



# Warm Greetings from Dusit International

*Welcome to Dusit Pulse 2021 – issue one*



Our first issue of the year arrives with the good news that vaccination programmes are now being rolled out in key destinations worldwide, bringing much-needed relief to those who need it most, and kick-starting a wave of recovery for our hard-hit industry.

Last year, of course, was one of the most challenging years in our history as a company. But as I reflect on 12 months of unprecedented change across all sectors, I am heartened to see how our global teams united to protect the welfare of our stakeholders and maintain the sustainability of our hotel operations overall.

From launching new facilities and services (such as Dusit Care – Stay with Confidence; see the bottom of page 7) to enhancing our processes to meet the demands of the new normal, we swiftly adapted, reacted to, and anticipated change to position our properties for success in the post-pandemic world.

This included taking a deep dive into our customer journeys, product offerings, branding and online presence, and updating, reimagining and retooling where necessary for maximum efficiency and effectiveness.

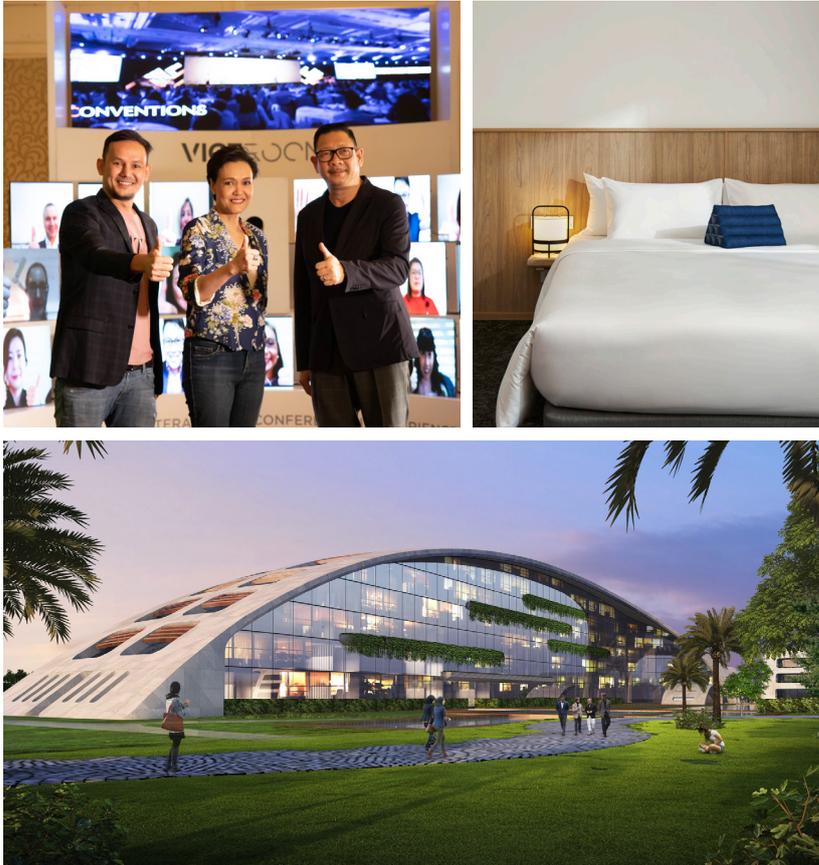
Continuing our commitment to sustainable expansion in strategic locations with strong growth potential, we also succeeded in opening five new properties – dusitD2 Salwa Doha, Dusit Beach Resort Guam, ASAI Bangkok Chinatown, Dusit Thani Wellness Resort Suzhou, and Dusit Thani Laguna Singapore – and signed to manage upcoming properties in India and Japan.

This year, we will take the same proactive approach.

We will continue anticipating global trends and transforming our services to meet the shifting demands of guests and customers. And we will seek to seize every opportunity to generate revenue, cement our competitive advantage, and bring enduring value to all our partners.

Dusit International's Chief Operating Officer, Mr Lim Boon Kwee, explains more about our distinctive approach on pages 6-9, where he discusses some of the trends shaping the nature of our industry, and how we have responded thus far.

