
ABSOLUTE HOTEL SERVICES NEWS

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

Issue 8-2024

Q4



A CLIENT CENTRIC SOLUTIONS COMPANY

Highlights:

Opening U Luang Prabang and signing U Vang Vieng brings us to 4 properties in the country.

Absolute Hotel Services is proud to announce a groundbreaking sustainability initiative for 2025.

AHS is delighted to announce two exceptional hotel openings in India next year.

AHS Expands Its Presence in Laos with Exciting New Openings and Signings



Absolute Hotel Services is delighted to announce significant developments in Laos, reinforcing our commitment to providing outstanding hospitality experiences in this captivating country. With U Luang Prabang's opening and U Vang Vieng's signing, our presence in Laos now proudly spans four remarkable properties.

New Signing: U Vang Vieng
We are also thrilled to announce the signing of U Vang Vieng, our second U-branded property in Laos. Located in the picturesque riverfront destination of Vang Vieng, known for its stunning landscapes and vibrant outdoor activities, this new property will feature 60 rooms and five-star facilities, embodying the signature U Hotels & Resorts hospitality. U Vang Vieng is expected to open in early 2028, further setting AHS's relationship with our trusted ownership partners.



Opening on 17th December 2024, U Luang Prabang is set to become a tranquil retreat in the heart of Luang Prabang, a UNESCO World Heritage site. This boutique hotel offers 40 elegantly designed rooms and suites, including a private Laos villa for guests seeking exclusivity. Blending local heritage with modern comfort, U Luang Prabang will provide guests with an authentic and luxurious experience that celebrates the charm of this historic town.



Our Expanding Footprint in Laos

These developments mark significant progress for AHS in Laos, adding to our growing portfolio in the country:

1. Eastin Hotel Vientiane: Nestled along the Mekong River, this hotel boasts 94 contemporary rooms and suites designed for comfort and efficiency. This December marks its two-year anniversary, highlighting its success as a premier choice for travelers.
2. Eastin Residences Vientiane: Currently under construction and set to open in early 2026, this exciting project will introduce 50 high-quality serviced residences in the heart of the capital. Designed to cater to long-stay guests, it will offer modern amenities, including a pool, gym, F&B outlet, and meeting room.

A Bright Future in Laos

From the cultural treasures of Luang Prabang to the serene riverfront of Vang Vieng, AHS is proud to offer travellers diverse experiences in Laos. Our properties under the U Hotels & Resorts and Eastin brands continue to elevate hospitality standards, ensuring every stay is marked by comfort, quality, and genuine care.

Stay tuned as we expand our offerings and bring even more unforgettable experiences to this beautiful region. Discover the best of Laos with AHS!



AHS Commits to Sustainability with Green Globe Certification

Absolute Hotel Services is proud to announce a groundbreaking sustainability initiative for 2025, uniting the values and efforts of U Hotels & Resorts and Eastin Hotels & Residences under one shared mission. Together, we aim to redefine eco-luxury and value-driven hospitality, showcasing that sustainability and exceptional guest experiences go hand in hand.

Through our 2025 sustainability initiative, *Your Sustainable Journey, Our Commitment*, Absolute Hotel Services reaffirms its dedication to protecting the planet while creating exceptional guest experiences. This unified effort ensures that both U Hotels & Resorts and Eastin Hotels & Residences continue to inspire meaningful change in the hospitality industry—one step at a time.

We aim to achieve Green Globe certification by the end of 2025 for all our operating and pipeline hotels.

Through responsible management, community support, cultural preservation, and eco-friendly innovations, we strive to ensure every stay positively impacts the environment and local communities. We are building a brighter, more sustainable future for future generations.

Join us on our journey toward a greener tomorrow.



Two Exciting Hotel Openings in India for 2025



AHS is delighted to announce two exceptional hotel openings in India next year, further strengthening our footprint in this dynamic and diverse market. These properties will offer distinctive guest experiences that blend luxury, comfort, and unforgettable moments.

