

Dusit Thani Bangkok confirms last day of operations, prepares for ‘exciting new chapter’ to come with a series of special promotions



Bangkok, 29 June 2017 - Dusit Thani Bangkok, the flagship hotel of Thailand-based, global hospitality company Dusit International, will officially hold its last day of operations in its current form on 16 April 2018, bringing to a close a successful first chapter some 48 years in the making.

To commemorate the hotel’s rich hospitality heritage and celebrate its status as one of Bangkok’s legendary hotels, the property is arranging a series of special events and promotions designed to thank its loyal guests and customers, highlight the influence the property has had on Thailand’s tourism industry over the years, and reveal how the new version of the hotel, set to open as part of a mixed-use development in 2022, will continue this legacy.

One highlight of the series is the Wedding Memories promotion. All couples who have held a wedding reception at the hotel since it first opened in 1970 are invited to enjoy a complimentary three-course set lunch or dinner at the hotel. To redeem the promotion, couples are kindly requested to show a picture of their wedding reception prior to dining.

The couples will also receive a copy of the ‘Thai Way of Life: The Dusit Cookbook,’ and a privilege card granting them 27 per cent off food (a la carte and international buffet) from now until 15 April 2018.

Anyone who books to stay at the hotel via www.dusit.com before 31 December 2017 will receive Dusit Best Rate Guarantee, a free upgrade to the next room category upon availability, complimentary early check in after 6am and late check-out until 6pm, and one daily BTS ticket per person.

For bookings made by 31 August 2017 on stays made by 31 October 2017, the hotel is also offering its Superior Room, including complimentary upgrade to a Dusit Room (executive suite with living room - 60 sq m) upon availability, for the special price of only 4,800 baht per night inclusive of breakfast for two.

Founded by Thanpuying Chanut Piyaoui and opened on 27 February 1970, Dusit Thani Bangkok was once the city’s tallest edifice and largest hotel. A new landmark for the capital, the hotel pioneered five-star hospitality inspired by authentic Thai values and ushered in a new era of tourism for the city, revolutionizing dining, entertainment and even the way people organized wedding receptions in the process.

“Dusit Thani Bangkok is an icon made everlasting through all those who share its history, and we are sincerely grateful to everyone over the years who has made the hotel a resounding success,” said Ms Sukanya Janchoo, General Manager of Dusit Thani Bangkok. “The special series of events and promotions we are introducing have been specially designed to thank our guests, staff and stakeholders for their loyal support, as well as commemorate the hotel’s rich heritage which will be

carried over into our exciting new chapter to come. The Dusit Thani legend will continue.”

The new Dusit Thani Bangkok will form part of a new mixed-use development to be built in partnership with Central Pattana PLC. Alongside the hotel, the project will feature residences, retail areas, office spaces, and a large green space. In keeping with the original Dusit Thani, many of the original hotel’s trees will be incorporated in the new build, as will its distinctive, handcrafted teakwood décor, historical ornaments, and the property’s famous spire.

In preparation for construction of the new hotel, the development will start on land adjacent to Dusit Thani Bangkok, next to Rama IV road, which currently houses derelict buildings. The new hotel is expected to complete in 2022, followed by the rest of the project by 2024.

Details about the upcoming events and promotions are available at www.dusit.com/48anniversary

Notes for editors:

About Dusit Thani Bangkok

Dusit Thani Bangkok is the flagship hotel of Dusit International, one of Thailand’s foremost hotel and property development companies. The five-star luxury hotel comprises 517 rooms and is located next to the BTS Skytrain and MRT underground public transportation services, opposite Lumpini Park, in the heart of Bangkok. Founded by Thanpuying Chanut Piyaoui, Dusit Thani Bangkok was the city’s tallest edifice and largest hotel when it first opened in 1970. The hotel is renowned for its gracious hospitality inspired by authentic Thai values, which today inspires the distinctive, personalized service found at all Dusit Hotels and Resorts worldwide. In 2018 the hotel will be redeveloped as part of a mixed-use development designed to create a new landmark for a new era of tourism. The hotel’s last day of operations in its current form is 16 April 2018. The new hotel will open in 2022.

For more information, please visit www.dusit.com.

DID YOU KNOW?

- The hotel’s name was inspired by two sources – one, the miniature city built by King Rama VI as an experiment in democratic rule (called Dusit Thani); and two, the name of the fourth tier of paradise according to Thai beliefs (Dusit).
- Dusit Thani’s height from ground to the tip of the spire is 100 metres.
- The spire that tops the hotel signifies a Thai chedi. The architects were inspired by the spires at the Temple of Dawn (Wat Arun).
- Dusit Thani once had an orphaned elephant in residence called Bimbo. Rescued by Thanpuying Chanut Piyaoui, the friendly pachyderm would help to welcome guests arriving at the hotel.
- Napalai Ballroom was Bangkok’s largest function room and it revolutionised the way people organised wedding receptions. Instead of celebrating at home or in restaurants, Bangkokians started having wedding receptions at the hotel.
- Tiara, Thailand’s first supper club, opened along with the hotel in 1970, serving lunch buffet and French cuisine for dinner in a luxurious setting on the hotel’s top floor (now 22 Kitchen & Bar). The restaurant also hosted functions unseen before in Bangkok, such as fashion shows and afternoon tea, and featured performances by The Stylistics, Rod Stewart, Stevie Wonder, and more international acts.

- The tearoom Library 1918 was built to commemorate the life and work of King Rama VI, particularly the miniature city he built in 1918 to experiment with democratic rule. The tearoom houses documents detailing the King's work in Thai and English, photographs of Bangkok during his reign, and vintage objects such as a hand-cranked phonograph.
- The hotel's first Thai restaurant was Sukhothai. Serving dishes prepared according to palace recipes, the restaurant pioneered Thai dancing shows as an attraction for foreign guests. Later it became Busarakham restaurant, and since December 1991 Benjarong Restaurant, serving Royal Thai cuisine until June 2014, and contemporary Thai cuisine thereafter.
- Hamilton's Steak House was named after the first US ambassador to Thailand, Hamilton King, who was initially the fifth consul appointed to Bangkok but had his role upgraded in 1898.
- The first Thai singer to perform at the Lobby Lounge was Nantida Kaewbuasai, after she won Asia's amateur singing championship in Hong Kong in May 1978.
- Dusit Thani's annual calendars were once popular collectors' items because they represented the pride of Thai hospitality. The photos featured locations in the hotel and the models were hotel staff members.
- The Cellar function room today has gone through several incarnations: As Castilian, a grill room, opened in 1980; as Four Seasons, a seafood restaurant, opened in 1984; as Chinatown, a Taechiew restaurant, opened in 1987; and as Il Cielo, serving Italian cuisine, opened in 2004.
- Thanpuying Chanut Piyaoui envisioned the architecture of the hotel to be a symbol of contemporary Thailand. The building was an instant landmark, but its triangular shape has limited its possibilities for expansion.
- Dusit Thani Bangkok as it stands will welcome its final guests on 16 April 2018. On this day the hotel will be open for breakfast and lunch as house guests may check out late till 2pm. The hotel will then close to prepare for its exciting new chapter in 2022.

Media Contacts:

Jetana Kriengsakophas | Director - Corporate Communications | Dusit International

Tel: +66 (0) 2200 9999 ext. 3325 | Fax: +66 (0) 2636 3549 | Email: Jetana.ks@dusit.com

Sureerat Sudpairak | Assistant Director - Corporate Communications | Dusit International

Tel: +66 (0) 2200 9999 ext. 3321 | Fax: +66 (0) 2636 3549 | Email: sureerat.sp@dusit.com