

To commemorate the 150th anniversary of The Hongkong and Shanghai Hotels, the company unveiled a spectacular series of custom-made giant balloons to represent the core components of the group's business units. The balloons were anchored onto The Peninsula Hong Kong hotel's legendary façade in November 2016, marking the first time in the world such a large-scale display has been tethered to a Grade I-listed heritage landmark building. Balloons are associated with travel, glamour and adventure – attributes that very much echo the company's culture.

