

Siam Hotels to rebrand Sukoso Group

SIAM Hotels & Resorts will renovate two properties in Pattaya and Bangkok at a cost of Bt100 million and rename the group to reflect its family business origins, the group vice president, Marisa Sukosol Nunbhakdi announced earlier this month.

The renovations will take nine months to complete, but the group claims it reflects a confidence in the country's economic recovery.

Renovations at the group's flagship property, Siam City Hotel, in Bangkok, will be completed by late 2012. The property will be re-introduced and branded "the Sukosol" and will have a trendy theme that reflects the family's success in musical entertainment.

Siam Bayview Hotel on Pattaya's beach road will undergo additional improvements after a recent renovation of deluxe rooms, six theme suites and meeting spaces. The second phase focuses on an open-air lobby and an upgrade of standard rooms.

Two other projects due for completion in January 2012 and April 2012 respectively will see Siam Hotels launch The Siam (39 rooms) boutique property in Bangkok, on the banks of the Chao Phraya River, and the Miami-inspired Wave (21 rooms) in downtown Pattaya overlooking the bay.

The developments and renovations will be on-going throughout the remainder of this year and early 2012.

A rebranding of the group's identity is under



Marisa Sukosol Nunbhakdi

way with the introduction of Sukosol Hotels as the dominant hotel product under a group that will be renamed Sukosol Group to reflect a transfer to the third generation of this famous hospitality and entertainment family business.

Siam Hotels & Resorts is Thai owned and operated and includes the Siam City Hotel, Bangkok (470 rooms); Siam Bayshore Resort & Spa, Pattaya (270 rooms); and Siam Bayview Hotel, Pattaya (260 rooms).