

# Thailand Report

## August 2014

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## 1. SIAM@SIAM HOTEL PATTAYA

### Project Overview

Following the success of the Siam@Siam Hotel Bangkok which opened in 2009, the owners decided to open another one in the popular seaside town of Pattaya. Like its sister hotel in Bangkok, the new property in Pattaya features a very funky décor, with a bold color scheme and decorated with pop art throughout.

### Project Details

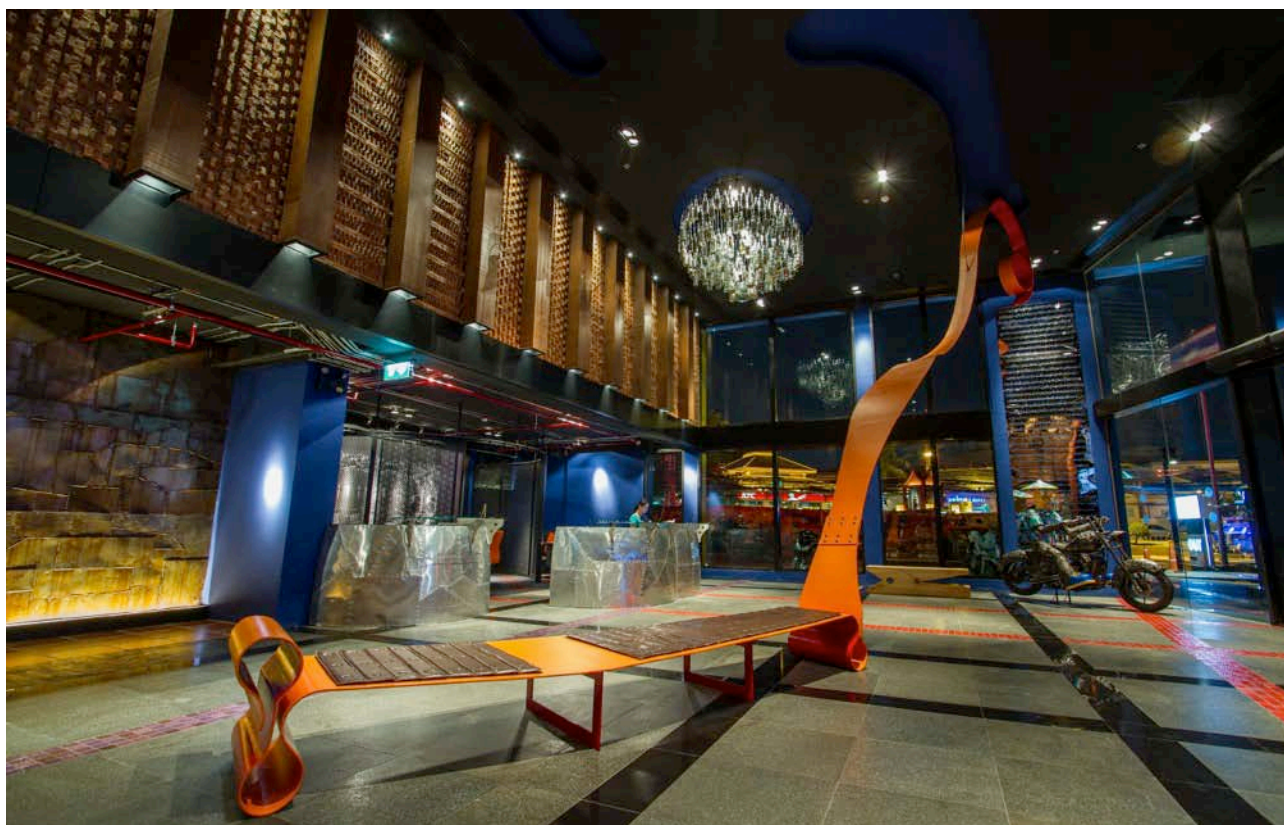
1. **Type of Business:** Boutique hotel
2. **Open Date:** 06/2014
3. **Concept:** Design hotel which combines modern design and contemporary art
4. **Location:** Pattaya, Thailand
5. **Target Customer:** Leisure travelers
6. **Number of Rooms:** 268 rooms and suites, ranging in size from 30 sq m to 82 sq m.
7. **Room Rate:** Opening rates starting from THB 2,300 (US\$ 70)
8. **Website:** [www.siamatpattaya.com](http://www.siamatpattaya.com)

