

On Shangri-La's doorstep...

Using dynamic video imagery to showcase experiences
in and around Shangri-La properties



What are you selling at Shangri-La hotels?

- Heartfelt hospitality
- A luxurious bed
- A central location
- State-of-the art conference facilities
- Delicious food

Yes, Shangri-La is selling all of these to be the best hotel choice for leisure and business.

But is that enough?



Shangri-LaHotel, Beijing

What if you could be **so much more** than simply the best hotel in town?

What if each Shangri-La hotel had the opportunity to sell the total **experience** offered by your hotel and your **destination**?

What if you had the opportunity to **own** your hotel's **destination** and all the excitement in and around it?

Here is the opportunity for Shangri-La to be at the centre of everything your destination has to offer, wherever you are in the world.



Why destination?

When **conference planners** are master-minding their next big event, they begin by looking for **destinations** that offer them more.

They want to tap into local secrets and provide delegates with cultural experiences they can't have anywhere else.

And they want to see conference and event spaces filled with people and being used in creative ways.

After short-listing destinations that offer more, then they start considering hotels that offer the most central, modern accommodation and conference facilities.



Why destination?

When travel agents, tour leaders, families and individuals are planning to travel for leisure, they first choose their destination.

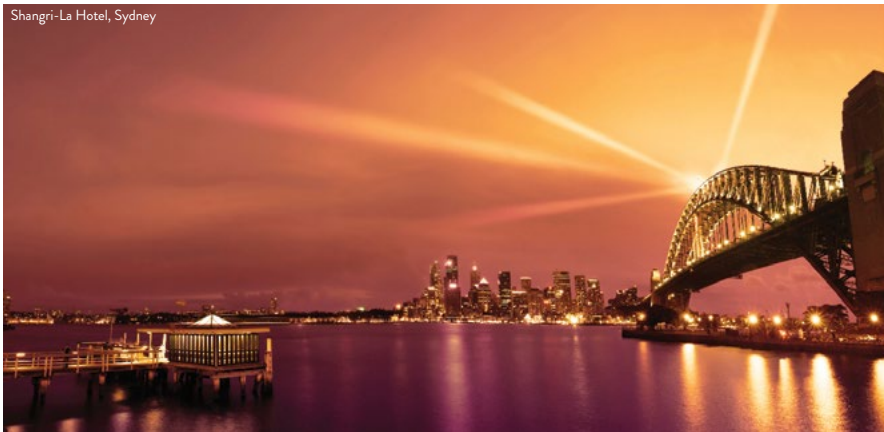
They are hungry to know more about local flavours, bustling markets, unique shopping experiences, ancient wonders and nature's landscapes.

After considering all the experiences a destination has to offer, then holidays-makers choose where to stay.

*“Whether people are travelling for leisure or business or conference planners are creating their next event, photographs of empty foyers and guest rooms (no matter how luxurious) don’t sell the dream of their next holiday or conference. The **destination** creates the dream, and then everything else follows.”*



So, just imagine what could happen if the destination **and** Shangri-La’s hospitality from the heart were bound together into one inseparable package?



Magic happens

When Shangri-La takes ownership of each of its destinations, decision-making is instantly so much easier for conference planners, business travellers, travel agents, tour-leaders and holiday-makers.



How can Shangri-La take centre-stage in each of its 107 magical destinations?

A 3-minute visually engaging video for your Shangri-La hotel and destination will place **your** hotel and your potential customers at the heart of the action.

Rather than showing potential customers photographs of yet another swimming pool, buffet or empty room, you can immediately engage them in the excitement inside and outside your hotel.

Instantly, your customers see your destination differently.

Shangri-La Fijian Resort & Spa, Yauca, Fiji



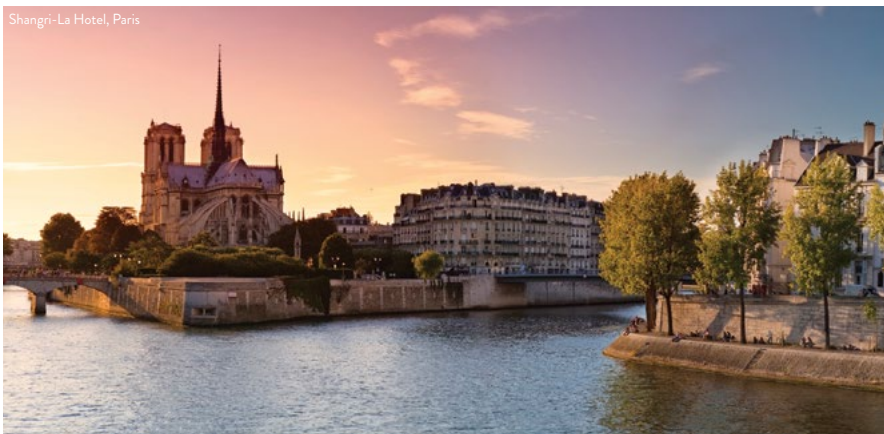
Shangri-La Hotel, Kuala Lumpur

Potential customers see the bustling shopping district of Bukit Bintang or hundreds of conference delegates enjoying dinner in the lush tropical rainforest setting of Tanarimba Janda Baik, and they think of ... **Shangri-La Kuala Lumpur.**

