

Best Western® Hotels & Resorts Launches Inaugural Hotel in Chiang Mai, Thailand's Cultural Heart



Best Western® Hotels & Resorts' Asian expansion strategy has reached a new milestone as the group launches its first ever hotel in Chiang Mai, the largest city in northern Thailand and a popular global tourist destination.

Scheduled to open its doors on Monday, June 10, 2019, Best Western Prime Square Hotel, Chiang Mai is a brand new hotel that brings modern midscale comfort to the capital of Thailand's ancient Lanna Kingdom. Perfectly positioned in the center of Chiang Mai, the hotel is a five minutes drive from trendy Nimmanhaemin Road, and just a short drive from Chiang Mai International Airport and the cultural attractions of the old walled city.

A boutique-style hotel, Best Western Prime Square Hotel features just 48 keys, with a choice of Superior Rooms (24 square meters) and Deluxe Rooms (36 square meters). Whichever option guests choose, they will enjoy comfortable bedding, contemporary décor, working desks, flat-screen TVs, mini-bars, tea and coffee making facilities and complimentary Wi-Fi in all areas. The larger Deluxe Rooms also feature separate bathtubs.

When guests are not exploring Chiang Mai's many attractions, they can cool off in the hotel's outdoor swimming pool or work out in the fitness center. Appetizing Thai, pan-Asian and international cuisine can be enjoyed throughout the day at the Prime restaurant, and the hotel's intimate meeting room can host up to eight guests.

Best Western Prime Square Hotel has been developed by Prime Square Co., Ltd, a leading Chiang Mai-based real estate company.

"Chiang Mai is a captivating destination that attracts millions of visitors every year," said Olivier Berrivin, Best Western's Managing Director of International Operations - Asia. "Nestled in the jungle-clad hills of northern Thailand, this enchanting city is steeped in history, with ancient walled city, moats and hundreds of historic temples offering endless opportunities for cultural discovery. And yet, Chiang Mai also has a dynamic and youthful vibe that reflects the spirit of 21st Century Thailand. The city is now hugely popular among international travelers, with extensive air links across Asia, and the Chiang Mai International Exhibition and Convention Centre has become a major hub for the MICE sector."

"Best Western has been actively seeking an opportunity to enter this important market, and we are delighted to make our debut in Chiang Mai with Best Western Prime Square Hotel, an outstanding new hotel that will elevate the quality of midscale accommodation in the city to new heights. We look forward to working with Prime Square to create outstanding experiences for all our guests," Olivier added.

Travelers who stay at Best Western Prime Square Hotel will be able to visit many popular local landmarks, including the old city walls, Wat Chedi Luang temple, Chiang Mai Night Safari, Sunday Walking Street, Kad Suan Kaew night market, Doi Suthep and more, while the MAYA Lifestyle

Shopping Center is right on the hotel's doorstep. Just outside the city, the lush forests and mountains of Chiang Mai province present boundless opportunities for soft adventure, including authentic hill-tribes, fast-flowing rivers and breath-taking caves.

Chiang Mai International Airport is now connected by more than 30 airlines, with direct flights to and from many major Asian cities, including Beijing, Hong Kong, Seoul, Shanghai, Singapore and Taipei.

Best Western is one of the leading international hotel groups in Thailand, with a collection of hotels and resorts either operating or under development in a series of attractive destinations, including Bangkok, Phuket, Pattaya, Hua Hin, Buriram, Prachinburi and now, Chiang Mai.

For more information and reservations, please visit www.bestwesternasia.com or call +66 (0) 53 215 600.