

Plus<sup>+</sup>

**EXPANSION**

Dusit plants strategic  
flag in Kolkata

**WELLNESS**

New concepts  
for a new normal

**BRAND NEW**

ASAI Hotels makes  
its Bangkok debut

# Dusit Pulse

Essential updates from the heart of our business



Creating  
**value**  
in the  
**New Normal**

*How Dusit is positioning its properties  
for success in a post-COVID 19 world*

# Warm Greetings from Dusit International

*Welcome to Dusit Pulse 2020 – issue three*



**A**s our industry continues to deal with the ongoing impact of the devastating and unprecedented COVID-19 crisis, we enter the fourth quarter of 2020 recognising that the challenges which have gripped our business for the majority of the year are only set to continue, and we must remain vigilant and dynamic in our response.

The shining light amidst all this gloom is that global travel will, eventually, resume. And, when it does, it will be driven by an important pivot in consumption – an accelerated shift from buying things to buying experiences, with a focus on safety, wellness, sustainability and flexibility. And our hotels and resorts are already primed to leverage this.

To position our properties for enhanced value creation in the new normal, we have spent the last three months enhancing our operations to deliver not only officially certified, heightened standards of hygiene and cleanliness, but also extra convenience, comfort and value, and new experiences for our guests.

Alongside our **Dusit Care – Stay with Confidence** services – which includes, amongst others, flexible check-in and check-out, anytime breakfast, and the introduction of mobile payment methods – we have modernised two of our established brands – Dusit Thani and dusitD2 – to enhance their competitiveness in the market (see page 6); redesigned [dusit.com](https://www.dusit.com) to drive more direct bookings (see page 6); and reimagined our guest loyalty programme to promote increased spend at Dusit Hotels and Resorts worldwide (see page 9).



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## This issue in numbers



We have taken a deep dive into shifting F&B trends and begun developing new, exciting concepts to meet the demands of an experience-driven market (see page 12). We have also started trialling new wellness programmes designed to make health and well-being key components of the overall guest and customer experience – and thereby tap into a fast-growing wellness tourism market valued at \$639 billion in 2017 (see page 18).

Remaining focused on our wider business strategy, we have continued our sustainable expansion by planting our first flag in India, in Kolkata (see page 4), and by entering the affordable lifestyle segment of the lodging spectrum with the opening of the first hotel under our lean and locally-focused ASAI Hotels brand – ASAI Bangkok Chinatown (see page 22).



In terms of business in general, with most international borders still closed to travel, we have spent the last few months mainly focused on domestic markets in destinations open to internal tourism. When international flights do resume, we will pivot this strategy based on market demand. And we will, of course, ensure our marketing messages are always tailored for maximum effectiveness.

On top of what we have covered in this issue, we have been working on so much more – including collaborating with strategic partners in adjacent industries to create new solutions for sustainable meetings and events, and also to promote responsible, sustainable travel in a post COVID-19 world. Expect to read more updates about these important developments in our next issue.

Overall, our proactive approach to the challenges our industry faces will ensure our properties are well placed to weather the storm and bring long-term value to hotel owners, investors and all other key stakeholders in the brighter days we know lie ahead.

Thank you for your continued and much-appreciated support.

Graciously yours,

Suphajee Suthumpun,  
Group CEO, Dusit International

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# \$639 billion

The value of the wellness tourism market – which Dusit is poised to tap into with new wellness experiences (see page 18).

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# 15

Dusit's first hotel under its ASAI Hotels brand opened in Bangkok's Chinatown on 15 September 2020 (see page 22).

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# 10

Guests and customers will receive 10 points for every USD they spend under Dusit's reimagined loyalty programme, DusitLife (see page 9).

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# 8

Jean-Michel Dixte, Dusit's Global Vice President of Food & Beverage, shares eight ways Dusit plans to create sustainable value in the new normal on page 16.

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# 2

Dusit plans to open at least two Dusit-branded hotels per year in India from 2021 onwards (see page 4).

# Property Report

*Spotlight on new signings and developments*



## Dusit expands into India with strategic flag in Kolkata

Dusit has announced its expansion into India with a plan to open at least two Dusit-branded hotels per year from 2021 onwards in Tier I and Tier II cities – such as Mumbai, Delhi and Bangalore – as well as key leisure destinations throughout the country.

Alongside the recent signing of Dusit Princess Serviced Suites Kolkata, under a franchise agreement with the Jain Group, a leading Real Estate, Hospitality and Finance organisation based in Kolkata, Dusit is already in talks with other potential owners and is on course to conclude at least four more signings within the next 12 months.

