

REAL ESTATE

## Ritz-Carlton to enter Bangkok within new multi-use development

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Rendering of One Bangkok. Image courtesy of One Bangkok

By STAFF REPORTS

Five new luxury and lifestyle hotels will be coming to Bangkok, Thailand as part of a new \$3.8 billion project that is creating an upscale integrated district.

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TCC Assets Co., Ltd. and Frasers Property Holdings (Thailand) Co., Ltd. are developing One Bangkok, a mixed-use complex that will include hotels, residences, retail and cultural spaces. Mixed-use developments offer hotels and retail a built-in audience through guaranteed traffic from workers and residents, making them an attractive draw for luxury brands.

### Luxury living

One Bangkok has a gross land area of about 41 acres, with around half of the development devoted to green and open spaces. The complex will be situated around a 2.5-acre plaza.

Five office towers will be home to 500 organizations with a collective 50,000 workers. The district is expected to have 200,000 daily visitors.

Along with the office space, the development will include five new-to-market hotels. The Ritz-Carlton plans to open in 2023, marking its entry into the city.

Retail space will house luxury boutiques, and there will be luxury residences within the complex.

One Bangkok will also include space for performing arts and learning, creating a community hub.

### *One Bangkok's manifesto*

Urban designer Skidmore Owings & Merrill and Thai architects A49 were tapped for the project.

One Bangkok is taking a technology-centric approach to simplify property management, equipping the complex with more than 250,000 smart sensors.

Frasers Property has previously developed Central Park in Sydney and Frasers Tower in Singapore.

"Our ambition is to build sustainable developments that improve quality of life and are part of the fabric of the community," said Panote Sirivadhanabhakdi, group CEO of Frasers Property Limited, in a statement. "It is our goal to constantly create offerings that connect with its surroundings and are something the community can be proud of."

Bangkok has attracted other luxury hospitality brands in recent years, as they look to cater to both locals and tourists. Hilton's Waldorf Astoria Hotels & Resorts brought its hospitality brand to Bangkok last year.

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 marked Waldorf Astoria's first property in Southeast Asia ([see story](#)).

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