Travel and tourism may face a long road to recovery, but you can rest assured we will do our utmost to lobby for effective solutions to get the industry moving wherever we have a presence. In Thailand, this has included working with government agencies and other parties to introduce new models for sustainable MICE tourism, including virtual meeting solutions (see page 10).



As ever, in all of our endeavours, the health and safety of our guests, customers, employees and communities will always come first. And we will do everything we can to maintain guest and customer confidence, and ensure our properties are ready to bounce back strongly as soon as international travel resumes.

If there are any topics you would like to see covered in a future issue of Dusit Pulse, please just let us know. We would be delighted to accommodate your request.

In the meantime, take care, keep safe, and stay healthy.

Thank you for your much-appreciated support.

Graciously yours,

Suphajee Suthumpun,  
Group CEO

#### This issue in numbers

# 55,000

Over the past five years the affordable lifestyle brand sector more than doubled to 55,000 rooms worldwide. (See page 15).

# 198

Dusit Thani Laguna Singapore – the first Dusit-branded property in the island nation – has officially opened its doors with 198 tastefully-decorated rooms and suites. (See page 4).

# 100

New hybrid meeting solutions at Dusit Hotels and Resorts in Thailand include access for up to 100 remote participants. (See page 10).

# 87.91

In 2019, some 87.91 million people visited Kyoto, an increase of 2.86 million on 2018. (See page 11).

# 72

72% of travellers believe that people need to act now and make sustainable travel choices to save the planet for future generations. (See page 7).

# Property Report

*Spotlight on new signings and developments*



## Dusit Thani Laguna Singapore makes its grand debut

*Luxury resort opens in the heart of the renowned Laguna National Golf & Country Club.*

**D**usit Thani Laguna Singapore – the first Dusit-branded property in the island nation – officially opened its doors to guests on 4 December 2020.

Comprising 198 tastefully-decorated rooms and suites, plus eight pavilions with private pools, the resort enjoys the distinction of being the first in the country to offer direct access to a golf club – in this case, the esteemed Laguna National Golf & Country Club, which, after almost 27 years of operations, recently completed a multi-million-dollar facelift.

Located only 10 minutes by car from Changi International Airport and 15 minutes from downtown, the new resort lies at the heart of the course. The elegant property is designed to cater to business and leisure travellers (and avid golfers, too, of course) and meet their needs from a wellness and destination getaway perspective.

Alongside access to Laguna National Golf & Country Club's renowned Masters and Classic championship golf courses, guests also have access to a 24-hour gym, three tennis courts, three swimming pools, a nine-hole putting green by Nicklaus Design, Laguna Practice powered by Toptracer driving range, and Devarana Wellness.

Current dining facilities include Greenhouse all-day dining; Tee Deck alfresco pool bar and grill; Legends Bar; and Dusit Gourmet. The restaurants are supported by an onsite garden planted with a selection of herbs, vegetables and fruits. A series of wellness menus are also offered featuring nutritious and balanced dishes for those seeking to maintain a healthy diet.

Positioned to become a leading venue for corporate functions, weddings and private social events, the resort also offers a spacious boardroom, three meeting rooms, three large event lawns, and a luxurious pillarless ballroom with capacity for 520 guests, depending on distancing requirements.

Nearby attractions for business and leisure include Changi Business Park, Singapore Expo, the Tampines business district, Marina Bay, Raffles Place, Orchard Road, and Sentosa Island. All can be reached within 20 minutes by car.

To ensure guest safety in the new normal, heightened cleaning protocols, contactless registration, digital in-room menus, and mobile payment methods are just some of the services and facilities in place alongside the full range of Dusit Care – Stay with Confidence services.



## Dusit expands into Japan with signing of Dusit Thani Kyoto

*Luxury hotel is slated to open in the heart of the city in September 2023.*

Dusit has signed a hotel management agreement with Yasuda Real Estate Co., Ltd., a community-focused property developer based in Tokyo, to operate the luxury Dusit Thani Kyoto – its first Dusit-branded hotel in Japan.

Signed through D&J Co., Ltd., a subsidiary of Dusit International based in Tokyo, the historic deal reflects Dusit’s commitment to sustainable expansion by bringing long-term value to its local communities through creating jobs, contributing to the economy, and encouraging responsible tourism.