Absolute Collection Aurangabad

Set on the tranquil outskirts of Aurangabad, this upcoming resort will be a destination perfectly designed for diverse occasions ranging from family getaways and honeymoons to destination weddings, corporate retreats, and more. Its contemporary architectural design combines water features with beautifully illuminated landscapes, creating a setting of grandeur and serenity. With 80 luxurious Junior Suites, a private house, a swimming pool with a bistro, three pillarless banquet halls with attached lawns, and an amphitheatre, the resort promises to meet the needs of every guest. Additional amenities include a fitness centre, spa, kids' play area, entertainment zone, and a multicuisine all-day coffee shop. Absolute Collection Aurangabad is poised to blend relaxation, celebration, and luxury.



Aramgah Jawai Resort & Spa is a member of Radisson Individuals Retreats.

Nestled in the breathtaking wilderness of Jawai, this premier resort will join Radisson Individuals Retreats as a haven for adventure seekers and nature lovers. Known for its stunning landscapes and unique leopard safaris, Jawai offers an unparalleled experience of tranquility and exploration. The resort features 32 exclusive accommodations, including ten luxurious villas, world-class amenities, and personalised service designed to leave a lasting impression. Whether for adventure, relaxation, or a combination, Aramgah Jawai Resort & Spa promises an unforgettable escape.

We look forward to welcoming guests to these remarkable new destinations in 2025, where every stay promises nothing short of extraordinary.



AHS Partners with Oracle to Revolutionize Hospitality Technology Across Its Global Portfolio

Absolute Hotel Services (AHS) Group is thrilled to announce a transformative partnership with Oracle, the global leader in cutting-edge hospitality systems and technology. This landmark collaboration underscores AHS's unwavering commitment to excellence and innovation in the hospitality sector.

The agreement sets the stage for the rollout of Oracle's Opera Cloud Property Management System and Micros Symphony Point of Sale system across all AHS-branded properties worldwide. These state-of-the-art solutions will elevate operational efficiency, enhance guest experiences, and drive profitability, reinforcing AHS's position as an industry leader.

"We are incredibly excited to partner with Oracle, a company renowned for its expertise and groundbreaking advancements in hospitality technology," said Mr Jonathan Wigley, CEO and Founder of Absolute Hotel Services Group. "This collaboration reflects our dedication to equipping our properties with best-in-class tools to maximise revenue generation, streamline operations, and ultimately deliver exceptional value to our stakeholders and hotel owners."

The implementation will commence immediately, with existing properties set to complete their transition by Q1 2026. All upcoming properties under the AHS umbrella will feature Oracle's advanced systems from the moment they open their doors.

Through this partnership, AHS is poised to revolutionise its operational approach, driving growth and enhancing profitability while setting new benchmarks for service excellence in the global hospitality landscape.





Villa Maroc Resort Joins Absolute Collection – Redefining Luxury in Pranburi

Absolute Hotel Services (AHS) proudly welcomes Villa Maroc Resort Pranburi to our Absolute Collection, bringing a new dimension of curated luxury and authentic experiences to the Gulf of Thailand. Located on a stunning 153-meter stretch of pristine Pranburi Beach, Villa Maroc blends the exotic charm of Moroccan architecture with the warm hospitality of Thai beachside living. This 15-room boutique resort was one of the first luxury properties in the area, offering an intimate and serene escape away from the bustling resort town of Hua Hin.

Unmatched Moroccan-Inspired Design

Every corner of Villa Maroc tells a story. Inspired by Morocco's vibrant architecture and artistry, the resort showcases luxurious furnishings from North Africa, seamlessly integrated with modern comfort. Each room is uniquely designed with breathtaking sea views and provides direct access to the beautiful beaches of the Gulf of Thailand.

A Destination for Intimate Gatherings

Popular with the domestic market for weddings and small social events, Villa Maroc is the perfect choice for a romantic and unforgettable celebration. Its secluded beachfront setting and iconic design make it a truly one-of-a-kind venue.

