
ABSOLUTE HOTEL SERVICES NEWS

Indonesia | Vietnam | Laos | Thailand | India | Europe

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**A CLIENT CENTRIC
SOLUTIONS COMPANY**

Highlights:

AHS updates on entry into Japan and The Philippines.

AHS latest hotel signings in Vietnam and Laos.

AHS managed properties that are about to open this year and 2024.

MARKET ENTRY INTO THE PHILIPPINES AND JAPAN



The Philippines is classified as one of the most visited countries and a tourist attraction for local and foreign tourists. The beauty of the serene environment, landscape, and beaches attract travellers to witness what the country has to offer. Aside from the dazzling nature of the Pearl of the Orient, Filipinos' hospitality and warm welcome to foreign tourists significantly impact why they choose to return to the country. Foreigners, when they hear of the "Philippines", immediately associate or describe the nation with its beauty and welcoming people.

AHS is pleased to announce the set-up of an experienced and dedicated team and company to spearhead the growth in this important market.

With a large and growing volume of inbound international visitors combined with significant corporate and MICE business and a strong base of domestic travel, Japan is one of the world's most robust high-potential tourism destinations. AHS is entering the market with strategic partners. We will join with significant relationships and business models specific to Japan.

Target properties will be operated and or leased, and the focus will be regional and domestic destinations, including the key urban and resort destinations from Okinawa to Niseko, Kyoto, Tokyo and Osaka, and growing destinations such as Karuizawa.



NEW SIGNINGS ANNOUNCEMENT – LAOS AND VIETNAM



With the recent announcement of our new signings, we are delighted to announce its latest venture in Vietnam with the unveiling of U Danang. Strategically situated at Viem Dong Beach in Da Nang City, Vietnam, U Danang enjoys a prime location close to the vibrant downtown of Danang, the culturally rich heritage town of Hoi An, and esteemed amenities like the Montgomery Links golf course. Surrounded by the serene beauty of the beachfront, this extraordinary property promises an enchanting beach resort experience tailored for discerning leisure travellers seeking an unforgettable getaway.

U Danang will showcase 200 luxurious and meticulously appointed guest rooms, each thoughtfully designed to ensure guests' utmost comfort and relaxation. Embracing the signature philosophy of U Hotels and Resorts, U Danang will deliver an exceptional concept of service that sets it apart from conventional hotels. This highly anticipated project is set to welcome its first guests in 2027.

Building on the resounding success of the Eastin Brand in Laos, Absolute Hotel Services is pleased to introduce Eastin Residences Vientiane as the second property in the capital city of Laos. This addition promises unmatched residential hospitality to guests from around the globe.

Eastin Residences Vientiane is poised to redefine luxury serviced apartments within the city's heart. Tailored to cater to short, medium, and long-term stays, the property offers 50 meticulously designed serviced apartment units complemented by world-class amenities. Guests can anticipate a harmonious fusion of contemporary elegance and discreet residential charm, creating an ideal haven for business and leisure travellers.

Nestled in the heart of the city centre, Eastin Residences Vientiane's strategic location ensures convenient access to key attractions, businesses, and entertainment hubs. Whether for business travel, family vacations, or extended stays, Eastin Residences Vientiane promises an unforgettable experience within Laos' vibrant capital. The opening of Eastin Residences Vientiane is scheduled for 2026.

AND MORE...

Absolute Hotel Services is delighted to announce the signing of a management agreement for the Sapa Grand golf course in, Vietnam by affiliate company Absolute Golf Services.

This marks the entry into the Vietnam market and a new destination for Absolute Golf Services.

The golf course is under construction and will open in late 2023. This agreement will highlight the first of several golf courses with the same developers.

Famed Sapa is located in the mountains of Northern Vietnam.



