



Dusit
INTERNATIONAL



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2. Brand Proposal & Overview
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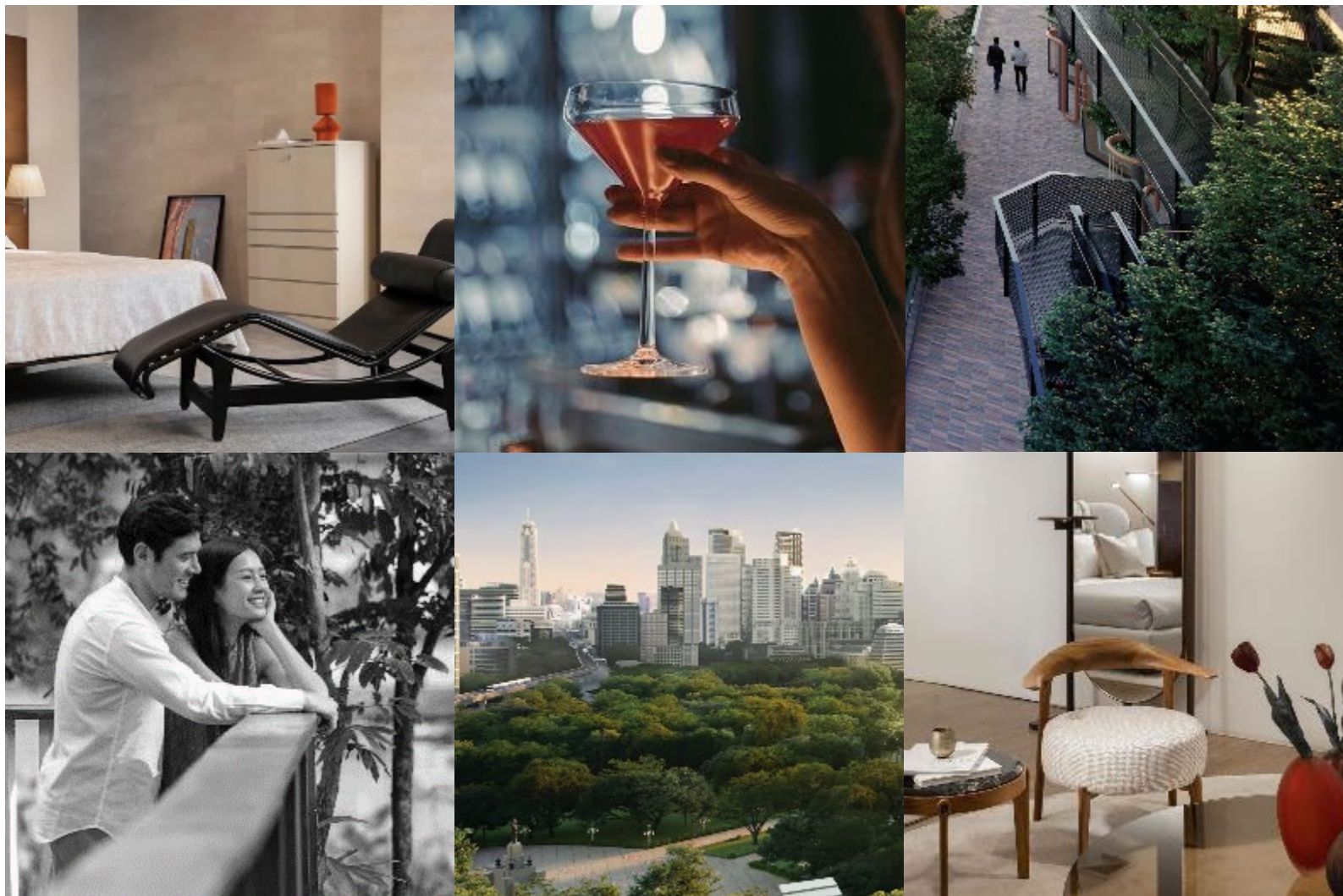
The birth of modern-day Thai Hospitality

Our story started when Thanphuying Chanut Piyaoui had a great vision to build a distinctive hotel that embraced gracious Thai hospitality at its core.

Her guiding philosophy was to be bold and do great things, to create things that never existed before, to pursue perfection, and to always conduct business with honour.

