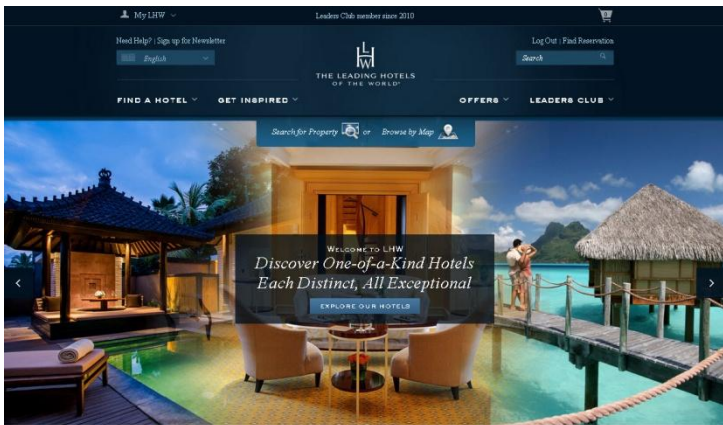




The Leading Hotels of the World Launches New Website

Luxury Leader Unveils New Resource for Affluent Travelers

NEW YORK, NY (March 19, 2013) -- The Leading Hotels of the World continues to celebrate its 85th anniversary year with the launch of its newly redesigned website, LHW.com. The site has an entirely different look and feel, enhanced functionalities, and richer, more in-depth content.



consumers across multiple touch points and multiple devices including web, social, online media, eCRM and other emerging channels. With this new platform in place we will continue to add some very exciting content and functionality throughout the year including a smart phone/mobile extension of the site, a robust community for our Leaders Club members, and additional content for our consumers.”

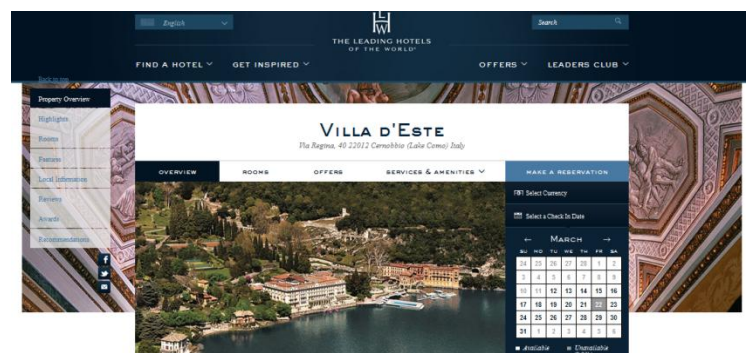
Mr. Koserowski concluded, “We needed to design a site that appealed to a more savvy global audience who were looking for a simple booking experience while also having an abundance of new rich content to complement the research process.”

Not simply a facelift, the redesign is the result of an intensive global research and development project that relied heavily on user evaluation and input, including call center interviews, a survey on the existing LHW.com and usability testing of one of the early prototypes. Members of Leaders Club – the company’s high-value customer loyalty program – as well as a broad sampling of other affluent travelers in six countries were engaged to express what they were looking for in an improved website.

Claudia Kozma Kaplan, SVP & Chief Marketing Officer, noted , “A primary challenge was how to craft content that accurately captures the unique qualities of our more than 430 distinctive, independent hotels, and to present that content in such a way that viewers would have a consistently enjoyable, engaging on-line experience.”

Completely rebuilt from the ground up, it operates on a state-of-the-art hardware platform and employs the latest techniques in web programming trends. Seen as just the beginning of the implementation of a totally new digital strategy, the site is an aggregation and distribution point for the company’s hotel inventory, and offers rich educational and inspirational content. The progressive, fluid design, inspired by print techniques, was created with the iPad and other tablets in mind.

Phil Koserowski, Vice President of Interactive Marketing explained, “The web site is really the first step in the evolution of our digital strategy which will reach



She continued by saying, “We are particularly proud that we have accomplished that goal, at the same time, providing our customers with an enhanced search and booking tool that simplifies the process in terms of functionality, while offering highly curated and relevant insider information.”



Seven Days in Italy's Seaside Paradise

Located in Italy's Campania region, the Amalfi Coast begins some thirty miles south of Naples, on the southern side of the Sorrentine peninsula. This is a place where land, sea and sky unite such a mix of such extraordinary perfection that the region is best approached by boat in order to take in the panorama. There are the most memorable stops along the coast and on the nearby island of Capri.



