



Press release

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Fairmont Hotels & Resorts signs with AWC to open global luxury brand's first property in Thailand



FAIRMONT BANGKOK SUKHUMVIT TO BE FIRST HOTEL DEVELOPED UNDER MULTI-PROPERTY AGREEMENT SIGNED BY AWC AND ACCOR TO ELEVATE BANGKOK AS A GLOBAL TOURISM HUB

Fairmont Hotels & Resorts, part of world leading hospitality group Accor, and Asset World Corp Public Company Limited or AWC, Thailand's leading integrated lifestyle real estate group, today announced the signing of the first Fairmont hotel in Thailand. Fairmont Bangkok Sukhumvit is set to open in 2024 as the first project signed under AWC's multi-property framework agreement with Accor, elevating Bangkok as a global hub for luxury leisure, business and group travel. Under this partnership, AWC and Accor will open more than 1,000 keys across multiple Accor-branded hotels in key tourist destinations throughout the country, providing unique offerings and experiences for guests, and strengthening Thailand as a sustainable tourism destination.



Fairmont is one of Accor's top global luxury brands, with more than a century of history, and iconic hotels positioned in extraordinary destinations worldwide – from The Plaza in New York City, to The Savoy in London, to Fairmont Peace Hotel in Shanghai, to Fairmont The Palm in Dubai – aligning with AWC's strategy to develop quality assets in prime locations. Fairmont properties around the globe are known for their luxurious guest rooms, world-class public spaces and dining venues, and amazing locations from which they provide guests with unforgettable memories – and Fairmont Bangkok Sukhumvit will be no different.

Located in the heart of the city's Sukhumvit district, Fairmont Bangkok Sukhumvit will bring together a unique interpretation of Fairmont's timeless aesthetic, designed with 'a tasteful touch of elegance and simplicity', the renowned luxury brand's legendary service, and distinctive offerings, including an unforgettable gastronomic experience. The hotel will serve as a home away from home for guests, brought to life through the design story of 'The Fantastic Journey of Travel to the Bygone Era', with elements from handcrafted classic furniture to touches of opulence and sophistication.

"We have great trust in AWC and are delighted to be working together to bring one of Accor's most luxurious brands to Bangkok, as the first Fairmont property in Thailand," said **Mark Willis, CEO, Fairmont Hotels & Resorts**. "The Fairmont brand is truly legendary, providing world-class services with unforgettable experiences to our treasured guests. We are confident that this partnership with AWC and our shared vision will create a new benchmark for world-class luxury in Bangkok, supporting both the continued growth of the tourism industry in Thailand, as well as the ongoing expansion of the Fairmont brand across southeast Asia."

The 419-room hotel will feature a variety of specialty restaurants & bars offering both international and Asian cuisine, rooftop bar with a spectacular view of the skyscrapers in Bangkok's central business district, swimming pool, fitness center, spa and wellness center. Boasting extensive meeting facilities, scalable with a choice of room size, and equipped with the latest technology, including virtual meeting equipment, Fairmont Bangkok Sukhumvit will open as the first integrated luxury MICE (Meetings, Incentives, Conferences and Exhibitions) hotel in Thailand. Bringing a new level of luxury to the capital's central business district, the hotel is designed to meet the demands of today's customers, appealing to both locals and overseas guests, and elevating Bangkok as a global hub for the luxury MICE market.

Ms. Wallapa Traisorat, Chief Executive Officer and President, Asset World Corp Public Company Limited or AWC, states, "We are very pleased to launch the first



Fairmont hotel in Thailand, which came after signing a multi-property agreement with Accor in December 2022, to further expand our portfolio for the MICE segment throughout strategic locations in Bangkok. Through Fairmont Bangkok Sukhumvit, we will introduce Thailand and the country's hospitality industry to a legendary luxurious hotel brand with unique offerings. Fairmont Bangkok Sukhumvit will be the first AWC affiliated hotel to be managed by Accor, and the top integrated luxury MICE hotel in Thailand, enhancing the capital as a global hub for the luxury MICE market. The introduction of the Fairmont brand will also strengthen the Thai tourism industry, create long-term value, and elevate the surrounding communities and society."