In 1970, Her formula for success was perfected with the opening of Dusit Thani Bangkok that proudly stood as the symbol of modern-day Thai Hospitality.





Moving forward with a fresh perspective

Throughout our 70 years in the industry, we have seen how the world is ever-changing – from unpredictable disruptions to the rise of experience and wellness economy.

Today, we want to serve the world with gracious hospitality that begins with empathy at our core. In everything we do, we want to make each encounter meaningful, deep-rooted in holistic wellness, mindful sustainability, supportive ecosystem, and accelerated digital integration.

Through this transformative purpose, this is how Dusit will positively change to the world.

Welcome to the World of Dusit

Distinguished Asian hospitality group with Thai heritage.

- 70+**
Years in hospitality business
- 332+**
Properties in key strategic locations
- 60+**
Hotel management projects in pipeline

- 20+**
Countries across 4 continents
- 200+**
In-house supporting professionals
- 1.5m**
Dusit Life members globally



DUSIT PROPERTIES

- | | | |
|--|--|--|
| THAILAND
Bangkok
Hua Hin
Khao Yai
Chiangrai
Phuket
Pattaya
Krabi
Chiangmai
Phatthalung | CHINA
Changzhou
Guangzhou
Dongtai
Hangzhou
Huzhou
Meizhou
Suzhou
Zhouzhuang | OMAN
Muscat
Jebel Akhdar
Taqah |
| SINGAPORE
Changi | PHILIPPINES
Manilla
Boracay
Cebu
Davao
Batangas | QATAR
Doha |
| VIETNAM
Hanoi
Phu Quoc | INDONESIA
Bali
Lombok | GREECE
Athens |
| NEPAL
Dhulikhel
Kathmandu | MYANMAR
Yangon | KENYA
Nairobi |
| BHUTAN
Thimphu
Punakha | INDIA
Himachal Pradesh | SAUDI ARABIA
Riyadh |
| | JAPAN
Kyoto | ETHIOPIA
Addis Ababa |
| | | UAE
Abu Dhabi
Dubai |
| | | AMERICAS
Guam |

Meet our Key Experts



Suphajee
Suthumpun

GROUP CEO

Suphajee joined Dusit after a successful tenure as Chief Executive Officer at Thaicom Plc, a leading satellite operator in Asia, having notably led the company into profit within her first quarter on board after multiple years of losses. Prior to that, she worked at multi-national technology and consulting corporation IBM for over 20 years at regional and global level.



Gilles
Cretallaz

GROUP COO

Alongside driving brand and operational evolution, Gilles has a strong track record for formulating and implementing strategies to increase market share in our properties, guide sustainable development, and introduce new concepts. Prior to Dusit he was SVP of Accor Southeast Asia overseeing luxury brands with over 150 hotels under his leadership.



Niramol
Jindanuwat

GROUP CPO

Dr. Niramol brings with her extensive experience working for HR for IBM Thailand, where she has developed her expertise heading the country for over 10 years. As CPO, Dr. Niramol focuses her efforts on building the Dusit culture, facilitating an environment that enables performance driven culture, as well as enhancing diversity in the workforce as our business grows globally.



Siradej
Donavanik

BUSINESS
DEVELOPMENT

Siradej leads business development in charge of global expansion. His previous posts include setting and executing strategic direction to both Dusit Hotels & Resorts as well as other subsidiaries under Dusit International, namely Dusit Hospitality Education. Having spent 10 years leading successful start-ups across different industries, he is also Head of Business Transformation for the company.



Nichlas
Maratos

COMMERCIAL

Nichlas oversees Dusit's overall commercial strategy and implementation, with focus on sales and revenue management, maximizing RevPAR in all our properties. His over 25 years' experience has seen him work across both hospitality consulting firms and global hotel companies, previously leading commercial for both Marriott and Shangri-La in the region.



Natapa
Sriyuksiri

CREATIVE &
DESIGN

Natapa's responsibilities include setting the creative vision and driving designs across different touchpoints; bringing engaging design stories to life through sharp execution of various concepts and reinforcing business objectives through creative and design strategies. Previously she worked in top design and architectural studios in London; Caruso St John and AL_A.



Prateek
Kumar

OPERATIONS

Prateek oversees the operations of properties in EMEA, India, Philippines, Singapore, Maldives, Japan, and selected properties in Thailand. Key objectives are to enforce brand quality standards, maintain high staff engagement, enhance customer satisfaction whilst deliver optimum financial returns. Prior to joining Dusit, he worked for Raffles Hotels and Resorts.

