

Alvear Palace Hotel

WELCOME TO THE ALVEAR PALACE HOTEL	2
HISTORY	3
STAFF	4
FACILITIES & SERVICES	5-8
The Hotel Lobby	
Rooms & Suites	
Restaurants & Bars	
L'Orangerie & the Jardín D'Hiver	
La Bourgogne	
The Lobby Bar	
Cigar Bar	
Event & Banquet Rooms	
Business Center & Meeting Rooms / Wi-Fi Area	
Alvear Spa & Fitness Center	
Personalized Services	
Personal Butler	
Personal Shopper	
CELEBRITIES	9
AWARDS & RECOGNITIONS	10
CONTACTS	12

WELCOME TO THE ALVEAR PALACE HOTEL

Magnificent architecture and decoration put the Alvear Palace Hotel in a class of its own, making it a reference point among luxury hotels around the world. The Alvear is recognized worldwide for its unparalleled combination of hospitality, personalized service and hi-technology. The hotel offers 97 rooms, 100 suites, 12 impeccable ballrooms, meeting rooms, and the best restaurants in Buenos Aires, making it the perfect place to visit.

The Alvear Palace, which was recently remodeled in the classic style that characterizes it, was named a Historical Monument by the City of Buenos Aires in 2003. Moreover, international media have voted the hotel among the 20 best in the world, confirming its place as the most award-winning hotel in Latin America.

The essence of the Alvear Palace, its history, elegance, and caring and dedicated staff, guarantee a remarkable experience for everyone who visits the hotel.

HISTORY

A symbol of elegance is born

A true palace and undisputed symbol of the *Belle Epoque*, the Alvear Palace Hotel formally opened its doors in 1932. The location, Recoleta, was never in doubt. The most elegant hotel in Latin America had to have its home in the most stylish neighborhood in Buenos Aires.

Conceived as a luxury hotel for European visitors, the Alvear Palace soon became the epitome of class and refinement. Work on the hotel began after Dr. de Miero, a high-flying Buenos Aires businessman and socialite, brought the first blueprints from Paris. He was helped by the designer Verschere and the architects Pirovano and Brodsky, who would create the hotel's famous facade. The engineers Escudero and Ortúzar, and the architect Medhurst Thomas and his associate, G.E. Harris, constructed and decorated the hotel.

The majestic rooms and suites, as well as the lobby and other public areas, reflect the style of Louis XIV and Louis XVI. The historical furnishings, the crystal chandeliers, the golden walls and works of art transport visitors to another era and realm of elegance.

With 16 floors of luxurious architecture, the hotel stands at the corner of Alvear Avenue and Ayacucho Street, and symbolizes the best of Buenos Aires.

The second inauguration

The Alvear Palace Hotel has always played a central role in Argentina's social, cultural, political and business life. The hotel had distinct owners until 1984, when a group of Argentine businessmen took over and began an ambitious effort to recover the glory and original style of the hotel, while adding to it the most modern technology.

Incessant work and dedication to the highest international standards of excellence gained the hotel membership in the exclusive **Leading Hotels of the World**, an organization that comprises 400 of the world's best hotels.

STAFF

A commitment to excellence

More than 550 highly trained professionals dedicate themselves entirely to satisfying the needs and demands of guests in the 197 rooms. This ratio, which implies more than two staff members for every room, surpasses the international standards of even the most famous hotels.

Training is fundamental for the Alvear staff. The hotel has a team of trainers dedicated exclusively to teaching staff how to guarantee the highest levels of customer service and quality assurance.

The hotel's spirit can be found in the staff, every one of whom shows a genuine interest in caring for even the smallest detail so that the guests' expectations can be met and surpassed.

SERVICES & FACILITIES

A magnificent location

Recoleta, the Alvear Palace's elegant neighborhood, is home to parks, wide avenues, traditional cafes, restaurants, museums, imposing mansions and luxurious stores of top international brands. The streets and avenues of Recoleta are lined with French architecture, which when combined with the elegance of the "porteños" who live in the neighborhood, leads many visitors to identify this area as "the Paris of South America."

