

# AHS

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# Absolute News

Q2-June 2026

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## Our Locations:

Asia | The Middle East |  
Africa | Europe



# ABSOLUTE HOSPITALITY SERVICES

Global Hotel Management & Hospitality Solutions



Absolute  
COLLECTION





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## U Khao Chi Chan Pattaya to Open in Q3 2026

U Khao Chi Chan, a lakeside boutique retreat surrounded by the calm of the water and the iconic presence of Khao Chi Chan. Here, time slows naturally. Enjoy contemporary design, peaceful landscapes, signature U Hotels services, and experiences crafted around nature. Whether you're seeking tranquility, romance, or connection, this is where your journey begins.



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At the foot of the sacred Khao Chi Chan, where forested hills meet still waters, U Khao Chi Chan unfolds as a quiet, nature-shaped retreat, defined by architecture and a sense of unhurried time. This is a place designed not to impress loudly, but to soothe deeply—where every view, texture, and space invites calm.



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## A Sanctuary Shaped by Nature

A lakeside boutique retreat where nature and design exist in quiet harmony. Thoughtfully crafted spaces and signature U experiences invite you to slow down, reconnect and simply be.



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## U Phitsanulok to Open in October 2026

U Phitsanulok is more than a destination — it's where contemporary design meets nature and adventure. Opening later this year, the resort reveals a refreshed look inspired by its surroundings, creating a seamless balance of comfort, elegance, and place.

Guests can relax by the saltwater swimming pool, stay energised in the modern fitness centre, and enjoy a selection of dining experiences. With flexible meeting spaces for up to 250–300 guests, the resort is also ideal for events and conferences.

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Set near top white-water rafting spots and beside the Sappraiwan Elephant Sanctuary, U Phitsanulok offers meaningful connections to nature, culture, and responsible wildlife experiences





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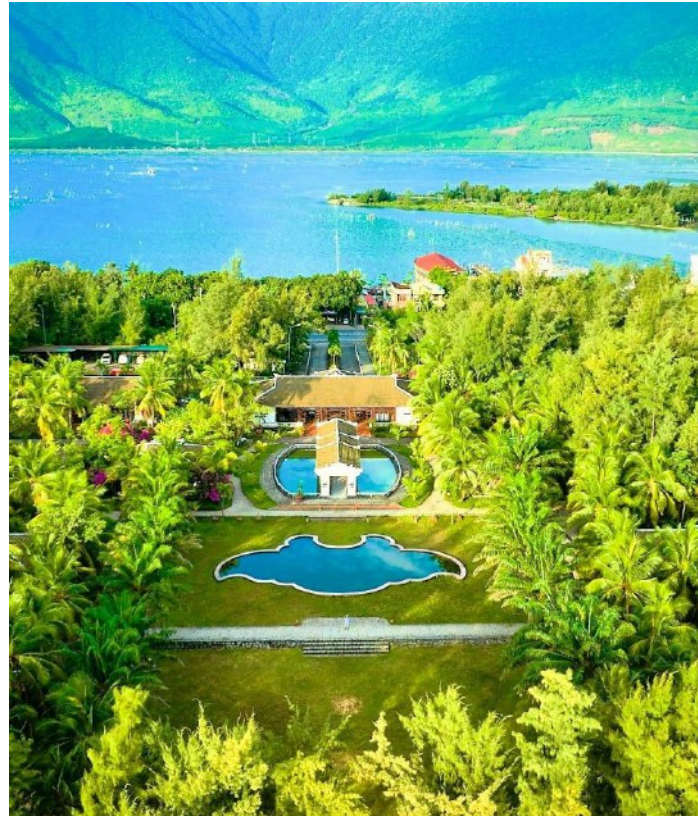
## Absolute Collection Expands into Vietnam with the Signing of Lang Co Beach Resort

We are delighted to announce a significant new milestone for Absolute Hotel Services: the official signing of a new property under the Absolute Collection brand in Vietnam.



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The newly signed Lang Co Beach Resort is set in one of Central Vietnam's most scenic coastal destinations, ideally located just 30 minutes from both Danang and Hue, providing convenient access to two of the country's key tourism and cultural hubs.



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The property, currently non-operational, will undergo a complete redevelopment by its new owner and is scheduled to relaunch in late 2027. Upon reopening, the resort is expected to offer approximately 100 keys and villas, providing an upscale beachfront experience under the Absolute Collection portfolio.



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## Strategic Partnership with Royal Bang Pa-In Golf Club, a true Jewel in the Bangkok golfing scene

Absolute Golf Services (AGS) has entered a strategic partnership with Royal Bang Pa-In Golf Club, strengthening its presence in Thailand's premium golf sector.

The collaboration reflects a shared focus on delivering high-quality golfing experiences, operational excellence, and long-term value. Royal Bang Pa-In—an 18-hole championship course in Ayutthaya designed by Schmidt-Curley—is widely recognised for its strong course standards and service.

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AGS will support the club's continued development, enhance operations, and help maximise its full potential, drawing on its regional expertise in golf and leisure management, commercial strategy, and service delivery.





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## Designing Hospitality as Living Brands

In today's hospitality landscape, designing a hotel, restaurant, resort, or lifestyle venue is no longer simply about creating a beautiful building or a striking interior. The most successful projects operate as living brands; evolving ecosystems of experiences, identities, and spaces that respond to changing guest expectations.

This shift has expanded the role of design consultancies. Hospitality projects increasingly require brand definition, concept development, operational thinking, and adaptable design frameworks to help venues remain relevant in a rapidly evolving industry.

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At Absolute Design Services (ADS), we approach hospitality projects with this broader perspective. Our work spans brand creation, concept development, spatial thinking, and repositioning strategies, allowing us to support projects from early vision through to long-term evolution.





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## ADS Designs for What Comes Next

Creating distinctive hospitality destinations requires more than great design — it begins with a clear identity and cohesive guest experience. Through brand creation, storytelling, and concept development, we help hospitality owners shape unique personalities that influence every aspect of a project, from architecture and interiors to guest programming and service culture.



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Our expertise also extends to F&B strategy and culinary concept development, creating restaurant and bar experiences that are commercially viable, market-relevant, and adaptable to evolving trends.



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## Hospitality Experience

Beyond the overall brand, we develop tailored concepts for key spaces such as wellness areas, lounges, and social venues, ensuring every touchpoint contributes meaningfully to the property's overall story and guest connection.

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# Integrated Hospitality Services

Beyond traditional hotel management services, Absolute Hotel Services provides a comprehensive ecosystem of specialised hospitality solutions through its group companies.

[www.absolutehotelservices.net](http://www.absolutehotelservices.net)

Got a question about our hotel management solutions and other consulting services? We'd love to hear from you. Send us a message, and we'll respond as soon as possible.

## Other Companies in our Group:

Absolute Golf Services  
Absolute Design Services  
The Moment

## Our Brands:



**Absolute**  
COLLECTION