

Thailand News

February 2025

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- Project 1: Moxy Bangkok Ratchaprasong (Hotel, Bangkok, Thailand)

1. MOXY BANGKOK RATCHAPRASONG

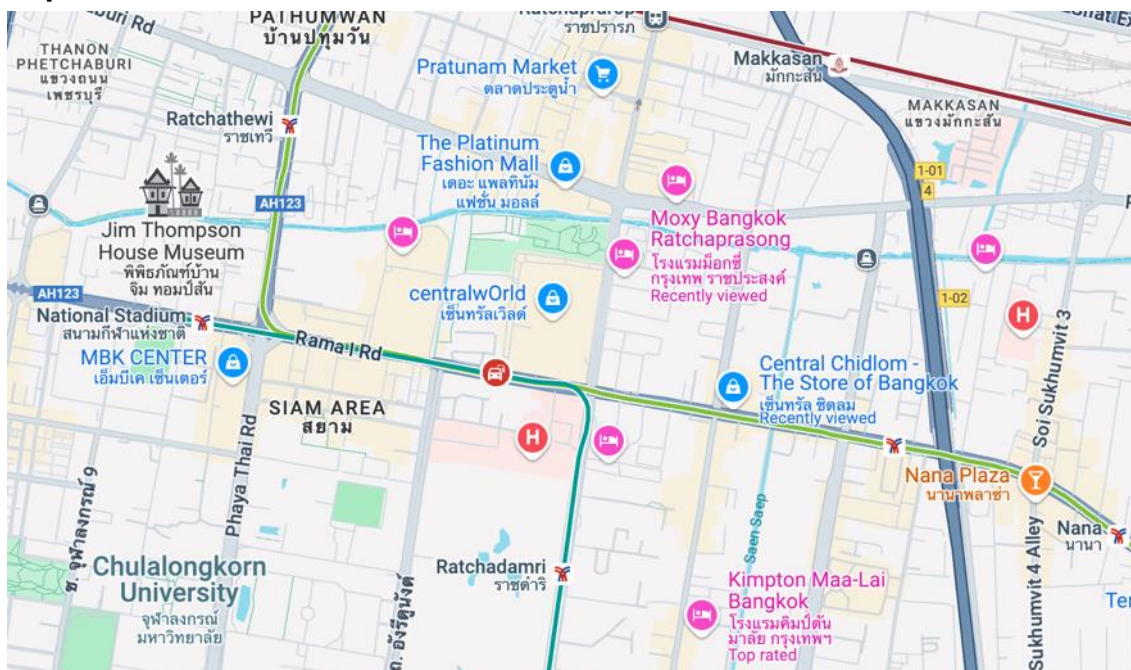
Project Overview

With its industrial aesthetic and vibrant, modern design, the Moxy Bangkok Ratchaprasong hotel is geared toward Gen-Z travelers. As the first Moxy hotel in Thailand and the largest in the Asia-Pacific region, the 504-room property blends urban elements with local cultural influences. Social interaction is a key focus, with communal spaces like the check-in area and bar located on the 9th floor, creating an energetic, colorful atmosphere enhanced by Thai giant graffiti murals and modular furniture for flexible use. Public areas include an all-day dining restaurant, a gym with city views, and a communal lounge featuring a pool table and library. The hotel emphasizes sociability, appealing to younger, budget-conscious travelers who prioritize experiences over luxury. While it lacks a swimming pool, the rooftop bar and dynamic social spaces foster a lively, interactive environment.