Located in the heart of the city, only 850 metres from Kyoto Station in the Honganji

Monzen-machi district, the new property will comprise approximately 150 rooms set over four floors. Facilities will include a Thai-themed all-day dining restaurant, a Japanese specialty restaurant, a lobby lounge and bar, function rooms, a health club equipped for fitness, and wellness facilities.

Guests will enjoy easy access to nearby attractions such as Higashi Honganji Temple, Nishi Honganji Temple (a UNESCO World Heritage Site), Kyoto Tower, and Kyoto Aquarium. Gion, the city’s most famous Geisha district, is only 10 minutes away by train, while Nishiki Market, a lively shopping and dining street known as ‘Kyoto’s Kitchen,’ can be reached in 15 minutes.

In 2019, some 87.91 million people visited Kyoto, an increase of 2.86 million on 2018. While international tourism is currently paused in line with travel restrictions to prevent the spread of COVID-19, Dusit’s management expects the city will quickly regain its status as a major tourism hub when people are free to visit Japan once again.

“We are delighted and honoured to have the opportunity to work with Yasuda Real Estate Co., Ltd. to bring our unique brand of Thai-inspired gracious hospitality to Japan for the first time,” said Ms Suphajee Suthumpun, Group CEO, Dusit International. “Continuing our strategy for sustainable expansion, the signing of Dusit Thani Kyoto serves as a major milestone for our company. It also highlights our confidence in the strength and resilience of Japan’s travel market and its ability to bounce back strong after all the current challenges. Kyoto is a wonderful destination, rich in history, heritage, and culture, and we look forward to embracing this in our operations while doing our utmost to deliver long-term value for all stakeholders.”

Mr Masahiro Nakagawa, President, Yasuda Real Estate Co., Ltd., said, “Our company prides itself on developing projects which not only celebrate cultural and natural heritage, but which are also positioned to deliver social and economic value far into the future. With a locally inspired design and unique blend of Thai and Japanese hospitality traditions, Dusit Thani Kyoto will be ideally positioned to deliver a truly distinctive stay experience in the heart of the city. We are delighted to partner with Dusit for this very special project.”



# Hospitality 2021

*Five trends shaping the future of our industry – and how Dusit is poised to leverage them*



*Mr Lim Boon Kwee  
Chief Operating Officer*

COVID-19 may have thrown the entire hotel industry into chaos, but with vaccine programmes now being rolled out worldwide, brighter days are on the horizon, and the worst of the storm will pass. Global travel will eventually resume, and guests will be seeking well-deserved – and long-overdue – escapes in their favourite destinations.

Until then, Dusit will continue to lay foundations to meet the ever-shifting needs of guests in a post-COVID-19 world – innovating and collaborating locally and globally while enhancing its overall operations to bring long-term value to all stakeholders.

Here, Dusit International’s Chief Operating Officer, **Mr Lim Boon Kwee**, reveals five key industry trends that will shape the future of hospitality business, and how the company is positioned to leverage them to maximise revenue at each Dusit-branded property – this year and beyond.

### Sustainable and responsible travel the way ahead

“The onset of the COVID-19 pandemic has shone a spotlight on the importance of sustainability and highlighted our responsibilities as global citizens. In fact, the fragile nature of our planet has never been more evident, and travellers want to act accordingly.

“A sustainable travel report recently released by Booking.com, one of the world’s leading digital travel platforms, showed that almost three quarters (72%) of travellers believe that people need to act now and make sustainable travel choices to save the planet for future generations. Seventy per cent of travellers also said they are more likely to book a hotel knowing it is eco-friendly, whether they were looking for a sustainable stay or not.

“With this trend in mind, we have eradicated the use of certain single-use plastics at our properties, teamed up with local partners in several destinations to offer local tours that directly benefit our communities, and begun sourcing ingredients from local farms where possible. Some properties have even started growing their own herbs and vegetables.

“In line with the UN’s Sustainable Development Goals, we will continue to evaluate steps that can be taken to make each of our

properties more sustainable, and ultimately deliver enduring value for owners, guests, customers, employees, and our broader communities.”

