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# Mission:

[Mission]

# History:

The Landon Hotel was founded in 1952, by Arthur Landon, an English businessman who had spent the better part of his early career traveling the world. Because of his extensive travel, Mr. Landon had become a connoisseur of hotels. He craved staying in hotels that took on the essence of the local environment, but could rarely find ones that met his exacting requirements. While he enjoyed staying in bed and breakfasts, because they tended to exude more of the local flavor, he also missed the exquisiteness and luxury found in the premier international hotels. Inspired by his desire to fill an obvious gap in the hotel industry, Mr. Landon set out to start his first hotel. He was not a wealthy man, but had learned to save and invest along the way. With those funds, Mr. Landon renovated an historical apartment building in the West End neighborhood of London and the Landon was born. Within a couple years, his charming little hotel was getting rave reviews and investors came calling. Over the next ten years, the Landon hotel empire exploded across Europe and North America.

The values that Mr. Landon held so dear to his heart, were evidently values that appealed to travelers the world over. The Landon advertised luxurious modern comforts and conveniences, backed by warm, sincere customer service, where guests were treated as friends. Mr. Landon, himself, liked to say “We’re upscale, not uppity - and refined, not pretentious.” But, most importantly, The Landon philosophy all came down to mirroring the individuality of each neighborhood within the walls of the hotel. With so many hotels within in his realm, Mr. Landon was adamant that none of the hotels should look alike, but instead that they must each take on the personality of their individual locations. He remained ardently true to his original vision until the day he died in August 1998.

## Locations and Neighborhoods:

Today, the Landon is located in 20 countries and 400 neighborhoods, around the world. Each hotel gives a glimpse into the unique culture and vibe of its locale. Some of the most popular and eclectic locations are as follows:

**Paris, Latin Quarter of the 6th** **Arrondissement:** Since the Middle Ages, the Latin Quarter has been a neighborhood of artists, writers, and intellects, and the Landon exudes this in every brick of its building. It’s a common experience that a tourist finds himself derailed from an ordinary day of tourism, to sit in the vintage reading room of the Landon and debate politics, discuss literature, or recite poetry with natives, while sipping coffee amongst the hotel’s sizable book stacks.

**Vienna, Eighth District: The Josefstadt**: For those travelers who like living more like locales, **The Landon** in the Eighth District is simply heaven. This district is centrally-located, yet off the tourist map - as much of it is residential. However, the charm in the Eighth District is that you can lose yourself in “real” life by visiting the cafes, bars, galleries, and various unique shops tucked away in this unexpected gem of a place. Back at the hotel, every visitor is showered in luxury from the 600-thread count sheets to the surround sound theater system in every room - **The Landon** is the embodiment of comfort, style, and sumptuous living.



**London, West End**: The original Landon still perseveres after over 50 years, although it has since had a facelift to improve infrastructure. The West End Landon is in a neighborhood that has something for everyone - from theater to dining to historic sights. That said, **The Landon** is still far from being solely a tourist’s hotel. The community doesn’t just ebb and flow around the hotel - the community pours into the hotel, making **The Landon** an important venue for community activities and meetings. And the not-to-miss rooftop cafe is a great place for travelers and locals to engage over drinks, food, and good conversation.

**Tokyo, Business District:** From business trips to family vacations, the Landon Hotel located in the heart of Tokyo is a perfect place to choose for your visit to this wonderful city.  Our 60 luxurious rooms are all equipped to make your stay not only comfortable, but memorable.  Between the relaxing and serene rooftop gardens, our authentic five-star Okonomiyaki restaurant, and our experienced concierge to help you manage your way through the hustle and bustle of Tokyo - you'll feel right at home.

**Munich, Schwabing:** Nestled less than a mile away from the beautiful English Gardens, the Landon fits in perfectly with Munich's picturesque scenery.  Because of the hotel's great locale, traveling around the city is a breeze and many guests can easily walk or bicycle to several of Munich's historical sites, including the Bavarian National Museum, or perhaps the Munich Zoo, a wonderful spot for families.  Guests of the Landon are sure to enjoy their stay in one of our beautiful suites while being treated to our internationally-renowned service.

**Hong Kong, Kwun Tong**: With floor to ceiling windows and an amazing view of the city lights below, the Landon Hotel located in the Kwun Tong neighborhood of Hong Kong is the choice of many professionals visiting the area.  Savvy and sophisticated, the Landon delivers a great place to slow down and relax amid the amazing landmarks of Hong Kong's fast-paced tempo, including Millennium City and the Manulife Financial Centre.

