

## **BRIDGING THE PAST, PRESENT AND FUTURE: HUA CHANG HERITAGE HOTEL OFFICIALLY WELCOMES GUESTS TO A NEW LUXURY URBAN RESORT EXPERIENCE**

BANGKOK, FEBRUARY 2013 – A new style of luxury design hotel has arrived in downtown Bangkok. Announcing the official opening of Hua Chang Heritage Hotel, where classic Siamese motifs blend seamlessly with contemporary design concepts. Inspired by the art and culture of King Rama V-era Thailand and turn-of-the-century Europe, Hua Chang Heritage Hotel combines cosmopolitan sophistication with refined relaxation. In a soft-opening phase since January 2013, the hotel officially begins full operation in late first quarter of the year.

The concept of preserving heritage in a contemporary context is evident in every component, from the hotel’s “New Thai Colonial” architectural styles combining Thai and Western design elements, to the lush greenery that abounds throughout a tranquil garden setting. Here guests find an urban resort of unexpected splendor nestled within one of the city’s most vibrant districts.

The seven-story building comprises 80 stylish guest rooms as well as an array of facilities and amenities to enhance the luxury design hotel experience. Guests enjoy advantages such as 24-hour in-room dining, pool bar, cozy reading area, limousine service and even personal butler service.

### **A Bridge to Luxury**

Hua Chang Heritage Hotel is the newest development by Baiyoke Group of Hotels, developer of major properties including Thailand’s tallest hotel, Baiyoke Sky Hotel in Bangkok. For its latest project, the group has brought considerable expertise in the luxury market and combined it with a keen sense of history, an understanding of contemporary desires and a clear vision of the future.

The hotel takes its name from nearby Hua Chang Bridge (Elephant Head Bridge) built during the reign of Rama V. Today, this city-center location likewise exemplifies Bangkok’s emergence as an international metropolis attracting leisure and business travelers from around the globe. On Phayathai Road with easy access to the adjacent BTS skytrain system, Hua Chang Heritage Hotel stands very near both Bangkok Art & Culture Center and historic Jim Thompson House. Also within short walking distance are major shopping centers including Siam Paragon, CentralWorld, MBK and the chic street fashions of Siam Square.



Hotel General Manager Sammy Sasaki states, “Hua Chang Heritage Hotel, Bangkok will rekindle the history of Hua Chang Bridge, or Chalermkla Fifty-Six, which was built by King Rama V more than one hundred years ago during a period of rapid modernization in Thailand. Our concept of contemporary luxury from a historical perspective, along with unique signature amenities such as Thai-style personal butler service, are certain to please even the most discerning world travelers.”

### **Unsurpassed Comfort**

Guest rooms at Hua Chang Heritage evoke both the natural environment and cultural traditions of Thailand. Details like color schemes based on the pink and purple hues of Thai lotus, in addition to subtle interior features like ceiling beams reminiscent of traditional teak homes yet in gleaming white – all contribute to a resolutely modern interpretation of Thai lifestyle. Indeed every guest room comes fully equipped with, for example, a bedside touch-screen panel for controlling room features, 40-inch Internet-enabled TV with Blue-ray DVD player, complimentary in-room Wi-Fi access and custom designed bathroom featuring electronic toilet conveniences. Thoughtful touches such as bathroom amenities by Thai luxury brand Thann further create a sense of refined relaxation.

Hotel facilities and services include free-form swimming pool surrounded by tropical landscaping, pool bar and elegant multi-function room highly configurable for everything from gala social events to business conferences. The hotel’s all-day dining venue, Miss Siam, allows guests another opportunity to experience Thai heritage, in this case the intricate flavors of one of the world’s finest cuisines. The restaurant’s name alludes to a lotus flower related to historic Sra Pratum palace (meaning lotus pond) located opposite the hotel, while the fare itself focuses on the distinctive court recipes known as royal Thai cuisine.

Piyalert Baiyoke, owner and vice president of Baiyoke Group of Hotels, summed up the appeal of his company’s newest hotel venture: “Hua Chang Heritage Hotel blends superlative amenities with modern technologies to ensure unsurpassed comfort. With great pride we unveil an exclusive urban retreat that’s truly like no other in Bangkok.”

### **About Hua Chang Heritage Hotel and Baiyoke Group of Hotels**

Hua Chang Heritage Hotel is the newest property by Baiyoke Group of Hotels. An independent, Thai-owned development company, the group operates five hotels including 657-room Baiyoke Sky Hotel, Thailand’s tallest accommodation as part of 88-story Baiyoke Tower II. To its portfolio the group now adds Hua Chang Heritage Hotel combining Thai and Western design traditions in a luxury urban retreat. Hua Chang Heritage Hotel is located in the vibrant Pathumnam area of Bangkok where are found many of the city’s pre-eminent business, shopping and cultural sites.



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