### Holistic wellness key to success

“Before COVID-19, wellness was already emerging as one of the biggest consumer spending opportunities in decades, and this is only expected to accelerate as people seek to lead healthier lifestyles in the post-pandemic world.



“To leverage this renewed focus on well-being, this year we will 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, who brings with him more than 19 years of experience working for renowned luxury brands such as Rosewood, Jumeirah and Fairmont.

“By providing unique ways for people to stay active and healthy – such as morning yoga sessions, evening sound bath therapies, in-room videos offering meditative breathing exercises, and the provision of personalised healthy food menus – we will make our guests feel extra special and cared for, and ensure our properties stand out from the competition.

“‘Micro-moments’ weaved into our services, such as mini-aromatherapy sprays on arrival, will create memorable guest experiences, while strategic partnerships with well-established wellness providers will allow us to provide fitness and other activities with minimal costs involved.”

### Safety, Convenience, Experience, and Value here to stay

“Safety, Convenience, Experience and Value formed the heart of all our offerings in 2020. This year, we will continue doing everything we can to maintain guest and customer confidence and deliver the safe and high-value experiences they are looking for. This includes the continuation of our Dusit Care – Stay with Confidence services (such as flexible check-in, and anytime breakfast); the provision of safe, locally inspired experiences; the introduction of new wellness-focused offerings (as outlined above); and



enhanced use of technology to provide more personalised services.”

### Increased personalisation expected

“Work from home and social distancing measures have accelerated the use of mobile apps for personalised shopping and food delivery.

As people begin travelling again, high levels of personalisation will be increasingly expected as part of the entire guest journey – from booking through to check-out, and particularly during the stay itself.

“To meet these demands, and in line with our mission to always exceed expectations, we have redefined our unique brand of Thai-inspired gracious hospitality to comprise four new pillars that better reflect the nature of our industry in a post COVID world – Personalised Service, Well-being, Locality, and Sustainability.

“Throughout the year, we will enhance our operations in each of these areas to deliver the personal attention and special care that guests expect of our brands while simultaneously meeting their new needs and wants – online and off.

“To better tailor our services and delight our guests, this includes the upcoming roll out our enhanced loyalty programme under the new name of DusitLife. This will feature a new points-based component to engage our guests on a deeper level with a broader range of exclusive lifestyle experiences aligned with their interests.

“Ultimately, the personalised programme is geared to encourage our guests to visit more frequently, stay for longer, and spend more to accumulate as many points as possible. This should lead to greater brand affinity, and greater revenue generation for Dusit Hotels and Resorts overall.”

### Virtual meetings will continue

“With environmental pressure against flying growing rather than shrinking during last year’s lockdowns, and with most companies seeking to control costs, business travel is expected to return at a much slower pace in the post-COVID 19 world. Until widespread vaccination has taken place and international travel restrictions are lifted, virtual/hybrid meetings will continue to flourish, offering a safe, practical, convenient, cost-effective, and environmentally friendly way of bringing people together.

“Booking.com’s Future of Travel survey for 2020 showed that 63% of travellers want hotels to ‘use the latest tech’ to ensure safety. And 64% of travellers feel tech ‘will be important in controlling health risks.’ As you’ll see on page 10, we have fully embraced tech to facilitate safe and environmentally friendly meetings at our properties in Thailand. We will continue to seek similar solutions for our international properties.

“At the same time, we will seek to maximise business from local markets and drive ancillary revenue to offset the drop in the corporate segment as much as possible. Hyper-localised marketing campaigns and innovative accommodation packages will be central to this.”







# The future of MICE business is here

*Dusit partners with Pixel One to provide safe, dynamic and affordable solutions for virtual and hybrid meetings in Thailand.*

**D**usit's commitment to leading market recovery in its various destinations has seen the company exploring ways to stimulate demand and plan for future growth by exploring new business and service models that meet the shifting needs of customers in the new normal.

As part of this approach, the company has teamed up with innovative Bangkok-based event management company Pixel One Production Co., Ltd – which specialises in audio-visual production solutions for MICE business – to deliver new services for virtual and hybrid meetings at Dusit Hotels and Resorts throughout Thailand.

