated Destinations Worldwide** ([www.adw-gso.com](http://www.adw-gso.com)) specifically provides incremental **global sales services** to the team that serves the U.S. and Canadian meetings and incentive marketplace, for its world-class member destinations, upper-tier hotels, and first-class convention facilities from around the world. ADW and ALHI GSO professionals provide planners sales intelligence, account advocacy, first-hand insights and assistance for outbound international group programs.

### **Extraordinary Options Through GSO**

With a worldwide portfolio that exceeds **100,000 rooms and suites** and **10 million square feet of meeting space**, **ALHI** provides planners and their organizations experienced Global Sales services with in-depth opportunities with diverse Four- and Five-Diamond quality portfolio options, among its outstanding member hotels and resorts, all which specialize in meetings and incentive programs.

ALHI is widely recognized for providing reliable one-call professional GSO sales assistance with immediate access to their distinctive hotels and resorts for meetings and incentive/recognition programs ranging from 10 to more than 6,500 rooms. **There is no cost to planners' organizations** to utilize ALHI and its ADW GSO services, expertise, and account advocacy, as its members' dues fund the Global Sales Organization to best serve planners with local professionals.

For a list of ALHI's entire portfolio, visit [www.alhi.com](http://www.alhi.com), and preview details of ALHI's membership, including easily useful information on several defined specialty segments within the ALHI portfolio to serve distinctive meeting, convention and incentive travel needs. On the website, planners can quickly see details of the properties' meeting, accommodation, recreational and dining offerings, as well as destination information and "Luxury on Sale" value opportunities. A photo gallery, meeting floor plans and specs, and a location map for each property are also easily available.

ALHI has 16 professionally-staffed Global Sales Offices to serve, with locations in Atlanta, Boston, Chicago, Dallas, Denver, Kansas City, Louisville, New York City, Orlando, Philadelphia, Richmond, Savannah, Southern California, Toronto, Washington, D.C., and Washington (state). Go to [www.alhi.com](http://www.alhi.com) and [www.adw-gso.com](http://www.adw-gso.com) to identify the GSO sales professionals in your state/area.

For more information about ALHI, to inquire about a future meeting at any of the ALHI member properties, and/or to acquire a free copy of ALHI's new "**2012-2013 Global Sales Guide To Meeting Facilities**," contact your nearest ALHI Global Sales Office, or call the "ALHI Group Desk" toll-free at **866-303-ALHI (2544)**, and visit [www.alhi.com](http://www.alhi.com). For more information about ALHI's Associated Destinations Worldwide specifically, call **(312) 346-5768**, and visit [www.adw-gso.com](http://www.adw-gso.com).

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Note: **High-resolution photos** of Associated Luxury Hotels member properties, including those referenced in this release, are available by contacting Karen Lamonica.