

---

# ABSOLUTE HOTEL SERVICES NEWS

*Indonesia | Vietnam | Laos | Thailand | India | Russia | Europe*

---

Issue 1-2022

July

---



## Highlights:

Absolute Hotel Services also provides white-label management under the Absolute Collection, where owners can have their brand name on the door while leaving the operations challenges to us.

Absolute Golf Services (AGS) is delighted to announce the signing of a long-term management contract for Banyan Golf Club in Hua Hin, Thailand.

Absolute Hotel Services add a new addition to U Hotels & Resorts in Thailand with the announcement of 'U Phitsanulok'

## **ABSOLUTE GOLF SERVICES SELECTED AS THE MANAGEMENT COMPANY OF BANYAN GOLF CLUB IN HUA HIN**

Absolute Golf Services (AGS) is delighted to announce the signing of a long-term management contract for Banyan Golf Club in Hua Hin, Thailand. Banyan Golf Club is a multi-award-winning golf course celebrated for its excellent facilities and memorable hospitality. The signing of the stunning 18-hole par 72 championship golf course has marked the significant success and growth of AGS's portfolio of managed golf and leisure facilities in Thailand and Asia.

Banyan Golf Club is one of Asia's Best Golf Courses and a must-visit golf course for Thailand's visitors. The iconic design of the clubhouse, which features both Thai and modern architectural features with the stunning views of the surrounding mountains, makes Banyan Golf Club the most memorable golf course for all visitors and one enjoyed by the many members and residents of Thailand. The spectacular course was designed and built by one of Thailand's most famous golf course architects, Khun Pirapon Namantra.

