

## Holiday Inn Express to launch in Bangkok

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Thailand and Southeast Asia's first Holiday Inn Express hotel to open in early 2011 - Thailand identified as next growth market for the brand

IHG (InterContinental Hotels Group) today announced the signing of its first Holiday Inn Express hotel in Thailand - the Holiday Inn Express Siam Bangkok. This makes Thailand the first country in Southeast Asia and the first in Asia Pacific outside Greater China and Japan to welcome the entry of the successful Holiday Inn Express brand.

Available in over 1,800 locations worldwide and with 730 hotels in the development pipeline, Holiday Inn Express is a smart, innovative and refreshing hotel choice for value-oriented business and leisure travelers. The award-winning hotel brand is one of the fastest growing in the industry, opening on average of two hotels a week around the world. This latest development underscores IHG's increasing presence and continued commitment to Thailand and represents a key milestone in the ongoing expansion of Holiday Inn Express in the Asia Pacific region.

Scheduled to open in early 2011, the 300-room Holiday Inn Express Siam Bangkok will be developed by Amburaya Hotels & Resorts and managed by IHG. The new-build hotel is designed by Bangkok-based architectural firm Architects 49, well-known for designing the Thailand Cultural Centre and the Thai Red Cross Centre. The hotel will be centrally located in Bangkok, just steps away from the National Stadium Skytrain Station, MBK Center, Siam Paragon and Jim Thompson Thai house. A key feature of the hotel will be a cleverly designed Great Room, an all-day social, connection, entertainment and relaxation hub with floor-to-ceiling views of the Bangkok skyline from the seventh floor.

'Holiday Inn Express will add an entirely new travel option to the Bangkok market. Many smart travelers to Thailand want a stylish hotel that offers exactly what they need and none of the expensive things they don't. Holiday Inn Express offers style and quality levels much closer to full service than budget hotels' said Peter Gowers, chief executive, IHG Asia Pacific. 'We are delighted to launch our first Holiday Inn Express hotel in Thailand and Bangkok in partnership with the highly respected Amburaya Hotels & Resorts. IHG today has a growing portfolio of hotels in Thailand and we see significant opportunities to further grow our highly successful network of Holiday Inn Express hotels in Thailand.'

Gowers added that IHG has experienced significant interest in the Holiday Inn Express brand from developers in Thailand and have several new deals under discussion. 'The brand's innovative approach enables us to deliver what guests value most, maximize revenue and keep costs down. Practical design means optimal space utilization and lower development costs. Flexible and efficient staffing structure delivers lower operating costs. Focused amenities and services mean higher operating margins. It all adds up to superior performance and higher returns to the hotel owner.'

Sunny Bajaj, managing director, Amburaya Hotels & Resorts, said: 'Our partnership with IHG represents a great opportunity to capitalize on increasing traveler demand for hotels that offer just the right blend of services and facilities without the fuss and extras they don't need. The proven success formula of the Holiday Inn Express brand together with the support of IHG's hospitality expertise made IHG the ideal partner for us. We are confident about the future success of Holiday Inn Express in Thailand.'

Holiday Inn Express has expanded rapidly across the globe. In Greater China, there are currently 11 hotels open and 23 new hotels in the pipeline. The brand is now available in major cities such as Beijing, Shanghai, Tianjin, Shenzhen and Dalian as well as Hong Kong.

IHG currently operates seven hotels in Thailand under the InterContinental and Holiday Inn brands and has another four hotels under development.

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