

# Best Western® Hotels & Resorts Congratulates Long-Term Partner, Habitat Group, on the Launch of its New Corporate Branding



Best Western Hotels & Resorts recently attended a major event hosted by long-term development partner, Habitat Group. The award-winning Thai real estate pioneer hosted the event to celebrate the launch of the company's new corporate branding strategy.

In a press conference held in Bangkok on September 17th, 2019, Habitat Group announced its vision to become "The Creator of Lifestyle Investments" and its target of reaching THB10 billion in annual sales in the next five years. This strategy was set out by Mr. Chanin Vanijwongse, Chief Executive Officer of Habitat Group, in a major event attended by the media and leading partners, including Best Western Hotels & Resorts' senior executives from Asia.

Best Western Hotels & Resorts and Habitat Group are currently working together on two exciting projects on Thailand's Eastern Seaboard: Best Western Premier Bayphere and Bluphere, BW Premier Collection by Best Western, both of which are scheduled to open and begin welcoming guests in 2020.

"On behalf of Best Western Hotels & Resorts, I would like to congratulate Khun Chanin and the entire team at Habitat Group on their new corporate branding strategy. Having worked together for several years, I have been very impressed with their ambition and professionalism. I have no doubt they will achieve their goals, and I look forward to working even closer with Habitat Group in future as we move towards the opening of our two exceptional new upscale hotels," said Olivier Berrivin, Managing Director of International Operations - Asia.

As a reflection of Best Western Hotels & Resorts' confidence in Habitat Group, the company recently

signed a full Management Agreement with Habitat Group for Bluphere, BW Premier Collection by Best Western, which will become the first newly-built BW Premier Collection hotel in Asia.

This impressive project has already won a series of prestigious awards, including the “New Hotel Construction & Design - Thailand” title at the 2018 Asia Pacific Property Awards. Additionally, the Bluphere, BW Premier Collection by Best Western won the ‘Best Low-Rise Condo Architectural Design (Resort)’ honor, demonstrating the quality of Habitat Group’s design and construction.

###

Pictured: Mr. Chanin Vanijwongse, Chief Executive Officer, Habitat Group (second right) and Ms. Sasivimol Sutthibut, Chief Operating Officer, Habitat Group (right) are congratulated by Olivier Berrivin, Managing Director, International Operations - Asia, BWH Hotel GroupSM (second left) and Sirimanas Maungrod, Regional Senior Marketing Communications Manager - Asia, BWH Hotel Group (left).