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Asia Hotel rebranding Cha-Am property

ASIA HOTEL is rebranding the four-star hotel in Cha-Am formerly known as the James Cha-Am and adding a conference room before relaunching it next year.

"The group took over the hotel in Cha-Am about three years ago after seeing growing demand from both the local, especially for meetings and conferences, and international markets," managing director Surapong Techaruvichit said last week.

It was the biggest move for the company in 14 years since it opened the Asia Airport Hotel opposite Don Mueang International Airport, he said.

The company started with the Asia Hotel in Bangkok 49 years ago and introduced its second property in Pattaya on the east coast 41 years ago.

The company has renamed the latest hotel as the Asia Cha Am and expanded rooms from 108 to 214. The conference hall can accommodate up to 400 people.

The main building has 18 storeys and 106 guestrooms with private balconies and ocean views. The pool villa low-rise buildings are four storeys and have 108 rooms.

According to a hotel study from C9 Hotelworks, Cha-Am and Hua Hin became more attractive destinations as more developments were placed in the pipeline.

Hua Hin and Cha-Am are continuing to be defined by the domestic sector.

Last year, 72 per cent of travellers staying in hotels were Thais.

Proud Group, which developed the InterContinental resort and Vana Nava waterpark |Hua Hin, is co-investing in |the Bluport mall along with a Holiday Inn-managed property.

These projects are lead indicators of positive long-term sentiment.

The TCC Group is investing in a 328-key hotel to be managed by Marriott. It is slated to open in the first quarter of next year.

About 9,157 rooms are registered in the areas, compared to 46,803 in Phuket and 17,986 in Samui.

