

Media Contact:

Yingrekha Langulasena | Corporate Director – New Media & Communications | Dusit International
Tel: +66 (0) 2200 9999 ext. 3320 | Fax: +66 (0) 2636 3549 | Email: yingrekha.lg@dusit.com

Thitiporn Wongpakawat | Corporate Public Relations Coordinator | Dusit International
Tel: +66 (0) 2200 9999 ext. 3321 | Fax: +66 (0) 2636 3549 | Email: thitiporn.wp@dusit.com

Dusit International Showcases Hotels and Resorts in China

Bangkok, September 28, 2012 – Dusit International is staging a major roadshow in China and Hong Kong aimed at the travel trade and MICE markets from 19 – 28 September 2012. Led by James Ramage, Assistant Vice President - Sales, Dusit International, the timely promotional initiative that aims also to consolidate partner relationships while gaining brand exposure in the market, features the group's widely acclaimed hotel and resort properties including those in Thailand, Maldives, the United Arab Emirates, and Egypt.

"The Dusit brand, long synonymous with the highest standards of comfort and service in luxurious settings, is poised to increase its regional and international presence with an aggressive development strategy well underway," explained James Ramage.

"That programme has already been bolstered by the recent appointment of Dennis Lee as the new Regional Director of Sales in the Hong Kong sales office and who brings more than 18 years of wide ranging hospitality sales management experience to his new role. A new Director of Sales has also been appointed to the China Sales Office. The current roadshow serves not only as a potent sales tool, but also reinforces the Dusit brand which is set to be boosted even further with the opening of two new properties in China – the Dusit Thani Hainan and Dusit Devarana Hainan. Both properties, while encapsulating the Dusit Thani experience also include

extensive world-class meeting facilities designed to respond to the ever growing demands of a MICE market seeking new and exclusive destinations. The Dusit Thani Hainan and Dusit Devarana Hainan are scheduled for an operational debut in 2013," added the Assistant Vice President – Sales.

Dusit International views China as one of the key growth markets globally, Chinese arrivals to Thailand during the first six months of 2012 were reported as more than 1,124,00 by the Thailand Ministry of Sports and Tourism, making it the most important inbound tourism market for the Kingdom. Significantly, during the same period, Dusit International enjoyed a dramatic increase in the number of Chinese guests – up almost 67.27 per cent over a similar period in 2011. Bangkok, Pattaya, Phuket, Hua Hin, Chiang Mai are all popular destinations for Chinese visitors while in other markets served by Dusit International hotels and resorts, such as Dubai, Abu Dhabi, and more recently, the Maldives, the importance of the Chinese tourism market continues to increase.

Travellers from Hong Kong have long been a significant contributor to the inbound arrivals to Thailand. The Kingdom is currently rated one of the top preferred destinations for Hong Kongers with their arrival numbers estimated to reach more than 450,000. Overall, the average stay in Thailand for a visitor from Hong Kong is 6.54 days, with average daily spending of 5,599.70 baht. They are expected to spend an average of around 37,000THB per trip on luxury items and services, and more than 80% of Hong Kong arrivals are repeat visitors. New market trends responding to the increasingly discerning needs of the Hong traveller focus on Health and Wellness, Fly and Drive, Wedding and Photography and Golf.

Photo caption

Photo 1 - James Ramage, Assistant Vice President – Sales, Dusit International



Photo 2 - Dennis Lee, Regional Director of Sales, Hong Kong sales office, Dusit International



Note to editor: Dusit International has more than 60 years' experience in the hotel and hospitality field. Founded in 1949 by Honorary Chairperson Thanpuying Chanut Piyaoui, whose first hotel was the Princess on Bangkok's New Road, Dusit International has since acquired a unique portfolio of distinctive hotels, building upon Thai culture and tradition to create a personalized welcome for all guests made distinctive under the Dusit International brand promise; the delivery of an 'experience that enlivens the individual spirit, no matter the journey'.

Dusit International comprises four hotel brands: Dusit Thani, dusitD2, Dusit Princess, and Dusit Devarana. It also operates Dusit Residences and its own signature Devarana Spa.

WORLDWIDE PROPERTIES

Dusit Thani Hotels & Resorts:

Dusit Thani Bangkok, Thailand
Dusit Thani Hua Hin, Thailand
Dusit Thani Pattaya, Thailand
Dusit Thani Laguna Phuket, Thailand
Dusit Thani Manila, Philippines
Dusit Thani Dubai, U.A.E.
Dusit Thani Lakeview Cairo, Egypt
Dusit Thani Maldives
Dusit Island Resort Chiang Rai, Thailand

dusitD2 hotels & resorts:

dusitD2 Chiang Mai, Thailand
dusitD2 Baraquda Pattaya, Thailand

Dusit Princess Hotels and Resorts:

Dusit Princess Srinakarin, Bangkok, Thailand
Dusit Princess Korat, Thailand
Royal Princess Chiang Mai, Thailand
Royal Princess Larn Luang, Bangkok, Thailand
Pathumwan Princess, MBK Centre, Bangkok, Thailand
Bel-Aire Princess, Sukhumvit, Bangkok, Thailand
Grand China Princess, Chinatown, Bangkok, Thailand

Dusit Residence Serviced Apartments:

Dusit Residence Dubai Marina, U.A.E.
Pearl Coast Premier Hotel Apartments, Dubai, U.A.E.

UPCOMING PROPERTIES:

Dusit Thani Hotels & Resorts:

Dusit Thani Abu Dhabi, U.A.E.
Dusit Thani Hainan, China
Dusit Thani Jeddah, Saudi Arabia

Dusit Devarana Hotels & Resorts:

Dusit Devarana Hainan, China
Dusit Devarana New Delhi, India

dusitD2 hotels & resorts:

dusitD2 New Delhi, India
dusitD2 Pasadena, U.S.A.
dusitD2 Khao Yai, Thailand