



THE LANGHAM  
London

## PRESS RELEASE

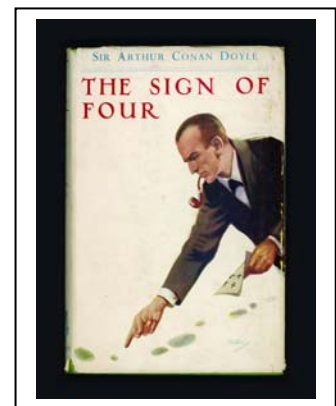
### THE LANGHAM, LONDON OFFERS A UNIQUE PACKAGE TO FANS OF SHERLOCK HOLMES.

This month's launch of Guy Ritchie's much anticipated new movie "Sherlock Holmes" has rekindled a renewed interest in the fictional character created by Sir Arthur Conan Doyle. The Langham, London lays claim to be the quintessential London hotel for the Sherlock Holmes aficionado.

Originally opened in 1865 as Europe's first 'Grand Hotel', The Langham has strong historical connections to the literary world. Many of the famous authors of the past centuries who resided in the surrounding artist quarter of Fitzrovia and Marylebone regularly frequented the hotel.

The Langham played an important part in the creation of Conan Doyle's most famous character. Living close by, Conan Doyle was a regular visitor to The Langham in the 1880's, and he selected The Langham as the venue for a meeting that was pivotal in the development of Sherlock Holmes. *The Sherlock Holmes Society of London* has uncovered documented evidence of a dinner held at The Langham, on 30 August 1889, between Arthur Conan Doyle, Oscar Wilde and Joseph Marshall Stoddart, Managing Editor of *Lippincott's Magazine*, a monthly title covering literary matters and publishing original fiction.

Years later in his memories Conan Doyle described this meeting as 'a golden evening for me'. Adding that 'The result of the evening was that both Wilde and I promised to write books for "Lippincott's Magazine" – Wilde's contribution was "The Picture of Dorian Gray", while I wrote "The Sign of Four", in which Holmes made his second appearance.' And so the famous series of Sherlock Holmes mysteries was born.





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The Langham subsequently makes an appearance in this mystery. Miss Morston's father, so the adventure goes, had stayed in The Langham in 1878. *"On reaching London, I drove to the Langham, and was informed that Captain Morstan was staying there...."*

Conan Doyle used The Langham, London as a setting in other Sherlock Holmes mysteries. *"A Scandal in Bohemia"* was published in 1889, where the central character Count Von Kramm, was asked by Sherlock Holmes where he was staying, and the Count informs him, *"you will find me at The Langham, under the name of the Count Von Kramm."* Also, in 1911, in the case of *"The Disappearance of Lady Frances Fairfax:"*

*"What is your London address Mr. Green?" asks Holmes somewhat suspiciously. "The Langham Hotel will find me," answers Mr Green.*



This month, The Langham, London launches its **"Sherlock Holmes Package"**, which allows guests to stay in the suite named in honour of Sir Arthur Conan Doyle. This split level garret-style suite affords impressive views of Portland Place and Regents Park beyond. Guests also received two tickets to the Sherlock Holmes Museum located at one of London's most famous addresses, 221b Baker Street. The short walk from the hotel will take guests past Sir Arthur Conan Doyle's former home at 2 Upper Wimpole Street and the nine foot commemorative bronze statue of Holmes outside Baker Street Underground Station. On their return, guests can enjoy a specially created "Sherlock Holmes" cocktail in Artesian, the hotel's chic and glamorous David Collins designed bar. This classic cocktail of Holland gin, Martini Rossato, lemon juice and Maraschino is shaken and served straight up with a lemon verbena garnish and is inspired by the Sherlock Holmes era.