**Los Angeles, Downtown**: If you're looking for a place to stay to get the real Los Angeles experience, the Landon in Downtown LA is the answer.  You’ll feel like a movie star lounging around the serenely planted rooftop pool, while viewing all of Downtown LA and the mountains beyond.  Each room is equipped with a state-of-the-art flat screen TV, oversized windows, California king beds, and dual shower heads.  Experience the ultimate in comfort while amidst all the sights and sounds Downtown has to offer.  From shopping and great restaurants to city landmarks and celebrities, Downtown LA is the mecca of the city and the Landon is right in the center of it all.

**New York City, Manhattan:** Take a bite out of the big apple with the Landon hotel in Manhattan.  Comfy beds, memory-foam pillows, high-speed internet, and 24-hour room service are just a few amenities guests will enjoy. Our well-renowned Steak House is located at the top of our 33-story high rise in the middle of Manhattan, so you’ll have a spectacular view of the city below.  And in case you just want to rest your feet after a long day of exploring, the Landon has an in-house spa with yoga classes, a laser sauna, Swedish massage, and numerous treatments to soothe your body, mind, and soul. Let us spoil you at the Landon in Manhattan.

Executive Team:

*********Dahlia Landon, MBA, President and CEO***: Arthur Landon, upon his retirement, could think of no one better to pass the rings to than his Oxford-educated granddaughter, Dahlia, who had already proven herself indispensable to the company in her previous role as Vice President of Business Development. Prior to that, Dahlia earned her business chops as Vice President of Product Development for Naftu Financial Group, in New York City.



***Mark Tristener, MBA, Executive Vice-President and CFO***: Mark’s 12-year history as CFO of The Landon speaks volumes of his contributions, considering his reign has coincided nearly entirely during an international economic downturn - yet, The Landon stayed well-above water the entire time. Mark was previously the Chief Investment Manager for Riddle and Riddle Securities.



***Jennifer Veladoner, MS, President and Managing Director, Europe***: Jennifer has been working in the hotel business since high school and knew at an early age that she would attend the prestigious Beckton-Fuller School of Hotel Management in London. Jennifer catapulted herself up the management ladder at The Landon, starting as an intern in the hotel administration area and arriving at her current position just eight short years later.



***Jonathan Perfington, President and Managing Director, North America*:** Jonathan comes to us from the Huford Hotel chain in Europe, where he was CEO for five years, before deciding to embark on a new adventure with the Landon. Jonathan has been recognized as a Top Five Leader, by the International Society for Hotel Management, for four years straight and is the only person to have three or more consecutive honors.



***Cecilia Forteau, MMH, President and Managing Director, Latin America***: Cecilia started her career in the banking industry, managing several regional branches of **Neelston Banking and Finance** throughout North America. She studied hotel management in the evenings, and upon being awarded her Masters in Hospitality Management, she started working for the famous **Trousseau Hotel** in France, where she worked her way up to President, after holding an assortment of positions over a decade.

*********Chong Nuan, President and Managing Director, Asia and Africa:*** Chong was instrumental in the creation of affordable travel lodging and temporary housing complexes throughout Asia. His vision helped establish comfortable living space in some of the poorer regions in Asia - allowing families of transitory workers to stay together whenever new work had to be found. Bringing his philanthropic presence to the Landon, Chong not only manages the Asia and Africa regions, but he also oversees our company’s philanthropic efforts.



***Harold Wandaleere, JD, Executive Vice-President and General Counsel*:** Harold has been a law professional for over 40 years, and became well-known as the lead defense attorney on the historical case ***Bridges Versus Talon,*** where his defense tactics were key in freeing Joseph Talon, an innocent executive suspected of embezzling millions. Harold’s tenacity, conviction, and sound judgment won the attention of Arthur Landon, and Harold has represented the Landon as General Counsel ever since.

# Additional Employees:

***Leslie Richardson, Senior Administrative Assistant, International Marketing*:** Leslie's interest in the hospitality industry began during a semester abroad in Europe. She was enchanted by the various hotels she visited during her tour, and realized that her study of languages would be very useful in the hotel business. After graduating with a double major in French and Spanish, and a minor in Portuguese, she worked for a small chain of hotels in the United States.  However, a longing for travel and foreign adventures soon brought her to Landon Hotel, where she has worked in corporate offices in both Latin America and Europe.

