

LUXE PERSPECTIVE

From President and Chief Executive Officer Shannon Knapp

"For the first time since the pandemic started, Leading Hotels' revenue production has been on par with 2019. Beginning in mid-June we have outpaced 2019 production levels by an average of nearly 10%. Even more encouraging is that on the books travel for the remainder of 2021 is up more than 200% from 2020 and increasing every day. Not surprisingly, the majority of travel until June was regional, however as travel restrictions eased it was encouraging to see a lift in international demand. Though we are by no means out of this crisis, I do believe we have rounded a corner. I am optimistic that this positive momentum will help establish a strong foundation for healthy recovery in 2022."

TRENDS SPOTTING

- **LUXURY IS LOCAL (2.0):** Local travelers have awakened to, and are exploring, the beauty of their own countries and regions. LHW travelers booking within their own region has increased 64% since 2019.
- **LEISURE BOOMS:** Since March 2020, almost 100% of LHW bookings have been for leisure travel. Quick weekend leisure trips are being taken nearly 2X more in 2021 vs. 2019.
- **FRESH AIR & PRIVACY MATTER:** Since 2019, LHW has seen a 2X spike in demand for beach, countryside, lakeside and mountain destinations. Additionally, there has been a 88% increase in villa and suite bookings, that has resulted in a 32% increase in ADR.

WHERE TO NEXT?

The five most popular searched destinations on LHW.com

1. Italy
2. United States
3. Greece
4. Spain
5. France

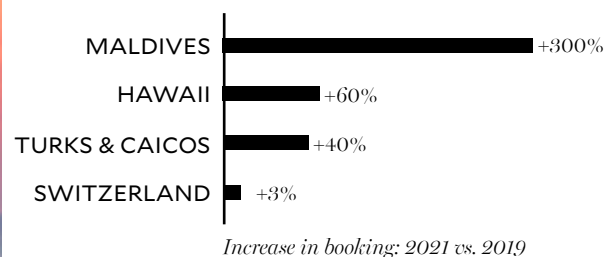
TRAVELER BAROMETER

Travelers' Confidence is Increasing

BOOKINGS ARE NOW ON-PAR WITH 2019 LEVELS



SOME DESTINATIONS ARE EVEN SURPASSING 2019 BOOKINGS



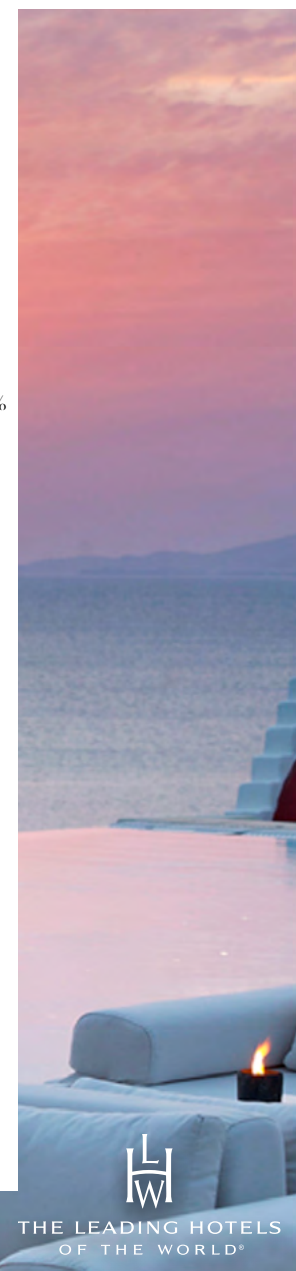
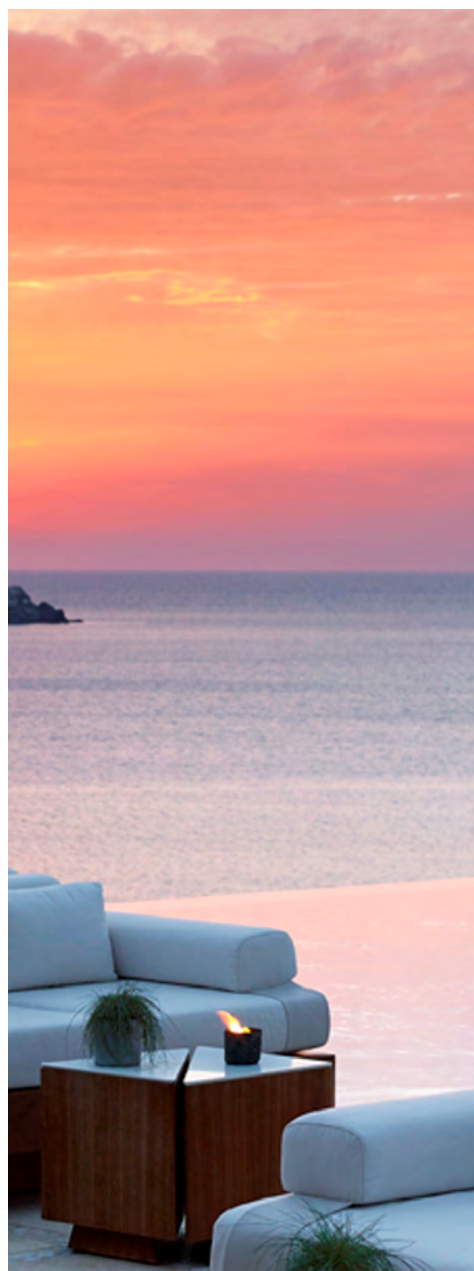
THERE IS A LIFT IN INTERNATIONAL TRAVEL