Meet our Key Experts



Chetan
Patel

MARKETING

With more than two decades of experience, Chetan's expertise encompasses social media, advertising, communication, brand marketing, loyalty, partnerships, UX, data collection and analysis. He has led hotels and corporate teams in modernizing marketing processes and CRM practices to drive for competitive advantage with agility.



Ian
Brewis

TECHNICAL SERVICES

Ian currently serves as the Vice President of Technical Services, leading our design and technical services team to help build, convert and renovate existing and new properties to the Dusit global standards. Ian has over 25 years of hospitality experience with luxury international hotel groups; Hyatt, New World and Shangri-La in both operational and corporate roles.



Paul
Hawco

WELLNESS

Paul has been immersed in the spa, wellness & fitness industry for 25 years with luxury hotel groups such as Jumeirah and Rosewood at both corporate and operational level across four continents. He is currently leading the holistic wellness transformation of all Dusit brands focusing on both passive and active wellness in all customers touchpoints.



Stephane
Carric

FOOD & BEVERAGE

Stephane is responsible for the Group's entire food and beverage operations, as well as creative concept development. His passion in the hospitality industry has taken him around Europe and Southeast Asia with Accor, Lenotre Paris, and Marriott. Stephane also has a successful QSR business, a concept he founded and ran with his partners in Thailand.



Ling Fui
Ken

FINANCE

Ken possesses more than 16 years of experience working in senior financial positions for hospitality companies such as Marriott, Starwood and Shangri-La. He leads the execution of finance and accounting responsibilities for all Dusit International hotels, including budgeting and forecasting, financial reports and analysis, CAPEX and financial risk management.



Luc
Boutet

DIGITAL LAB

Luc heads Dusit Digital Lab, a platform for new business strategy for digital tools and data whilst experimenting with cutting-edge technologies. He has more than 25 years of experience developing businesses in Asia, from HRM to telco to hospitality, aligning operations with digital technology to drive results. His last post was Area Director of Digital for Accor for APAC where he spent 6 years.



Aloysius
Michael

GUEST EXCELLENCE

Aloysius has an extensive background in the hotel and education industry, having held both operational and management roles at the Ritz-Carlton, Montigo Resorts, At-Sunrice Chef Academy (SG) & Dusit Hospitality Management College (PH). Currently, he oversees the opening of new Dusit hotels globally whilst leading Operational Excellence and Sustainability.

Our Competitive Edge



70 Years of Hospitality Expertise

Founded on Graciousness rooted in Thai hospitality and culture with over 70 years of experience, we have established global presence as one of the fastest growing hotel companies in Asia. Delivering gracious hospitality to our owners, partners and the world.



Owner - Operator Mindset

As owners of Dusit hotels ourselves, we understand your needs and take pride in operating our Dusit hotels like a management company. We work in synergy with the owners to delivery brand value and establish a direct relationship between owners and our management team.



Value-driven Development

Value creation and accountability are our core principles. As a medium-size hotel company, each project is taken care of with the dedication and respect it deserves. Our flexible approach to development costs and resources to suit the needs of the property.



Synergies - Food, Education & Wellness

Our strong footprints in food business, hospitality education, wellness and real estate development have strengthened our hospitality core competencies and given us a unique competitive edge and more avenues of driving business performance for owners.



Bespoke Brands with Purpose & Intention

Dusit doesn't aspire to be just another "off-the-shelf" product. Each property is brought to life with intention and purpose leaving our owners with a truly unique and exclusive property which exudes a sense of place and the spirit of our brands.

Development Models

We operate hotels in different ways – as a manager, a franchisor and on an owned and leased basis.

1. Hotel Management Model

The Hotel Management Model is defined when there is an agreement between a management company (operator), and a property owner, whereby the operator assumes responsibility for managing the property by providing direction, supervision, and expertise. The operator runs the hotel, on behalf of the owner, for a fee, according to specified terms negotiated with the owner.

3 agreements required

2. Franchise Model

The Franchise Model allows the franchisee (owner or developer) to perform the management function and operation of the hotel independently through gaining leverage from the standards and know-how of the franchisor (brand owner).