*********Jennifer Dawson, Senior Event Coordinator*:** Jennifer joined Landon Hotel eight years ago as the Executive Assistant to the Executive Vice President, Mark Tristener. Her passion for executing meaningful team events lead to her promotion as our Senior Event Coordinator. Jennifer uses a team approach and is very detail-oriented. She is leading the charge for employee engagement and has helped strengthen our vision. Her strengths are essential to the great planning and execution of our events and meetings.

*********Phyllis Lucero, MMH, Director of Hospitality, Europe*:** Phyllis was one of the first hires with Landon Hotel and was hired by Mr. Landon himself when we opened our first location. She has 23 years of experience working in hospitality and is the epitome of Mr. Landon’s vision for unique customer experiences and satisfaction. Under Phyllis’ direction the European market has received 3 awards of excellence from the Hospitality Review for leading innovative technologies in the industry, interior design, and long-term stay destinations.

*********Tammy Marley-Cox, Director of Hospitality, North America*:** Tammy joined Landon Hotel because she loved the challenge of creating unique experiences for guests at each of our locations. She has been working in hospitality for nearly 35 years and was the Director of Hospitality for a national hotel chain for 20 years prior to joining us. It was a unique opportunity to create different experiences at each location and a major break away from traditional chain hotels that try to repeat the same theme on a national level. She has also created her own charity that provides funds to people in need to help them find a place to stay during times of crisis or during national disasters. Her organization has helped more than 100 families with temporary shelter and find permanent housing.

*********Victor Embargello, MMH, Director of Hospitality, Latin America*:** Victor started as a Hospitality Manager at Landon Hotel in 2012, and quickly moved up to Director of Hospitality in 2014. He has a strong sense of the industry, is engaged in current trends in the market, and has a passion for customer service. Victor knows how to engage our Latin American communities to help bring the culture and its rich background into our locations. He has helped open two new hotels in Latin America, and is proud of the bridges we’ve built through Landon Hotel to create unique tourist opportunities for our guests and the communities in which we serve.

#### Marketing and Social Media:

Website: [www.landonhotel.com](http://www.landonhotel.com)

Facebook Page: [www.facebook.com/landonhotel](https://www.facebook.com/landonhotel?ref=hl)

Facebook CEO account: [www.facebook.com/dahlia.landon](https://www.facebook.com/dahlia.landon)

Twitter: [www.twitter.com/LandonHotel](https://twitter.com/LandonHotel)

## Email contacts:

General info: [info@landonhotel.com](mailto:info@landonhotel.com)

Reservations: [reservations@landonhotel.com](mailto:reservations@landonhotel.com)

### Corporate Headquarters Locations:

| **Europe:**  133 Regent St  London, W1B  5SF 020 72870033 | **Latin America:**  Avenida Orellana 1233  Quito, Ecuador  170150 |
| --- | --- |
| **North America:**  505 E 55th St  New York, NY  10022-5133 | **Asia and Africa:**  8th floor  Brigade South Parade  12, M.G. Road  Bangalore - 560 001  Karnataka  India |

# Customer Testimonials:

“My husband and I stayed at the Bernal Heights Landon Hotel and we couldn't be more pleased! The room was clean and comfortable and the surroundings quiet and cozy.  The concierge was more than accommodating and reserved us a table for two at a local fish house while also pointing us toward some fun sights in the city. Being a dedicated yogi, I was even able to catch a Hatha yoga class at the studio next store before we hit the town that day.  Also, the hotel was very close to the BART, which made getting around easy for us.  We've already suggested the Landon to several friends visiting the area and definitely plan on a return visit ourselves.” **—Janine Redgruin, Seattle**

“First off, location, location, location!  The Landon Hotel in Vienna is located in a wonderfully picturesque part of town.  The staff were polite and friendly, and the neighborhood really did feel welcoming.  I even ended up extending my stay, and the hotel staff made all the arrangements!  Can't wait to make my way out to the Landon in Vienna again**.” — Donald Platameyer, New York**

“On my recent visit to Paris, I decided to stay in the Landon Hotel while visiting a friend.  The hotel was quite lovely and the location made it very easy to meet up with my friend.  Also, the room was spacious and the bed was unusually comfortable.  I would definitely stay here again!” **— Amy Xhou, Los Angeles**

