



The Ongoing Plans Of Sukosol's Hotels

Siam Hotels & Resorts, comprising the Siam City Hotel, Bangkok; Siam Bayshore Resort & Spa, Pattaya; Siam Bayview Hotel, Pattaya; and The Siam, Bangkok, is planning a refurbishment and development over the next nine months. The move aims to exploit new optimism in the Thai tourism industry after its plunge last year and to reinvigorate the brand moving forward into 2012. The company plans to spend Bt100 million renovating its existing hotels in two of Thailand's most popular tourist destinations: Bangkok and Pattaya. Bangkok's grande dame, the Siam City Hotel (re-launching in 2012 as "The Sukosol"), is to have its foyer, lobby lounge, Patummat restaurant and public areas revamped in a chic and cosmopolitan style, but one that still reflects the owning family's love and admiration of art. In Pattaya, the Siam Bayview Hotel on Beach Road beside CentralFestival Mall is also to have its open-air lobby updated, along with several types of guest rooms. These changes will complement the hotel's already recently renovated deluxe rooms, six special theme suites and The View meeting space.

Moreover, two separate side projects due for completion in January 2012 and April 2012 respectively will see the Siam Hotels launch The Siam (39 rooms) super luxury boutique property in Bangkok, on the famed Chao Phraya River and the Miami-Inspired Wave (21 rooms) in downtown Pattaya overlooking the bay. The Siam Hotels and the development of the Wave are regarded as the new identity that will mark the hotel Group's transition into a new era of stewardship and to create new brand and focus on the distinctly different properties with alluring ambiance, superlative guest comfort, attention to detail and Thai authenticity. For more details, visit www.siamhotels.com.