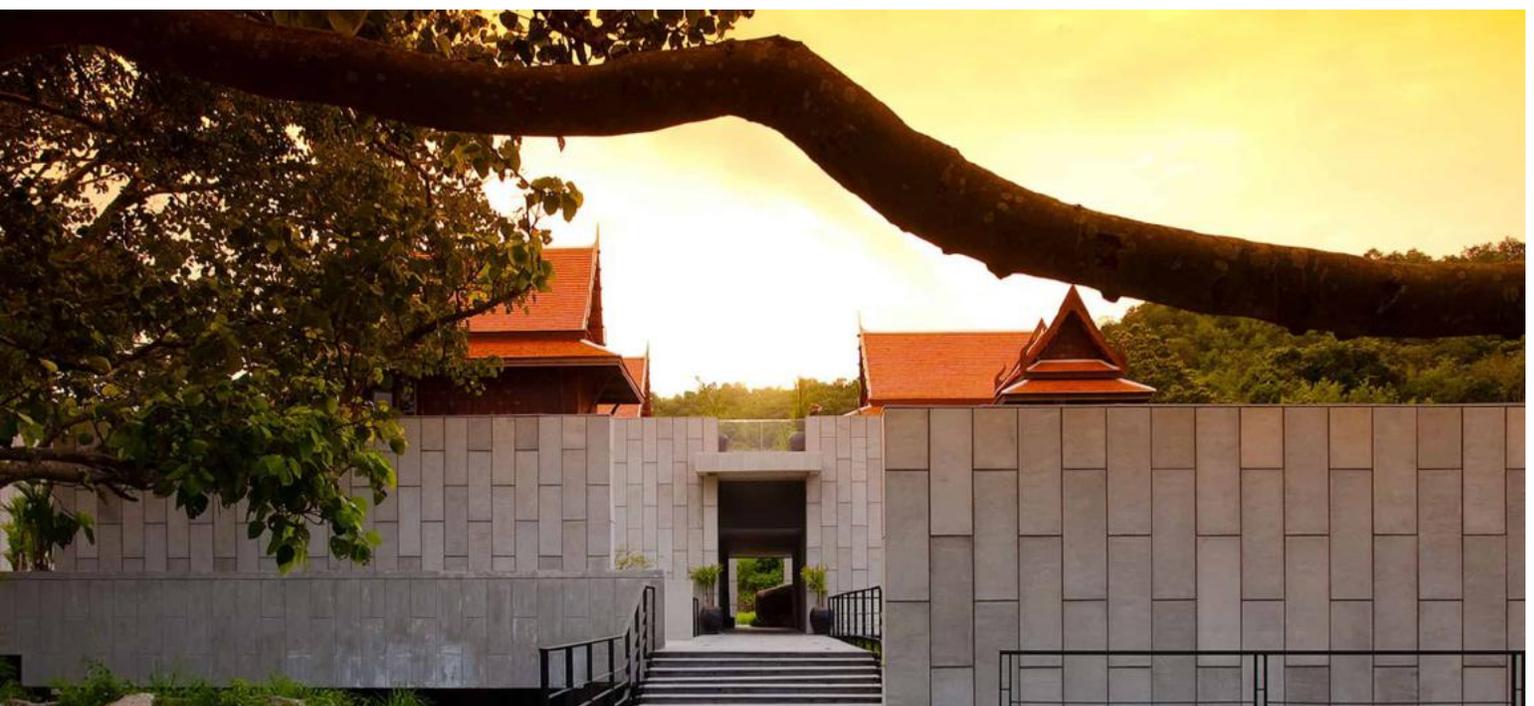


James Shippey, AGS Managing Director, stated with excitement about the signing of the management contract of Banyan Golf Club, "We are honoured to partner with Banyan Golf Club and the overall Banyan Residence. A facility that is very highly regarded and renowned for the delivery of unrivalled experiences throughout the golf and residential resort. Banyan Golf Club has been providing memorable experiences since its inception 14 years ago. We are enthused at the prospect of further developing the golfing and hospitality experiences for members and guests to enjoy in the years to come. We are confident that Banyan Golf Club will continue to enhance its reputation as the must-play golf club in Hua Hin, Thailand.

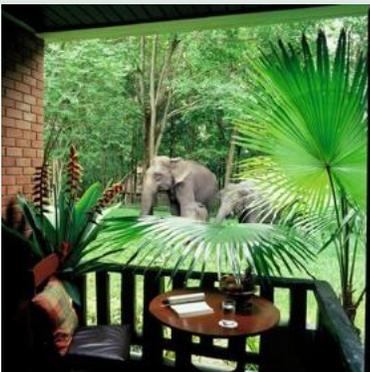
Banyan Golf Club enjoys a unique social community for its members, creating a special bond to all that experience Hua Hin's finest golf experience."

Absolute Golf Services (AGS) provides compelling advantages to property owners, investors and developers. The company offers flexible management and consultancy services developed and tailored to meet owners' operational and financial objectives. AGS is driven by a dynamic, multi-talented team of industry-experienced professionals to ensure sustainability and growth. We are committed to developing the golf and leisure industry and are perfectly positioned to deliver to owners what it takes to win.

If you would like to talk to us more about how AGS can benefit your business, please do not hesitate to reach out. The start is as simple as calling +66 (0) 88 339 8220 or e-mail [info@absolutegolfservices.com](mailto:info@absolutegolfservices.com).



