

Presented by Absolute Hotel Services

U Hotels & Resorts *Brand*



HOTELS & RESORTS

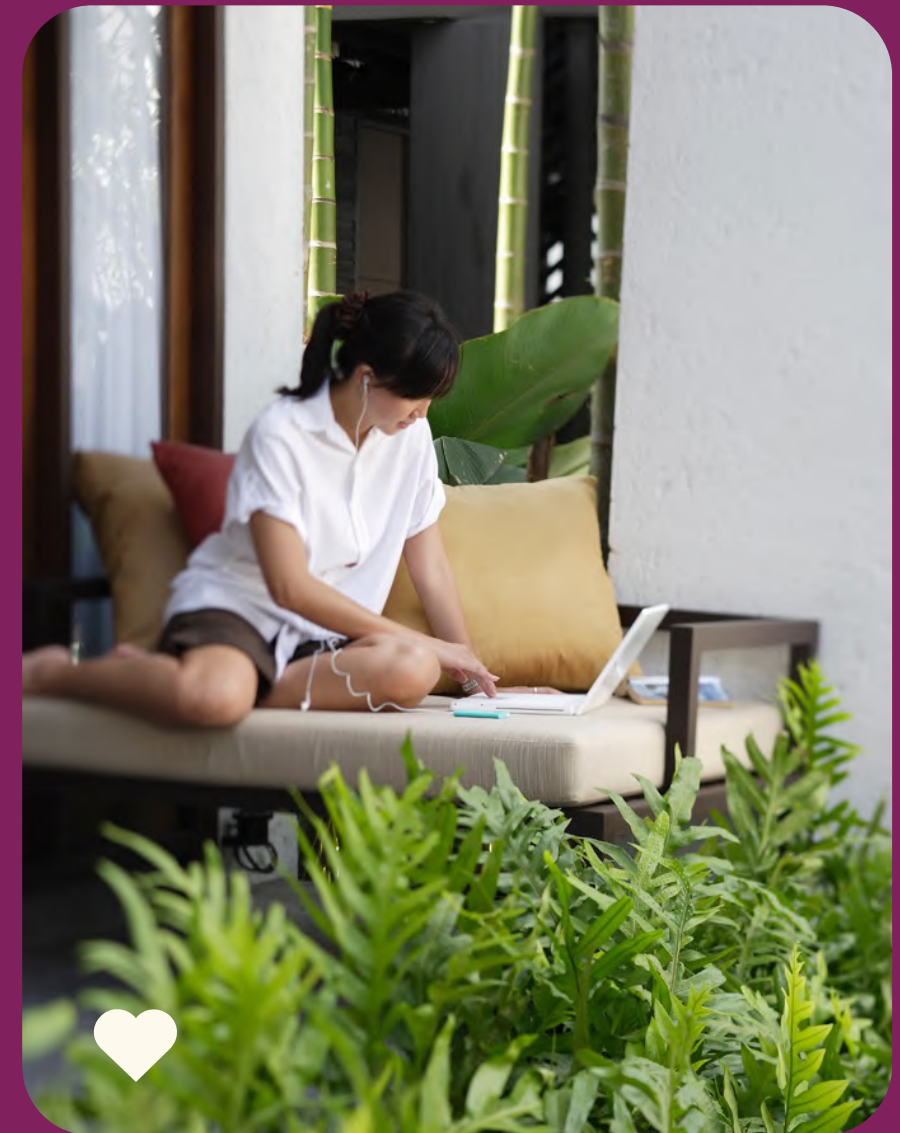
Established 2008

U Hotels & Resorts

Brand *Positioning*

Uncomplicated. Inspiring. U.

The brand was created with today's travellers and their expectations in mind. U Hotels & Resorts is an uncomplicated bijoux deluxe hotel brand that is a stimulating blend of local heritage and design accents, paired with modern amenities, services, and facilities, to unobtrusively encourage sophisticated target customers eager to enjoy the local environment.



Brand *Pillars*



REACH OUT

- Leisure time success -

Brand appeals to high achievers, even when on holiday, who have clear and consistent expectations and know what has value in life.