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**“The Sherlock Holmes Package”** is priced at £495 includes:

- Overnight accommodation in The Sir Arthur Conan Doyle Suite.
- English Breakfast for two persons in The Landau restaurant.
- 2 tickets to the nearby Sherlock Holmes Museum.
- A gift from the Langham Book Butler – The Adventures of Sherlock Homes, which includes The Langham reference in *“The Scandal of Bohemia.”*
- One “Sherlock Holmes” cocktail per person in Artesian.
- Value Added Tax (VAT).

Bookings may be made on-line at [www.langhamhotels.co.uk](http://www.langhamhotels.co.uk), by calling the hotel directly on +44 (0) 20 7973 7503, by e-mail: [lon.resv@langhamhotels.com](mailto:lon.resv@langhamhotels.com), or via The Leading Hotels of The World or guests’ preferred travel agent.

December 4, 2009

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**Note to editors**

The Langham Book Butler offers selected guests the gift of a book on arrival, the title being personally selected as either having a link with the hotel or the neighbourhood or of a genre known to be favoured by the guest.

**Offer terms & conditions:**

- “Sherlock Holmes” package is subject to availability, valid for stays between 14 December 2009 – 30 April 2010.
- Non-combinable with any other offer or promotion.
- Rates are per room for a one-night stay, based on two persons sharing, extra nights available at prevailing rates.
- Reservations must be made at least 7 days prior to arrival, tickets to Sherlock Holmes Museum subject to museum opening hours.



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For further information contact:

Nick Barrington Wells The Langham, London PR Manager 44 (0) 20 7973 7515 nick.barringtonwells@langhamhotels.com	Alexandra Irving Bacchus PR 44 (0) 208 968 0202 alexandra.@bacchus-pr.com
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### **About Langham Hotels International & Its Affiliates**

Langham has a legendary hotel heritage dating back to 1865 when The Langham in London originally opened as Europe's first Grand Hotel. For over 140 years, this flagship hotel has been at the forefront of sophisticated and gracious hospitality. Today, all Langham Hotels worldwide inherit the same philosophy that reflects elegance in design, innovation in hospitality, genuine service and captivation of the senses creating a truly unique hotel experience.

The group is pursuing an aggressive portfolio growth strategy using its distinctive brands and affiliate – The Langham, Langham Place and Eaton. Currently 18 hotels, including affiliates, are open or in the pipeline across four continents.

The Langham is where guests can enjoy service with poise and be enchanted by our innovation and traditions while Langham Place, the fun sibling of The Langham, is about living the 21<sup>st</sup> century through design, technology and attitude, epitomising stimulating and artistic hospitality.

Eaton, a premium four-star affiliate property, aims to surprise and delight our guests with a value-for-money proposition that delivers a stylish, modern level of comfort with spirited, can-do service.

Langham Hotels International is a wholly-owned company of Great Eagle Holdings (Stock Code: 0041) which was founded in 1963 and listed on the Hong Kong Stock Exchange in 1972. Reservations for Langham hotels can be made by logging onto langhamhotels.com or eatonhotels.com.



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**Our Properties**

**EUROPE:**

The Langham, London

**INDIA:**

Langham Place, Koregaon Park, Pune  
(opening soon)

**NORTH AMERICA:**

The Langham, Boston  
The Langham, Huntington Hotel & Spa,  
Pasadena

**PACIFIC:**

The Langham, Auckland  
Langham Place, Waiheke Island, Auckland  
(opening soon)  
The Langham, Melbourne

**ASIA:**

**Hong Kong**

The Langham, Hong Kong  
Langham Place, Mongkok, Hong Kong  
Eaton Hong Kong

**China**

The Langham, Yangtze Boutique, Shanghai  
Langham Place, Beijing (opening soon)  
Langham Place, Beijing Capital Airport  
(opening soon)  
Langham Place, EDZ, Guangzhou  
(opening soon)

**Thailand**

Langham Place Samui at Lamai Beach (2009)  
Langham Place Miora Resort + Spa, Kalim  
Bay, Phuket (opening soon)  
The Langham, Sukhumvit, Bangkok (opening  
soon)  
Langham Place, Phayathai, Bangkok  
(opening soon)