

aring up for a bright future

Marisa Sukosol Nunbhakdi, executive vice president of the Siam Hotels, says developments and renovations will be ongoing throughout the remainder of this year and early next, adding that many of the tasks being undertaken are long overdue and will give the prestigious properties a much-needed facelift and charisma boost in what is fast becoming a very competitive and crowded tourism landscape.

The locally owned and operated hotel group plans to spend 100 million baht to renovate 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 still reflective of the owning family's love and admiration of art.

In Pattaya, the Siam Bayview Hotel on Beach Road beside Central Festival 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.

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. Both projects are imbued with a unique and stunning art deco theme. Most notably, The Siam has been designed by the internationally renowned architect and interior/landscape designer Bill Bensley.

Besides revving up its competitive edge, the Siam Hotels is also using the sprucing up of its existing properties, the opening of The Siam and development of Wave to launch its new identity: Sukosol Hotels (under the corporate banner "Sukosol Group"). The new identity will mark the hotel Group's transition into a new era of stewardship with a third generation of Sukosols joining their indomitable mother



The Sukosol - lobby.

and company president, Kamala Sukosol, at the front lines of the family business.

As before, the new brand will continue to focus on creating distinctly different properties with alluring ambiance, superlative guest comfort, attention to detail and Thai authenticity.