

## MILESTONES 2003

### QUAIL LODGE RESORT AND GOLF CLUB

#### *Renovation*

The extensive renovation of Quail Lodge that began in December 2002 was completed in July 2003. During much of this period, the hotel was closed to implement this fast-track programme. Renovated guestrooms and public areas, new clubhouse facilities including a new sports bar and restaurant, *Edgar's*, and a Wellness Centre, upgraded spa facilities and an executive putting course were among the improvements and additions.

### AWARD THE PENINSULA BANGKOK

In less than five years of operation, The Peninsula Bangkok achieved the distinction of being voted the World's Best Hotel in the annual Readers' Survey conducted by the influential consumer magazine, *Travel + Leisure*.



### THE PENINSULA HONG KONG

#### *Renovation*

In September 2003, The Peninsula Hong Kong completed its renovation of guestrooms on the fifth and sixth floors in the original wing of the hotel.



### SHARE PLACEMENT

The company successfully raised HK\$1,135 million through a share-placement exercise in October 2003. The additional funds have increased the company's financial strength, positioning it better for continued development.

### THE PENINSULA BANGKOK

#### *New Dining Facilities*

This award-winning hotel unveiled its new Thai restaurant, *Thiptara*, and its upgraded riverside dining facility, the *River Café*, in November 2003, to coincide with the hotel's fifth anniversary. *Thiptara* is designed as a series of salas in a garden setting, with additional riverside terrace seating. The *River Café*, with its open show kitchens, atmospheric bar and terrace, adds a new dimension to the hotel's food and beverage options.

## THE PENINSULA PALACE BEIJING

### *Renovation and New Brand Name*

The Peninsula Palace Beijing completed a major renovation programme in September 2003. The launch party unveiled the new product, which included renovated guestrooms and club floor, an improved exterior, and a new Chinese restaurant, *Huang Ting*. More in line with the standards of its Peninsula sisters, the property has incorporated the Peninsula brand in its new English name.

## AWARDS

### THE PENINSULA HOTELS

The Peninsula Hotels, with just seven branded properties, was voted Best International Business Chain and Best Business Chain in the USA in a readership poll conducted by Condé Nast Traveler magazine. In *Travel + Leisure's* annual readers' survey, four Peninsula hotels appeared in the top 20 of The World's Best Hotels list.



### THE PENINSULA HOTELS

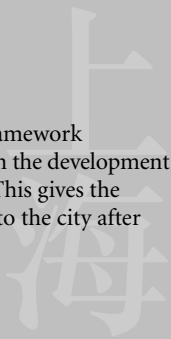
#### *Brand Identity Launch*

Following an extensive exercise to refresh the brand identity, the group launched its new brand logotype. Evolutionary in nature, the classic ivory and grey corporate colours, together with a change of title from The Peninsula Group to The Peninsula Hotels, are a subtle reflection of the sophisticated tastes of the hotels' customer base.

### A PENINSULA IN SHANGHAI

#### *Negotiations Advancing*

In November 2003, we signed a framework agreement to further discussions on the development of a Peninsula hotel in Shanghai. This gives the group the possibility of returning to the city after an absence of some 50 years.



### THE PENINSULA HONG KONG

#### *75th Anniversary*

Some 3,000 guests participated in the official 75th birthday celebration of the flagship hotel in December 2003. To mark this milestone in the hotel's history, and its place in the life of the community, the event was planned as a fund-raising drive to benefit five local charitable organisations. Contributions, from personal and corporate donations, together with the proceeds of silent and live auctions, totalled HK\$4.3 million.

