

TRAVEL AND HOSPITALITY

Nobu Hotels poised for two new Plaza Athne locations

June 19, 2023



The brand is taking on renovation projects in some of the most-visited destinations in the world, set to open in 2026. Image credit: Nobu Hotels

By LUXURY DAILY NEWS SERVICE

Global hospitality group Nobu Hotels is setting its sights on cities uncharted.

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

The brand is launching two new Plaza Athne Hotels in some of the most-visited destinations in the world. In partnership with Thai integrated lifestyle real estate group AWC, historic buildings in Bangkok and New York City are being transformed into Nobu portfolio additions set to open in 2026.

"We are profoundly grateful that AWC has entrusted us with the development of two of their most valuable properties, in the most iconic buildings and historic areas of two exceptional cities," said Trevor Horwell, CEO of **Nobu Hospitality**, in a statement.

"We are privileged to collaborate closely with the AWC team, led by visionary CEO, Khun Wallapa Traisorat, who is spearheading an exciting and innovative approach to the hospitality industry," Mr. Horwell said. "The Plaza Athne Nobu Hotel and Spa Bangkok and the Plaza Athne Nobu Hotel and Spa New York will redefine the standards of luxury and sophistication not only in Thailand but also in the U.S."

Upcoming stays

Through the collaboration, Nobu Hotels is bringing modern luxury to heritage sites.

Using its hospitality experience as an asset, the brand's new Plaza Athne Nobu Hotel and Spa New York stands in a neighborhood known for luxury, Upper East Side. While AWC offers real estate development knowledge, the move benefits the conglomerate's ambitions to grow.

The Plaza Athne Nobu Hotel and Spa New York marks Nobu Hotel's inaugural opening in the city.



According to AWC, the two hotels are going to "synergize" with the rest of portfolio offerings, unifying AWC and Nobu Hotel locations. Image credit: Nobu Hotels

The Upper East Side spot is close to Central Park, famed museums, consulates and luxury shopping, suiting affluent travelers and business travelers who find themselves in the Empire State alike. Guests can enjoy a Nobu omakase experience, a lounge, bar and rooftop boasting panoramic views of the skyline.

The building itself is nearly 100 years old, consisting of 145 rooms, complete with outdoor and indoor terraces and gazebos, townhouse layouts and an on-site wellness center, spa and Japanese Onsen.

AWC will watch over the development, also overseeing the design and concept.

The development of the Plaza Athne Nobu Hotel and Spa Bangkok will also be supervised by the group, located in the East Asiatic Company Heritage Building, a registered, historical site, along the Chao Phraya River.

Through a "River Journey concept," AWC and Nobu nod to the building's history, founded by Hans Niels Andersen in 1884, a Danish sea captain.

Riverfront recreation is central to the upcoming opening, with a Nobu cruise available as a bespoke option for guests.

The announcements come after an exclusive contract signed by AWC with Nobu Hospitality in July 2022, which led to Nobu's first restaurant in Thailand. Five new Nobu hotels are additionally slated to open this year ([see story](#)).

"With our shared vision in creating unique experience [for] customers and developing sustainable values [for] all stakeholders, AWC has found the ideal partner for our special flagship projects," said Wallapa Traisorat, CEO and president, of AWC, in a statement.

"The development of these remarkable hotels in two major global destinations with Nobu Hospitality will also strengthen the long-standing Plaza Athne brand together with the uniquely modern luxury lifestyle of Nobu brand to offer best-in-class products and services to global travelers," Ms. Traisorat said. "Through this strategic partnership of AWC and Nobu Hospitality, we believe to build the new benchmark and create long-term sustainable value for the industry."