

Seasoned hotelier Simon Dell to head up launch of Mövenpick Asara Resort & Spa Hua Hin as beachfront property's new General Manager



Bangkok, Thailand, 21 February 2018, Mövenpick Hotels & Resorts has appointed seasoned hotelier Simon Dell as General Manager of Mövenpick Asara Resort & Spa Hua Hin in Thailand, a new upscale seafront resort set to open this Spring.

Simon's impressive career has seen him work in senior management roles with major regional and international hotel groups for 20 years. He has spent the last decade in Asia Pacific, with several years based in Thailand, making him the perfect choice to lead the team at the new property.

Overlooking the Gulf of Thailand and nestled amongst lush landscaped tropical gardens, the resort is just a few minutes from the centre of Hua Hin and a 2.5 hours drive from Bangkok. It offers 54 pool villas, 42 suites and extensive leisure and meetings facilities for families, couples and groups, as well as two restaurants serving contemporary Thai dishes and French bourgeois cuisine.

"We are delighted to welcome Simon to Mövenpick Asara Resort & Spa Hua Hin, which is one of the most exciting new properties in our Asian portfolio," said Mark Willis, President, Asia, Mövenpick Hotels & Resorts. "His vast experience and knowledge of Thailand's hotel industry will be of great benefit to the property as it prepares to welcome its first guests."

"We are confident the resort's beachfront charm and expansive upscale amenities, combined with Simon's leadership skills, will ensure the property is an overwhelming success."

A UK national and graduate of both the Institut Hôtelier César Ritz in Switzerland and Johnson & Wales University, USA, Simon has worked with some of the world's leading hotel brands, including InterContinental, Raffles, Swissôtel, The Savoy Group and Mandarin Oriental.

He moved to Asia in 2007, initially as Director of Rooms at the Mandarin Oriental Hong Kong. A year later he travelled to Thailand to start a long and distinguished career with Thai hospitality firm Amari Hotels & Resorts, which is now part of the Onyx Hospitality Group. He took on his first General Manager role in 2009 when he was selected to manage two Thai resorts, Amari Vogue Krabi and Vogue Resort & Spa Ao Nang.

After leading the pre-opening team of Amari Hua Hin as GM in 2011, Simon was then promoted to Vice President & Area GM for Onyx North Asia, responsible for multiple properties across China - a role he held before joining Mövenpick Hotels & Resorts.

"I am excited to be leading the Mövenpick Asara Resort & Spa Hua Hin pre-opening team, a property managed by a proven international brand in one of Thailand's fastest growing beach destinations," said Simon. "As a permanent resident of Hua Hin, I see the destination from a local perspective and understand its tourism potential. I know Hua Hin intimately and look forward to sharing my recommendations and insights on its hidden gems with our guests."

For further information or high-resolution photography, please contact:

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About Mövenpick Hotels & Resorts:

Mövenpick Hotels & Resorts, an international upscale hotel management company with over 16,000 staff members, is represented in 24 countries with 83 hotels, resorts and Nile cruisers currently in operation. Around 40 properties are planned or under construction, including those in Kuredhivaru (Maldives), The Hague (The Netherlands) and Basel (Switzerland). Focusing on expanding within its core markets of Europe, Africa, the Middle East and Asia, Mövenpick Hotels & Resorts specialises in business and conference hotels, as well as holiday resorts, all reflecting a sense of place and respect for their local communities. Of Swiss heritage and with headquarters in central Switzerland (Baar), Mövenpick Hotels & Resorts is passionate about delivering premium service and culinary enjoyment - all with a personal touch. Committed to supporting sustainable environments, Mövenpick Hotels & Resorts has become the most Green Globe-certified hotel company in the world. For more information, please visit www.movenpick.com.

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