## A NEW ADDITION TO U HOTELS & RESORTS IN THAILAND WITH THE ANNOUNCEMENT OF U PHITSANULOK.

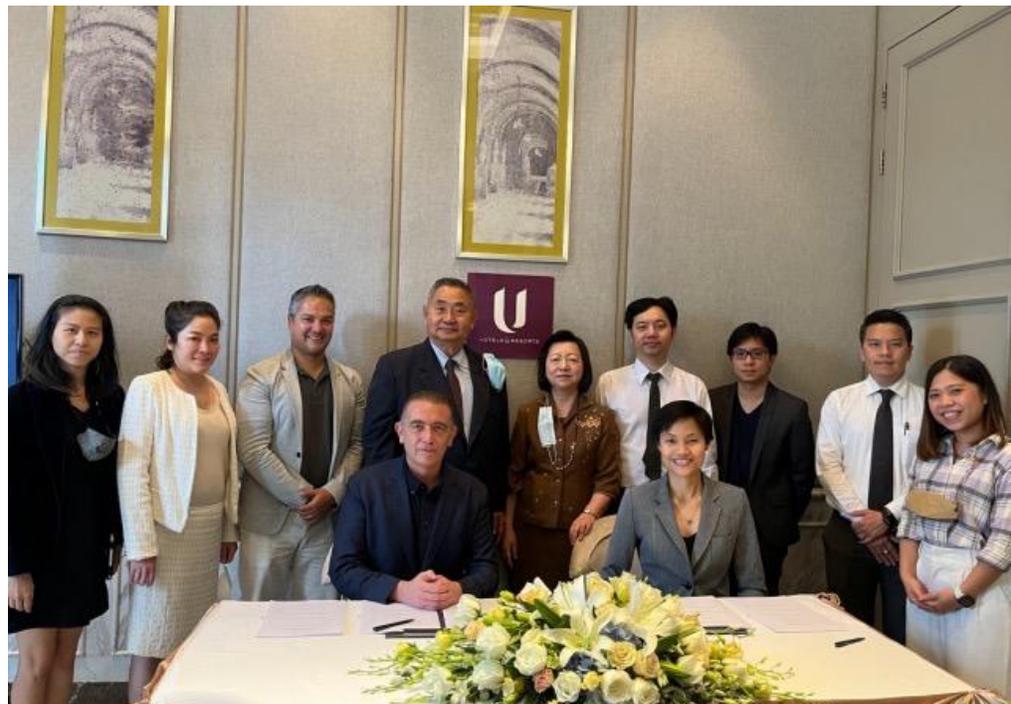


Absolute Hotel Services Group, has signed a hotel management agreement with Ms Siraarpa Siriviriyakul, Deputy Managing Director of Siricharoen Sappraiwan Company Limited, to bring the popular U Hotels & Resorts brand to Phitsanulok, Thailand. U Phitsanulok is set in 900 rai of lush nature along the Khek River in central Thailand, and the existing resort will be renovated, re-branded and re-launched in late 2023.

U Phitsanulok will feature 139 guestrooms and chalet houses with full facilities, including a saltwater swimming pool, fitness centre, food & beverage outlets, meeting rooms of various sizes that can accommodate 250-300 people and activity fields and nature zones suitable for outdoor activities.

The property will also have close proximity to some of the best white water rafting in the Kingdom and is located next to the Sappraiwan elephant sanctuary, which rescues and rehabilitates captive Asian elephants.

“We are honoured to take on the management and branding of this property in Phitsanulok. We are ready to embark on a renovation programme of U Phitsanulok that will capture the essence of U Hotels & Resorts and the authentic location, and we look forward to sharing our values, including the unique services concept of our brand at U Phitsanulok in late 2023,” said Jonathan Wigley, CEO of Absolute Hotel Services.





## AHS LAUNCHED 'ABSOLUTE COLLECTION'

Absolute Hotel Services (AHS) is a hotel management company that does not only offer managed brands like U Hotels & Resorts or Eastin Hotels, Resorts and Residences. AHS also provides white label management under the Absolute Collection, where owners can have their brand name on the door while leaving the operations challenges to us.

We support the independent hotel, resort and residential owners across Asia and focus on delivering memorable guest experiences and positive results for owners and investors under their name.

Our passion for exceeding expectations ensures all properties in our diversified portfolio perform to their full potential. The Absolute Collection divides into three tiers:

Design - 3 to 5-star remarkably-designed boutique hotels and resorts with creative touches in one-of-a-kind destinations.

Relax - 3 to 5-star family-friendly leisure hotels and resorts that incorporate nature and reflect the unique personality of their local neighbourhood.

**Abs@lute**  
COLLECTION



Dynamic - 3 to 5-star hotels in urban locations with convenient access to public transportation that can cater to meetings, conferences and events.

The benefits of being part of Absolute Collection include flexibility in systems and processes with a shorter-term hotel management agreement (HMA) and international operations standards. Having direct access to the core management team and short decision-making processes helps drive owner returns on investment and adds more value to the asset. Owners are free of the burden of a long term contract with a brand, enabling less restrictive repositioning and eventual disposal of assets.

For more information please contact our Business Development team at [karan@absolutehotelservices.com](mailto:karan@absolutehotelservices.com) or email us at [info@absolutehotelservices.com](mailto:info@absolutehotelservices.com)



## EASTIN GRAND HOTELS & RESORTS BRANDED PRODUCTS

Eastin Grand Hotels & Resorts is the first sub brand created by AHS within the Eastin Brand family. The first Eastin Grand property was opened in 2012 in Sathorn, Thailand. The brand was created with the motto "Value For All Occasions." Eastin Grand's pledge is to offer the very best in comfort, service, and facilities at the most attractive prices with maximum flexibility to serve purpose and desire of their visit, whether business or pleasure.

Eastin Grand Hotels & Resorts feature luxury 5-star accommodations, bespoke facilities and dining venues designed to please the local and international travellers. All hotels are fitted with modern and contemporary amenities, attentive services, and consistency to ensure a perfect stay.

