ASCOTT DEBUTS ‘CITADINES CONNECT’ AND ‘PRÉFÉRENCE’ HOTEL BRANDS IN THAILAND





Bangkok, Thailand, 23 December 2019 – CapitaLand’s wholly owned lodging business unit, The Ascott Limited (Ascott), is introducing two new lodging brands – Citadines Connect and Préférence – to Thailand.

Préférence Hotel in Bangkok, scheduled to open in 2021, will be one of the unique collections of ‘Hotels de Charme’ boutique properties that carries the Préférence label, following the opening of The Tamarind Resort Nusa Lembongan Bali, Maison Aurelia Sanur Bali and Liu Men Melaka in Malaysia. Each Préférence hotel is selected for their luxury discreet charm, heritage hotel, authenticity and alluring service, offering subtle inspiration and unique experiences for its guests.

Préférence Hotel in Bangkok will be located by the riverfront of the famous Chao Phraya River, with its own boat pier and cross-river ferries to access riverside attractions like Asiatique, Lhong 1919, The Jam Factory, IconSiam, and at the same time provide easy connection to the Bangkok skytrain and land transport systems. The property will offer 43 luxurious guestrooms, unique event spaces, restaurant, fitness centre and rooftop bar with swimming pool overlooking the riverfront.

Citadines Connect Thonglor Bangkok, scheduled to open in 2022, will complement the fast growing network of Citadines Connect business hotels globally, including Citadines Connect Fifth Avenue New York and Citadines Connect Sydney Airport. The Citadines Connect brand will cater to frequent travellers who are constantly connected, offering a chic living experience. With its unique “Refresh & Go” concept, the contemporary hotel will be equipped with its own ‘Refresh and Recharge’ spaces that come with private napping pods with USB charging points, “Grab and Go” counters offering food and beverage options and daily necessities, smart room features and thoughtful services to enable guests to connect with others and experience the city.

Citadines Connect Thonglor Bangkok will be located close to the BTS Thonglor Skytrain Station, with 170 rooms, a rooftop garden, gymnasium, co-working space and an infinity pool overlooking the city's skyline. It will have easy connectivity to shopping malls, restaurants, office buildings, trendy cafes and entertainment outlets.

Mr Brian Tan, Ascott's Country General Manager for Thailand & Laos, said:

As one of the largest international lodging owner-operators in Thailand, we are thrilled to introduce the first Préférence and Citadines Connect hotels to Bangkok. These are two very unique brands that will serve our increasingly diverse and sophisticated clientele base well. Both will be beautiful properties situated in strategic locations and will further strengthen our push into the short stay, hotel segment. We look forward to their respective openings in the next couple of years."

With the addition of the two new properties, Ascott will have 23 properties in Thailand, which will comprise of serviced residences and hotels (including properties under development) and a total inventory of 4885 units.

Love being rewarded for travelling? Ascott Star Rewards, the world's first loyalty program in the serviced residence industry offers full flexibility when it comes to earning and redeeming points. Members enjoy privileges including year-long discount up to 15% off Best Flexible Rates, seasonal offers of up to 50% discount, property opening specials, birthday discounts of up to 40%, early check-in and late check-out, as well as complimentary airport transfers, room upgrades and breakfast*.

*Terms and Conditions apply.
For reservations or more information, please contact +66 2 204 4400, 1800 888 272 (Thailand toll-free), E-mail: enquiry.thailand@the-ascott.com or visit www.the-ascott.com.

About The Ascott Limited

The Ascott Limited is a Singapore company that has grown to be one of the leading international lodging owner-operators. Ascott's portfolio spans more than 180 cities across over 30 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa and the USA.

Ascott has about 69,000 operating units and over 46,000 units under development, making a total of about 115,000 units in over 700 properties.

The company's serviced residence and hotel brands include Ascott The Residence, The Crest Collection, Somerset, Quest, Citadines, lyf, Préférence, Vertu, Harris, Citadines Connect, Fox, Yello and POP!.

Ascott, a wholly owned subsidiary of CapitaLand Limited, pioneered Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984. Today, the company boasts over 30 years of industry track record and award-winning brands that enjoy recognition worldwide.

Ascott's achievements have been recognised internationally. Recent awards include World Travel Awards 2019 for 'Leading Serviced Apartment Brand' in Asia, Europe and the Middle East; Business Traveller Asia-Pacific Awards 2019 for 'Best Serviced Residence Brand'; Business Traveller China Awards 2019 for 'Best Luxury Serviced Residence Brand'; DestinAsian Readers' Choice Awards 2019 for 'Best Serviced Residence Brand'; and TTG China Travel Awards 2019 for 'Best Serviced Residence Operator in China'. For a full list of awards, please visit https://www.the-ascott.com/ascottlimited/awards.html.

About CapitaLand Limited

CapitaLand Limited (CapitaLand) is one of Asia's largest diversified real estate groups. Headquartered and listed in Singapore, it owns and manages a global portfolio worth S$131.7 billion as at 30 September 2019. CapitaLand's portfolio spans across diversified real estate classes which includes commercial, retail; business park, industrial and logistics; integrated development, urban development; as well as lodging and residential. With a presence across more than 200 cities in over 30 countries, the Group focuses on Singapore and China as its core markets, while it continues to expand in markets such as India, Vietnam, Australia, Europe and the USA.

CapitaLand has one of the largest real estate investment management businesses globally. It manages eight listed real estate investment trusts (REITs) and business trusts as well as over 20 private funds. Since it pioneered REITs in Singapore with the listing of CapitaLand Mall Trust in 2002, CapitaLand's REITs and business trusts have expanded to include Ascendas Reit, CapitaLand Commercial Trust, Ascott Residence Trust, CapitaLand Retail China Trust, Ascendas India Trust, CapitaLand Malaysia Mall Trust and Ascendas Hospitality Trust.

Visit www.capitaland.com for more information.

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