Situated just far enough from Hua Hin to feel remote yet conveniently accessible, Villa Maroc is a tranquil haven. Pranburi has preserved its natural beauty, avoiding the over-development seen in other regions, making it an ideal destination for those seeking peace and pristine landscapes. With over 20 years of history as a beloved destination, Villa Maroc is a sought-after escape for travellers looking for luxury, culture, and unparalleled hospitality.

Part of the Absolute Collection

As Thailand's third Absolute Collection property, Villa Maroc joins a distinguished portfolio that includes a hotel in Chiang Mai and another under construction in Sriracha.

Absolute Collection properties deliver curated local experiences and exceptional service, celebrating the unique character of their surroundings. Villa Maroc perfectly embodies this vision, blending Thai coastal living with Moroccan luxury to create a genuinely standout destination.

AHS Global Leadership Conference 2024: "It's Showtime – Time to Deliver"



Absolute Hotel Services (AHS) is proud to celebrate the resounding success of our AHS Global Leadership Conference 2024, a dynamic four-day event hosted at Eastin Thana City Golf Resort Bangkok, Thailand. With the theme "It's Showtime – Time to Deliver", this year's conference highlighted the importance of stepping up, excelling in leadership, and driving exceptional performance.



We were honoured to welcome members of the global AHS family, including our corporate team, executives, and property leaders from U Hotels & Resorts, Eastin Hotels & Residences, Absolute Collection, and Travelodge hotels across Thailand, Vietnam, Laos, India, and Indonesia. We were also delighted to host partners from the Philippines and the Middle East alongside distinguished guest speakers who brought fresh perspectives and expertise to our discussions.



The conference was a knowledge and innovation hub featuring comprehensive updates, expert-led panels, and dynamic presentations. Sessions covered critical topics, including market insights presented by STR and Hotstats, which offered a clear understanding of trends in the countries in which we operate.

Operational efficiency with tools and strategies introduced by Tipsy, JobTopGun, and MVP Systems. Guest feedback and data insights shared by ReviewPro, Handigo, and Guest Delight International. Distribution strategies led by Booking.com, Trip.com, Hotelbeds, and Hotel Network. Sustainability initiatives emphasized by Green Globe, Diversey, and Guava reaffirm our commitment to achieving Green Globe certification across all properties by 2025. In addition, experienced general managers offered invaluable real-world insights. At the same time, panel discussions with architects, lawyers, and bankers provided a more profound understanding of business development opportunities and challenges in their areas.

The conference also reinforced our collective commitment to the theme's core message. Attendees pledged to embrace the spirit of "It's Showtime – Time to Deliver" by striving for excellence, fostering collaboration, and driving growth in the year ahead. This shared vision will inspire the AHS team to achieve even more significant milestones, ensuring continued progress and outstanding success across all our brands.

Here's to a year of delivering exceptional results—together, it's genuinely our time to shine.

Arbind Singh - New Deputy Vice President of Operations & Pre-Opening India

Absolute Hotel Services India is thrilled to announce the appointment of Mr. Arbind Singh as Deputy Vice President of Operations and Pre-Opening. With an illustrious career spanning over 25 years in the hospitality sector, Mr. Singh brings a wealth of expertise and a versatile approach to operations that will further support the company's functional efficiency and effectiveness in the various strategic business models.

Process-oriented and systems-driven, in this new role, Mr. Singh will oversee all crucial functions within operating and yet-to-open properties that will resonate with Absolute Hotel Services' Brand essence and personality.

"Considering our company's growth trajectory, Arbind's joining strengthens our endeavour to deliver our assurances on key performance metrics. His proven ability to transform challenges into opportunities will continue creating experiences, adding enormous value to all stakeholders, including our teams," said Mr Shalil Suvarna, Senior Vice President of Absolute Hotel Services - India & South Asia. "Mr Singh stated, "I am genuinely excited to join Absolute Hotel Services and see tremendous latitude in this ever-evolving space of creating innumerable moments for our internal and external partners. I yearn to dive deep and collaborate with our talented teams to innovate and continuously rejig our service levels to match global measures."



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