

TRAVEL AND HOSPITALITY

Waldorf Astoria opens first hotel in Southeast Asia

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Waldorf Astoria Bangkok. Image credit: Waldorf Astoria

By STAFF REPORTS

Hilton's Waldorf Astoria Hotels & Resorts is bringing its hospitality brand to Bangkok, Thailand.

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Waldorf Astoria Bangkok is owned by Magnolia Quality Development Corporation Limited, and is situated in the developer's 60-story Magnolias Ratchadamri Boulevard mixed-use residential tower. Officially open as of Aug. 31, the hotel marks Waldorf Astoria's first property in Southeast Asia.

"With Asia Pacific enjoying a golden age of travel, we are witnessing unprecedented demand for our brands and are creating some of the world's greatest luxury hotels," said Alan Watts, president of Hilton Asia Pacific, in a statement.

"As the first Waldorf Astoria in Southeast Asia, the opening of Waldorf Astoria Bangkok adds a much-anticipated chapter to the brand's story in Asia," he said. "It builds on our series of iconic Waldorf Astoria hotels in Beijing, Shanghai and Chengdu, while prefacing the arrival of additional unforgettable Waldorf Astoria hotels in the near future."

Bangkok debut

Waldorf Astoria Bangkok features 171 guest rooms and suites. Designed by architect Andr Fu and his team at AFSO, the hotel blends tradition and modernity, infusing the contemporary newly constructed building with artisanal Thai touches.

Floors 55 to 57 of the building house eateries created by design firm AvroKO, including a Champagne bar and The Loft, a New York-style bar serving up cocktails and small bites.

The hotel is positioned nearby to the Ratchaprasong intersection, putting guests close to shopping and cultural sites such as the Erawan Shrine.

Last year, Waldorf Astoria Hotels & Resorts expanded its presence in Asia with a new opening in China.

The Waldorf Astoria Chengdu marked the brand's third Chinese property and the 200th opening in Asia-Pacific for its

parent company. Far from slowing down, the group is planning further expansion in the region to meet consumers where they are traveling ([see story](#)).



Waldorf Astoria Bangkok's lobby. Image credit: Waldorf Astoria

Today, Waldorf Astoria's portfolio includes around 30 hotels.

"We are thrilled to be adding Waldorf Astoria Bangkok to our rapidly expanding luxury portfolio here in Asia Pacific," said Dino Michael, global head of Waldorf Astoria Hotels & Resorts, in a statement.

"As we continue to debut contemporary and iconic hotels in landmark destinations all over the world, we consider it a true honor to introduce our brand to a city as vibrant as Bangkok," he said. "We look forward to showcasing our signature True Waldorf Service, the personalized, graceful service that has become synonymous with our brand."

The 3.5 million high-net-worth individuals located in the Asia Pacific region makes the market increasingly important for the luxury sector, as the affluent group's appetite for high-end continues to grow.

Countries of the Association of Southeast Asian Nations are becoming an increasingly important part of consumerism in the luxury market. Countries that make up the association such as Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam are expected to become the fourth largest economy by 2020 ([see story](#)).