Dusit International signs to manage new hotel in Thailand's popular beach resort destination, Hua Hin





Dusit International, one of Thailand's foremost hotel and property development companies, has signed a hotel management agreement with Enrich Paranimmitr Company Limited, a subsidiary of Bangkok-based Enrich Group, to operate the dusitD2 Hua Hin Hotel and Residences in the heart of the beach resort destination's main Petchkasem Road.

Designed to cater to families and leisure travellers seeking a fun-filled escape, the property is conveniently located close to Hua Hin's largest shopping, dining and movie theatre complex, BluPort, the hip and stylish Cicada Night Market, and the Vana Nava Waterpark, which boasts some of the fastest and longest waterslides in Thailand.

Slated to open in Q1 2020, the new property will comprise the upscale dusitD2 hotel with 154 keys, a dusitD2 branded condominium with 364 fully-furnished residential units, and retail and office spaces. Facilities will include an all-day dining restaurant, fitness centre, swimming pool, a kids' club, a rooftop bar, and 300 sq m of banqueting space. In keeping with the dusitD2 brand, the property will boast a modern design with bright and colourful décor.

The Residences will operate separately to the hotel and will offer its own swimming pool and fitness centre.

Located only three hours' drive from Bangkok, Hua Hin serves as a popular beachside getaway for Bangkokians and is renowned for its seafood restaurants, lively markets, cultural sights, world-class golf courses, kitesurfing, and family-friendly activities. With royal links going back to the early 1920s, the city also has two regal summer residences that visitors can explore.

"Hua Hin is one of Thailand's most popular seaside destinations, attracting over five million visitors per year, but it still retains a charming, relaxed atmosphere which makes it perfectly suited to families and leisure travellers seeking relaxation and fun activities by the beach," said Mr Lim Boon Kwee, Chief Operating Officer, Dusit International. "With its stylish design, comfortable rooms, upscale facilities, and Dusit's distinctive brand of gracious hospitality, dusitD2 Hua Hin will be perfectly positioned to cater to visitors' needs. We look forward to working with Enrich Paranimmitr Company Limited to make the property a resounding success."

Ms Suphicha Promsentana, Business Office Director of Enrich Group, said, "After completing several high-end housing projects in Bangkok we wanted to expand our portfolio beyond residential into hospitality and services. As for our move to develop a hotel; we just had to find the right partner who shared our vision for excellence. We are delighted Dusit International is that partner. The company's rich hospitality experience speaks for itself, and we are confident that, in Dusit International's capable hands, the hotel will live up to Dusit's promise to exceed expectations. Always."

With 28 properties currently in operation across four brands in eight countries, Dusit International is in a significant growth phase which will see the number of Dusit properties exceed 70 within the next four-to-five years across key markets worldwide. Alongside dusitD2, other brands in Dusit

International’s portfolio include Dusit Thani, Dusit Devarana, and DusitPrincess.

dusitD2 Hua Hin Hotel and Residences will be the second Dusit branded property in Hua Hin. Dusit International also owns and operates the Dusit Thani Hua Hin, a luxury resort which celebrates its 27th anniversary this year.

About Dusit International

Dusit International was founded in 1948 by Honorary Chairperson Thanpuying Chanut Piyaoui, whose first hotel was the Princess on Bangkok’s Charoenkrung Road. Today the company is a leader in hotel management and education and comprises a unique international portfolio of distinctive hotels and resorts operating under four brands: Dusit Thani, dusitD2, Dusit Princess and Dusit Devarana.
The company currently operates 28 properties worldwide and has over 50 confirmed projects in the pipeline in key destinations such as Australia, Bhutan, China, Indonesia, Kenya, Myanmar, Oman, Philippines, Qatar, Saudi Arabia, Singapore, Thailand, Turkey, and UAE.
Dusit International also operates the signature Devarana Spa and has a fast-growing Education Division. The latter, established in 1993, comprises Dusit Thani College, which offers vocational and postgraduate hospitality degrees at campuses in Bangkok and Pattaya; and Le Cordon Bleu Dusit Culinary School.
In 2018 Dusit will open the pioneering Dusit Hospitality Management College, a unique fully integrated hospitality school and hotel in Manila, Philippines.
For more information, please visit www.dusit.com.

About Enrich Group

Enrich Group is a family-owned real estate development company based in Bangkok whose portfolio comprises residential, office and service properties. The group has developed a number of high-end residential housing projects in Bangkok including Enrich Park, The MARQ Pinklao, and TARA Ratchapreuk-Pinklao.
For more information please visit: www.en.co.th