

ALHI's Associated Destinations Worldwide Adds New Member In London's West End

. . . ADW Is Associated Luxury Hotels International's
New Global Solution Serving Planners In North America
As Outbound "Specialist" For International Group Programs

CHICAGO, IL (June 2012) – **Associated Destinations Worldwide (ADW)**, the new Global Sales solution launched by **Associated Luxury Hotels International (ALHI)** in October 2011, recently expanded its portfolio with the addition of **The Langham, London**. The renowned Five-Star hotel has deep roots for serving prestigious meetings and incentive programs based upon successfully impressing royalty, dignitaries and celebrities from around the world since it opened in 1865 as Europe's first "Grand Hotel." Located in the heart of London's famed West End, the recently renovated 378-room hotel now receives dedicated Global Sales services and support by ALHI and ADW and its established professional sales force throughout North America to serve the U.S. and Canadian meetings and incentive marketplace.

The very first Langham hotel, **The Langham, London** is a Victorian-era jewel that is known for its elegance, gracious hospitality, great location, exquisitely appointed accommodations, and exceptional meeting space. The hotel features **378 guest rooms and suites**, and **12,275 square feet of meeting space**. Meeting options include the 3,920-square-foot Grand Ballroom, the charming private Carriage Rooms, the picturesque Middleton Rose Garden, and the scenic Terrace. Additional offerings at the hotel include the acclaimed Chuan Spa, a fitness center, an indoor pool, a business center, the signature restaurant Roux at The Landau, the historic Palm Court (where High Tea has been served since the Victorian era), and the popular Artesian bar. Within close proximity to the hotel are Soho's restaurants and theaters, Westminster's historical sites and attractions, and shopping on Oxford, Regent and Bond streets.

“London continues to be an incredibly popular destination for meeting and incentive/recognition programs,” said Kevin Hinton, executive vice president of ALHI and ADW – ALHI’s Global Solution, and incoming Chairman of Meeting Professionals International (MPI). “The city has so much to offer, and now is a terrific time to secure London for future programs. London has always been very enticing for attendees, with terrific access to travelers from America and all parts of the world. Combine this with a world-class hotel like The Langham, London, and the program is sure to be a success.”

Built upon ALHI’s more than 25 years of National Sales and service experience, **Associated Destinations Worldwide (www.adw-gso.com)** is ALHI’s Global Solution, specifically providing local Global Sales Organization services to U.S. and Canadian meeting professionals, incentive/recognition specialists, association and corporate executives, for its world-class member destinations, upper-tier hotels, and first-class convention facilities from around the world.

ADW is a dedicated business unit of well-trained specialists that jointly serves North American companies and associations by providing incremental expertise, guidance, and local authorized sales services as an extension of their international members, specifically for outbound international group programs. ADW works in concert with the 16 ALHI National Sales Offices (NSO) and the ALHI NSO professionals providing incremental sales intelligence, account advocacy, and assistance to the accounts they serve.

ALHI (www.alhi.com) is a prestigious National Sales Organization which provides dedicated and professional NSO services and sales support for its distinctive portfolio of more than 130 Four- and Five-Diamond quality hotels and resorts to the meetings and incentive marketplace. With a worldwide portfolio of **over 115,000 rooms** and suites and more than **10.5 million square feet of meeting space**, **ALHI** provides planners and their organizations experienced National Sales services with diverse options among its outstanding worldwide member hotels and resorts which specialize in meetings and incentive programs.

There is **no cost to planners’ organizations** to utilize the ALHI NSO or ADW GSO services, expertise, and account advocacy, as members’ dues fund the organization to best serve planners with local professionals.

In addition to The Langham, London, the ALHI/ADW portfolio features **22 other exceptional hotels and resorts** outside of the U.S. This includes five hotels in China (including two in Hong Kong), one in Australia, one in New Zealand, one in the Bahamas, four in the Dominican Republic, one in Jamaica, one in Dubai (United Arab Emirates), three in Canada, and five in Mexico. The offerings **outside of the U.S.** total **more than 13,000 rooms** and **over 710,000 square feet of meeting space.**

Offerings in **Asia** in the ALHI/ADW worldwide portfolio include the following hotels in **China**: the chic **Langham Place, Beijing Capital Airport** in Beijing; **The Langham, Xintiandi, Shanghai**, located in the heart of vibrant Shanghai's entertainment hub; the glamorous Five-Star **The Langham, Yangtze Boutique, Shanghai** in Shanghai's central business district; the grand **The Langham, Hong Kong** in Hong Kong's upscale Tsimshatsui, Kowloon district; and the Five-Star **Langham Place, Mongkok, Hong Kong** in the Kowloon Peninsula.

In **Australasia**, offerings include: **The Langham, Melbourne** in Melbourne, Australia, which was named the "Top Luxury Hotel in the South Pacific" in TripAdvisor's "Travelers Choice 2012 – The Best Hotel Awards"; and **The Langham, Auckland**, located in vibrant and sophisticated Auckland, New Zealand's largest city.

In the **Middle East**, ALHI/ADW serves as GSO to the famed **Atlantis The Palm** in **Dubai**, United Arab Emirates.

Caribbean options include **The Grand Resorts at Cap Cana collection** in Dominican Republic, which consists of **Fishing Lodge Cap Cana, Sanctuary Cap Cana, and Ocean Club Cap Cana**; and the popular **Punta Cana Resorts** in Dominican Republic with the **Paradisus Palma Real Resort** and **Paradisus Punta Cana Resort**. Elsewhere other outstanding members include the luxurious **Half Moon** in **Montego Bay**, Jamaica, and the incredible **Paradise Island, Bahamas ATLANTIS**, including **The Cove, The Reef, The Royal Towers**, and more.

Offerings in **Mexico** include five unique resorts: the AAA Five-Diamond **Fiesta Americana Grand Coral Beach Resort & Spa (Cancun)**; the chic **Live Aqua (Cancun)**; in **Playa del Carmen** the brand new **Paradisus Resorts** with the **Paradisus La Perla**, and the **Paradisus La Esmeralda**; plus in **Los Cabos** the magnificent **Fiesta Americana Grand Los Cabos Golf & Spa Resort**.

Canadian hotels include the Four-Diamond **Loews Hotel Vogue Montreal** and the exceptional **Loews Hotel Le Concorde** in **Quebec** in the east, and the sophisticated **Pan Pacific Vancouver** along the west coast.

For more information about Associated Destinations Worldwide, call **(312) 346-5768**, and visit **www.adw-gso.com** . For information about ALHI, contact your nearest ALHI National Sales Office, call the “ALHI Group Desk” toll-free at **866-303-ALHI (2544)**, and visit **www.alhi.com**.

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Note: **High-resolution photos** of ALHI and ADW member hotels and resorts, including those referenced in this press release, are available by contacting Karen Lamonica.