Following a strategy to focus on quality hotel products that help owners maximise the value of their assets, Dusit's planned expansion includes exquisite palace conversions where it aims to uniquely combine its distinctive brand of Thai-inspired gracious hospitality with local customs and traditions to create luxury hotel experiences that deliver sustainable value for the wider community.

With India's fast-growing middle class expected to reach 583 million people – or 41% of India's projected population – by 2025, Dusit sees huge potential for its high-end offerings in this burgeoning market. Both franchising and management agreements are being explored.

Dusit Princess Serviced Suites Kolkata (comprising 42 three-bedroom units) is slated to open in Q2 2022 as part of Jain Group's high-end residential development project, Dream One, in a prime location near the green expanse of Eco Park, only five minutes by car from both the city centre and the airport.

Elite Havens, the leading provider of high-end vacation rentals in Asia, and a 100% subsidiary of Dusit International, also recently launched its operations in India with a presence in Goa.

Expect more information about Dusit's expansion into India in a future edition of Dusit Pulse.



## First stone laid for dusitD2 Samyan, Bangkok

Construction of the new dusitD2 Samyan, Bangkok hotel was officially marked with a traditional foundation stone laying ceremony on 1 July 2020.

Slated to open in 2023 on Si Phraya Road in Bangkok's Central Business District, the hotel will comprise 180 well-appointed guest rooms set over 25 floors. Signed under a hotel management agreement with Tian Teck Property Company Limited, it will be the first property in the city under the dusitD2 brand.

Among the hotel facilities will be a stylish lobby cafe, a rooftop bar, The HUB (function rooms), a swimming pool with children's pool, a Mexican pool bar, a fully-equipped fitness centre, and an all-day dining restaurant.



# Branding for the future: How Dusit has enhanced its Dusit Thani and dusitD2 brands for a new era of travel

*Newly created comprehensive design languages aim to present each hotel at the highest level of refinement and relevance to bring enduring value to Dusit Hotels and Resorts overall.*

Dusit's commitment to continuous improvement in all aspects of its operations ensures the company is always seeking ways to create greater value for hotel owners and other key stakeholders.

Recently, this has included carefully modernising two of its established brands – Dusit Thani and dusitD2 – to make them more contemporary, more competitive, and more appealing to new generations of travellers while retaining the distinctive hospitality heritage that existing customers know and trust.

With the 50-year-old flagship Dusit Thani Bangkok hotel temporarily closed for redevelopment as part of Dusit's landmark mixed-use project, Dusit Central Park, the company saw this as an ideal opportunity to modernise its longest-running brand and reinforce the high standards of luxury for which it is renowned.

At the same time, the company has also taken time to carefully enhance its upscale dusitD2 brand with a new suite of contemporary colours and carefully crafted language that signals the brand's high levels of design, and also its relevance to the modern lives of busy guests.

Working together with Pentagram, the world's largest independent design consultancy and creator of some of the world's most valuable hospitality brands, Dusit has also ensured that the brand enhancements carried out will subsequently bring value to all of its brands by positioning them as part of a wider, recognised and easily understood family of experiences. Tying them all together – the memorable promise: 'Always gracious.'

As part of the brand enhancement journey, Dusit Thani and dusitD2 have both received carefully crafted digital-ready logos which serve as new badges of pride. Brand languages have also been enhanced to communicate offers simply and fluently, from soft brand building to hard-working marketing.

Thoughtful, ready-to-use promotional language, easy-to-use communication templates, and a new set of image guidelines have all been rolled out to present each hotel in a distinctive and desirable way. And the results can be seen in just a couple of clicks at the brand new [dusit.com](http://dusit.com).

The launch of the redesigned website is one of the most important aspects of the brand enhancement exercise, as it serves as the most visible channel to showcase the new Dusit Thani and dusitD2 branding to customers worldwide.



The site's cleaner, modern interface, improved navigation and structure, stunning new photography, and updated content put the brand enhancements front and centre. And the striking design and carefully

crafted messaging works seamlessly across all devices.

To turn the brand enhancements into memorable stay experiences, new standards of interior design and guest and customer service have also been introduced at Dusit Hotels and Resorts worldwide.

"Our aim is to present both hotel brands in ways that are high-end, consistent, modern and authentic, and translate this into stay experiences that encourage loyalty and recognition," said Mr Michael Leong, Vice President, Marketing, Dusit International. "In doing so, we will continue to stay true to our roots, value our guests and customers, and show that we genuinely care about them in our communication and services. COVID-19 has been a huge blow to our industry, but we are confident that, by rolling out our brand enhancements now, our properties will be well-positioned to drive and maintain business when the international borders open and travel resumes once again."

