

Best Western International Announces Its First Hotel In Hua Hin

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Best Western International has reached an agreement with Siri Development Co. Ltd., represented by Joint Managing Directors Andrew Stocks and Piya Chartkitjaroen, for the opening of the first Best Western Hotel in Hua Hin, Thailand.

The hotel will be named Best Western Green Garden Resort and will comprise of over 60 guest rooms. Conveniently located on Petchkasem Road, the main highway running through Hua Hin along the west coast of the Gulf of Thailand, the hotel will be within walking distance to beach areas.

The attractions of Hua Hin town, from its colourful night market and arts and craft shops to sophisticated shopping, entertainment centres and varied nightlife, are all within five minutes drive from the hotel. There are several world-class golf courses located nearby. Drive time from Bangkok is 2-3 hours and 15 minutes from Hua Hin Airport.

'We are very excited to have this opportunity to introduce the Best Western brand to another of Thailand's key resort destinations.' said Glenn de Souza, Best Western International Vice President for International Operations in Asia.

'With its upscale visitor profile and emphasis on providing quality vacations, Hua Hin is a perfect match for a Best Western hotel such as this and we expect an immediate positive response from the market.' he added.

Located approximately 190km south of Bangkok, Hua Hin first became popular as a holiday destination among Thailand's high society after King Rama VI began paying regular visits to the area almost a century ago. His Majesty King Bhumibol Adulydej also favours the seaside town where he frequently stays in his beachside summer palace Klai Kang Won (Far from Worries). Hua Hin's gentle spirit and peaceful scenery have made this location popular amongst Thai royalty as well as local and international tourists from all over the world.

Best Western Green Garden Resort is expected to open in 2010 and is a new venture for Siri Development Co. Ltd. headed by Mr Stocks and Mr Chartkitjaroen.

Currently in Asia, BWI operates under the brands Best Western Hotels and Resorts and Best Western Premier. BWI started operations in Asia in 2001 with 6 hotels. It has since grown to approximately 130 properties and is now extending its expansion growth towards Southeast Asia and the Middle East.

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