The hotel lobby

Guests, frequent clients and famous personalities fill the hotel lobby with a warm and memorable atmosphere. The sumptuous entrance, the Reception and the Concierge, decorated in the most elegant French taste, provide guests with a cordial welcome to the hotel. This is the guest's first taste of what is about to be a magnificent experience.

Rooms & Suites

The hotel has 197 rooms, 100 of which are suites. Elegantly decorated in Empire and Louis XV style, they offer the following services:

- Hermés toiletries, exclusively for Argentina.
- Personal Butler Service.
- Flower arrangement and fresh fruit every day.
- 500 threads Egyptian cotton bed linen.
- A direct Fax line, DVD player and in-room PC, upon request.
- Wi-Fi Internet access in every room and public areas of the hotel.
- Access to the Business Center and SPA.
- Large bathrooms with Jacuzzi, LCD TV and a hands free phone (from Palace Premier Rooms).
- IPOD & MP3 adapter.

Services available with additional charge –must be requested previously-:

- Transfer Service.
- Cellular phone.
- In-room PC set up .
- Personal Shopper Service.
- Tango Lessons.
- Massages & treatments.
- Baby Sitter.
- Hair Dresser.

Restaurants & Bars

L'Orangerie and the Jardin D'Hiver

A traditional meeting place in Buenos Aires, *L'Orangerie* provides visitors with a soft environment, natural light and tasteful décor. It is the perfect place to enjoy a splendid breakfast, an international buffet lunch and, in the afternoon, the classic Alvear Tea. Tea is served complete with white gloves, Limoges tableware and enchanting piano melodies. On Sundays, *L'Orangerie* is the ideal place to enjoy the typical Sunday Brunch, exquisitely prepared by the hotel's Executive Chef.

La Bourgogne

Considered the best restaurant in Buenos Aires and the only Relais Gourmand in Latin America, *La Bourgogne* offers exquisite French cuisine from the inimitable French Chef Jean Paul Bondoux.

Every mid-afternoon, Chef Bondoux delights his clientele with the most famous "Grill Rotissoire" in the city. At night, he reveals his menu of two fabulous options: the plates that made him famous, "Les Classiques" and his new seasonal proposal "Cuisine de Saisson".

La Taste Vins

This is a unique place in Buenos Aires where one can taste exquisite wines selected by the expert sommelier. In a temperature controlled environment, this tasting room has a fine selection of more than 650 labels offered in the restaurant's wine menu.

La Cave

The *La Bourgogne's* legendary wine cellar is ideal for organizing private or corporate meetings of up to 40 people. This area can be used for wine tasting or live dinner shows, with cuisine prepared by Jean Paul Bondoux. This is the perfect place to enjoy a special time while inside the best restaurant in Buenos Aires.

The Lobby Bar

An elegant space decorated with French-style original boiserie, the Lobby Bar offers a wide range of drinks and cocktails prepared by the hotel's barman. Guests can also enjoy exquisite appetizers created by the Executive Chef.

A meeting point for business people and members of Buenos Aires' high society, the bar is a cultural classic, which explains why the local Government gave it the mention as "the notable Bar of the City of Buenos Aires."

Cigar Bar

At the beginning of 2009 a new space exclusively designed for cigars lovers will be opened. The Cigar Bar, a unique environment in the city, will be located at the entrance of the Hotel, close to the Lobby Bar.

It will feature a wide selection of cigars and habanos of the most recognized brands worldwide. The focus will be in all the elements that marry with cigars both alcohol and appetizers such as Cognacs, Armagnacs, Oportos and Maltas as well as the best liquors in the world.

Furthermore, there will be a delicious selection of varieties made with cacao from different parts of the planet, chocolates and all types of avant garde combinations.

