



# The Leading Hotels of the World

# LHW Overview

**The Leading Hotels of the World is the largest collection of independent luxury hotels, with more than 400 of the world's most iconic properties in over 80 countries.**

Every Leading Hotel celebrates the culture of its destination and this authenticity makes Leading Hotels the best choice for independent-minded travelers who are truly passionate about exploration and discovery.

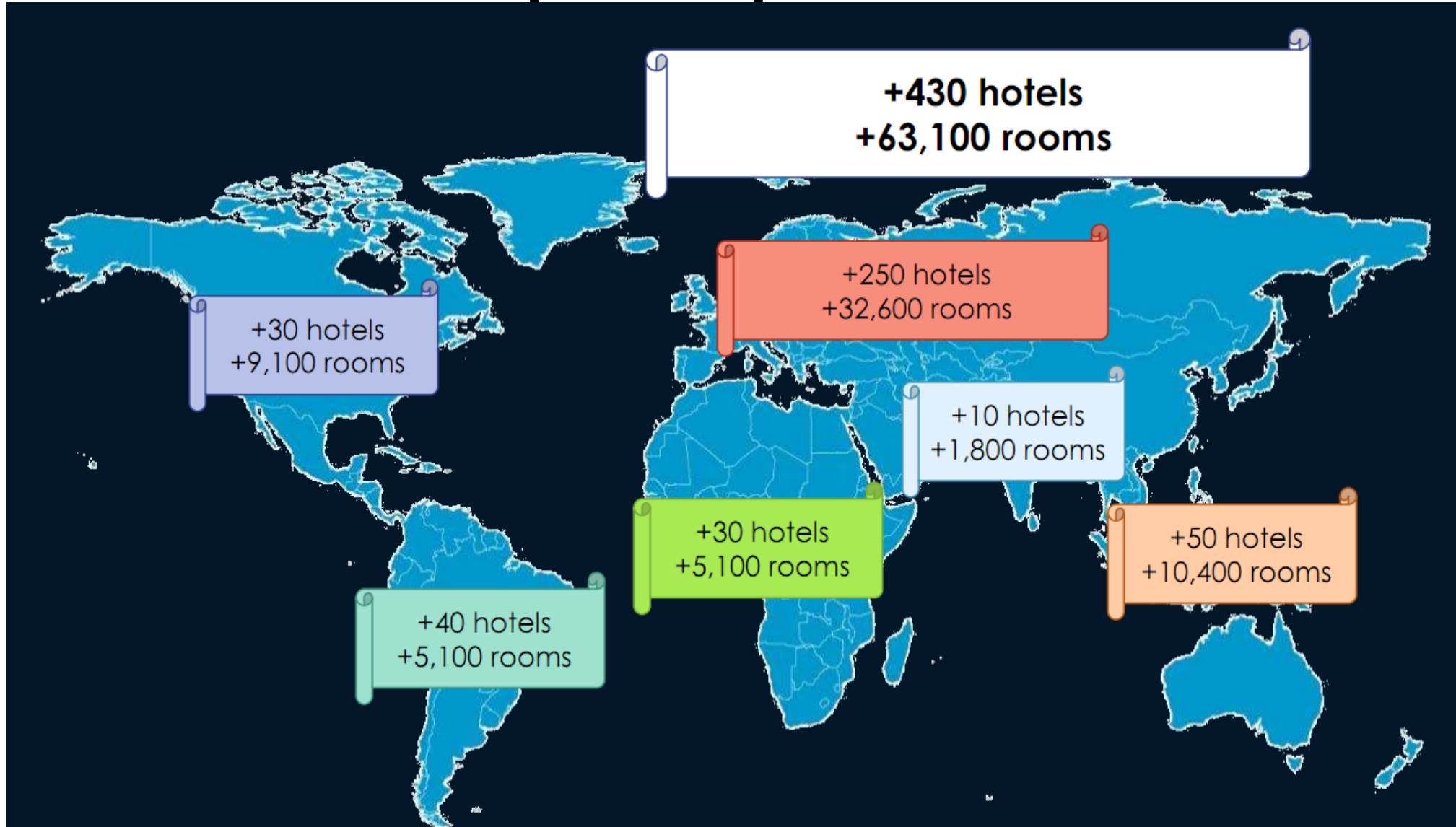
# LHW History

The Leading Hotels of the World, Ltd. is the prestigious luxury hospitality organization representing the world's finest hotels and resorts. Headquartered in New York City, the company maintains offices in 25 cities around the globe.

Formed in 1928 by an entrepreneurial group of forward-thinking Europeans, The Leading Hotels of the World, Ltd. was initially known as The Luxury Hotels of Europe and Egypt, representing 38 hotels with approximately 9,000 rooms and suites.

Today, LHW represents over 400 unique members in 80 countries, making it the largest and most comprehensive brand of luxury hotels in the world.

# LHW Membership Composition



# Holiday Considerations: LHW and Luxury Hotel Brands

- “Holiday” timeframes
- Booking timeframes
- Balancing the brand and the deal