3 agreements required

Graciousness Pillars



We take great pride in our Thai heritage and seek to uniquely express this in an era of hyper-connectivity

We anticipate all guest needs and exceed expectations.

We make guests feel truly special with a highly personalized approach to service



We believe holistic well-being is a key component of Thai hospitality, and we integrate wellness throughout our entire operations. Daily rituals and framed micro-moments drive customer satisfaction and meaningful results.

We are mindful of both the physical and emotional well-being of our guests and staff, and we understand the demands of an information-saturated world.



We seek to bring unique, location-specific experiences to our guests and serve as a platform of connectivity at every product level – vital for domestic travelers.

We recognize, appreciate, and embrace each of our properties' distinctive destination characteristics to create stages for joyous celebrations and meaningful memories.



We take responsibility for the local environment wherever we set foot. We translate our graciousness into best green practices that foster goodwill with eco-conscious guests and protect our natural resources.

We look to continually make our offerings more sustainable by deepening our understanding of our supply chains, collaborators, and environmental and social impact.



Holistic experiences in a multi-sensory environment

We believe holistic well-being is a key component of Thai hospitality. Wellness with Dusit is not about a singular interaction or service, however, is seamlessly integrated across our guest's entire experience.

Devarana Wellness approach these aspirations by way of 'Deceleration Method', one that supports purposeful restoration while creating intentional habits and rituals that pave the way for sustained emotional and physical resilience.

With the experience of making a pause you start connecting within yourself.

You Pause. You Focus. You Grow

Unique Supporting Services



CREATIVE STRATEGY & TECHNICAL SERVICE

In-house product development team with strong design background and technical knowledge on built projects. The team provide insights throughout the design process to ensure each property offer the best brand experiences.



CX TRAINING

Dedicated team to create location-specific experiences and creative events. Activating each Dusit property through unique collaborations and hands-on training.

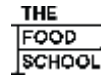


HOSPITALITY SERVICES

Dusit Hospitality Services Co (DHS) offering specialized services for residential businesses, both for branded as well as white labels.

Business Synergy

Hospitality Education



Dusit Hospitality Education operates and manages leading hospitality education institutions across Thailand and Southeast Asia over 4 decades. This allows us to create a long-lasting supply pool of our talents.

Global Partner Schools



Food Business



Drawing on our more than 70 years of experience operating hotel-based restaurants, as well as catering for large scale events, we are now making significant strides into the food industry with strategic investments in food production and catering, as well as opening standalone restaurant concepts, and introducing new premium food products in the international market.



Turn your Passion into Profession.

Founded by Thanpuying Chanut in 1993 with the vision to provide high quality hospitality education that benefits the industry at large, today Dusit Hospitality Education (DHE) operates the renowned Dusit Thani College; Le Cordon Bleu Dusit Culinary School in Bangkok; Dusit Hospitality Management in Manila (DHMC) and The Food School in Bangkok.

Our ambition is to be the most progressive and reputable hub for hospitality and culinary education in the ASEAN region and to become one of Asia's largest providers of academically accredited, relevant hospitality education and training programs, to meet the evolving needs of the hospitality industry.





THE FOOD SCHOOL

Thailand's first culinary education academy with multi-national leading partner schools.

Designed to provide students with the most comprehensive education in Italian, Japanese and Thai cuisines, and backed by a vision to create a platform for food enthusiasts to share their passion and creativity while having a positive impact on the food industry at large, The Food School Bangkok accepts a wide range of students passionate about food, particularly those aspiring to advance professionally in business.

EPICURE CATERING & THE CATERERS



Leading b2b catering for international schools in Thailand & Vietnam.

Established in 2003, Epicure Catering is Thailand's premier caterer to the educational sector that takes great pride in offering the best quality products at the most affordable costs in and round the Southeast Asian region.

DUSIT GOURMET



Food sourcing hub for Dusit's ecosystem and beyond.

Dusit Gourmet performs sourcing services to various operations under the Dusit Group and 3rd party customers to optimize quality and overall cost. We leverage our Dusit education graduates, complex mass-scale procurement supplier structure, and central kitchen in BKK.

DUSIT REAL FOODS



Healthy fast casual restaurants "Kauai" from South Africa.

A JV partnership between Dusit Foods and Virgin Active Group to bring healthy restaurant chain "KAUAI" to Southeast Asia. The brand established itself as a leader the health space, with smoothies, salads, wraps and warm bowls made with a commitment to sustainable sourcing.