Event and Banquet Rooms

The Alvear is widely acclaimed for its twelve banquet halls. These are often used to host business meetings, seminars, social events, weddings, birthday parties and other celebrations. The rooms, which can host between 10 and 1.500 people, are often booked for the most important events in the city. They are ideal for any event and can be equipped for teleconferences. The hotel can provide large-screen video projectors, wireless networks, electronic blackboards and sound systems.

Business Center & meeting rooms / Wi-Fi Area

The Business Center offers a comfortable working area with PCs, telephones, fax and photocopy services and Wi-Fi Internet access. Conference rooms with food and beverages, including personalized service attention, are also available. Hours are Monday through Friday 8am-8pm and Saturdays from 9am to 1pm.

Alvear Spa & Fitness Center

The 8,600 square-foot Alvear Spa is a sight to behold, with Italian “Bizazza” marble tiles throughout; floors of Botticino, gold calacatta and yellow Valence marble; a reception area crowned with a *trompe l’oeil* oil painting and classic and contemporary French-style furniture; as well as five treatment rooms, wellness area, fitness area, and beauty salon offering hairstyling, manicure and pedicure services. Water is integral, with steam baths and hydro-massage showers, as well as a stainless steel Ludic “vitality” pool with ozonated bubbles to detoxify and relax.

The Alvear Spa’s treatment menu encompasses facials, massages and body treatment, revitalizing, detoxifying and therapeutic programs, as well as signature La Prairie spa treatments. The Alvear Spa’s Fitness Center offers Italian-designed Technogym equipment in front of television screens, as well as a Kinesis system that is unique for Latin America, all surrounded by mahogany walls and indigenous lapacho wood flooring

Personalized Services

Personal Butler

All Alvear guests, on every floor, have access to a personal butler to attend their needs. With a welcoming reception, the Personal Butler takes care unpacking luggage, taking clothing to the laundry, shining shoes and packing luggage as one leaves the hotel.

Personal Shopper

This service is designed exclusively for guests by the Alvear Palace Hotel. Experts in shopping, with an automobile at their disposal, advise guests according to their needs: art, decoration, fine works of silver, antiques, exclusive fashion, haute couture, etc. In addition, the "Alvear Luxury Shopping" catalog offers exclusive special benefits in world-famous shops.

CELEBRITIES

Some of the people who have visited the Alvear in recent years:

Royalty, Emperors and Emirs

Her Majesty the Queen of Netherlands

His and Her Royal Highness the Prince and Princess of Netherlands

His and Her Excellency the Emperor and Empress of Japan

His and Her Majesty the King and Queen of Spain

His Royal Highness Prince Charles of Wales

His Royal Highness Prince Philip of Asturias and Infanta Cristina

Presidents and Heads of State

Italy, Germany, Brazil, Mexico, Portugal, South Africa, Czech Republic, Israel, among others.

Personalities from the world of art, cinema, sports and music

Gustavo Santaolalla, Mario Testino, Walt Disney, Henry Kissinger, Daniel Barenboim, Zubin Mehta, Lalo Shifrin, Arthur Miller, Isabel Allende, Oliver Stone, Francis Ford Coppola, Alan Parker, Antonio Banderas, Geraldine Chaplin, Catherine Deneuve, Salma Hayek, Sharon Stone, Sofía Loren, Oscar de la Renta, Carolina Herrera, Donatella Versace, Kenzo, Claudia Schiffer, Naomi Campbell, Inés de la Fressange, Pamela Anderson, Jean Alesi, Magic Johnson, Michael Schumacher, Shaquille O'Neal, Tommy Lee Jones, R.E.M, Paul Anka, Matt Damon, Vittorio Mastroiani, Joan Collins, Xuxa, Paloma Picasso.

