

Best Western® Hotels & Resorts Strengthens Position in Bangkok with New Hotel in the Heart of Vibrant Sathorn District



(Bangkok – February 21, 2019) Best Western Hotels & Resorts has celebrated the signing of a brand new hotel in Bangkok, which is set to introduce guests to another exciting part of Thailand’s dynamic capital city.

Scheduled to open its doors in 2021, Best Western Click Sathorn 11 Bangkok will bring Best Western’s timeless values of hospitality to Sathorn Soi 11, a secluded yet centrally-located street just off Sathorn Road, one of the city’s major thoroughfares. Upon opening, this new-build midscale hotel will put guests on the doorstep of the vibrant shopping and entertainment district of Silom and the sleek financial quarter of Sathorn. It is also just a few minutes from the banks of the Chao Phraya, Bangkok’s “River of Kings.”

Surrounded by many of Bangkok’s tallest skyscrapers and most spectacular attractions, including Michelin-starred restaurants and dramatic observation decks, this is one of the most enticing areas of the city and a perfect base for both business and leisure travelers. The hotel is a short distance from two BTS skytrain stations – Surasak and Chong Nonsi – which put the entire city within easy reach, and Bangkok’s elevated expressways will provide fast transfers to and from Suvarnabhumi and Don Mueang airports.

Best Western Click Sathorn 11 Bangkok will feature 119 contemporary rooms and suites, all fully equipped with comfortable beds, working desks, tea and coffee facilities and complete connectivity with free access to the internet throughout the hotel. The hotel’s swimming pool and fitness center will provide plenty of options to unwind, and guests will be able to enjoy daily breakfast and all-day dining at the hotel’s bright café.

Best Western officially signed the new hotel in a ceremony with Wealth Plus Property Company Limited, the property’s owner and developer.

“Sathorn is one of Bangkok’s most exciting up-and-coming districts,” said Olivier Berrivin, Best Western’s Managing Director of International Operations – Asia. “Guests at Best Western Click Sathorn 11 Bangkok will be able to access top-rated tourist hotspots, multinational companies and colorful street life. They can also discover the cultural charms of Chinatown or take a boat ride down the Chao Phraya River, which is lined with world-class shopping centers and cultural jewels. Importantly however, Sathorn Soi 11 retains a peaceful and secluded vibe that allows guests to connect with the ‘real’ Bangkok. I am confident that our guests will love this highly convenient location.”

“Whatever type of stay they are seeking, Best Western Click Sathorn 11 Bangkok will put guests in the heart of the action. We are delighted to partner with Wealth Plus Property Company Limited on this impressive new project and I look forward to working together in the coming months and years as we bring this hotel to life,” Olivier added.

Tourism in Bangkok is currently riding the crest of a wave. The city welcomed more than 20 million

international visitors in 2018, making it the world's most popular city, according to the Mastercard Global Destination Cities Index. With major urban attractions and infrastructure projects now rising across the city, Bangkok is fast becoming one of the world's most desirable destinations.

Best Western is already one of the leading international hotel groups in Bangkok, with six hotels operating across the city. These properties comprise five of the company's distinct brands, giving guests a wide choice of world-class hotels for every occasion. The signing of Best Western Click Sathorn 11 Bangkok further strengthens Best Western's position in this thriving global mega-city.