Vision of the intoxicating views from the open-air roof top SkyBar tells them they have arrived at **Traders Hotel, Kuala Lumpur.**

Breathtaking vistas, fire dances and a yaqona ceremony in a local village deliver the viewer straight to **Shangri-La's Fijian Resort and Spa, Yauca, Fiji.**

Shangri-La Hotel, Paris



Meanwhile, in the Northern hemisphere, images of the Eiffel Tower and the River Seine instantly transport viewers to the majestic **Shangri-La Hotel, Paris**.

The scenic city of Guilin with its beguiling mountains, rivers, caves and rock formations is best explored from **Shangri-La Hotel, Guilin**. And the wonders of exotic Oman become synonymous with **Shangri-La's Barr Al Jissah Resort and Spa, Sultanate of Oman**.

This is the magic that happens when you engage your customers in a visual experience that sells your unique destination, wrapped up and delivered with Shangri-La's traditional values of heartfelt hospitality.

Shangri-La Hotel, Guilin





How to be part of the magic

Please take a few minutes now to watch the first **On Shangri-La's doorstep ...** video, filmed in and around the Shangri-La Kuala Lumpur. You'll quickly see why it has already created great excitement within the Shangri-La group.

The project has now received official corporate approval from Vice President of Brand Communications at Shangri-La Head Office.

The next step is up to you.



How to be part of the magic

If you can see **your** Shangri-La Hotel and everything on its doorstep starring in a 3-minute video, and then reaping the sales rewards from promoting and owning your destination, then it's time to get in touch with the Senior Vice President of Sales for your region and make the magic happen.

Because **On Shangri-La's doorstep** has corporate approval, individual hotels simply need their regional Senior Vice President of Sales sign-off to let the magic begin.



How to be part of the magic

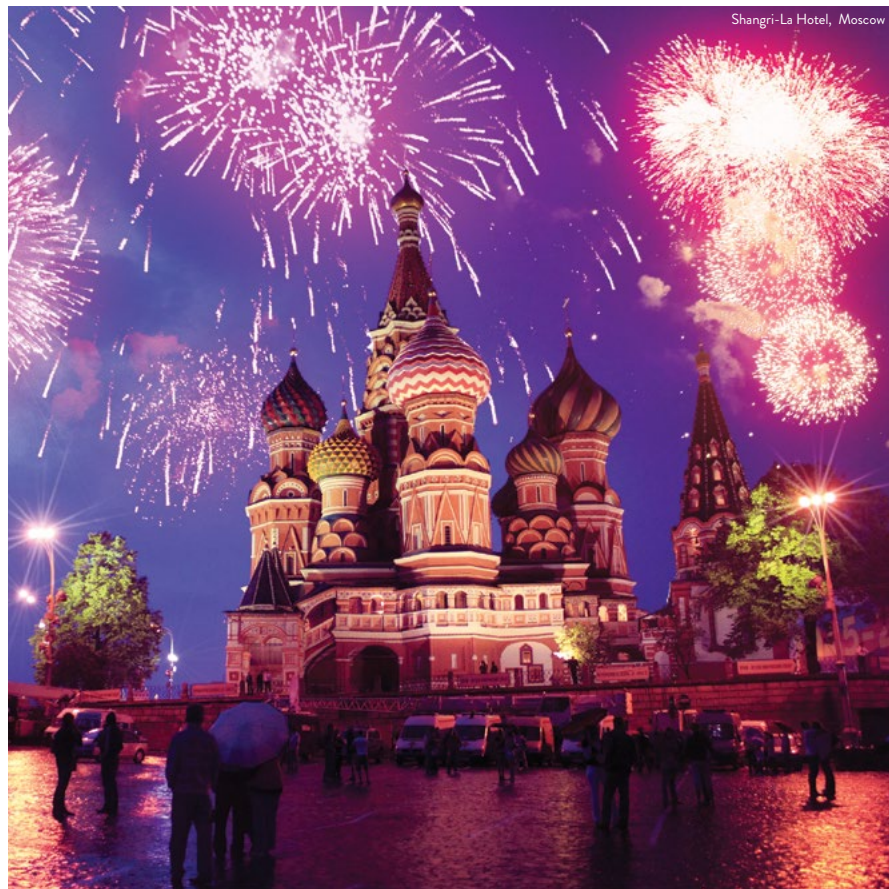
Please contact Craig Mayne to discuss the details of your hotel's new promotional video:

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Shangri-La Hotel, Moscow

*"The road leading to a
goal does not separate you
from your destination;
it is part of it."*

Charles de Lint, Celtic musician and storyteller