BONJOUR BAKERY ASIA



French artisan bakery for Thai taste with 50 outlets nationwide.

Bonjour is a fully integrated bakery business with fully controlled processes from manufacturing to baking which operates its owned shops and sells franchises. The brand was established in 2004 and retails in small take-away shops in mall spaces and through online deliveries.

LE CORDON BLEU DUSIT CULINARY SCHOOL



Culinary School with Thai and French culinary programs.

Le Cordon Bleu Dusit offers French cuisine and patisserie curricula that are the same as those of the other Le Cordon Bleu school networks in Europe. The school is also the first campus to offer a full-time course in the Professional Thai Cuisine to sit alongside the French culinary programs.

Creating Shared Values

Environmental Initiatives

Conserving the environment and protecting life on land and in water, through passive energy optimization and effective waste management.



Economic Initiatives

Supporting the local economy to help grow the communities in which we operate, through collaboration with like-minded producers who share our eco-friendly vision and sustainable practice.



Social Initiatives

Building resilient local communities and involving our team in every step of the process, with our corporate policy against all kinds of corruption, discrimination, and animal cruelty.



Brand Proposal

5 Star Hotel



- The ideal room count for us to lend our Dusit Collection to this Hotel would be between 100-150 rooms
- The product would require larger room sizes and signature F&B outlets
- Guests of the Dusit Collection may access the wellness facilities of the Devarana Spa if this is developed separately from the Hotel

““We are all storytellers. We all live in a network of stories. There isn't a stronger connection between people than storytelling.”



Brand Concept

Memorable stories and exceptional experiences, graciously delivered

An outstanding collection of properties with unique untold stories coupled with exceptional experiences, graciously delivered by Dusit International.

With a focus on making guests feel truly special, Dusit Collection promises a highly personalised approach to property development, service and experiences.

Brand Differentiator

A collection of
one-of-a-kind hotels
with a single purpose
to surprise and
exceed expectations,
always



Target Audience



The Quality Traveller

A diverse group of audiences who each have specific needs but are united by an appreciation of excellent and perfectly executed service

Appreciating service that is always warm, attentive and above all, Gracious



The Discoverer

Travellers who enjoy discovering local experiences and cultures

The Narrative Seeker

Seekers of unique identities who value one-of-a-kind properties with highly personalised services



A curated brand story that captivates

Authentic/Sanctuary/Bold/One-of-a-kind, a Dusit Collection property draws together rare narratives that capture the spirit of a time and a place, to be discovered and enjoyed by guests again and again.

Dusit's hospitality expertise, together with owners who seek to envision unique experiences create meaningful products through in depth collaborations.



Memorable Stories with Exceptional Design Experiences



Authentic

A story with a true, and genuine spirit that embodies its surrounding



Sanctuary

A story with rare privacy, that allows for relaxation of mind, body and soul



Bold

A story with a distinctive personality, with a willingness to take risks



One-of-a-kind

A story that is distinctive, with a focus on unseen and captivating narrative

Elevate the Guest Journey with 60+ years of hospitality expertise

pre- arrival

- Brand
- Website

arrival

- Welcome Ritual
- Uniform

in-room

- Amenities
- Suite Surprise

food & beverage

- Intriguing Bar
- Signature Restaurant

experiences

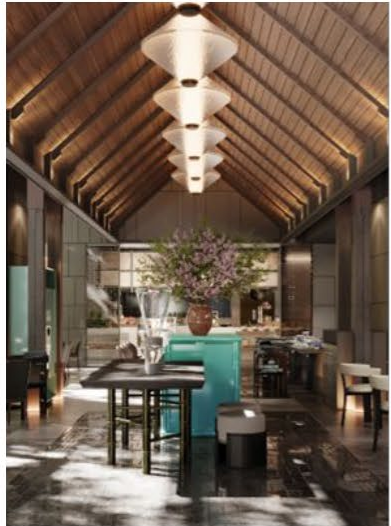
- Devarana Wellness
- Events & Activation
- Local Collaborations

deparature

- Dusit Life benefits

Highly personalized F&B Concept

At Dusit, we have an in-house team of F&B specialists who help to create Dusit's signature and bespoke concepts. The followings are the examples of stand-alone restaurants we have created



SOI

Dusit Signature F&B Brand

SOI aims to bring the 10 authentic flavors of Thailand to the heart of the city, inspired by the rich food culture of the shophouses and the buzzing streets of Bangkok.



