

Press Release

The Passage Boutique Resort in Koh Samui joins the Mövenpick portfolio.

Mövenpick Hotels & Resorts to manage five properties in Thailand by 2015.



Zurich, Switzerland, June 3, 2014 - [Mövenpick Hotels & Resorts](http://www.moevenpick-hotels.com) proudly announces the signing of a new addition: The Passage, Koh Samui Resort in Thailand. Rebranded as Mövenpick Resort Laem Yai Beach Samui, the prime beachfront property will reopen under Mövenpick management in November 2014. It will be the third hotel in Thailand, alongside the [Bangtao](#) and [Karon Beach](#) hotels in Phuket, to be managed by the upscale international hospitality company.

Mövenpick Resort Laem Yai Beach Samui is a boutique destination with three swimming pools, a spa, and a kids' playground. Amidst the tropical surroundings, guests can dine at the seaside restaurant, pool bar or lobby lounge. A further 23 deluxe rooms will be added to complement the existing 50 guestrooms and expansive villas as part of a renovation plan.

As one of the key locations on Laem Yai beach in Samui, the Mövenpick resort offers striking views which are famed for spectacular sunsets. Just 18km from Samui International Airport, the hotel is only a short distance from the island's vibrant port town of Nathon, with its myriad markets, shops and restaurants.

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Commenting on the importance of the Thailand market, Andreas Mattmüller, Chief Operating Officer, Middle East & Asia says: “This region is a significant development sector for our brand, with the country seeing a 19.6% increase in tourism for 2013; we believe our resort on Laem Yai Beach is a wonderful asset and offers great potential”.

Tossapol Satitwittayakul, Executive Director of the Thana Group, the hotel’s owning company added: “Through our association with Mövenpick we see strong potential for progress thanks to the company’s international reach. Working together, we are committed to building on the best customer experience in Samui”.

Due to ongoing and sustainable success in the Asian market, Mövenpick Hotels & Resorts is turning its attention increasingly to Thailand, with plans to operate five properties by 2015. Locations set to open in 2015 include White Sand Beach, Pattaya and Chiang Mai, Suriwongse. Further projects in the country include properties at Hua Hin and Chiang Mai scheduled to open in 2017.

A successful global brand with over 7.3 million guests per annum in 80 hotels across 25 countries in Europe, Middle East, Africa and Asia, Mövenpick Hotels & Resorts is committed to delivering a personalised, relaxed and enjoyable guest experience.

For more information: www.moevenpick-hotels.com/en/

Notes for Editors - Photo-Download: <http://bit.ly/1tihDXN>

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About Mövenpick Hotels & Resorts:

Mövenpick Hotels & Resorts, an international upscale hotel management company with over 16'000 staff members, is represented in 25 countries with 81 hotels, resorts and Nile cruisers currently in operation. Around 30 properties are planned or under construction, including Chiang Mai and Koh Samui (Thailand), Istanbul (Turkey), Shanghai (China), and Marrakech (Morocco). Focusing on expansion in its core markets of Europe, Africa, the Middle East and Asia, Mövenpick Hotels & Resorts specialises in business and conference hotels, as well as holiday resorts, all reflecting a sense of place and respect for their local communities. Of Swiss heritage and headquartered in Zurich, Mövenpick Hotels & Resorts is passionate about delivering premium service and culinary enjoyment – all with a personal touch. Committed to sustainable environments, Mövenpick Hotels & Resorts has become the most Green Globe certified hotel company in the world.

The hotel company is owned by the Mövenpick Holding (66.7%) and the Kingdom Group (33.3%). For more information please visit www.moevenpick-hotels.com/en/.