The new services, collectively dubbed VICE ROOM (Virtual Interactive Conference Experience), see Dusit's hotel meeting rooms transformed on demand into high-end recording, live-streaming and presentation studios for worldwide broadcasting. A multi-screen video wall allows for real-time interactions with remote event participants, while a green screen backdrop can be incorporated for high-definition virtual backgrounds. Dedicated professional event specialists are also on hand to ensure swift and seamless connectivity.

Officially introduced recently as part of a special event held at Dusit Thani Hua Hin for travel industry specialists and representatives from the Tourism Authority of Thailand and the

Thailand Convention and Exhibition Bureau (see the box story on the right), the VICE ROOM debut demonstrated how meetings can be held safely, sustainably and economically in the new normal. Dusit employees from overseas joined the presentation and could be seen interacting with Dusit's Group CEO, Ms Suphaje Suthumpun, in a group conversation facilitated by Future One's high-tech set-up. Ms Suthumpun believes that hybrid meetings models will be essential for stimulating MICE business in a post COVID-19 world.

"The COVID-19 outbreak has brought major shifts to ways we live our lives, with measures such as social distancing making it very difficult for people to meet in person," said Ms Suthumpun. "Our strategy to meet these changes, and the subsequent shifts in consumer preferences, is to offer convenience, experience and value at every opportunity. This includes collaborating with others to offer innovative solutions which we hope will benefit our industry at large while bringing sustainable revenue to our properties."

Dusit's partnership with The Pixel One Production aims to achieve this by combining its solutions for socially distanced meetings and seminars with the expertise and renowned hospitality of the Dusit Events team.



"Ultimately, our services will serve as a one-stop, affordable shop for safe, efficient and highly engaging hybrid meeting models and solutions," said Ms Suthumpun. "And these will be available at all Dusit Hotels and Resorts in Thailand, and also for offsite events catered for by our team."

Pixel One's connected systems and technologies, including a curved wall of high-definition screens that can simultaneously display up to 100 remote participants, enable real-time interaction and ensure information and content are relayed quickly and efficiently for effective outcomes.

Hybrid meeting packages at Dusit Hotels and Resorts in Thailand, including a VICE ROOM set up for up to 100 remote participants, start at THB 90,000 (USD 2,970) for a one-day set up.

Similar solutions are now being explored for Dusit Hotels and Resorts worldwide.



## Responsible travel the way ahead

Dusit introduced its new solutions for MICE business in a special event called 'Listen to the Earth in Silence' at Dusit Thani Hua Hin.

Arranged in partnership with silent live concert specialists Sounds of Earth, the Tourism Authority of Thailand (TAT), the Thailand Convention and Exhibition Bureau (TCEB) and the Thai Chamber of Commerce, the event showcased how hotels and resorts can sustainably host events with low-impact travel methods, considerate use of technology, community-focused activities, and distinctive shared experiences that celebrate art, culture and the environment while allowing for social distancing.

Attended by travel industry specialists and high-ranking diplomats, the event featured a 'carbon-saving' private train journey from Bangkok (with a healthy lunch catered for by Dusit Events), a CSR activity to release baby blue swimmer crabs to the wild, a live-yet-silent beachside concert hosted by Sounds of Earth using its state-of-the-art wireless headsets, and a showcase of Dusit's new MICE solutions.

Arranged in line with TCEB's MICE Venue Hygiene Guidelines, the programme fully demonstrated how hotels can bring together crowds without compromising safety and well-being, and also contribute to the development of quality tourism by promoting responsible travel too.

# Dusit reimagines its marketing strategy for the new normal, begins offering immersive guest experiences with benefits for all stakeholders

*'Collaboration, Integration, and Contribution' form the heart of Dusit's recovery strategy in the post COVID-19 business environment.*



Recognising the deep and profound impact that the global COVID-19 pandemic has had, and continues to have, on the global tourism and travel industry, Dusit has introduced three new strategic pillars which will align the company's efforts to drive revenue, deliver social value, and meet the shifting demands of consumers in the new normal.

The new pillars – namely Collaboration, Integration, and Contribution – will see the company establish new partnerships to co-create value beyond its current scope and reach; cultivate greater synergies between its various business units; and create new meaningful guest experiences that contribute to the preservation of the environment, culture, and local communities in its various destinations while also delivering revenue to its properties.



