

Centara Hotels & Resorts Accelerates Expansion in 2020 with Eight New Hotels and Resorts in Four New Countries



Thailand's leading hotel operator reveals plans to add almost 2,000 new rooms across multiple markets in 2020, as it moves towards its target of becoming a top 100 global hotel group.

As the world enters a new decade, Centara Hotels & Resorts, Thailand's leading hotel operator, is accelerating its global expansion with plans to open new hotels and resorts in some of the world's most dynamic destinations.

In 2020, Centara expects to open eight new properties, adding four countries to the company's world map and enhancing its leadership position in Thailand. This will increase the group's worldwide inventory by almost 2,000 rooms and suites, in line with a strategic plan to make Centara a top 100 global hotel operator within five years.

As part of this expansion, Centara's highly anticipated first resort of its new luxury brand will be unveiled at the end of 2020, following the refurbishment and repositioning of Centara Grand Beach Resort Samui. This popular beachfront retreat closed temporarily in 2019 to facilitate an extensive upgrade. Its grand reopening in late 2020 will mark the launch of Centara's sixth hotel brand, the name of which will be announced shortly.

Centra by Centara Cha Am Beach Resort Hua Hin is expected to open in April 2020. Located on pristine Cha-Am Beach, this 190-room and suite hotel will be surrounded by attractions, including theme parks, golf courses, retail outlets and a Royal palace. COSI, Centara's affordable lifestyle brand, will also drive Centara's domestic growth in Thailand. After the recent addition of hotels in Pattaya and Koh Samui, this cutting-edge concept will enter another popular beach resort destination in Q4, with the launch of the 142-room COSI Krabi Ao Nang Beach.

Southeast Asia will be a major focus area for Centara in 2020. The company will plant its flag in two new countries this year; the 95-room Centara KMA Resort Inle Lake will become its first location in Myanmar in Q2, and the 162-room Centara Plumeria Resort Pakse will launch in Q4 to mark Centara's introduction to Laos. Both properties will bring international-standard accommodation to their respective markets, which are rising in popularity with travellers. Moving forward, Centara will enter several exciting new destinations in both countries, including LuangPrabang, the UNESCO World Heritage-listed former capital of Laos and the country's capital, Vientiane.

The Middle East is another key region, with several new hotels and resorts preparing to welcome their first guests this year. In Qatar, The B Premiere Hotel, an 85-room property under the Centara Boutique Collection, will be introduced in Q2. Then in Q4, Centara will enter the UAE with the 607-key Centara Mirage Beach Resort Dubai - an outstanding family-friendly themed resort that will comprise 607 rooms and suites and a wealth of activities for all ages, including a lazy river, waterslides, cliff jumping, multiple restaurants, a kids' club, SPA Cenvaree and its first kids spa.

In parallel with the development of its portfolio, Centara will continue to roll out its new guest experiences, including Staying Well, which promotes a healthier way to travel, and Meetings Redesigned, an innovative one-stop service for the MICE sector.

Finally, Centara will accelerate the implementation of its companywide Sustainability Plan in 2020, which includes the elimination of single-use plastic products, such as straws, bags, bottles and food containers, the reduction of food waste, and the expansion of its support for local farmers, rural communities and small-scale sustainable producers.

Centara Hotels & Resorts will showcase its entire global portfolio and pipeline of properties at ITB Berlin from 4th to 6th March 2020, at Hall 26B - No.223.

To learn more about Centara Hotels & Resorts, please visit www.centarahotelsresorts.com.

ABOUT CENTARA

Centara Hotels & Resorts is Thailand's leading hotel operator. Its 75 properties span all major Thai destinations plus the Maldives, Sri Lanka, Vietnam, Laos, Myanmar, China, Japan, Oman, Qatar, Cambodia, Turkey, Indonesia and the UAE. Centara's portfolio comprises six brands - Centara Grand Hotels & Resorts, Centara Hotels & Resorts, Centara Boutique Collection, Centra by Centara, Centara Residences & Suites and COSI Hotels - ranging from 5-star city hotels and luxurious island retreats to family resorts and affordable lifestyle concepts supported by innovative technology. It also operates state-of-the-art convention centres and has its own award-winning spa brand, Cenvaree. Throughout the collection, Centara delivers and celebrates the hospitality and values Thailand is famous for including gracious service, exceptional food, pampering spas and the importance of families. Centara's distinctive culture and diversity of formats allow it to serve and satisfy travellers of nearly every age and lifestyle.

Over the next five years Centara aims to become a top 100 global hotel group, while spreading its footprint into new continents and market niches. As Centara continues to expand, a growing base of loyal customers will find the company's unique style of hospitality in more locations. Centara's global loyalty programme, Centara The1, reinforces their loyalty with rewards, privileges and special member pricing.

Find out more about Centara at www.CentaraHotelsResorts.com

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