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Louvre Hotels
GROUP


GOLDEN TULIP
HOTELS - SUITES - RESORTS


B H M A
BESPOKE HOSPITALITY
MANAGEMENT ASIA

Press Release

For immediate release

BHMA Asia Joins Force with Louvre Hotels Group

Thailand based hospitality firm gains international recognition

BANGKOK, THAILAND (September 3, 2014); Asia-Pacific hotel management, development and consulting group, Bespoke Hospitality Management Asia (BHMA Asia) announced that it has signed an agreement with Louvre Hotels Group to represent and expand the business of Golden Tulip brand in Thailand. The objective is between both companies to jointly strengthen the management and the development potential of the brands of both companies in Thailand.

"We are pleased to add the management of Louvre hotel groups brand, including the Golden Tulip brand to our portfolio. Our management team is committed to enhancing growth and value for BHMA Asia, and we look forward to the cooperation with our new partner. It is a great opportunity to represent one of the largest hotel chains from Europe. We see the potential growth for the hospitality business here in Thailand as the AEC will commence in 2015, driving demand for international standard hotels and global chains" said Mr. Anthony McDonald, CEO of BHMA Asia.

Mr. Mark Van Ogtrop, Managing Director of Golden Tulip Southeast Asia comments, "I am excited for the cooperation with BHMA Asia. It is important that we have a trusted and professional partner in Thailand that can establish strong brand recognition and expand our business in this country. At the moment, we have over 30 projects in Indonesia and I believe that working with BHMA Asia will bring similar success to us for Thailand market."

Mr. McDonald adds, "With this partnership, we are not only representing the Louvre Hotels Group European brands in Thailand but also expanding our X2 (CrossTo) design hotel brand to Asia and Europe through Louvre Hotels Group's global network. We are initially working with them to represent our X2 brand in Indonesia and as part of our strategy to have 30 X2 (CrossTo) properties in the region by 2019. "

The Golden Tulip hotels chain traces its roots back to the early 1960s, when the first Golden Tulip hotels opened their doors in the Netherlands. Since then, the chain of hotels has expanded across the globe, always in step with the changing needs and expectations of customers. As part of the Louvre Hotels Group, the worldwide hotel chain operates three well-known hotel brands: Tulip Inn, Golden Tulip and Royal Tulip and the total group operates over 1,100 hotels in 47 countries. Each establishment combines the hotel chain's commitment to high international standards with the unique personality of the people who manage it and the local flavour. The result is a stay as inspiring as it is pleasurable. In Thailand, the Golden Tulip Hotel Group has two properties in Bangkok; The Golden Tulip Sovereign Hotel Bangkok and Golden Tulip Mandison Suites with one hotel and one residential project in Pattaya; Royal Tulip Suites Pattaya and Golden Tulip Hotel and Residences Pattaya.



Photo caption: Mr. Anthony McDonald (Left), CEO of BHMA Asia, and Mr. Mark Van Ogtrop (Right), Managing Director of Golden Tulip Southeast Asia, photographed together after signing the cooperation agreement.

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To download more photos for the press release, visit

<https://drive.google.com/folderview?id=0ByT3FoNE3HY0OTRyME5wRGFieVk&usp=sharing>

Editor's Note

About Louvre Hotels Group, the 8th largest hotel group worldwide

Louvre Hotels Group, based in Paris France was established in 1976 and since 2005 owned by Starwood Capital Group from USA. In July 2009 Louvre Hotels joined forces with the Golden Tulip Hospitality Group, and currently ranks in the position of the 8th largest hotel group worldwide.

Louvre Hotels Group operates seven clearly differentiated hotel brands, ranging from 1 to 5 stars: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip, Royal Tulip and Concorde Luxury Hotels.

Thanks to its expansion plans in growth markets, as well as markets in which the group already has a strong presence (France, Europe, North Africa, Brazil and India), Louvre Hotels Group is a key player in the international hotel industry. It now counts more than 1,100 hotels, representing a total capacity of over 80,000 rooms in more than 40 countries.

About Golden Tulip Hotels South East Asia

Golden Tulip South East Asia has its regional office in Bangkok and a country office for Indonesia in Jakarta. Since 1962, Golden Tulip has been offering modern, 4-star hotels with personalised services. Each hotel reflects the character of its region and guarantees international standards of comfort. All are conveniently located in key areas: city centres, business districts and close to airports, roadways or conference centres.

Where inspiring stays is Golden Tulip's heritage. From full-service hotels to long-stay suites, relaxing resorts to state-of-the-art meeting facilities, Golden Tulip 4 star properties cater to business and leisure travellers who demand international standards but seek an authentic hospitality experience with local flair. Excellence. Authenticity. Comfort. Over the decades, we have carefully assembled a network of over 140 hotels, suites and resorts in 34 countries. Each is the embodiment of the Golden Tulip approach to hospitality: high-quality accommodation in a setting that's always different but never foreign.

About Bespoke Hospitality Management Asia (BHMAAsia)

Bespoke Hospitality Management Asia (BHMAAsia) is a regional Asian Pacific hotel management, development and consulting group. In addition to providing hotel consulting and management for boutique, mid-size and large scale hotels and resorts from 50 to 300 rooms, the group offers consulting, feasibility, brokerage and development services for Hotel owners and investors. The company is owned and operated by a mix of international and local executives with experience in all areas of the industry. Operating as a private and independent company, BHMAAsia is able to adopt a very flexible and pragmatic approach to all challenges and tasks, and thereafter able to tailor-make solutions to meet each client's needs.

Property Brands

X2 Cross To

X2 Kui Buri | X2 Samui | X2 Chiang Mai | X2 River Kwai | X2 Sydney | X2 Kamala, |X2 Oasis Phuket Villa and X2 Mae Ping in Chiang Mai
www.X2LOBBY.com

Away

Away Koh Kood | Away Hua Hin | Away Chiang Kham (Phayao) | Away Phucome, Away Nirvana, Away Paradise in Chiang Mai | Away Villa Salt Phnom Penh | Away Green Oasis Phnom Penh | Away Beach Village Pranburi
www.AwayResorts.com

X2 Pipeline projects

Yunan China, Bali Indonesia, Sri Lanka, and Koh Tao, Bangkok, Hat Yai, Khao Yai in Thailand