To kick-start the strategy, Dusit has partnered with Local Alike, an online social enterprise dedicated to the sustainable development of Thai rural communities through responsible tourism, to offer a range of educational tours aimed at young families seeking more meaningful experiences during their stays.

Immersing participants in the lives, culture and cuisines of indigenous communities around Thailand, such as the Tai Lue hill tribe in Chiang Mai and lobster farming communities in Phuket, these experiences are offered under the banner of Dusit Local Explorer.

To develop the partnership even further, Dusit plans to

leverage its own resources to provide hospitality and service training for the various communities so they can enhance their skills and learn how to sustainably welcome visitors. Volunteers will come from Dusit Hotels & Resorts as well as Dusit Hospitality Education.

“Consumer behaviour has changed dramatically during COVID-19 and it’s essential that we change our strategy and pivot our operations to meet their needs as much as possible,” said Ms Suphajee Suthumpun, Group CEO, Dusit International. “Recognising the accelerated shift from buying things to buying experiences, as well as a clear focus on safety, wellness, sustainability and flexibility, we have spent the last six months enhancing our operations to deliver not only officially certified, heightened standards of hygiene and cleanliness, but also extra convenience, experience and value in line with these key areas.

“The rollout of our three new strategic pillars – Collaboration, Integration, and Social Contribution – will now allow us to align our efforts even further, and drive revenue creation that will benefit our broader communities too. Our partnership with Local Alike signals our strong commitment in this regard, and we are delighted to join them in their mission to find unseen communities and develop them into sustainable tourism attractions that delight visitors and locals alike.”

The Dusit Local Explorer programmes are available now at Dusit Hotels and Resorts in Bangkok, Chiang Mai, Hua Hin, Khao Yai, Krabi, Pattaya, and Phuket.

To cater to the experiential needs of the luxury segment, Dusit has also teamed up with bespoke tour providers in Chiang Mai, Hua Hin, Pattaya and Phuket to provide exclusive end-to-end excursions packaged as The Ultimate Dusit Experience. A private vineyard tour, a luxury sunset yacht cruise, and a visit to a flower field with a professional photographer are among the experiences offered as part of packages which also include room, breakfast, dinner and more.

Similar partnerships and local experience packages are now being explored for Dusit’s international properties.

More details about the current packages are available at [dusit.com/specialoffers](https://dusit.com/specialoffers).

# How **ASAI Hotels** is positioned to meet growing consumer demand for experiential offerings – and deliver a sustainable expansion path for new and seasoned owners alike

*Debuting in September 2020 with the opening of ASAI Bangkok Chinatown, Dusit's new brand for millennial-minded travellers serves as a cost-effective solution for property owners seeking to open attractive lifestyle hotels with minimal investment.*



Mr Siradej Donavanik  
Managing Director, ASAI Hotels

According to research released earlier this year by American commercial real estate services company, Jones Lang LaSalle, over the past five years the affordable lifestyle brand sector more than doubled to 55,000 rooms worldwide. The largest growth posted was in the Americas, with total rooms increasing by 40% since 2015. Europe, the Middle East and Africa posted 6% growth; while Asia/Pacific posted a 15% rise in the segment. The latter region also has the greatest number of affordable lifestyle properties in the pipeline, pointing to its growth potential.

To tap into this burgeoning market, which is expected to accelerate following significant shifts in consumer behaviour driven by the COVID-19 pandemic, Dusit introduced its ASAI Hotels brand this September with the opening of ASAI Bangkok Chinatown (which you can read about in the September issue of Dusit Pulse).

Five more ASAI Hotels are already in the pipeline – one in Bangkok’s stylish Sathorn district, three in Cebu, the Philippines; one in the old Yankin area of Yangon, Myanmar; and one in Kyoto, Japan. All are set to open within the next two-to-three years.

