



Q1-February 2026

ABSOLUTE HOTEL SERVICES NEWS

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Indonesia | Vietnam | Laos | Thailand | India | Middle East | Africa | Europe

AHS NEWSLETTER

Welcome to the latest from
Absolute Hotel Services!

We're excited to share some of our most recent milestones, from new hotel signings to landmark partnerships and upcoming openings across the globe. Here's a look at what's ahead as we continue to grow and bring exceptional hospitality experiences to exciting destinations.

Eastin Easy is back — smarter, more comfortable, and built for today's traveller.

Absolute Hotel Services is proud to reintroduce its brand with a refreshed positioning designed for today's value-conscious, tech-savvy travellers. The renewed Eastin Easy is a smart hotel brand that delivers exceptional value through comfort, enabling guests to relax, recharge, and enjoy a consistently good stay—every time.

Developed to meet the evolving needs of modern travellers, Eastin Easy focuses on what truly matters: seamless technology, thoughtful comfort, and dependable quality. By combining innovative features with practical services, the brand offers a hassle-free stay experience without unnecessary frills.

"At Eastin Easy, being smart means being intentional," said Jonathan Wigley, CEO "We've designed the brand around comfort, efficiency, and consistency—so guests can count on a great stay that feels easy, reliable, and good value every time they visit."





EastinEasy

The reintroduced Eastin Easy brand is built around a suite of carefully selected features that enhance comfort and convenience while keeping stays affordable:

- Free Wi-Fi for seamless connectivity
- Smart Hub, Smart Shower, and Smart Bed for personalised comfort and functionality
- Self Check-In for a fast, effortless arrival experience
- Housekeeping service every other day, supporting sustainability while maintaining comfort standards

With these unique selling points, Eastin Easy delivers a well-balanced stay that prioritises rest, efficiency, and value—making it an ideal choice for both business and leisure travellers.

As part of the Eastin Hotels & Residences family, Eastin Easy continues to uphold trusted hospitality standards while embracing a simpler, smarter approach to modern travel.

Stay Smart, Stay Easy.

Newsletter

U Phu Quoc, a 5-Star Beachfront Resort Set to Open in 2029

Absolute Hotel Services (AHS) is pleased to announce the official signing with North Trade In Cement Corporation for the development and management of U Phu Quoc, a 5-star beachfront resort in Vietnam, scheduled to open in 2029.

Located on the tranquil northern coast of Phu Quoc Island, the resort will feature around 200 keys and reflect the signature U Hotels & Resorts experience—personalised service, thoughtful design, and the brand's unique 24-hour room-use concept.

This exciting addition marks another milestone in AHS's continued growth across Asia.

