



Brown's, The Dorchester, 45 Park Lane, The Goring, The Lanesborough, Mandarin Oriental Hyde Park, The Milestone, One Aldwych, The Ritz, The Stafford

LONDON'S LEADING LUXURY HOTELS PARTNER IN AN UNPRECEDENTED COLLABORATION AS THEY LAUNCH TRAVEL WEBSITE: *5IVE STAR LONDON*

5ive Star London is an invaluable resource for discerning travellers and provides the very best of London – as recommended by the very best of London

LONDON, 29th February 2012 – London's leading five star luxury hotels have today raised the benchmark in online travel as they come together to launch a new website, [5ive Star London](#).

The new website is the result of an unprecedented collaboration of London's finest hotels: [Brown's Hotel](#), [The Dorchester](#), [45 Park Lane](#), [The Goring](#), [The Lanesborough](#), [Mandarin Oriental Hyde Park](#), [The Milestone](#), [One Aldwych](#), [The Ritz](#), and [The Stafford](#) along with 26 associated partners including Fortnum & Mason, Paul Smith, Garrard, Dunhill, Tate Modern and the Royal Opera House. No other website offers such an alluring combination of up-to-the minute details about London's starriest hotels along with expert insider knowledge on our fabulous city. Its launch coincides with this most eventful year in London's recent history, with the Queen's Diamond Jubilee, London 2012 Festival and the London 2012 Olympic Games taking centre stage.

[5ive Star London](#) is a one-stop resource for discerning international travellers seeking the very best of London, not only luxury hotels but restaurants, local attractions and retailers as well. It includes themed walking tours of London, real time updates of events taking place in the dedicated *London Diary*, rich visual depictions of the history of the city as told through uncovered hotel archive photography, videos of each property's head bartender preparing their signature cocktails, profiles of London's leading tastemakers and details on travelling around the capital.

To assist users in finding a luxury London hotel that is right for them, the site features expanded content including special packages and seasonal offerings previously only available on each individual hotel's site and leads with stunning visual imagery of the hotels, their facilities, nearby attractions and their associated luxury partners.



Features include intuitive site navigation to enable new and returning users to effortlessly compare London's hotels based on a variety of indicators including rates, locations and facilities and to direct them to the reservation portal specifically related to that hotel and any accommodation programme selected.

The new website has been commended by Tony Hall, Chief Executive of the Royal Opera House. "The Royal Opera House is delighted to be involved with 5ive Star London, being in the very heart of London's theatreland and home to both The Royal Opera and The Royal Ballet. With the eyes of the world on London in 2012, and visitors from around the globe coming to celebrate the Queen's Diamond Jubilee, the Olympic Games and the summer-long London 2012 Festival, it's wonderful to have this new website especially for luxury travellers, giving them all information they need to enjoy London at its best," Hall said.

Alan Rowe, Managing Director of Aró, [5ive Star London](#)'s website creator, commented: "[5ive Star London](#) is befitting one of the world's most iconic cities and its finest hotels. The design and layout are easy to navigate while the extensive photography and information offers a unique look into the luxury and style that awaits guests in London."

Travellers looking for the ultimate luxury guide to London should visit www.5iveStarLondon.com

For more information, please contact:

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5IVE STAR LONDON PARTNERS:

Brown's
The Dorchester
45 Park Lane
The Goring
The Lanesborough
Mandarin Oriental Hyde Park
The Milestone
One Aldwych
The Ritz
The Stafford

5IVE STAR LONDON ASSOCIATED PARTNERS:

Dunhill
Royal Opera House
Fortnum & Mason
Ritz Fine Jewellery
Berry Bros & Rudd



Lock & Co
Donmar Warehouse
Chabrot
The Ritz Club
Thomas PINK
Patrick Wyatt
Floris
Victoria Tryon
The Roof Gardens
Pringle of Scotland
Tempo
Tate
Sothebys
Confrérie du Sabre D'Or
ESCADA
Hix Food
Paul Smith
Harrods
Garrard
Alistair Morrison
English National Opera

5IVE STAR LONDON is created by Aró - Internet Business Development

Strategic online partner for clients positioning products and services to luxury consumers.

www.aro.ie

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