

(FOR IMMEDIATE RELEASE)

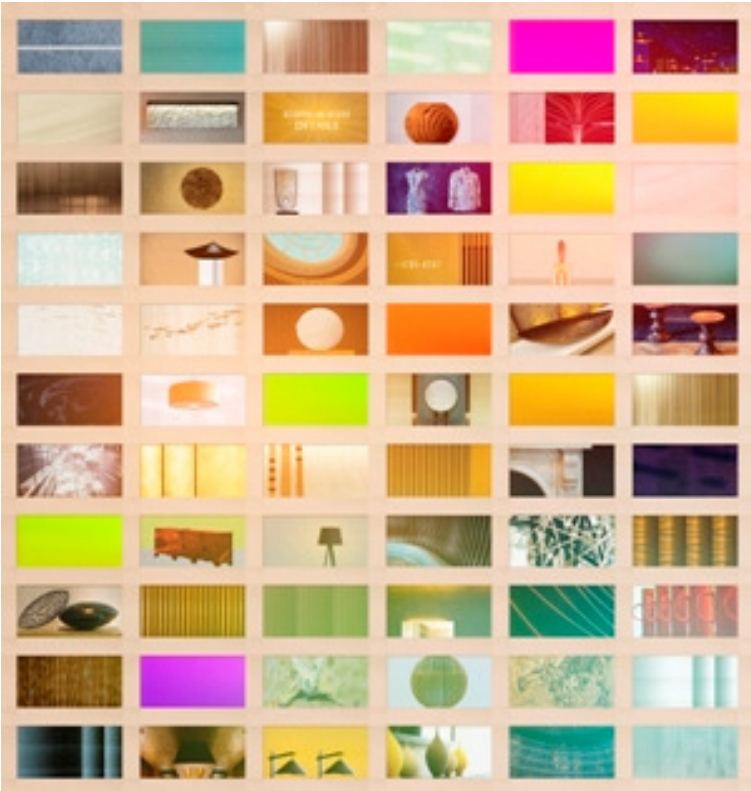
Swire Hotels Introduce New Animation In Social Media Campaign

(December 2011) – Swire Hotels is delighted to share an animation from its social media campaign, featuring their properties in Beijing, Hong Kong and the United Kingdom, capturing the carefree spirit and freedom of travel. The animation creatively showcases the wonderful feelings of travel and stay, whether it's for work or for play, mixing whimsical moments with delicate details from each hotel that seek to create a characterful experience for all guests.

The soundtrack “Where you go” is by indie New York band Au Revoir Simone - an electronic dream pop band from Williamsburg, Brooklyn and the lyrics embody the sense of *je ne sais quoi*, embarking on new journeys and discovery.

Complementing the tongue-in-cheek campaign is the Swire Hotels’ “You’d be much better here” blog (www.youdbemuchbetterhere.com) giving regular updates on interesting events and hot off the press happenings, featuring personalities from both within the hotels and in the fields of art and design, travel, food and wine in Beijing, Hong Kong and Cheltenham. Additionally, the blog features news and fabulous snippets from all over the world.





<http://youtu.be/qrluk2s0aH0>

About Swire Hotels

Swire Hotels has been created to manage intriguing urban hotels in Hong Kong, Mainland China and the United Kingdom, providing a characterful experience for travellers who seek individuality, style and personalised service.

The Opposite House, Beijing, opened in 2008 and was followed by The Upper House, above Pacific Place, Hong Kong, in October 2009.

Swire Hotels opened a 345-room lifestyle business hotel called EAST, Hong Kong in Hong Kong's Island East, on 25 January 2010. EAST, Beijing with 369 rooms, located within INDIGO in Jiantai, will open in 2012.

Swire Hotels has launched a new collection of locally inspired and stylish hotels in the heart of great British towns and cities called Chapter Hotels. The first hotel in the collection, The Montpellier Chapter, opened on the 29th November in Cheltenham. The second Chapter hotel will open in Exeter in 2012.