Project Details

1. **Type of Business:** Budget-friendly hotel targeting Gen Z
2. **Open Date:** 18/02/2024
3. **Location:** Ratchaprasong, Bangkok, Thailand
4. **Number of Room:** 504 guestrooms
5. **Room Rate:** Starting at around THB 4,000 per night (USD 120)
6. **Interior Designer:** YOO; www.yoo.com
7. **Hotel Group:** Part of Marriott Bonvoy; www.marriott.com
8. **Website:** www.marriott.com/en-us/hotels/bkkox-moxy-bangkok-ratchaprasong/overview

Location map



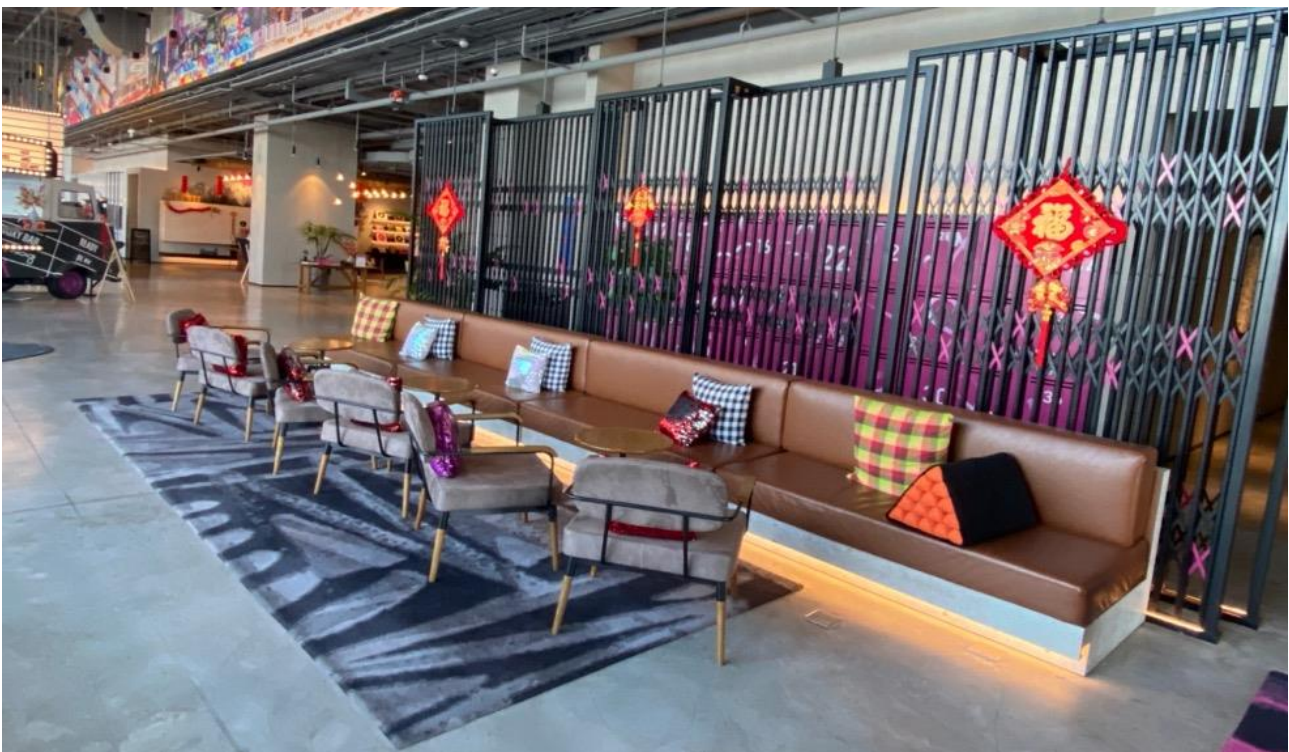
The hotel is located above a shopping mall which links directly to Central World via a skywalk. Closest skytrain station is BTS Chitlom.



The hotel is located above a shopping mall across the road from Central World.



The design blends sleek, industrial finishes with elements that nod to the local culture, creating a cosmopolitan yet distinctly Thai feel.





The interior style of the hotel creates an engaging, fun, and functional experience that encourages socializing and connectivity.





The bar and dining area.





The hotel also comprises a library and co-working space.





The design aims to attract travelers born in the new millennium (Gen Z), who prefer budget-friendly travel and prioritize sociability over luxury.





The rooms are compact yet functional, with tech-savvy amenities like motion-activated LED lights, keyless entry, and 55-inch flat-screen TVs.