## Logo evolution

Before

**Dusit**  
HOTELS & RESORTS



After

**Dusit**  
HOTELS & RESORTS

- Main font is less curly to modernise the feel.
- Sans serif font for the strapline is also more modern.

## The colours of success

New attractive and distinctive colour palettes represent a more modern approach to premium branding.



Before



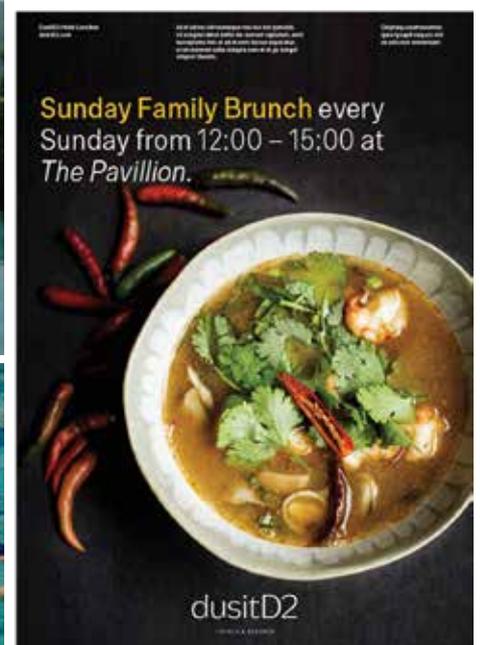
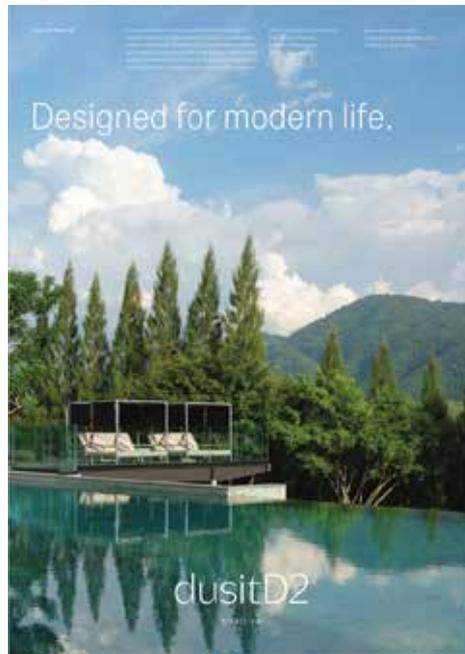
After

**dusitD2**  
HOTELS & RESORTS

- Slimmer main font offers a sleeker, modern feel.
- New all caps strapline is consistent with the other Dusit brand logos.



## Communicating hotel offers in style







Loyalty reimaged:  
Dusit Gold becomes

# DusitLife

*Designed to offer a more rewarding experience, Dusit's reimaged loyalty programme aims to foster a deeper relationship with guests and customers to drive increased spend at Dusit Hotels and Resorts worldwide.*

To enhance its competitive edge and offer even greater convenience, experience and value for guests and customers, Dusit is reimagining its loyalty programme – Dusit Gold – to offer a more rewarding experience under the new name, DusitLife.

Like Dusit Gold, DusitLife will offer three tiers of membership – to be named Silver, Gold and Platinum – with members entitled to a wealth of exclusive benefits and privileges at participating Dusit Hotels and Resorts and all Elite Havens luxury villas worldwide. This includes members only room rates, discounts on dining and spa treatments, exclusive offers from Dusit’s preferred partners, and much more.

Set to be launched before the end of the year, DusitLife will expand upon Dusit Gold’s solid foundation by introducing a new easy-to-follow points-based component. Members will be rewarded with 10 points for every dollar they spend during a qualified stay at any participating property.

Points will be redeemable for free nights, dining and spa experiences, and other lifestyle rewards. The more a guest or customer spends at a property, the greater the range of rewards and perks they can expect to enjoy as they accumulate points for redemption.

Members will be able to easily track their membership status and redeem their points in the official Dusit mobile app, or via the members’ portal on [dusitlife.com](https://dusitlife.com).

To ensure a seamless switchover to the new programme, existing Dusit Gold members will be added to the equivalent tier of DusitLife. This news will be attractively communicated to them via email using one of the programme’s new elegant and engaging templates. These templates have been carefully crafted to ensure that all messaging emphasizes the various distinctive lifestyle experiences guests can expect to enjoy at Dusit Hotels and Resorts worldwide. The aim is to drive regular visits for dining, relaxation, wellness and recreation as well as stays.



