

# Langham picks Melbourne for first Aussie property

MELBOURNE is to get the first Langham Hotels International property in Australia.

The Hong Kong-based hotel operator, which will open the five-star Langham Hotel, Melbourne (the existing Sheraton Towers Southgate) on January 1.

The hotel's meeting rooms — from the smallest boardroom to the grand Clarendon Ballroom — offer a feeling of comfort and opulence.

For meetings and conventions, all catering requirements are specifically designed to meet the event's needs by its experienced staff. And the newly branded property has a professional events team that's claimed to provide a quick, efficient and creative response in planning every detail of a particular meeting.

Conference delegates and guests will also be pampered at Melbourne's newest spa — Chuan. Opening on late December, the stunning Chuan Spa facility also includes a state-of-the-art gym and pool. It will provide wellness treatments — many water-based — as well as relaxation, fitness and nutrition programs.

Langham says it's introducing an exclusive and personalised guest recognition and reward program as a key feature of its "luxury hospitality brand".

Membership of its two-tier Langham Privilege Club is complimentary, but by invitation only and will operate across all properties operated by the group.

"We want to recognise and reward individual loyal guests by providing them with a range of personalised benefits from reservation to check-out," said Brett Butcher, senior vice president — sales and marketing, Langham Hotels International, who is overseeing the introduction of the new brand to Australia.

"Enrolment in the Langham Privilege Club will enable us to build up a centralised marketing and information database which will ensure that all our hotels have access to the profiles so we can really anticipate our guests' preferences and needs during their stay."



There are two levels of membership — Classic and Elite — based on the frequency a guest stays at a Langham hotel. Details of the benefits are available on the international website at <http://www.langhamhotels.com>

For further information about hosting an event at Langham Hotel, Melbourne, please contact Kathy Hopkins, Director of Catering & Conventions tel 61 3 8696 8289 e-mail [Kathy.hopkins@luxurycollection.com](mailto:Kathy.hopkins@luxurycollection.com)

