

# Bangkok Post

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Mr Pongphan (centre left) and Mr Hudson (centre right) at yesterday's signing to confirm the Delta Hotels deal.



**With the Delta Hotels by Marriott brand, we are looking to service international business and leisure travellers and savvy holiday home buyers.**

**PONGPHAN SAMPAWAKOOP**  
Chairman, Apex Development

## BRANDING EXERCISE

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## HOSPITALITY



Delta Hotels by Marriott Mai Khao Phuket Resort and Residences is scheduled to open in 2021.

# Marriott debuting 3 brands by 2022 in Phuket, Bangkok

## Mai Khao project with Apex is first in queue

SUCHAT SRITAMA

Marriott International is set to debut three new brands in Thailand during 2021-22 with hotel projects in Phuket and Bangkok.

The move is part of a global expansion alongside new developments for existing brands. The American hotel chain has high hopes of gaining from tourism and hospitality growth in Thailand and throughout Southeast Asia.

Karl Hudson, area vice-president for Thailand, Vietnam, Cambodia and Myanmar, said the three new brands opening in Thailand are Delta Hotels in Phuket (2021), Moxy Hotels in Bangkok (2022)

and Fairfield Inn in Bangkok (2022).

"All three hotels are new brands for the Thailand market," Mr Hudson said.

Marriott runs 42 hotels in Thailand under various brands such as Marriott, Sheraton, Four Points, Courtyard and Westin. The group has inked management deals for 19 projects that are scheduled to open within four years.

Mr Hudson said the group continues to seek opportunities in major tourist destinations. Marriott is also eyeing other markets in the region such as Indonesia, Vietnam and Malaysia for expansion.

In Thailand, Marriott yesterday signed an agreement with Apex Development Plc to manage a mixed-use project in Phuket called Delta Hotels by Marriott Mai Khao Phuket Resort and Residences.

Apex owns the 3-billion-baht project, which is set to be completed by December 2021. Of the investment, 1.8 billion baht is for the hotel and 1.2 billion baht for

the residences.

The project will comprise a 179-room hotel and 58 pool-villa beachfront condo units with views of the Andaman Sea.

Apex chairman Pongphan Sampawakoop said Phuket and nearby destinations like Krabi and Phangnga still have room to grow.

"In 2017, 10.6 million foreign tourists visited Phuket," Mr Pongphan said. "The number will continue to grow 8-9% per year, creating opportunities for hotels to benefit."

He said the project will be the second collaboration with Marriott but the first for the Delta Hotels brand in Thailand and Southeast Asia.

"With the Delta Hotels by Marriott brand, we are looking to service international business and leisure travellers and savvy holiday home buyers," Mr Pongphan said.