HOTELS THAT ARE GETTING READY TO OPEN IN 2023 & 2024



U Hua Hin is located on Cha-Am Beach, with absolute beachfront access suitable for discerning leisure travellers who seek serenity and privacy. The Resort will consist of 69 rooms and villas featuring Superior, Superior Seaview, Superior Panoramic Seaview, Deluxe Panoramic Seaview, Duplex Garden Villa, Family Pool Villa and Beachfront Pool Villa. Some villas will have a private pool. All accommodations will feature free Wi-Fi, in-room luxury amenities and other U's unique touches. Other facilities include beachfront restaurant, beach bar, infinity swimming pool, gym and library. Opening in December 2023.



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 early 2024. U Phitsanulok will feature 139 guestrooms and chalet houses with full facilities, including a saltwater swimming pool, fitness centre, food and 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 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. Opening in 2024.



U Koh Chang will be located on Koh Chang, Thailand's third largest island and the biggest in Eastern Thailand. The hotel will be launched in late 2024. Guests can enjoy the island's relaxing environment and the pleasures of a slower pace of life or take part in more exciting activities like snorkelling, diving and jungle hiking. U Koh Chang is the perfect place to experience the beautiful island and its surroundings, with exceptional access to the island's myriad attractions and landmarks. U Koh Chang will feature 64 guestrooms with full facilities, including a swimming pool, fitness centre, food & beverage outlets and spa.

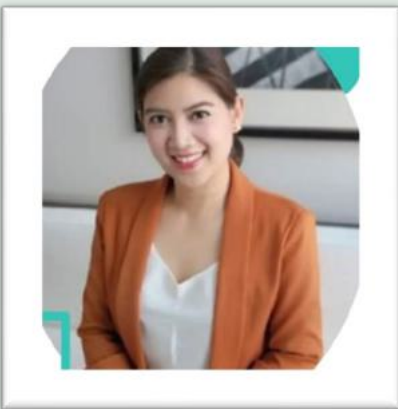


ABSOLUTE HOTEL SERVICES WELCOMES NEW TEAM MEMBERS

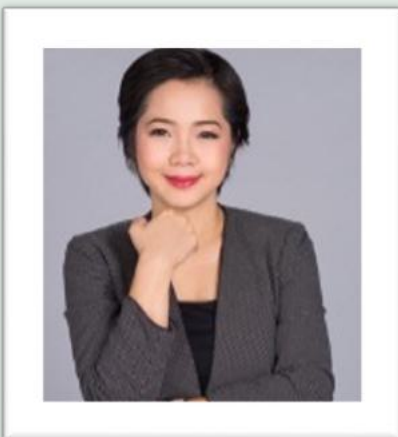


We are excited to announce the newest addition of corporate team members under marketing, human resources and technical services.

Ms Sirorat Limraksasin, affectionately known as Pink, has been appointed as the Social Master, managing social media endeavours and crafting dynamic social media marketing strategies across various prestigious brands under the AHS umbrella. One of Pink's key responsibilities will be collaborating closely with the marketing communication team to develop tailored social media marketing plans for each brand. Her strategic acumen and creative prowess will enhance the brands' online presence and drive guest engagement to unprecedented heights.



Ms Sita Selanont, affectionately known as Khaotu, as the Group Training Manager. In this key role, Khaotu will spearhead developing, implementing, and overseeing comprehensive training programs across AHS's diverse portfolio of properties, driving excellence and innovation in employee development as Group Training Manager, Khaotu's strategic vision and commitment to nurturing talent will play a pivotal role in upholding AHS's reputation for excellence in the hospitality industry. Her appointment marks a significant step forward as AHS continues to redefine training standards across its portfolio of properties.



And for Technical Services team under Chakrit's leadership, we are well-positioned to enhance its capabilities and drive global project development and growth. Supporting this vision we are adding one team member Ms. Suphaporn Tripitak (Gung), appointed as Deputy Vice President of Technical Services. Ms. Suphaporn Tripitak (Gung) brings diverse skills and experience to her new role. Known for her strong negotiation abilities, independence, teamwork, and client management skills, Suphaporn excels in project management, presentations, and leadership. Her attention to detail, creativity, and multitasking skills make her a valuable asset to the team. With an extensive background in interior design, she has worked on notable projects with Kristina Zanic Consultants (Bangkok, Thailand) and SPG Invest (China & Vietnam).



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