Personalities from the world of business

George Soros, Ted Turner, James Wolfensohn, Luca di Montezzemolo, Lee Iacocca, Ivanna Trump Patrick Heiniger, Soichiro Toyota, Luciano Benetton, Alfonso Cortina, Liliane Betancourt, Edgard Bronfman.

AWARDS & RECOGNITIONS

Recent years have been filled with satisfaction thanks to the recognition given to the Alvear by specialized press around the world. Distinct media outlets have placed the Alvear Palace Hotel among the top 20 hotels in the world and said it is the most prestigious hotel in Latin America.

Among other achievements, surveys continually highlight such Alvear attributes as the impeccable service, warmth and excellence of its staff, in addition to its extraordinary facilities and technology.

Among a wide list of awards, some recent acknowledgements include:

International Awards

- Ranked among the top 10 hotels in the World - Andrew Harper's Hideaway Report.
- Ranked among the best hotels in Latin America - Condé Nast Traveler.
- Ranked among the top hotels in South America - Condé Nast Traveler.
- One of the 3 hotels with best location in the Americas - Condé Nast Traveler.
- Best Hotel in México, Central & South America - Travel & Leisure.

Best Hotel in Argentina - Travel & Leisure.

Best Hotel in Buenos Aires - Travel & Leisure.

- Best Service in Central and South America - Travel & Leisure.
- Best Service in South America - Trip Advisor.
- Listed Nº 4 in South America - Global Traveler TOP 10 hotels
- Best Hotel for Business in Latin America – Latin Trade.
- La Bourgogne, Best Restaurant for executives in Buenos Aires – Latin Trade.
- Award of Excellence for La Bourgogne restaurant's wine cart - Wine Spectator.
- Best SPA in South America - Spa Finder Magazine.
- The Most Romantic Hotel in the City - Harpers & Queen.

RATES (Valid until December 2009)

PROMOTIONAL RATES

Starting from U\$S 430+tax (high season)
U\$S 350 + tax (low season)

RACK RATES

PALACE ROOM	U\$S 800
PREMIER PALACE ROOM	U\$S 900
PREMIER JUNIOR SUITE	U\$S 980
DELUXE SUITE	U\$S 1100
PREMIER DELUXE SUITE	U\$S 1200
DIPLOMATIC SUITE	U\$S 1500
GOVERNOR SUITE	U\$S 2273
EXCECUTIVE GOVERNOR SUITE	U\$S 2500
PRESIDENTIAL SUITE	U\$S 3000
EXCECUTIVE PRESIDENTIAL SUITE	U\$S 5000
ROYAL SUITE	U\$S 8000

It includes,

- Hermés toiletries, exclusively for Argentina.
- Personal Butler Service.
- Flower arrangement and fresh fruit every day.
- 500 threads Egyptian cotton bed linen.
- A direct Fax line, DVD player and in-room PC, upon request.
- Wi-Fi Internet access in every room and public areas of the hotel.
- Access to the Business Center and SPA.
- Large bathrooms with Jacuzzi, LCD TV and a hands free phone (from Palace Premier Rooms).
- IPOD & MP3 adapter.

CONTACTS

General Manager

Ms. Olga Petroni
info@alvearpalace.com

Food and Beverage Manager

Mr. Damián Tazzioli
banquetes@alvear.com.ar

Front Office Manager

Mr. Luis Lisanti
reserv@alvear.com.ar

Director Marketing and Sales

Mrs. Solange Detry
marketing@alvear.com.ar

General Address

Av. Alvear 1891
C1129AAAA - Buenos Aires,
Argentina
Tel: 54 11 4808 2100
Fax: 54 11 4804 0034
Reservation Toll Free from USA: 1877 457 6315
Web: <http://www.alvearpalace.com>

PUBLIC RELATIONS & PRESS DEPARTMENT

Public Relations & Press

Ms. Eugenia Santos
mesantos@alvear.com.ar
Tel: 54 11 4808 2960
Fax: 54 11 4808 2423