

TRAVEL AND HOSPITALITY

Fairmont to open first location in Thailand

March 2, 2023



Hospitality group Accor and Thailand-based real estate group AWC have signed a multi-property agreement. Image credit: Accor

By LUXURY DAILY NEWS SERVICE

Hospitality brand **Fairmont** Hotels and Resorts is helping to boost Bangkok's global luxury tourism profile by opening the first of several properties in Thailand.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

As part of a multi-property agreement with Asset World Corp Public Company Limited (AWC), Fairmont's parent company Accor plans to open the Fairmont Bangkok Sukhumvit in 2024.

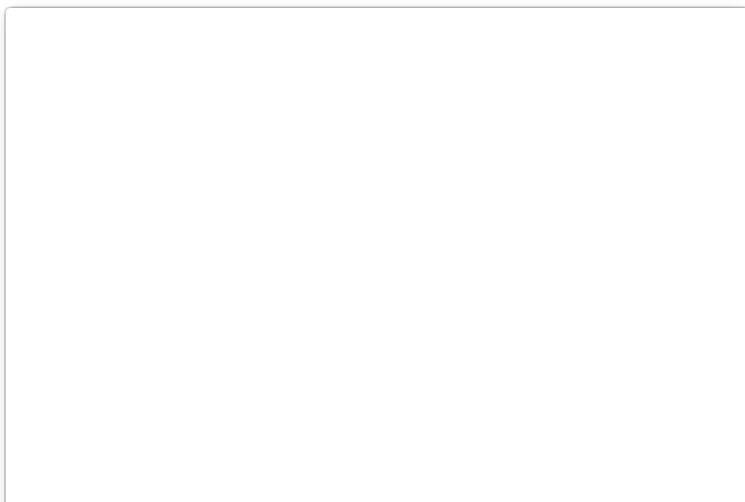
Beyond this initial property, the two parties intend to open several other hospitality offerings throughout the country.

Land of a thousand smiles

The 419-room Fairmont Bangkok Sukhumvit is named for Bangkok's business district and is surrounded by many multinational companies as well as the Queen Sirikit National Convention Center.

In alignment with these surroundings, the hotel is equipped to act as meeting site as well.

In fact, it will be Thailand's first hotel to feature facilities which fully integrate meetings, incentives, conferences and exhibitions (MICE).



[View this post on Instagram](#)

A post shared by Fairmont Mayakoba (@fairmontmayakoba)

On the leisure side of things, the hotel will offer a rooftop bar, Asian and international cuisine as well as fitness, spa and wellness centers.

This capital city property joins five other Fairmont locations in the east Asia region, including those in Seoul, Beijing and Shanghai.

The building will practice energy-efficiency and waste reduction methods according to standards set by the U.S. Green Building Council.

Visitors can reduce their carbon footprint by using the hotel's nearby Skytrain as transport. An estimated 84 percent of visitors are likely to be traveling to Bangkok solo, according to RateGain Technology's trend data.

Last November, Accor launched the Beyond LIMITS program that offered guests at select Fairmont Hotels and Accor Live Limitless properties in North and Central America exclusive experiential offerings to elevate their hospitality experience.

The offerings included a candlelit concert inside cenote limestone caves at the Fairmont Myakoba in Mexico, and a 19-storey vertical dance floor at the Fairmont Century Plaza in Los Angeles ([see story](#)).

© 2023 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.