

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 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 Nathorn, with its myriad markets, shops and restaurants.

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.

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