“DusitLife is being introduced to bring new levels of recognition to our guests and customers, and ensure we engage with them on a deeper level with a wider range of exclusive lifestyle experiences, both at our properties and also through the services of our esteemed partners,” said Ms Nataporn Donovanik, Director of CRM and Loyalty Marketing, Dusit International. “Providing benefits and privileges that increase in value based on three key criteria – frequency of stays, qualified spend, and points accumulation – the programme is geared to encourage our guests to visit more frequently, stay for longer, and spend more to rack up as many points as possible. Ultimately, this should lead to greater brand affinity, and greater revenue generation for Dusit Hotels and Resorts overall.”



## Exclusive benefits for hotel owners: DusitLife Pinnacle

Esteemed owners of Dusit Hotels and Resorts will enjoy instant access to an owners-only, premium tier of DusitLife called DusitLife Pinnacle.

Alongside the addition of new benefits such as extended late check-out (by four hours) and complimentary Club access, the DusitLife iteration of this exclusive tier will build on the previous Dusit Gold offering by allowing owners to accumulate points to redeem for free nights and other enriching rewards at Dusit Hotels and Resorts worldwide.

Expect more information to be sent to you as soon as the new programme is launched.

### Pinnacle benefits at a glance

- Dedicated member services line and check-in counter
- Welcome amenities
- Airline Frequent Flyer Programme Mileage (a choice of FFP or Points)
- Exclusive accommodation, dining and spa offers
- Special occasion discounts/credits
- Preferred partner offers
- Guaranteed Room upgrade at the time of reservation
- Room upgrade at check-in
- 48-Hour guaranteed room availability
- Complimentary minibar (Soft drinks & Juices)
- Complimentary breakfast
- Complimentary use of boardroom (2 hours per stay)
- Complimentary local landline calls
- Extended additional hours for check-out (+ 4 hours)
- 30% discount on Room (Up to 3 rooms per night)
- 30% dining discount
- 50% discount on all-day dining restaurant
- 30% discount on alcohol
- 30% discount on spa treatments
- 50% discount on laundry
- Complimentary Club access and benefits
- Redemption awards (Free nights, cash vouchers and more)



# The future of hotel F&B

*Jean-Michel Dixte*, Dusit's Global Vice President of Food & Beverage, on changing tastes and shifting consumer expectations following COVID-19.



The winds of change have never blown so fiercely – ripping and tearing through our communities, our businesses, and our lives – feeding on disruption in the midst of chaos, and leaving millions of people reeling in shock.

The food and beverage industry has been hit particularly hard by this COVID-19 storm. Normal restaurant operations have screeched to a halt around the globe, and many businesses have been forced to pivot their offerings in a bid to survive. Only pizza shops and other similar eateries already equipped to deliver and fulfil carryout service have come out of this relatively unscathed. For the vast majority, however, it's been a total disaster. And, sadly, many restaurants have closed never to return.

With the world now facing one of the worst economic crises on record, and millions of people in our industry losing their jobs, all indications are that the true consequences of the COVID-19 crisis are still yet to be felt, and more seismic shifts are yet to come – socially and economically.

What does this mean for the future of hotel F&B? Here are just a few of the challenges, trends, and key industry movements I expect to see following this unprecedented crisis – and an overview of what we plan to do to position our hotels and resorts for long-term value creation.



### Changing tastes in focus

Following the pandemic, I believe the wellness dining market will definitely keep rising, with wellness becoming more mainstream and popular across all levels of society. Eating and living with a conscience is going to become a strong part of the ethos of the food industry, and more businesses will take a greener and more sustainable approach to their operations.

The demand for green and sustainable business can be seen in the way communities have come together for mutual support during the COVID-19 crisis. 'Growing local' and 'buying local' are two key concepts which have come to the fore in these difficult times, and they will only continue to grow in popularity as people have fallen in love with this new-found connection in their lives.

Following the crisis, I believe the vast majority of people will choose to fuel their happiness by leading healthier lifestyles –

replacing any unhealthy eating and drinking habits they may have had with a better-balanced diet. Home cooking and street food will be major facilitators of this change.



### The impact of tech on service

Technology has infiltrated almost every aspect of our lives. Hardly a day goes by without a new gizmo or gadget arriving on the market with the promise to deliver even greater levels of comfort, convenience, control and connection. And it has changed the dining scene dramatically.

Today, customers can do almost anything with their smartphones – searching restaurants, writing reviews, booking tables, viewing menus, placing orders, and making payments via banks or with cryptocurrency.

Cloud technology and machine learning algorithms can both significantly enhance the efficiency of any restaurant operation and ensure services are best tailored to meet guests' needs. Artificial Intelligence will only become more prevalent in our industry over the next few years – and I can see it becoming a major part of live entertainment too.

