

CHATRIUM HOTEL ROYAL LAKE YANGON WELCOMES ITS NEW DIRECTOR OF SALES AND MARKETING



Chatrium Hotel Royal Lake Yangon is delighted to announce the appointment of Ms. Patcharee Meethong as the hotel's new Director of Sales and Marketing.

Patcharee is a 20-year hospitality veteran with a wealth of experience in some of the world's most renowned hotel and resort chains in her native Thailand including the Shangri-La, Sheraton and Anantara groups. Her position prior to joining Chatrium Hotel Royal Lake Yangon was that of Corporate Director of Sales (Travel Trade) for Bangkok-based parent company Chatrium Hotels & Residences.

Her new duties will include training and supervising the hotel's Sales & Marketing team to ensure a continued streamlined, personal and professional approach to guest satisfaction and working in conjunction with the General Manager to determine appropriate sales strategies in all market segments geared towards maximizing hotel revenue. Additionally her role will be observing the local market, identifying current hospitality trends and monitoring Chatrium Hotel Royal Lake Yangon's main competitors.

Chatrium Hotel Royal Lake Yangon's General Manager Ms. May Myat Mon Win said "We are delighted to welcome Patcharee as her rock-solid background and experience in Sales and Marketing will be a true asset in consolidating our position as one of Myanmar's foremost luxury hotels and ensuring the continued satisfaction of each and every one of our respected and valued guests."

For more information, please contact:
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