

The Platinum Group is welcoming back tourists after Thailand's reopening  
with plans to launch the Holiday Inn Resort Samui Bophut in Q3/2022  
to reinvigorate the Thai tourism sector

In response to the upcoming reopening of Thailand, the Platinum Group, a developer of wholesale and retail centers, office buildings, and hotels, is moving ahead with its plans for the businesses within its group ,including making preparations to open the Holiday Inn Resort Samui Bophut in Q3/2022 with a THB 1,220 million investment. Located on Bophut Beach near the Walking Street, a one-of-a-kind tourist destination in Samui, Surat Thani, the hotel will deliver world-class experiences for leisure travelers, couples, families, and groups under the management of the world-renowned hospitality company IHG Hotels & Resorts.

**Ms. Suthita Chotjurangkool**, Executive Vice President – Marketing, the Platinum Group Public Company Limited (PLAT), a developer of rental properties and a hotel business operator, said “PLAT still believes in Thailand’s tourism industry in the long term and has thus been making strategic investments in various projects according to its plan. Giving top priority to international service standards, the Company has collaborated with IHG Hotels & Resorts, to deliver impressive experiences that cater to a more diverse range of travelers from across the world.

The construction and decoration of the Holiday Inn Resort Samui Bophut has progressed as planned, in line with the full reopening of the country at present, which will improve investor confidence in the business sector and spur spending in the household sector. Q3/2022 is thus an opportune period to open the hotel to accommodate tourists making plans to spend their vacation during high season in Thailand, during which the company believes the economy of the tourism sector has begun to recover and will continue to improve steadily.”

The Holiday Inn Resort Samui Bophut is a family-friendly hotel under the Platinum Group PLC. Its design concept integrates the unique characteristics of the area and a perfect vacation experience. Drawing inspiration from Samui’s pristine beach-fringed sea and lush tropical forest, the materials and décor in natural tones have been chosen to be soothing and make visitors feel as close to nature as possible.

The outstanding features of this hotel are as follows ,It is located on Surat Thani's world-renowned Samui Island, one of Thailand's most important tourist destinations dubbed "Heaven in the Gulf of Thailand" by Thai and international visitors alike, It is located right next to Bo Phut Beach and the Fisherman's Village walking street – an ancient fisherman's village that has been transformed into a walking street along the beach teeming with eateries, boutiques, and souvenir shops and a favorite destination for tourists who visit Samui, It is only a 15-minute drive from the Samui International Airport

With a total of 203 rooms spread across nine towers, the hotel comprises two zones, namely beachfront and garden wing, and offers a private and restful stay. The selection of accommodations ranges from standard rooms to family suites and Holiday Inn's signature KidSuites<sup>®</sup>, perfect for leisure travelers, couples, families, and groups.

Visitors can explore the island through various activities, including scuba diving, boating adventures, or a stroll on the beach or at the walking street. In addition to these activities, the hotel also provides a full range of facilities in every area for its vacationers.

Visitors can relax in both the lobby lounge and the bar & resort center or hit the all-day dining zone for delicious meals, while health enthusiasts simply cannot miss the health club, equipped with a diverse range of exercise machines, and the outdoor pool in the beachfront zone. A Meeting rooms is also available for those with need for them.

The highlight for kids is the extensive Kid's Center, which sparks imagination and promotes learning skill development through the concept "chasing dreams – adventures in a wonderland." The center comprises both indoor and outdoor zones as follows:

- The indoor zone features equipment that fuels imagination, such as the 2 story Ball Pit, Play Unit Apple Tree, Floating Net and Culinary Section, managed by the hotels experienced Kids Club Team.
- The outdoor playground boasts a diverse range of fun equipment, including such as Magic Mountain Flora, Custom Net, The Turtle, Tunnel Jungle and Half Ball.
- The Splash Pad is equipped with 2 water slides, shallow pool, waterfall and offers various fun activities.

Another key feature considered to be the core standard of the hotel is that all the buildings, along with the facilities inside, are designed for energy efficiency and easy maintenance to ensure eco-friendliness.

For instance, energy-saving air conditioners are chosen, so that energy consumption can be adjusted according to actual use. In addition to the décor made with recycled and natural materials, the hotel is also equipped with a 24-hr. power backup system. The flooring and carpets are also made out of materials that are easy to clean to reduce energy consumption. The hotel will also offer eco-friendly large format bath amenities from Australia's SOAK Superfood Skincare instead of single-use plastic. Furthermore, meticulous attention is given to every detail of the management, with the operational protocol designed in the best interest of all divisions and every effort made to develop the organization, communities, society, and the environment to foster sustainable growth.

**Ms. Suthita** added “that given the vision and the business experience of the Platinum Group, an expert in real estate development, she believed that thanks to the prime location and the unique design of the hotel, as well as the attention to every little detail, from the design of each zone, which blends harmoniously with the natural surroundings and offers full functionalities, all the way to the comprehensive range of facilities and services on offer, the Holiday Inn Resort Samui Bophut is set to become one of Thailand’s major tourist destinations that will, under the management of the world-class hotel brand IHG Hotels & Resorts, revitalize and breathe new life into the tourism and hospitality industry of Thailand.”

#### **Additional information**

The Platinum Group Public Company Limited (PLAT) is a developer of rental properties and a hotel business operator. Its properties include The Platinum Fashion Mall and Novotel Bangkok Platinum Pratunam. Its mixed-use projects comprise The Market Bangkok, office building for rent PIER11, Moxy Hotel Bangkok, and the Holiday Inn Resort Samui Bophut.

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