

**20<sup>th</sup> January 2021  
Media Release**

## **StayWell announces expansion of The Prince Akatoki brand into Bangkok**

- StayWell Holdings and Prince Hotels Inc. announce the signing of the third The Prince Akatoki hotel.
- The Prince Akatoki Riverside Bangkok will be the latest addition to the wider portfolio of hotels managed by StayWell Holdings, as the luxury hotel brand continues to grow globally.
- Positioned on the prestigious riverside location of the famous Chao Phraya River the hotel features 255 rooms and suites, multiple dining destinations and a luxury rooftop bar.

StayWell Holdings, one of the largest hotel management groups in Asia Pacific, and a subsidiary of Prince Hotels Inc, one of Japan’s leading hotel and leisure companies, has announced the signing of luxury hotel, The Prince Akatoki Riverside, in the heart of Bangkok.



Scheduled to open in fourth quarter 2021, The Prince Akatoki Riverside Bangkok solidifies expansion plans for the luxury brand. The launch of the hotel marks the first branded property in South East Asia for the group, and the third The Prince Akatoki hotel globally after London and yet to open Guangzhou.

The Prince Akatoki Riverside Bangkok will follow the successful launch of the inaugural property in London since opening late last year, it has received multiple awards and coveted accolades including a Forbes Travel Guide four-star

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rating and luxury verification in their Annual Travel Guide; Winner, Luxury Lifestyle Awards; Platinum, Outstanding Property Awards; Winner, DNA Paris Design Awards; and the Best Newcomer Award at the Conde Nast Johansens Awards for Excellence.

A luxury hotel brand, The Prince Akatoki offers guests the level of hospitality and attention to detail that Japanese hospitality is renowned for. The Bangkok property will be an urban sanctuary located on the banks of the Chao Phraya River, the hotel will offer guests a break from the hustle and bustle of the city with signature experiences, authentic touches, and an unrivalled hotel experience.

The Prince Akatoki Riverside Bangkok will boast the latest in-room entertainment technology across its 255 rooms, including three floors of Club Rooms with Executive Lounge, and a Presidential Suite that spans over 1,850 SQFT. With multiple eateries, three bars, and six meeting rooms planned, the property will appeal to leisure and business travellers alike. A private pier allows water arrival, and will also offer an exclusive ferry service to the Icon Siam, one of Asia’s largest malls located directly opposite the hotel. The plans include a rooftop sky bar, speciality Thai-Japanese fusion restaurant, whisky bar *Malt Lounge and Bar*, a lower rooftop deck mezzanine, and a pool bar that includes a garden terrace will ensure that the hotel will immediately make it onto the “must stay” lists of travellers and wanderlusters around the globe.

**Mr. Masahiko Koyama, President of Prince Hotels Inc.** said he could not be more excited to bring the best of Japan to Thailand’s cosmopolitan capital of Bangkok, with the new The Prince Akatoki property signing.

“Together with StayWell Holdings, we look forward to continuing to transform Prince Hotels Inc. from a Japanese-exclusive brand to a global brand. With London, Guangzhou and now Bangkok in our portfolio, The Prince Akatoki offers guests a luxury Japanese hospitality experience regardless of where they are travelling,” Mr Koyama said.

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Prince  
Hotels & Resorts



“As the most visited city in the world, Bangkok is an integral part of our expansion plans, with already strategic regional sales and marketing office in the region this flagship hotel will be instrumental in increasing Prince Hotels exposure in the region. The Prince Akatoki Riverside Bangkok will allow those travelling to South East Asia the opportunity to experience a new brand which reflects both visual elements synonymous with Japan and signature experiences that are unique to Japanese hospitality,” he said.

**Mr. Simon Wan, President and Director of StayWell Holdings Pty Ltd**, said that the group’s expansion into Thailand not only cements their commitment to the Asia region, but also demonstrates the industry’s ability to forge ahead despite times of crisis.

“We are thrilled to continue our work towards opening Thailand’s first The Prince Akatoki hotel,” he said. “The current climate has been devastating for our industry, so it is with great pride and great commitment that we continue to move ahead with this project as well as continuing our broad expansion program of The Prince Akatoki brand in global gateway cities.”

**The Tangtrongchitr Family**, owners of The Prince Akatoki Riverside echoed both Mr Koyama and Mr Wan’s sentiments. “The Prince Akatoki Riverside Bangkok will not only set a new standard of luxury for hotels in the city, but it will assist in rejuvenating the area, bringing back visitors, and offering new employment opportunities to many in the region. We are excited to be part of StayWell Holdings ongoing expansion plans and we can’t wait to welcome our first visitors in 2021.”

For more information on StayWell Holdings, visit [www.staywellgroup.com](http://www.staywellgroup.com)

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**About StayWell Holdings:**

One of the largest hotel management groups in Asia Pacific, StayWell Holdings and its parent company Prince Hotels Inc., offers a diverse portfolio of properties across a combined network of 78 open and operating hotels worldwide.

Prince Hotels & Resorts and StayWell’s combined brand offerings include The Prince Akatoki, The Prince, Grand Prince Hotel, Policy, Park Regis, Prince Hotel, Leisure Inn Plus, Prince Smart Inn, and Leisure Inn. Each brand offers guests quality experiences ranging from luxury to lifestyle through to midscale.

Prince Hotels & Resorts and StayWell have set a strategic goal to deliver 250 hotels in the medium to long term. The expansion of both company brands will take place across the regions of Asia-Pacific, South East Asia, China, Japan, the Middle East, Europe and the United States.

Prince Hotels operate a combined network of 50 hotels, 31 golf courses and 9 ski resorts. StayWell has an existing network of 28 open and operating hotels and a further 9 hotels that are committed and opening over the next few years. In addition, StayWell has two key strategic partners being Manhattan Hotel Group (17 hotels) and Cristal Group in the Middle East (8 hotels).

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