Reserve or customize this blog-inspired itinerary. To reserve, call (1-800) 745-8883 in the US. Or [click here](#) for the call center near you.

Day 1-2: Positano



"Positano bites deep," wrote John Steinbeck of the coastal fishing town that is the epitome of Amalfi chic, with stunning sea views, authentic restaurants and cafes, as well as shops where visitors can get better quality countermeals.

Often a first stop on an Amalfi itinerary, Positano and environs can easily be explored in a day or two. Don't miss the town of Amalfi, whose Duomo di Sant'Andrea has a masterfully painted facade, built in La Spezia, an exquisite medieval tower that's been reached via boat, and a legendary boat cruise along the coast, from which you can see the scenic villages built into the steep rock face.

Dresses have an lengthy affair, especially at the two-Michelin-starred Due Altamare 3399, one of the region's most acclaimed restaurants. The coast's most iconic property, La Sirenuse and Hotel Santa Caterina, have incredible sea views high above the sea, making them romantic spots for sunset aperitifs.

PROPERTIES IN THIS AREA

Day 3-5: Capri

An iconic island which has been featured in countless films and books, Capri has two distinct faces: during the day it's ruled by the sunbathers, but once the sun has set, the locals and visitors enjoying the island emerge to partake in a charming night life. It begins at Bar Al Fiesole on the piazzetta, where you gather for an aperitif and more important—the people watch. Later, the evening unfolds between quiet and empty promenades from Anacapri, top spots for dinner are Anacapri and Da Paolo.



During the day, most visitors take up at their hotels or in a chic lounge at La Piazzetta or Il Bacio beach club. The town of Anacapri, on the western side of the island, is surrounded by scenic hiking paths. A visit to an old Villa San Michele and a shopping excursion along Via Camerelle, Via T. Tassanese and Via La Strada are also not to be missed.

PROPERTIES IN THIS AREA

Day 6-7: Ravello



Perched in the hills about a 45-minute drive from Positano, the pretty village of Ravello makes for a perfect conclusion to an Amalfi Coast Capri stop. French poet André Gide remarked that Ravello is "lovely to see and then to sleep." A bit that is especially pronounced at the Renaissance of LaRocca venue at Villa Cimbrone. The former home of British Lord Dunsany, the villa is surrounded by manicled gardens shaded by lush trees and various water features, grottoes and by hills. The annual Ravello Festival continues the town's history of diving artists, writers and musicians. A beloved tradition is the Concerto di Villa ("stone concert"), which starts at 9 a.m. Don't miss lunch at Villa Anacapri and dinner at Hotel Carlton, whose restaurant has incredible views.

PROPERTIES IN THIS AREA

One of the great strengths of the Leading brand is the great diversity among its membership. Capitalizing on that strength, the company has enriched the site's content by incorporating details submitted by the hotels themselves, including tips to the very best their destinations have to offer from a local point of view.

Among the results is an entire section entitled *Get Inspired* – with suggestions for [Magnificent Journeys](#) – skillfully devised travel itineraries highlighting “must do experiences” in various regions throughout the world; [Luxury Hotel Guides](#), offering fresh perspectives on our hotels; [Leading Spa](#) and [Leading Golf](#) – to appeal directly to those audiences with special offers and extra amenities and services.

Adapting best practices from on-line retail sites, the new LHW.com incorporates a shopping cart feature, rather than just the standard reservation function, to enable the user to make multiple purchases, and even to add a [Leaders Club](#) membership to the buying process.

For reservations, visit www.LHW.com. In the USA & Canada please call 1-800-223-6800 or contact a travel professional.

About The Leading Hotels of the World, Ltd. (LHW)

When extraordinary and one-of-a-kind intersect, you have likely found a Leading Hotel. As the largest luxury hotel collection, with more than 430 of the world's greatest properties in over 80 countries, we seek out the exceptional. From grand palaces to intimate city hideaways, from ancient castles to sumptuous safari tent villages, from tropical aeries to mystical paradises, all are utterly unique and boldly independent. Each celebrates the culture of its destination, rather than trying to mask it with corporate-mandated sameness. Established in 1928 by several influential and forward-thinking European hoteliers, it started with 38 initial members. With our eight-decade-long commitment to providing unforgettable, authentic travel experiences, LHW selects only hotels that meet our high standards for quality and distinctiveness. To us, hospitality is not an industry; it's an art...and our passion.

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