

Company profile

The Shangri-La story began in 1971 with the first deluxe hotel in Singapore. Inspired by the legendary land featured in James Hilton's 1933 novel, *Lost Horizon*, the name Shangri-La encapsulates the serenity and service for hotels and resorts are renowned worldwide.

Today, Hong Kong-based Shangri-La Hotels and Resorts is Asia Pacific's leading luxury hotel group and regarded as one of the world's finest hotel ownership and management companies.

With over 85 hotels and resorts throughout Asia Pacific, North America, the Middle East, and Europe, the Shangri-La group has a room inventory of over 36,000.

In addition, new hotels are under development in Mainland China, India, Indonesia, Mongolia, Philippines, Qatar, Sri Lanka and Mauritius.

Through the years, the philosophy has been "Shangri-La Hospitality from a caring family." Shangri-La has always believed in the unique characteristics encapsulated by Asian hospitality.

Full commitment to providing guests with distinctive Asian standards of hospitality and service enables Shangri-La to stand out amongst its peers. This quality remains the cornerstone for its reputation as a world-class hotel group.

"Pride without arrogance" is of particular importance for the Shangri-La group: Taking pride in achievements, while remaining outwardly humble.

In striving to delight customers each and every time they stay, the hotel group aims to exceed expectations through consistent quality and value in products and services. That is why Shangri-La Hotels and Resorts look for trendsetters and professionals who are motivated by innovation and driven by achievement.

Brands

Shangri-La Hotels

Shangri-La Hotels are five-star luxury hotels located in premier city addresses across Asia Pacific, North America, the Middle East and Europe.

Shangri-La Resorts

Shangri-La Resorts offer travelers and families a relaxing and engaging vacation in some of the world's most exotic destinations.

Hotel Jen

Hotel Jen is the brainchild of virtual persona Jen, a professional hotelier and all-time lover of life, travel and discovery. Jen's unique brand of style and service delivery appeals to what she calls a "New Generation" of travelers.

Kerry Hotels

Kerry Hotels are vibrant and happening places, buzzing with life and activity. Every Kerry hotel exudes a unique style and careful attentiveness that bestows a sense of individuality to all guests.

Asian hospitality through the years

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| 1949 | Parent company, the Kuok Group, is established |
| 1971 | Shangri-La Hotel, Singapore, opens under the management of Western International Hotels |
| 1979 | Kuok Hotels is formed to manage three properties: -Shangri-La's Rasa Sayang Resort and Spa, Penang -Golden Sands Resort, Penang, Malaysia -The Fijian, Yanuca Island, Fiji |
| 1982 | Shangri-La International Hotel Management Ltd. is founded |
| 1984 | Shangri-La International Hotel Management Ltd. Assumes management of Shangri-La Hotel, Singapore

First hotel in China opens in Hangzhou |
| 1986 | Shangri-La Hotel, Bangkok, opens, the first Shangri-La hotel in Thailand |
| 1989 | First Traders hotel opens in Beijing |
| 1991 | Shangri-La International Hotel Management Ltd. Assumes management of all owned properties |
| 1992 | Shangri-La enters the Philippines with Edsa Shangri-La, Manila |

- 1993 Shangri-La Asia Limited goes public
- 1994 Shangri-La enters Indonesia with Shangri-La Hotel, Jakarta
- 1997 Golden Circle guest loyalty programme is introduced

Shangri-La Asia Limited (the property and hotel management company listed on the Hong Kong Stock Exchange) buys Shangri La International Hotel Management Ltd.
- 2003 Shangri-La enters Australia with Shangri-La Hotel, Sydney

Shangri-La enters the Middle Eastern market with Shangri-La Hotel, Dubai
- 2004 Shangri-La Academy opens near Beijing
- 2005 First CHI, The Spa, opens in Bangkok, Thailand

Shangri-La enters India with Shangri-La's Eros Hotel, New Delhi
- 2009 Shangri-La enters North America with Shangri-La Hotel, Vancouver

Shangri-La Hotel, Tokyo, opens the first Shangri-La hotel in Japan
- 2010 Shangri-La launches new global brand campaign "It's In Our Nature"

Golden Circle Loyalty Programme introduces Golden Circle Awards

Shangri-La enters the European market with Shangri-La Hotel, Paris
- 2011 Introduction of Kerry Hotels brand with the opening of Kerry Hotel Pudong, Shanghai
- 2013 Shangri-La enters Turkey with Shangri-La Bosphorus, Istanbul
- 2014 Further progress in Europe: Shangri-La enters England with Shangri-La Hotel, At the Shard, London

First Hotel Jen opens in Singapore with the Hotel Jen Orchardgateway