### Location map

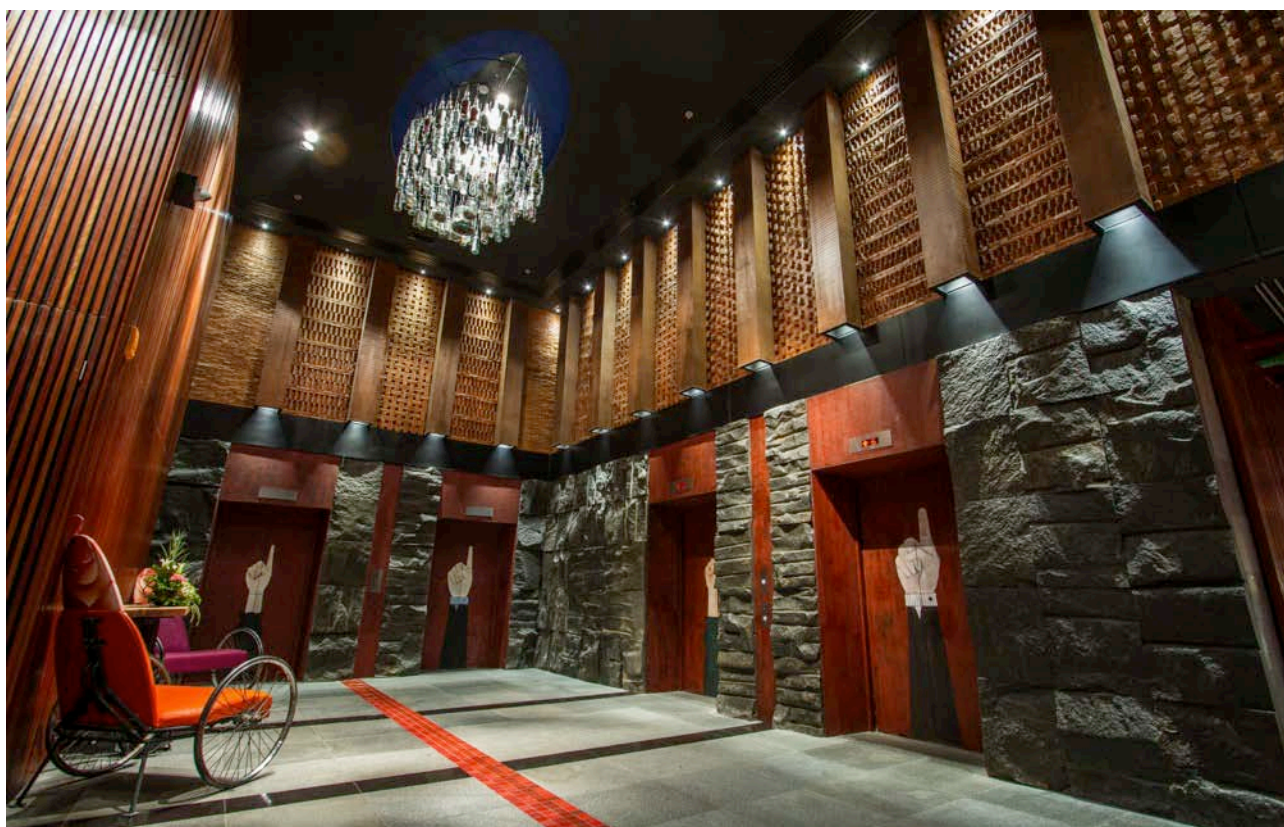


Siam@Siam hotel is located in Pattaya, close to the beach. The hotel is a new landmark for Pattaya.