“A few friends and I stayed at the Landon hotel in London last month and we had a very memorable visit.  The hotel is located close to public transportation, which made it easy for us to get around the city.  We loved people-watching from the rooftop restaurant, and shared many laughs and wonderful food.  The rooms were luxurious, to say the least, and the staff catered to our every whim.  We’ll certainly be back**.” — Jonathan Pierre Rousseau, Paris**

“The Landon hotel in San Francisco is a great place to stay if you're looking to be in the heart of the city, and can’t afford to break the bank.  They even had bike storage on the mezzanine, which made it easy to explore the city on bicycle.  The front desk staff were always helpful, and made checking in and out a pleasurable experience.  The room’s modern decor and extra amenities were the icing on the cake**.**” **— Marcus Normandy, Los Angeles**

“My company recently had a conference at the Landon Hotel in London, and a few of us stayed there overnight.  The meeting room had excellent video conferencing capabilities, the rooms were quiet and comfortable, and we had lunch catered on the rooftop cafe.  We were so impressed with the experience, that we’ve booked our quarterly meetings there for the remainder of the year.” **—** **Donna Breckford-Aims, London**

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|  | Challenge Instructions |
| 1. | Save the file as *“****My Final Challenge****”* in the Chapter 6 Exercises folder. |
| 2. | Split the document ***(View>Split)*** so you can view the Challenge Instructions and the document at the same time. |
| 3. | 1. Add Table Caption “***Corporate Locations***” to the Table under the Corporate Headquarters Locations heading. Display the Caption over the table. 2. Save the Table as a Quick Part in the Tables Gallery named “***Corporate Locations***”. |
| 4. | 1. Select a heading that has the Heading 1 style applied. 2. Modify the Heading 1 Style as follows: white font, size 16, purple shading. |
| 5. | 1. Create a new Font Set “***Landon***” with Calibri for the Heading font and Calibri Lightfor the Body font.  2. Create a new Color Set “***Landon***” and change the Accent 2 color to purple. |
| 6. | Replace all Em Dashes with En Dashes. |
| 7. | Add a purple page border to the entire document. |
| 8. | 1. Open the **06\_01 Press Release** document in the Chapter 6 folder and complete the tasks. When you are finished, return to this document. |
| 9. | 1. Display the Quick Access Toolbar below the Ribbon. 2. Add the Captions command to the Quick Access Toolbar. |
| 10. | Replace the [Mission] placeholder with the contents of the **06\_01 Mission** file and link the content to the data source. |
| 11. | 1. Replace all text with Heading 3 style with the Heading 2 style. 2. Find all text with the Heading 4 style applied and apply the Heading 3 style. |
| 12. | Configure the Customer Testimonials heading and all content to be indented .5” from both the left and right margins. |
| 13. | Update the Table of Contents to reflect the updated styles. |
| 14. | Mark all entries for the 9 hotel locations with the Main entry “***Hotel Locations***” and include the location information (all bolded text) for each as the Subentry. |
| 15. | Automatically hyphenate words in the document. |
| 16. | Save the “Marketing and Social Media” heading and content as an AutoText entry titled “***MarketingInfo***”. |
| 17. | Replacing the [Index] placeholder, create an Index that uses the Bulleted style, right align page numbers with a dotted leader line and format in 1 column. Accept all other defaults. |
| 18. | Insert captions with no label above the photographs next to the location’s description as follows:   1. “***Tokyo Location***” 2. ”***Munich Location***” |
| 19. | Translate the Testimonial of Jonathan Pierre Rousseau into French (France). |
| 20. | 1. Insert an Entry for Arthur Landon, found under the History heading, with the Main entry of “***History***”   and his name, a comma and “***Founder***” as the Subentry. 2. Display the information in the Index. |
| 21. | Create a new Style “***Landon Quote***” based on the formatting of **Dahlia Landon’s** name and title found under the Executive Team heading. |
| 22 | Configure the Date Picker Control to not allow editing of the contents. |
| 23. | Save the current Theme as “***Landon***”. Accept all defaults. |
| 24. | Insert a Table of Figures to replace the placeholder [Table of Figures]. Use the Simple style, right align page numbers, include dotted leader line. |
| 25. | 1. Save this document before starting the next step. 2. Create and save a new macro in the **My Final Challenge** file. The macro will insert the watermark “***Confidential***” diagonally across all pages. 3. Configure the macro to be available in all new documents. 4. Save the document as a macro-enabled file. |
| 26. | Close the file. |