Providing a move away from conventional design (that is, focusing less on guest rooms, and more on carefully crafted public spaces such as the lobby, hotel bar, food and beverage, organic gardens, wellness areas, and the like), affordable lifestyle hotels such as ASAI not only create a point of difference compared to traditional hotels, but they are also supported by a strong business case – especially for investors looking for a cost-effective way to enter the hospitality business, and for seasoned owners seeking to convert existing properties in denser urban areas (with smaller rooms allowing for flexibility and lower development costs).

To learn more about how ASAI Hotels can bring sustainable value to property owners and investors, Dusit Pulse spoke to **Mr Siradej Donovanik**, Managing Director, ASAI Hotels, who shared his comments in the following four areas.



## 1. A template to meet future demand

“Look at any recent study, and you will see that travellers of all ages are increasingly demanding affordable experiential offerings – not only millennials but the mature generations too. They crave authentic interactions with both local and other guests, and close proximity to genuine local experiences away from the usual touristy areas.

“ASAI Hotels have been designed to provide this, delivering creative communal spaces where guests can mingle and share their experiences, with a design template that can easily be implemented in smaller properties that may not be ideal for our legacy brands.

“Our thoughtfully compact rooms focus on the essentials – including high-quality beds and a powerful shower – so we can offer lean luxury at an affordable price. On top of this, seamless, entertaining experiences created through design and technology focus completely on what the target market wants from its Instagram-worthy travel experiences.

“Our large communal areas provide plenty of space for special locally inspired events, which can be arranged to meet current tastes and trends, ensuring we are always ready to meet demand, both from domestic and international travellers and the local community.”





## 2. Lower capital investment required

“The smaller footprint of ASAI Hotels ensures our properties can be developed quicker, and become operational faster, than a more expansive property. With thoughtfully pared-back facilities and less staff, they cost less to operate too.

“With the average room size maxing out at 22 sq m, ASAI Hotels are designed to focus on ancillary features that drive greater food and beverage spend – such as communal areas for work and play, and a wellness-focused restaurant concept with regular pop up events.

“With real estate at a premium, our new brand ultimately serves as an effective way to develop sleek, highly efficient hotels in dense city locations to drive profit per square foot.”

### 3. A more dynamic business model

“As mentioned above, ASAI Hotels focus on the essentials, with streamlined and hyper-efficient operations. While rooms may be smaller than traditional hotels, and we have only one restaurant on site, most travellers are willing to accept this as long as they have easy access to local attractions and feel like they are part of the community.

“The large communal space at the heart of each ASAI Hotel serves as an ideal canvas to foster this feeling. And we will carefully develop each property to become a genuine community hub that offers an attractive place to eat, work, rest and play for visitors and locals alike.

“Our focus on sustainability, and provision of activities to enhance physical and mental well-being, speak to the modern needs of consumers, and ensure we are positioned for maximum revenue generation.

“The fact that ASAI Hotels are developed to provide an insider’s look at a location also has a distinct advantage as a branding strategy, and we will leverage this to the full via our content-rich, online platform, [asai.com](http://asai.com).”



### 4. A wider consumer base

“ASAI Hotels has the capability of appealing to business travellers and leisure travellers – both domestic and international – as well as local diners. As such, we are able to tap a wide customer base and tailor our offerings to target specific segments as and when appropriate.

“Despite the ongoing challenges posed by the COVID-19 pandemic, for example, ASAI Bangkok Chinatown has still successfully attracted several domestic companies seeking to safely bring their teams together for memorable events and sharing sessions – which our flexible, spacious common area is well-positioned to cater for.

“On December 18 – 19 last year, this included more than 100 delegates from Microsoft Thailand, who stayed at the property for a weekend of workshops and local explorations.

“Highlighting the versatility of our product, we also host special dinner and lifestyle events most weekends, driving ancillary revenue while keeping the hotel top of mind.

“With its streamlined designs, targeted offerings, and highly agile management structure, the ASAI Hotels business model ultimately serves as a cost-effective and sustainable solution for continuing to grow hotel business in the new normal.

“The brand’s success will also benefit all brands in our portfolio as we will seek to adapt and implement some of our solutions to enhance the efficiency of all our hotel operations, ultimately creating enduring value for all stakeholders.”



For more information about ASAI Hotels and its upcoming properties, please visit [asaihotels.com](http://asaihotels.com).

**Dusit**  
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