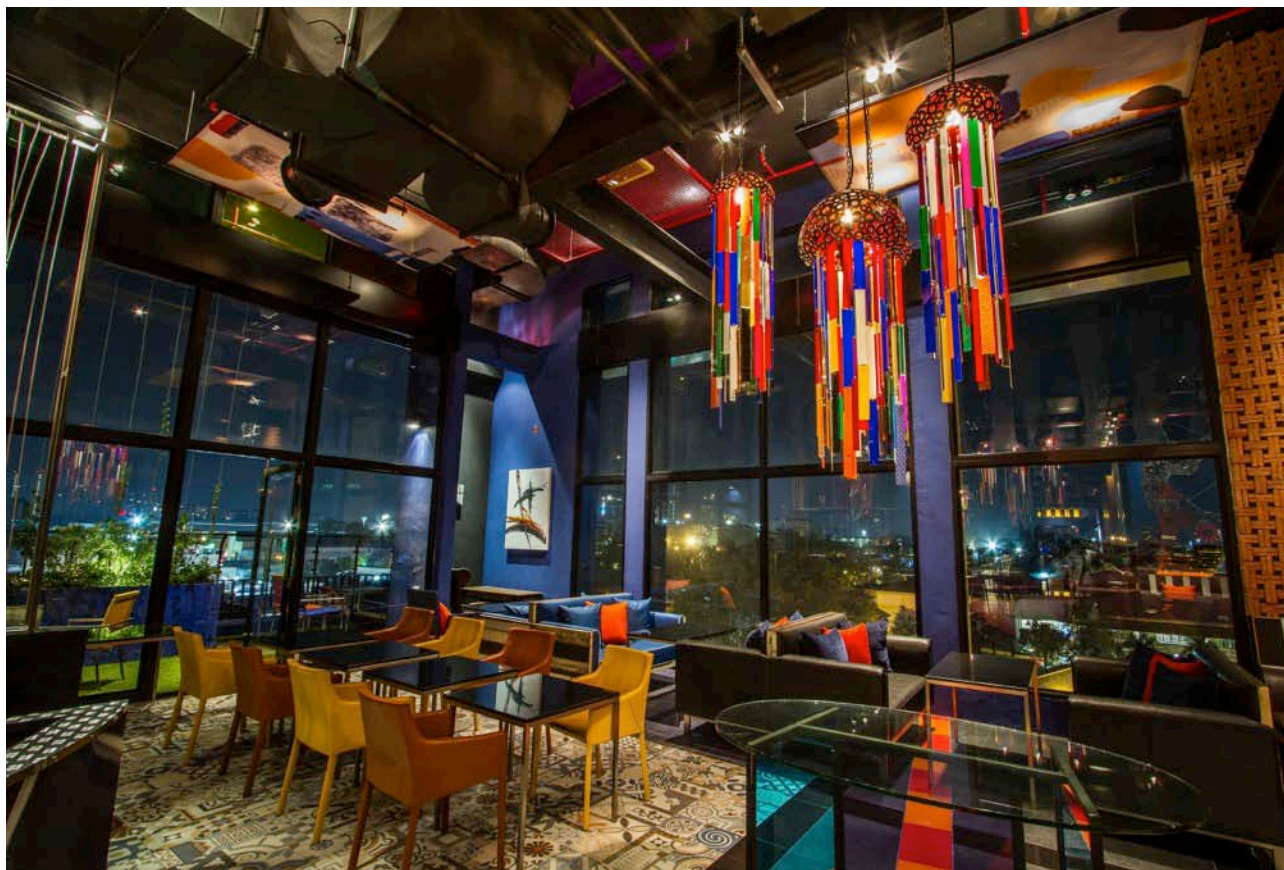




Hotel lobby



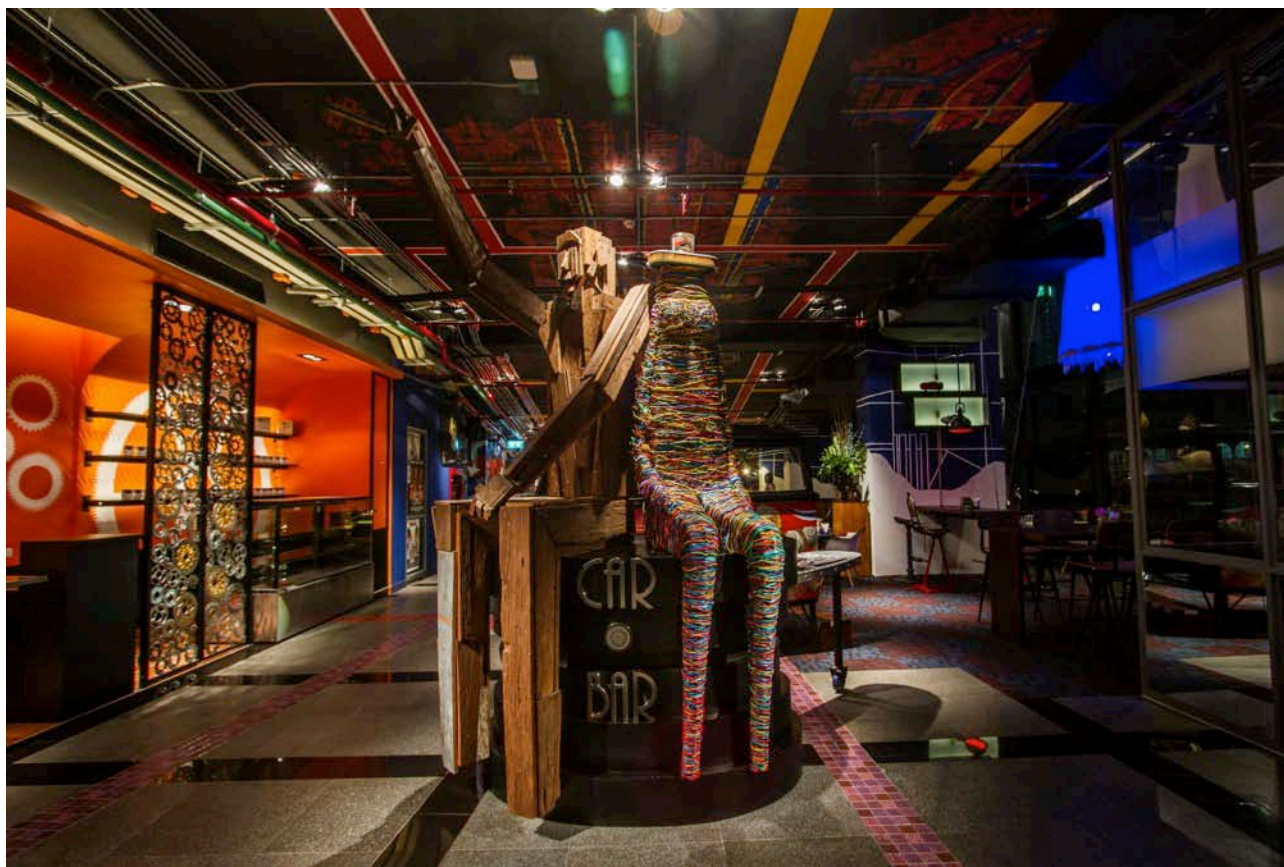




All-day dining restaurant Big Fish on the 6<sup>th</sup> floor. The restaurant has been decorated with large fish designs that incorporate recycled materials, including some beautifully crafted jellyfish lampshades.