+ 66% | Anticipated long haul travel increase July - December 2021 vs. the same period in 2020

TRAVELERS HAVE FAITH THEIR TRIPS WILL GO AS PLANNED

+ 24% | LHW travelers booking non-refundable travel in July 2021 vs. July 2020

*Bookings reflect Leading Hotels' worldwide reservations via LHW web and voice, corporate, group and travel trade channels



LHW BY THE NUMBERS

- 425+ luxury hotels
- 80+ countries
- 60K rooms



CITY AND RESORT MIX



FAMILY-OWNED &
INDEPENDENTLY MANAGED

SAFETY FIRST

LHW's Healthy Stays commitment enhances cleanliness standards and protocols for worldwide members. LHW member participants have received gold standard cleanliness accreditation from respected private or public sector health and safety authority, including GBAC STAR™ from the Global Biorisk Advisory Council.

A LOOK AT LOYALTY

LHW's loyalty program Leaders Club is now complimentary. The USD 175 annual program cost has been eliminated and now, membership and points don't expire. New and current members can take advantage of the program's members-only benefits that have not been changed. As LHW said goodbye to fees, they have also said hello to more travel, with Leaders Club bookings for future travel increasing by more than 150%.

THE PIPELINE

Recently Announced 2021 New Members

- Nayara Alto Atacama (San Pedro de Atacama, Chile)
- Villa Nai 3.3 (Zman, Croatia)
- Kozmo Hotel Budapest (Budapest, Hungary)
- The Legian Sire, Lombok (Lombok, Indonesia)
- ARIA Retreat & SPA (Cima di Porlezza, Italy)
- Borgo Santo Pietro (Chiusdino, Italy)
- Therasia Resort Sea and Spa (Lipari, Italy)
- Fauchon Hotel Kyoto (Kyoto, Japan)
- Sensira Resort & Spa Riviera Maya (Puerto Morales, Mexico)
- Cap Vermell Grand Hotel (Mallorca, Spain)
- Bodrum Loft (Bodrum, Turkey)
- Sumahan on the Water (Istanbul, Turkey)
- The Newbury Boston (Boston, Massachusetts, United States)
- Washington School House Hotel (Park City, Utah, United States)

June - January Openings

- Villa Nai 3.3 (Zman, Croatia)
- J Hotel, Shanghai Tower (Shanghai, China)
- ARIA Retreat & SPA (Cima di Porlezza, Italy)
- Botanic Sanctuary Antwerp (Antwerp, Belgium)
- Kozmo Hotel Budapest (Budapest, Hungary)
- The Fifth Avenue Hotel (New York, NY, United States)
- Rock House Resort (Providenciales, Turks & Caicos Islands)