### Social and economic factors affecting business

As business leaders pursue more cost-effective models, hotel companies will subsequently invest less in F&B operations and related manpower, and F&B programming may be reduced overall.

Quick Service Restaurants and Fast Casuals will take over the standalone market, each featuring minimum layers of staff – and requiring minimal skills – but still providing decent dining experiences in their related segments.

To compete, hotels will increasingly use high-speed ovens, sous vide techniques, and other versatile cooking machines and methods that offer consistent levels of performance while simplifying cooking processes, allowing for smaller kitchens, and requiring less staff.

Expediting such models will be the fact that sourcing quality staff will only become more difficult – especially for the mid- to high-end segments. Younger generations do not want to do



physical labour, at unsocial hours, for little money. They'd much prefer to make a YouTube channel or dance on TikTok for a legion of adoring fans.

As such, the luxury dining sector will become super niche – with table service led by staff who are skilled, knowledgeable, and passionate about their craft. Michelin Star chefs will become affordable by the 1% controlling the planet. High-end restaurants as we know them will become a thing of the past, remembered only by a few, Snowpiercer-style.

### **How can hotel restaurants respond?**

Having developed hundreds of concepts and operated quite a few throughout my career, I clearly see the need for a bar-dining concept that is focused on local street food and crafted drinks. I believe that F&B in hotels will start becoming more connected to local communities, especially street food culture, giving guests the opportunity to enjoy a genuine taste of each respective destination (which is one of the core concepts of our new ASAI Hotels brand – see page 22).

Following the COVID-19 crisis, the entire market will be more price-driven than ever before, and with consumers having less disposable income, affordable meals will be in high demand. People will also look for added value experiences – something that can bring loyalty to brands – and our hotels will respond accordingly.

As for branding, with consumers only buying from brands they can trust and really relate to, this will become more important than ever – especially when it comes to reassuring people about cleanliness and safety, and ultimately cementing competitive advantage.

### **Final thoughts**

It's important to remember we are now living in an experience-driven market in which people buy products or services to feel a certain way.

Providing them with high-quality guest rooms, food, and drinks is no longer enough. Customers want to live emotions; they crave experiences – especially personalised ones that will transport their senses to those different dimensions of happiness where indelible memories are made.

While technology is a great enabler of this personalisation, it can never replace the human touch which delivers the authenticity, warmth and genuine care that truly resonates with guests. Post COVID-19, this kind of service will become a real luxury, and I believe we will be looking for more of it to truly feel alive.

I also firmly believe that the true nature of success in the hospitality industry will be defined by our intentions. And in a world where extremes are prevalent, the victors will be those who always put genuine empathy, thoughtfulness, and emotional intelligence first. Which is exactly what we are doing at Dusit.

# Dusit's Post COVID-19 F&B strategy in focus

*Jean-Michel on eight ways Dusit plans to create sustainable value in the new normal*



## WELLNESS

An increased focus on health and well-being will translate into new menu concepts being rolled out at our in-house restaurants. Think nutritious food that is good for our guests – and our communities.



## FOOD DELIVERY

Where possible, food delivery services will be added as an additional revenue generator for our restaurants.



## SUSTAINABILITY

The deep and profound impact of COVID-19 is a stark reminder of how delicate our planet is and how quickly things can change. In line with our vision for sustainable growth, we will continue our mission to enhance our operations to make them greener and more efficient while also saving costs.



## KITCHEN EFFICIENCY

From creating our own high quality curry pastes at centralised kitchens in Bangkok, to simplifying cooking processes overall, we will continue to boost the efficiency of our kitchens to enhance speed and consistency, facilitate heightened hygiene and safety protocols, and reduce the required break-even point of each restaurant operation while maintaining the same high standards for which we are known.



## CIRCULAR ECONOMY

Where possible, we will pursue and implement 'circular economy' business models for our restaurants – including collaborating with local farmers to source high-quality ingredients while minimising waste.



## EXPERIENCE-DRIVEN DINING

With consumers seeking interactive experiences that engage them through multiple senses, experience-driven dining concepts will be central to our offerings. By focusing on local food culture, we aim to appeal to our broader communities and ultimately enhance revenue generation overall.



## TECHNOLOGY

Contactless service solutions such as digital menus and payment methods have already been implemented at our hotel restaurants. We are now exploring other ways we can use technology to enhance the guest and customer experience while optimising operational performance.



## EMOTIONAL INTELLIGENCE

Our unique brand of Thai-inspired gracious hospitality is one of our biggest differentiators. Our warm, caring and personalised service will continue to be central to our offerings in the new normal, ensuring our guests and customers can always make great memories with us.





