Best Western® Hotels & Resorts Signs Professional Services Agreement for Best Western Plus Carapace Hotel Khao Tao, Hua Hin

Best Western Hotels & Resorts has celebrated the signing of a Professional Service Agreement (PSA) with One Place Estate Co., Ltd. for Best Western Plus Carapace Hotel Khao Tao, its new resort in Hua Hin.

The agreement was signed on June 4th, 2019, in a ceremony attended by senior executives including Mr. Pongpipat Kanjanasupat, CEO of One Place Estate (pictured center), and Olivier Berrivin, Best Western's Managing Director of International Operations – Asia (second from the right).

The signing of the PSA means that Best Western Plus Carapace Hotel Khao Tao will benefit from full management support, including day-to-day operations, global sales, marketing and distribution, revenue management, state-of-the-art technology, human resources, training and much more. The hotel will also join the network of Best Western Rewards®, the industry-leading loyalty program.

Nestled close to the beach, just south of Hua Hin town center and 2.5 hours' drive from Bangkok, Best Western Plus Carapace Hotel Khao Tao will feature 410 rooms set around a series of freeform lagoon pools. Some of the ground floor rooms will have direct pool access. Other facilities include a restaurant, pool bar, beach bar, coffee shop and fitness center.

Best Western Plus Carapace Hotel Khao Tao will become Best Western's first property in Hua Hin.

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Pictured at the PSA signing ceremony: Mr. Pongpipat Kanjanasupat, CEO, One Place Estate (center); Ms. Jitnapat Kanjanasupat, Director, One Place Estate (2nd left); Olivier Berrivin, Managing Director of International Operations – Asia, Best Western (2nd right); Cyrill Czerwonka, Director of Development – Asia, Best Western (right); and Ms. Nutchamon Jirachayasinthon, Regional Development Manager – Asia, Best Western (left).