

Hilton Hotels Corporation to Manage Hilton Pattaya

2008-04-03

Opening in 2010, in the eastern coastal resort destination of Pattaya, the Hilton Pattaya will be the seventh Hilton Family hotel in Thailand

Hilton Hotels Corporation today announced that its subsidiary has signed an agreement with CPN Pattaya Beach Co. Ltd (a subsidiary of Central Pattana Public Company Ltd) to manage the Hilton Pattaya, a 300-room upscale full service hotel in the beginning of 2010.

Koos Klein, Area President, Hilton Hotels - Asia Pacific, commented, 'With its rich diversity of culture, climate and topography, Thailand continues to be an extremely popular destination. The Hilton Pattaya will be a fantastic new offering, answering to a growing demand for upscale accommodation in Pattaya, among leisure travelers from Thailand and overseas.'

The Hilton Pattaya will be part of the new Central Festival Pattaya Beach complex, one of the largest beachfront-shopping complexes in Asia. The 240,000 sq meter mixed-use development, with over 200 leading international shops and restaurants, comprises a 7-floor cosmopolitan shopping mall anchored by a 23,000 sq meter Central Department Store (one of Thailand's leading department store chains). It will also house a 10-screen cinema, a 25-lane bowling alley, a 3,000 sq meter supermarket and multiple recreational facilities. Located along Pattaya Beach Road, the development offers stunning views of the Pattaya Bay.

With an exclusive ground floor entrance, the main lobby of the Hilton Pattaya will be located on the 7th floor, with the 300 upscale guest rooms located in a 15 storey tower above the lobby. The 25th floor restaurant will serve as Pattaya's first premium sky restaurant overlooking the Pattaya Bay.

To meet the growing demand for quality MICE (Meetings, Incentives, Conventions and Exhibitions) facilities and service, the Hilton Pattaya will be designed with extensive banqueting, ballroom and meeting space equipped with state-of-the-art technology to ensure flawless events. With a lobby lounge and bar and two restaurants, the Hilton Pattaya will offer guests a wide range of contemporary authentic dining experiences. It will also feature a health club, spa and swimming pool.

'The Hilton Pattaya is a great addition to the Hilton portfolio, allowing us to offer groups and individual travelers more meeting and vacation options in Thailand and throughout Asia,' said Jeff Diskin, senior vice president - brand management, Hilton Hotels & Resorts.

A 1.5 hour drive from Bangkok's Suvarnabhumi International Airport, Pattaya is located on the eastern coastline of the Gulf of Thailand. It is one of the Kingdom's most popular family resort destinations, offering extensive water sports and golfing fairways, as well as music festivals and beach entertainment.

In 2006, Pattaya attracted 6.1 million visitors, with a quarter being domestic travelers¹. Recently Pattaya has begun to see growing tourist arrivals from Russia and China.

Mr Kobchai Chirathivat, President & CEO of Central Pattana Public Company Ltd, commented, 'The Central Festival Pattaya Beach complex will be the newest and most sophisticated development in Pattaya, and a must-see attraction in itself. We are pleased to work with Hilton Hotels to ensure that we can offer the best in accommodation and service in Pattaya'. Mr. Kobchai added that Central Pattana Public Company Ltd's core business of retail property development will be well complemented by this exciting mixed-use development.

Hilton Hotels Corporation currently operates 4 hotels in Thailand: Hilton hotels in Hua Hin, Bangkok and Phuket and Conrad Bangkok. This year will see the opening of the Doubletree by Hilton Resort & Spa near Sriracha, and in 2009, the Conrad Koh Samui Resort & Spa, followed by the Hilton Pattaya in 2010.

Klein added, 'This latest development underscores the immense potential for the Hilton Family to expand its presence in Thailand, across the market segments.'

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