### *About Jean-Michel*

*Jean-Michel Dixte, 46, was born in West Africa to a French father and a British mother. He grew up in France, the Middle East and the UK. His job in the hospitality industry has taken him to work in different continents with the Savoy Group, Hilton, Hyatt, Marriott, Accor, Four Seasons, Virgin Atlantic and allowed him to visit three quarters of the planet. He knows this business inside out as an operator, a developer, a strategist, and an entrepreneur. As Global Vice President – Food & Beverage for Dusit International, he is responsible for the group's entire food and beverage operations and development with the mission to deliver creative and meaningful dining experiences at all Dusit Hotels and Resorts.*



*Mr Paul Hawco,  
Corporate Director of Wellness*

Adding value through well-being:

## **How Dusit is positioning its properties to tap into the booming wellness market**

*New 'Devarana Wellness' concept plans to enrich  
each stay experience to the benefit of all stakeholders.*



**T**he world of wellness – a global economy that reached \$4.5 trillion in 2018 – has grown rapidly over the past decade as consumers of all ages have placed increasing value on health and well-being in their daily lives.

Wellness tourism has been a core driver of this growth – increasing from a \$563 billion market in 2015 to \$639 billion in 2017, or 6.5% annually, more than twice as fast as tourism overall (3.2%).

Following the COVID-19 pandemic, holistic health experiences are only expected to be in even higher demand, with travellers of all generations seeking stay experiences which are balanced and relaxed, calm and comfortable, and mindful too.

To leverage this, Dusit is set to launch a range of new wellness experiences under the banner of Devarana Wellness, which is dedicated to the preservation of Thailand's traditional healing wisdom and hospitality.

Employing the spirit of ancient Thai wellness principles and knowledge, the new concept is being developed by Dusit's recently appointed Corporate Director of Wellness, Paul Hawco.

Mr Hawco joined the company in May 2020 bringing with him more than 19 years of experience working for renowned luxury brands such as Rosewood, Jumeirah and Fairmont, across Canada, the Caribbean, the Middle East and Asia.

With the mission to develop and implement wellness strategies to enhance the position of Dusit's wellness products and services in the market, and ultimately drive top-line revenues and overall profitability at each Dusit-branded property, Mr Hawco has already begun rolling out concepts at Dusit Thani Hua Hin and Dusit Thani Pattaya with a view to creating a series of value-added experiences which will be launched at Dusit Hotels and Resorts worldwide.

“Inspired by Thai traditional medicine and featuring several advanced and innovative concepts, Devarana Wellness is designed to enhance our competitive advantage by making health and well-being key components of the overall guest and customer experience,” said Mr Hawco.

“From micro-experiences, such as the provision of holistic minibars and carefully curated self-care and grooming kits, to memorable wellness workshops, edible gardens, healthy cooking classes, the launch of new well-being packages for meetings and events, and the introduction of high performance coaches in-residence, wellness with Dusit is not about a singular interaction or service, but a range of offerings seamlessly integrated to help our guests achieve a calmer, happier state.”

Recent wellness activities and events at Dusit Thani Hua Hin, Dusit Thani Pattaya and Baan Dusit Thani highlighted domestic demand for such activities when specially arranged yogic dances, sound-bath healing sessions, and yoga classes by the beach attracted more than 70 guests each. Similar monthly events have been planned.



Alongside enhancing its spas and offering new holistic spaces for meditation, Dusit is also exploring the option to introduce comprehensive wellness retreat experiences in partnership with renowned medical practitioners. In Thailand, this would include the introduction of on-site clinics where guests can receive top nutritional and health advice based on professional screening services.



“Dusit appreciates the increasing health-conscious aspirations of its guests and holds a deep commitment to wellness,” said Mr Hawco. “Strategic collaborations like the one we are exploring in Thailand will only strengthen our capacity to provide the services and experiences consumers expect in the new normal, allowing us to reach deeper into the fast-growing market of wellness tourism and generate value for all our stakeholders.”

Multi-day stay packages which combine accommodation with fitness classes, yoga classes, sound-bath sessions, ice bath recovery therapies and other attractive wellness therapies will also be rolled out to attract this burgeoning market – all reached through hyper-targeted, online campaigns for maximum results.

Expect more information about these developments in a future edition of Dusit Pulse.





## The wellness market in focus

**\$639** billion

According to the Global Wellness Institute, Wellness tourism grew from a \$563 billion market in 2015 to \$639 billion in 2017, or 6.5% annually, more than twice as fast as tourism overall (3.2%).

**53%**

In 2017, international wellness tourists on average spent \$1,528 per trip, 53% more than the typical international tourist.

**22** million

China and India rank number one and number two for growth: adding roughly 22 million and 17 million wellness trips respectively from 2015-2017.