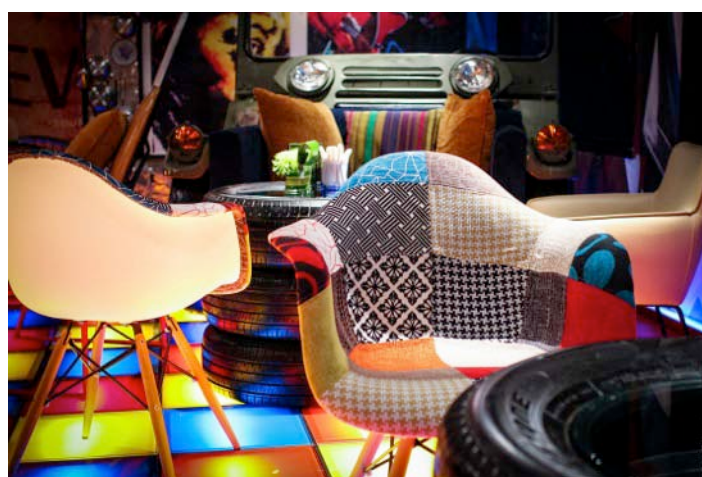
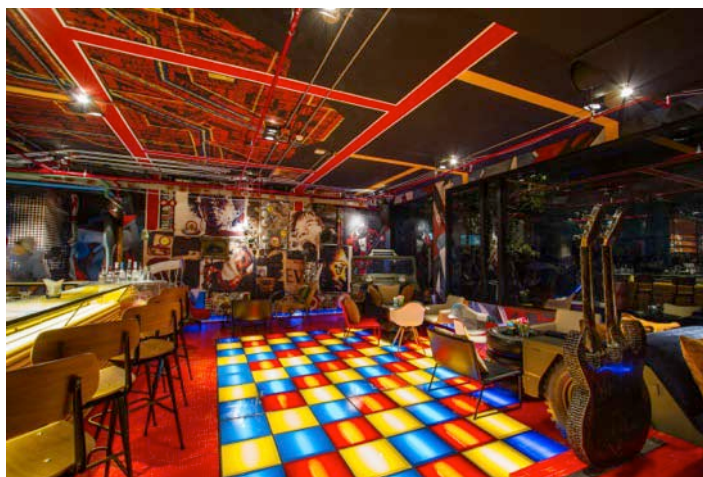




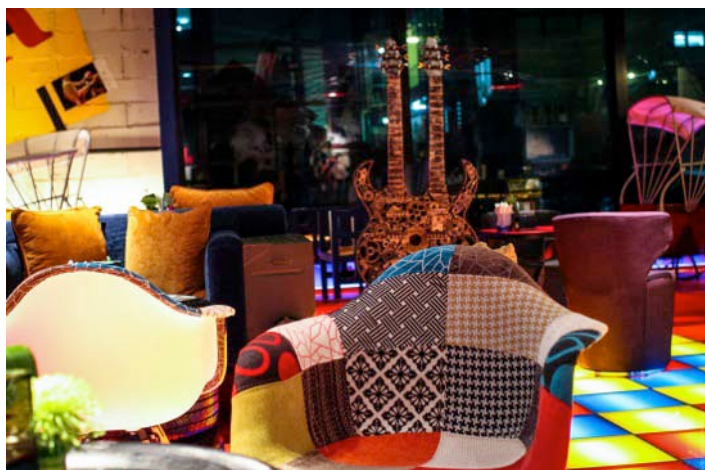




The ground floor of the hotel features The Car Bar, a bar and restaurant which exhibits both old-fashioned and modern vehicles as part of its decor. The concept of the Car Bar is more like a street influence with a mix of art.







The hotel has a double-decked rooftop bar on the 24th and 25th floors, with a spectacular water fantasy-themed atmosphere and which provides breathtaking views of Pattaya bay and the city.





Decorated in the hotel's signature lively color scheme, the Siam@Siam Design's guestrooms and suites feature intricate handcrafted furnishings, high ceilings and huge bay windows.