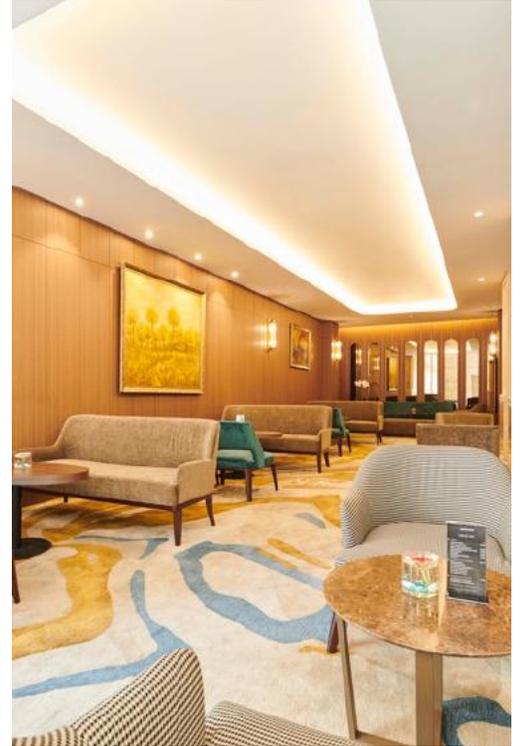
The Eastin Grand Hotels & Resorts brand is also available in the residential sector under Eastin Grand Residences. The brand fits perfectly well in several mixed used project in markets such as Vietnam. With a rental pool managed by AHS, facilities management, branded residences, condotel, residences investment projects are the scope that AHS is comfortable with. The brand will continue to grow its footprint in other countries as and when suitable opportunities arise.

To explore Eastin Grand Hotels & Resorts and Eastin Estates, please visit

[www.eastinhotelsresidences.com](http://www.eastinhotelsresidences.com)

For more information, please contact

[karan@absolutehotelservices.com](mailto:karan@absolutehotelservices.com)



## ABSOLUTE HOTEL SERVICES GROUP

### Corporate Office

571 RSU Tower, 9<sup>th</sup> Floor, Unit 903,  
Sukhumvit 31 Road, Bangkok 10110,  
Thailand  
Phone: +66 2 096 6200  
Email: [info@absolutehotelservices.com](mailto:info@absolutehotelservices.com)

### Asia Office

*Servicing all South East and East Asia*  
571 RSU Tower, 9<sup>th</sup> Floor, Unit 903, Sukhumvit  
31 Road, Bangkok 10110, Thailand  
Phone: +66 2 096 6200  
Email: [bizdevdir@absolutehotelservices.com](mailto:bizdevdir@absolutehotelservices.com)

### Indochina Office

*Servicing Vietnam, Cambodia and Laos*  
No 201, C10, 140 lane, Giang Vo street,  
Giang Vo Ward, Ba Dinh District,  
Hanoi, Vietnam.  
Phone: +8424 3732 7330  
Email: [info@absolutehotelservices.com](mailto:info@absolutehotelservices.com)

### India & Middle East Office

*Servicing India, Maldives, Nepal, Bangladesh,  
Sri Lanka, Mauritius and Middle East*  
309, Atlanta Estate, Dr. Ambedkar Chowk  
Off. W.E. Highway, Goregaon (East)  
Mumbai - 400 063, India  
Phone: +91 22 29270412-13  
Email: [sameer@absolutehotelservices.com](mailto:sameer@absolutehotelservices.com)

### Europe Office

*Servicing Europe*  
Dresdner Str. 87  
1200 Vienna  
Austria  
Phone: +43 1 333 7373 12  
Email: [infoeu@absolutehotelservices.com](mailto:infoeu@absolutehotelservices.com)

### Russia Office

*Servicing Russia and CIS*  
40 Myasnitskaya Street,  
Building 1, Office 214,  
Moscow 101990  
Russia  
Email: [inforu@absolutehotelservices.com](mailto:inforu@absolutehotelservices.com)

If this newsletter has been sent or forwarded to you by mistake and you wish not to receive our newsletter in the future please click unsubscribe or send email to [info@absolutehotelservices.com](mailto:info@absolutehotelservices.com) with subject unsubscribe and we will remove your email address from our list. Please be assured that the processing relies on your consent, you will generally be entitled to withdraw consent subject to the conditions and limitations imposed by the PDPA.

