

# Best Western® Hotels & Resorts Signs Full Management Contract with Habitat Group for Asia's First Newly-Built BW Premier Collection® Hotel



Best Western Hotels & Resorts celebrates the signing of a full management contract for Bluphere, BW Premier Collection by Best Western, which will become the first newly-built BW Premier Collection hotel in Asia.

On June 13th, 2019, the famous hotel group concluded a Professional Service Agreement (PSA) with Habitat Group, Thailand's leading property-for-investment developer, for this striking new hotel, which is located in Na Jomtien, Pattaya, a peaceful beachfront destination on Thailand's popular Eastern Seaboard.

As a result of the PSA, Bluphere, BW Premier Collection by Best Western will now benefit from Best Western's 70+ years of hospitality experience and expertise, with full operational support. This will include day-to-day management, global sales, marketing and distribution, revenue management, state-of-the-art technology, human resources, training and much more. The hotel will also join the network of Best Western Rewards®, the company's industry-leading loyalty program.

Bluphere, BW Premier Collection by Best Western is located just 100 meters from the beach, a few minutes from the attractions of downtown Pattaya, and about 1.5 hours' drive from Bangkok. Scheduled to open in Q2 2020, the hotel will feature 195 contemporary suites, ideal for family getaways, weekend breaks and couples retreats. The eight-story property will also offer an array of upscale facilities, including a stylish rooftop swimming pool.

This exciting project has already won a series of awards, including "Best Low-Rise Architectural Design (Resort)" at the 2017 Thailand Property Awards and the "New Hotel Construction & Design - Thailand" title at the 2018 Asia Pacific Property Awards.

"The signing of a PSA for Bluphere, BW Premier Collection by Best Western represents a significant milestone in our development strategy. At Best Western, we are striving to create an exceptional portfolio of hotels and resorts all across Asia, and we believe that the best way to achieve the highest standards of hospitality is through full management contracts," said Olivier Berrivin, Best Western's Managing Director of International Operations - Asia.

"Habitat Group is a fantastic, forward-thinking partner, and their team has demonstrated amazing skills and vision to create such an outstanding project. We are honored that they have entrusted us with the management of Bluphere, BW Premier Collection by Best Western, and I look forward to introducing guests to an exciting new era of upscale hospitality in 2020," Olivier added.

Habitat Hospitality, a subsidiary of Habitat Group, oversees the group's portfolio of resort developments. With a strong focus on Thailand's East Coast and a desire to work with the best brands in hospitality, Bluphere, BW Premier Collection by Best Western is the first Habitat Hospitality property to be managed by Best Western.



“We’re very excited to be working with the professional team at Best Western. I’m confident Bluphere, BW Premier Collection by Best Western will set a new standard for hospitality in the area and will be a valuable addition to Thailand’s East Coast leisure industry,” added Chanin Vanijwongse, Chief Executive Officer, Habitat Group Co., Ltd.

The signing of the PSA continues the successful partnership between Best Western and Habitat Group; the two companies are also working together at Best Western Premier Bayphere Pattaya – another upscale development on Thailand’s Eastern Seaboard, scheduled to open in Q1 2020.

Best Western’s rapidly-expanding Thai portfolio now covers a series of established and emerging business and leisure destinations all across the kingdom, including Bangkok, Phuket, Pattaya, Chiang Mai, Hua Hin, Buriram and Prachinburi.

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Pictured at the PSA signing ceremony: Mr. Chanin Vanijwongse, Chief Executive Officer, Habitat Group (3rd left); Ms. Sasivimol Sutthibut, Chief Operating Officer, Habitat Group (2nd left); Ms. Vimolsiri Sutthibut, Marketing Communications Director, Habitat Group (left), Olivier Berrivin, Managing Director of International Operations – Asia, Best Western (3rd right); Rodney Simpson, Senior Regional Director of Operations – Asia (2nd right); and Cyrill Czerwonka, Regional Director of Development – Asia, Best Western (right)