"At AWC, we have recognized that the luxury meeting market has become one of the fastest growing segments since the end of the pandemic, with AWC's occupancy rate for MICE almost doubling between 2021 and 2022. As one of the most popular destinations in the world for both leisure and business travelers, Bangkok is renowned for its food and culture, and its reputation as a lifestyle destination with strong logistics infrastructure and convenient transportation. Therefore, Fairmont Bangkok Sukhumvit will be ideally positioned to meet the needs of a new era of luxury events with a distinctive and unique design," **Ms. Wallapa** added.

Aligning with both Fairmont's and AWC's commitments to sustainability, the hotel will meet LEED and WELL green building standards that prioritize energy saving and a circular economy model on waste management. The property will be located in the Sukhumvit mid-town and Asoke junction, with easy access to the BTS Skytrain and underground MRT train network, surrounded by offices of multinational companies, Queen Sirikit National Convention Center, and shopping centers including EM District.

With more than 90 hotels around the globe, and a record-breaking pipeline under development, Fairmont Bangkok Sukhumvit joins a growing portfolio of renowned properties in Asia, including Fairmont Singapore, at the heart of the lion city; Fairmont Makati, which recently celebrated its 10th anniversary; and Fairmont Ambassador Seoul, the newest expression of urban luxury in the center of the capital.

Fairmont is part of Accor, the second largest operator of luxury hotels in the world. Additional luxury brands in the Accor portfolio include Orient Express, Raffles, Sofitel, and more. Upon its opening, Fairmont Bangkok Sukhumvit will join ALL - Accor Live Limitless, Accor's award-winning lifestyle loyalty program.

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ABOUT FAIRMONT

Fairmont Hotels & Resorts is where the intimate equally coexists with the infinite – an unrivaled portfolio of more than 80 extraordinary hotels where grand moments of life, heartfelt pleasures and personal milestones are celebrated and remembered long after any visit. Since 1907, Fairmont has created magnificent, meaningful and unforgettable hotels, rich with character and deeply connected to the history, culture and community of its destinations – places such as The Plaza in New York City, The Savoy in London, Fairmont San Francisco, Fairmont Banff Springs in Canada, Fairmont Peace Hotel in Shanghai, and Fairmont The Palm in Dubai. Famous for its engaging service, awe-inspiring public spaces, locally inspired cuisine, and iconic bars and lounges, Fairmont also takes great pride in its pioneering approach to hospitality and leadership in sustainability and responsible tourism practices. Fairmont is part of Accor, a world leading hospitality group counting over 5,300 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

[fairmont.com](https://www.fairmont.com) | [all.accor.com](https://www.all.accor.com) | [group.accor.com](https://www.group.accor.com)

ABOUT ACCOR

[Accor](https://www.group.accor.com) is a world leading hospitality group offering experiences across more than 110 countries in 5 400 properties, 10 000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 40 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit www.group.accor.com or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

ABOUT AWC

Asset World Corp Public Company Limited (AWC) is Thailand's leading integrated lifestyle real estate group and a member of TCC Group, with the focus on hospitality, lifestyle destinations, and commercial workspaces. Driven by the philosophy of "Building a Better Future," AWC strives to grow and expand beyond the norms with a diverse array of quality projects, providing responsible and sustainable solutions for all our stakeholders. The company has two main businesses. Hospitality business managed by top hotel executives of world-renowned hotel brands such as Marriott, The Luxury Collection, Okura, Banyan Tree, Hilton, Sheraton, and Melia, and Commercial properties whose projects include 1) Retail and Wholesale such as lifestyle travel destinations, community shopping malls, community markets, and wholesale business real estate. Popular real estate projects consist of Asiatique the Riverfront Destination, Gateway at Bangsue, AEC Trade Center – Pantip Wholesale Destination, and Tawanna Bangkok, and 2) Commercial buildings including the famous 'The Empire' Tower and Athenae Tower located in Bangkok's central business district. AWC is committed to integrating its sustainability strategy in every part of its operations to create long-term sustainable value for all stakeholders. The sustainability strategy consists of three key pillars: Better Planet, Better People and Better Prosperity, while the framework has created numerous long-term initiatives including the ReConcept, The GALLERY and other projects. For more information, please visit the company's website at www.assetworldcorp-th.com/en/home.



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