RESTORE

- Recharge yourself -

Comfortable hotels/resorts with welcoming, friendly staff will refresh and rejuvenate guests through products, facilities, and services delivered in an informal environment. Guests will feel part of the family.



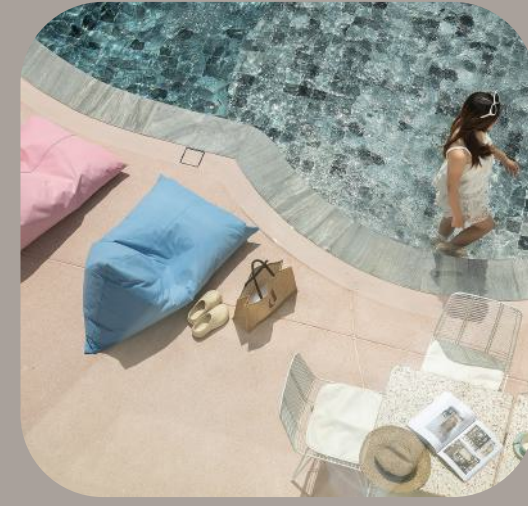
RECONNECT

- Experience the world –

Warm, uncomplicated service encourages guests to step into the local environment and experience its culture and heritage at their own pace, creating a memorable, unique experience.



HOTELS & RESORTS



Local flavours

Interesting

Uncomplicated

Local Heritage

Time to absorb and savour

Memorable experiences

No boundaries

Accented

Inspiring



Space

*freedom to choose, to move, to
experiment*

- Achievers with an active lifestyle
- Love to explore and experience the destination
- Addicted to social media – love to show
- Self-conscious people, emphasis on health and well-being
- Love style/fashion
- Driven by the unique service/gimmick provided by the hotel
- Tech savvy
- Budget-conscious but sophisticated - Value hunter
- Experienced travellers know what to expect from the hospitality industry
- Travel at least 3 times a year (low-cost carrier)
- Solo traveller, couples, group of friends, sometimes with family/young children



Guests



Product Specification



Average size: 80-200 rooms

Minimum 2 room types

Room size: Regular room 32 sqm to
38 sqm, Suite 60 sqm to 80 sqm

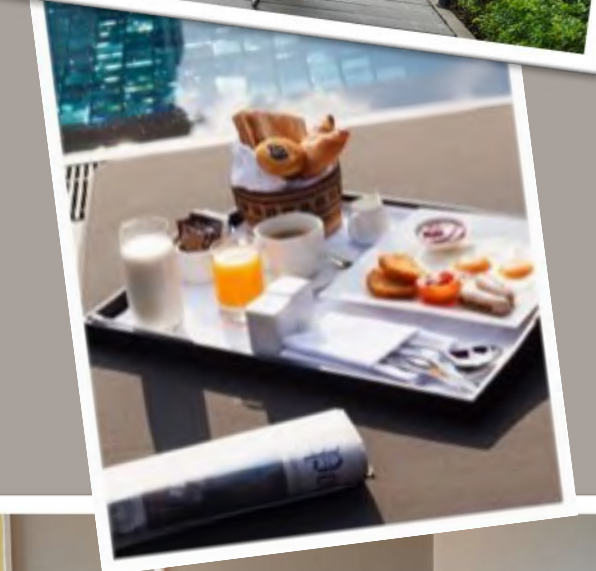
Restaurant and bar

Library with locally themed books

Gym

Why U is *Unique?*

- Breakfast “whenever, wherever” no matter what time you start your day, we serve you anywhere, whether in your room or at the restaurant
- 24-hour use of the room, no matter what time you check in, where you can enjoy your stay from the time you check in until the time you check out the next day
- U Choose Programme for pillow, soap and tea selection prior to your arrival
- Free bikes to explore the unique local experience, the neighbourhood must-see, the taste of the neighbourhood, activities and cultural places.
- The U Library experience is a place to relax and unwind after your day.
- One free drink from the mini bar daily
- Choose your 60 min Happy Hour Drink whenever, wherever
- 24/7 access to the gym and library



THANK
YOU

Contact Us

571 RSU Tower, 9th Floor, Unit 903,
Sukhumvit 31 Road, Wattana, Bangkok 10110,
Thailand



+ +662 096 6200



info@uhotelsresorts.com

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