

Centara's new affordable lifestyle hotel for the modern, tech-savvy traveller is open for bookings



Samui - Thailand, 25th October 2017 - Centara Hotels & Resorts, Thailand's largest hotel operator, announced they are now taking bookings for their new COSI Hotel Samui on Chaweng beach, opening 1st December. It is the first property for Centara's new COSI brand, designed as an innovative and affordable lifestyle hub for the new generation of digitally-driven travellers. Special introductory rates start at THB 1,515 (a little over \$US 45) per night.

"Living the COSI life is all about being simple, social and connected," said Thirayuth Chirathivat, Centara's Chief Executive Officer. "It's about fun and freedom. We designed COSI so you'll get everything you need to bring your lifestyle to your destination. And we'll be showing up in the destinations you want to visit."

The new hotel brand features smart phone integration and free Wi-Fi, along with other technology, service, and design innovations that fit the lifestyle of today's young-minded, tech-savvy traveller. Stylish décor and 24/7 digital social play spaces are part of the unique concept. COSI Samui also features a rooftop pool and all-hours lifestyle café for which guests receive a free daily credit to enjoy food or drink at any time of day or night.

The location of the first COSI is ideal: Chaweng beach is the most happening destination on Samui island and COSI is right between the beach, shopping at Central Festival, and the food and entertainment scene along the shore. The airport is only 15 minutes away.

"COSI represents a significant re-think of what a hotel can be," explained Harry Thaliwal, Centara's General Manager and Corporate Director of Operations Krabi, Samui, Vietnam and COSI). "If you said, 'I wouldn't pay for that,' we took it out. If you said '...but I wish they had...' we probably put it in. We changed COSI from a place to stay to a place to live."

Bookings made at cosihotels.com will always receive the best rate.