

MÖVENPICK HOTELS & RESORTS ANNOUNCES REBRANDING OF A LUXURY VILLA RESORT IN HUA HIN, THAILAND

Thailand's royal seaside town is the latest Southeast Asian destination to welcome a Mövenpick Hotels & Resorts branded beach resort.



The villas at Mövenpick Asara Resort & Spa Hua Hin. For high res image please click [here](#).



The pool at Mövenpick Asara Resort & Spa Hua Hin. For high res image please click [here](#).

BANGKOK, Thailand, 2 February 2017 – Swiss hotel management company Mövenpick Hotels & Resorts has announced that it will rebrand and manage a luxury villa and suite resort in Hua Hin, Thailand to be named the Mövenpick Asara Resort & Spa Hua Hin.

In operation since 2010, the existing Asara Villa and Suite Resort, Hua Hin comprising a 96-key resort is owned by Ocean Property and boasts 54 pool villas and 42 suites designed to offer discerning leisure travellers and families a relaxing holiday in Thailand's premier beach destination.

Scheduled to relaunch with Mövenpick branding in November 2017, the full service resort will also feature exceptional food and beverage options, an indulgent spa with eight treatment rooms, a fully equipped Kids Club, exclusive meeting room facilities, a library, multiple swimming pools and extensive lush tropical landscaping.

Adding to the appeal of the getaway experience, Mövenpick Asara Resort & Spa Hua Hin will offer guests a choice of food and beverage outlets serving cuisine to suit a range of tastes at its casual all-day dining restaurant, specialty beach side restaurant, lobby lounge and an inviting pool bar.

"Our Mövenpick Resort in Hua Hin is the perfect destination for families, couples and exclusive meeting (MICE) groups seeking sanctuary from the hustle and noise of Bangkok" says Andrew Langdon, Mövenpick Hotels & Resorts Global Chief Development Officer and Senior Vice President Asia.

"By combining Mövenpick's signature attention to detail with sublime Thai hospitality, world class facilities and quaint beach town charm, Mövenpick Asara Resort & Spa Hua Hin is set to add an exceptional new luxury accommodation choice for visitors. Domestic and international guests will enjoy memorable holidays, tailored to all ages and interests, with an added touch of private luxury and extraordinary service."

Centrally located in the famous Thai beachside town, which is an easy 3-hour drive from Bangkok, Mövenpick Asara Resort & Spa Hua Hin is less than one kilometre from Hua Hin Airport and just a 5-minute drive from the town centre and its popular shopping and nightlife options. Guests can enjoy the best of the beach while still taking advantage of city attractions in this mainland getaway, a combination that has made it a favorite weekend retreat.

"We're delighted to add another beachside property to our rapidly expanding portfolio" added Mr. Langdon, "especially in such an established location and with such reputable owners. Mövenpick Asara Resort & Spa Hua Hin will join our existing three exceptional Mövenpick resort properties in Thailand, which include Mövenpick Siam Hotel Pattaya, the stylish Mövenpick Resort Bangtao Beach Phuket and the popular Mövenpick Resort & Spa Karon Beach Phuket."

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 25 countries with 83 hotels, resorts and Nile cruisers currently in operation. Around 20 properties are planned or under construction, including those in Chiang Mai (Thailand), Al Khobar (Kingdom of Saudi Arabia) and Nairobi (Kenya).

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.

The hotel company is owned by Mövenpick Holding (66.7%) and the Kingdom Group (33.3%). For more information, please visit www.movenpick.com.

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