**89%**

The wellness tourism market includes two types of travellers: primary wellness travellers, who are motivated by wellness to take a trip or choose their destination based on its wellness offerings (for example, someone visiting a wellness resort or participating in a yoga retreat); and secondary wellness travellers, who seek to maintain wellness or engage in wellness activities during any kind of travel (for example, someone who visits a gym, gets a massage, or prioritises healthy food when they take a trip). The bulk of wellness tourism is done by secondary wellness travellers, who accounted for 89% of wellness tourism trips and 86% of expenditures in 2017.

Sources:

**Global Wellness Institute:**

<https://globalwellnessinstitute.org/industry-research/global-wellness-tourism-economy/>

**Global Wellness Summit:**

[www.globalwellnesssummit.com/2020-global-wellness-trends](http://www.globalwellnesssummit.com/2020-global-wellness-trends)

**BBC.com - How the wellness industry is taking over travel -**

<https://bbc.in/32nJslr>

# DUSIT OPENS ITS FIRST **ASAI HOTEL IN BANGKOK**, CHARTS EXPANSION OF THE **NEW BRAND** TO MEET THE CHALLENGES OF THE **NEW NORMAL**

Lean and sustainable hotel concept targets millennial-minded travellers seeking authentic local experiences – starting with ASAI Bangkok Chinatown.

**D**usit's first hotel under the ASAI Hotels brand has officially made its debut with the opening of ASAI Bangkok Chinatown in the heart of the city's renowned Chinatown district

Designed to link millennial-minded travellers with authentic local experiences in the world's most vibrant neighbourhoods, ASAI Hotels is Dusit's sixth hotel brand and represents the company's expansion into the affordable lifestyle segment of the lodging spectrum.

Drawing on Dusit's unique brand of Thai-inspired gracious hospitality, ASAI Hotels is positioned to offer lean-luxury by providing thoughtfully pared-back services while focusing on in-stay essentials. Large communal spaces featuring sustainable and locally

inspired lifestyle and dining experiences are central to its offerings.

With six hotels in the pipeline, the brand will initially serve domestic travellers seeking authentic experiences in Bangkok's historic Chinatown district and culturally rich Old Town. Another ASAI hotel will open within 12 months in Bangkok's stylish Sathorn district, followed by three ASAI Hotels in Cebu, the Philippines; one ASAI hotel in the old Yankin area of Yangon, Myanmar; and one ASAI hotel in Kyoto, Japan.

Dusit believes the ASAI Hotels concept is well-positioned to meet the challenges of a post-COVID-19 world, and deliver long-term value for hotel owners and investors seeking to operate smaller properties in denser urban areas, which allow for high footfall and traffic.





While the hotel has opened within an extremely challenging business climate, Dusit sees this as a good opportunity to demonstrate the strength of ASAI's experimental offerings in the domestic market. At the same time, Dusit will have the opportunity to identify service and operational elements which could potentially be adopted to enhance the efficiency of its other brands.

“With its highly agile management structure, streamlined designs, and limited personnel, the ASAI Hotels business model is compact, sustainable and efficient, and ultimately serves as a cost-effective, fitting solution for continuing to grow our business in the new normal,” said Ms Suphajeer Suthumpun, Group CEO, Dusit International. “In a competitive environment where retail estate is at a premium, we also believe the ASAI brand serves as an attractive proposition for owners seeking a condensed hotel solution whose smaller rooms, tech-focused approach, open lobbies and destination focused F&B – produced in collaboration with local restaurateurs and artisans – directly taps into the fast-growing market of millennial-minded customers to drive profit per foot.”

Opened on 15 September, ASAI Bangkok Chinatown features 224 thoughtfully compact rooms (ranging from 18 – 26 sq m). Each room's contemporary and clean design emphasises in-stay essentials, such as superior quality beds, high-pressure rain showers, luggage space, and a work desk with USB charging station. A large communal area, meanwhile, includes large and

comfortable work areas, a small gym, a bar highlighting craft beers and creative cocktails, a large courtyard with organic herb garden, and Jam Jam restaurant serving a creative twist on local and international favourites.

Located adjacent to Yaowarat Road, only 100 metres from Wat Mangkon MRT underground station, the hotel also puts guests in the heart of a vibrant neighbourhood renowned for its lively fresh markets, historic temples, traditional shophouses, hidden coffee shops and a vast array of streetside eateries.



