

# Best Western® Hotels & Resorts Opens Vīb Best Western Sanam Pao, Bangkok, Marking the Debut of Urban Boutique Brand in Asia Pacific



Best Western Hotels & Resorts has celebrated the opening of its inaugural Vīb Best WesternSM hotel in Asia Pacific, the brand new Vīb Best Western Sanam Pao, Bangkok.

A cutting-edge, tech-savvy midscale hotel for the modern generation, Vīb Best Western Sanam Pao is perfectly positioned in a vibrant part of north-downtown Bangkok, surrounded by shopping malls, corporate offices and local attractions. Sanam Pao BTS skytrain station is just steps from the hotel, putting the entire city within easy reach.

Connectivity is at the core of the Vīb Best Western brand (pronounced “vibe”), which allows guests to feel the beat of the city and stay connected at all times. Sleek and stylish, this innovative concept focuses on integrated technology and social interaction, with communal spaces that allow guests to plug in, sit back and chill out.

The hotel’s 91 contemporary rooms all come equipped with free Wi-Fi, Smart TVs and e-concierge technology, along with comfortable beds, refreshing rain showers and convenient work areas. Guests can grab quick snacks from the café, enjoy invigorating 24-hour workouts in the gym, unwind with a cool drink at Eye Bar, or even stay and play in the gaming pods.

Vīb Best Western Sanam Pao has been developed by Nuchinporn Co., Ltd, which also owns the popular Best Western Plus Wanda Grand Hotel, Bangkok.

“We are delighted to come together with our esteemed partner, Nuchinporn Co., Ltd, to launch Vīb Best Western Sanam Pao, the first Vīb Best Western hotel in Asia Pacific,” said Olivier Berrivin, Best Western’s Managing Director of International Operations - Asia. “This new concept is perfectly suited to today’s connected travelers. Smart and social, Vīb Best Western Sanam Pao reflects this exciting new era of hospitality.”

“Vīb Best Western is aimed at guests who enjoy a modern, urban and social lifestyle. Our guests expect complete convenience and connectivity at all times. Vīb Best Western Sanam Pao will deliver seamless, hassle-free and stylish stays. This is the new face of midscale hospitality, evolved for the 21st Century. I am confident that all guests will ‘feel the Vīb’ when they stay with us in this dynamic district of Bangkok,” added Berrivin.

Vīb Best Western is a tech-centric global midscale hotel concept created specifically for the needs of today’s ‘always on’ travelers. All hotels will be newly-built in prime urban locations, ensuring complete ease and accessibility for guests.

With its ideal location just steps from the BTS skytrain network, Vīb Best Western Sanam Pao is just a few stops away from the Airport Rail Link to Bangkok’s Suvarnabhumi Airport, while Don Mueang Airport is just a short drive away.

Vib Best Western Sanam Pao becomes the third of its kind in operation worldwide, following existing locations in Antalya (Turkey) and Springfield, Missouri (U.S.). Best Western plans to introduce the brand to several other Asian cities in the future, while key U.S. cities including New York, Miami and Chicago already have new hotels in the pipeline.

Following the highly-anticipated launch of Vib Best Western Sanam Pao, five of Best Western's distinctive hotel brands will be in operation in Bangkok - more than any other Asian city. Vib Best Western joins Best Western Plus®, Best Western Premier®, BW Premier Collection<sup>SM</sup> by Best Western and SureStay Plus<sup>SM</sup> Hotel by Best Western in Thailand's capital, offering a wide choice of world-class hotels for every occasion.