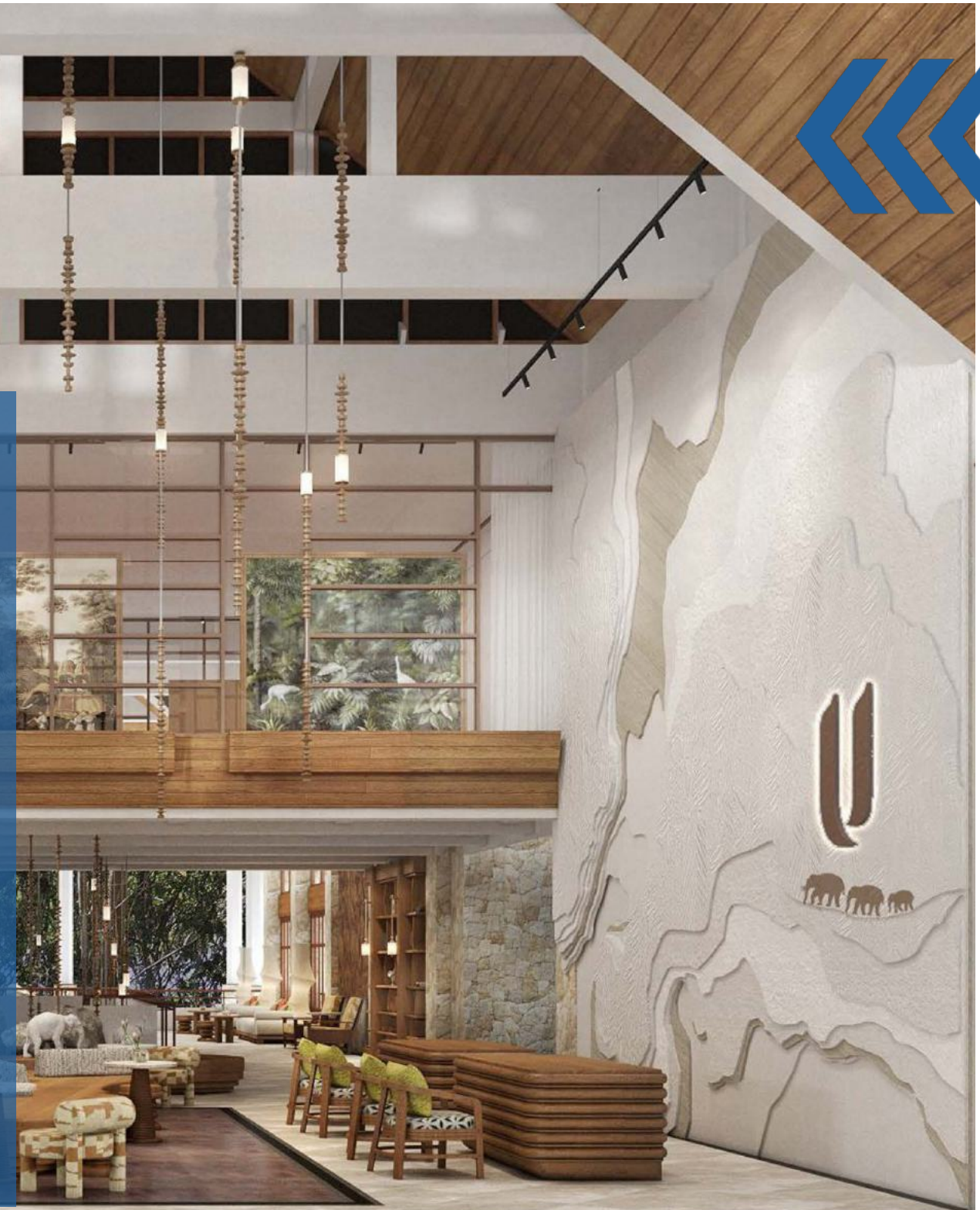


Unveil U Phitsanulok – Opening soon.

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.

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



The Reopening of The White Resort & Spa Pawna

AHS India is pleased to announce that it has entered into a management consultancy agreement for The White Resort & Spa, an existing resort property located in Lonavala, Maharashtra, India. The resort is scheduled to reopen in February 2026.

The White Resort & Spa offers a tranquil retreat in one of India's most popular leisure destinations. Under the agreement, AHS India will provide strategic management consulting services to support the resort's repositioning and operational readiness ahead of its reopening.

Upon relaunch, the resort is planned to feature approximately 75 guest rooms, along with a range of facilities designed to enhance both leisure and group experiences.

This engagement reflects AHS India's continued commitment to expanding its footprint in key resort destinations and delivering tailored consultancy solutions that drive long-term value for property owners.

Absolute Hotel Services is delighted to announce three key leadership appointments:

Suratwadee Khommeteeyuttakan [Nai] has been appointed General Manager of U Hua Hin and Eastin Residences Hua Hin. She was a General Manager at U Jomtien since September 2022 and previously held multiple leadership roles at AHS properties. Her track record of driving performance, developing teams, and delivering results makes her well-suited for this position.

Pakkapol Muangsirithum [Oat] has been promoted to General Manager of U Jomtien. Oat was a Hotel Manager at U Kanchanaburi since January 2024. Throughout his tenure, he has demonstrated strong leadership, deep operational expertise, and a consistent commitment to our values.

Anan Jakboot [Tony] as Hotel Manager, U Kanchanaburi. Tony was previously the Hotel Manager of Travelodge Chiang Mai Nimman. Tony rejoins AHS, having previously worked with Marriott International, Hilton and Radisson. Tony is an experienced leader with strong operational expertise; he is a stable leader and played an essential role in the successful pre-opening of Travelodge Chiang Mai.

These appointments strengthen AHS's leadership team and reaffirm our commitment to delivering exceptional hospitality across all regions.

Results-driven leaders with a people-centric approach

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