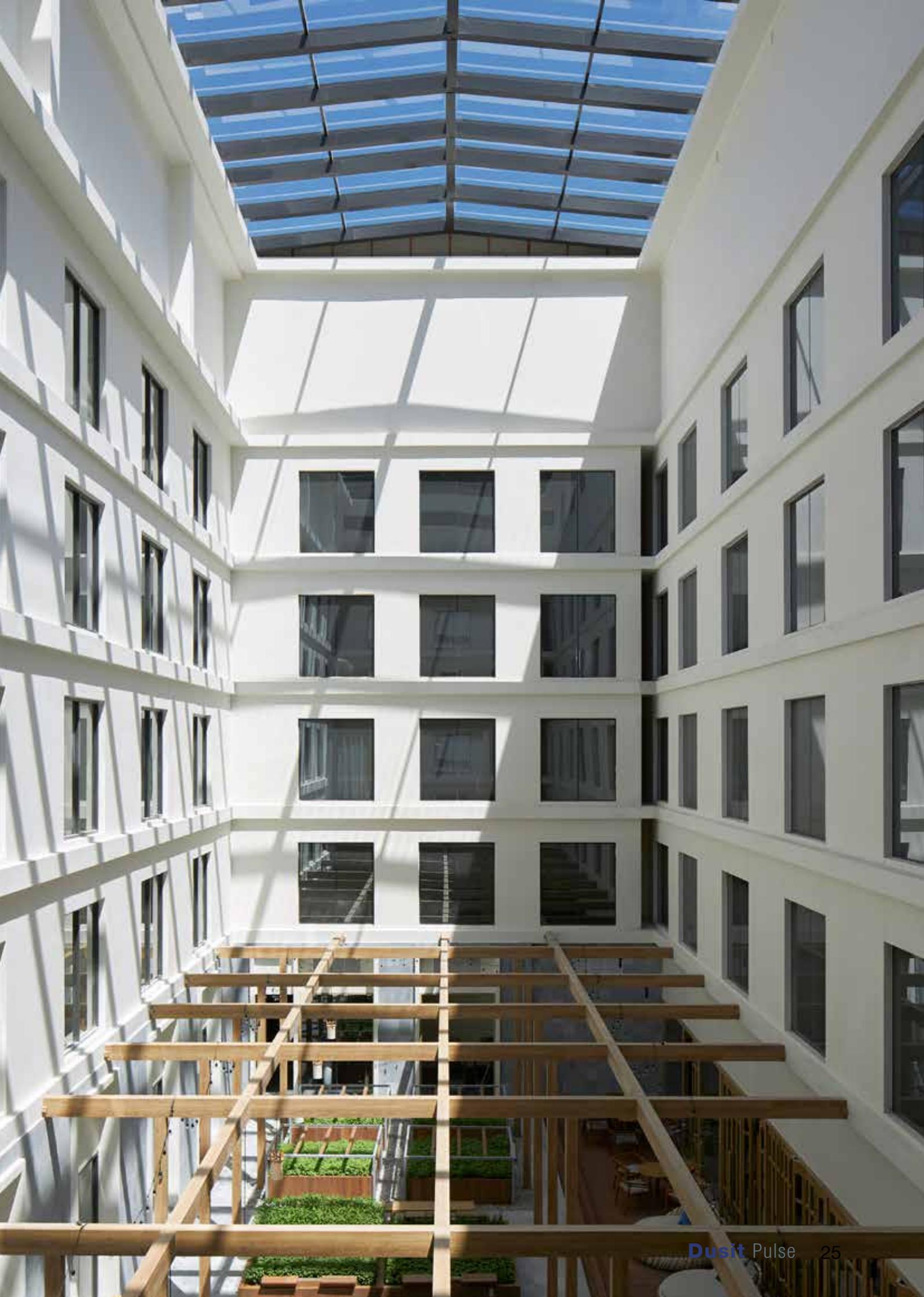
“Easily accessible and equipped to cater to the needs of all kinds of travellers, from solo and groups to business and leisure, ASAI Bangkok Chinatown has all the elements in place to appeal to the tastes of modern travellers who appreciate sustainability and who want to experience the true essence of a destination,” said Mr Siradej Donavanik, Managing Director, ASAI Holdings Company Limited, which operates

ASAI Hotels. “As the only international hotel chain in this area of the city, we have a strong advantage here. And we look forward to leveraging this to become a hub of the community – offering highly comfortable, affordable stays for our curious and dynamic guests, and serving as an attractive and happening venue for dining, working and relaxing for Bangkokians at large.”

Expect a more in-depth look into the ASAI Hotels brand in our next issue, when we explore how the brand is positioned to meet growing customer demand for experiential offerings, and ultimately provide opportunities for owners and investors in the affordable lifestyle segment of the hotel industry.

For more information, please visit [asaihotels.com](http://asaihotels.com)





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