Dusit Gourmet

Dusit Signature F&B Brand

A warm and welcoming outlet with international cuisines, freshly-made pastries and coffee. Converting from a deli cafe by day to a bar by night.



Nómada

Bespoke F&B Brand for Dusit Thani Hua Hin

Inspired by South American indigenous cuisine, Nómada offers a coastal dining experience interpreted through distinctive tastes of locally sourced produce.

Curated Experience for a Memorable Stay



Wellness with Dusit is not about a singular interaction or service, however, is seamlessly integrated across our guest's entire experience.

Devarana Wellness approach these aspirations by way of 'Deceleration Method', one that supports purposeful restoration while creating intentional habits and rituals that pave the way for sustained emotional and physical resilience.



Customer Experience Team

Dedicated team to create location-specific experiences and creative events. Activating each Dusit property through unique collaborations and hands-on training.



A strong network of collaboration, with the most talented chefs



Chef Willy Trullas
el Willy / Tomatito

A group of contemporary Spanish restaurants in Shanghai specialized in modern tapas and Barcelona-style rice. They are proud to present the fine culinary artistry of Spain today.

Chef Bo Sonvisava & Chef Dylan Jones
Bolan / Bolan Grocer
1-Michelin Star 2018-2019

Over the past decade, the couple has gained a reputation globally for a hardcore commitment to keeping it local, with a focus on ancient Thai recipes and compromising flavors. Their tireless pursuit of a zero-carbon footprint combined with their anti-establishment attitude has only fueled their credibility.



Chef Jarrett Wisley & Paolo Vitalletti

Soul Food Mahanakorn
Peppina, Appia, Giglio Trattoria Fiorentina

The two masterminds' menu follows a farm-driven concept, highlighting the best ingredients from across the globe combined with what blooms locally.



Chef Andy Ricker
Pok Pok NY

A two-time James Beard Award winner, former Michelin Star holder and best-selling cook-book author.



Chef Noom Chantrawan
Chim by Siam Wisdom

A firm believer in the importance of precision and details and an advocate for fresh wild-caught ingredients, Chef Noom would travel across Thailand himself to search for the best raw materials.

4 Stars Hotel

dusitD2

HOTELS & RESORTS

Dusit D2

- In line with the positioning of an Upscale hotel there would be a unique opportunity to create a design for this property that fits with the destination
- This property should be more commercial with multiple F&B outlets and large catering facilities to fill the large key count.
- This will compliment well the Dusit Collection providing an upscale experience for a lower price point

Designed for modern life.

dusitD2

HOTELS & RESORTS



Image credit: Sami Alkive

Our mission

Designed for modern life

We believe that modern travelers deserve more than a place to stay. They need a place to thrive, where they are empowered to achieve great things and fulfill their daily mission.

At dusitD2, we help our guests maintain the rhythms of their life and well-being through purposeful yet comfortable design, full-service facilities, and warm and attentive services. We provide our guests with a place to think, to socialize, to work and to unwind.



Our Guests

D2 Generation

The D2 Generation is defined by their worldview and appreciation for quality and value. They are hardworking, yet seek a meaningful work/life balance.

Strategists by nature, they know what they want and go for it. They are flexible and easygoing, but never compromise on their standards. They are passionate, plugged-in, forward-thinking and cosmopolitan.

Brand Pillars



Business class on arrival

with all the service, convenience and aspiration that our guests expect and deserve.

Arrival and guestroom experiences



A place of vibrant modernity

with the excitement, connectivity and socializing of the world's most exciting locations.

All day social space with distinctive F&B concepts and venues



Where things happen

with can do attitude that reflects the vigour that our guests have for work and life.

Programming that caters to business and social events



Balanced living

with facilities that empower productivity and facilities that enable relaxation.

Approachable spa, wellness and fitness center



dusitD2 Samyan Bangkok, Thailand

Lobby Lounge

Welcome to the D2 Hub

The D2 Hub is our guests' modern lobby lounge packed with exclusivity, thoughtful conveniences and attentive service. This is a center for our guests to connect with their co-workers and gather with friends and loved ones, all in a stylish space.

Key Features

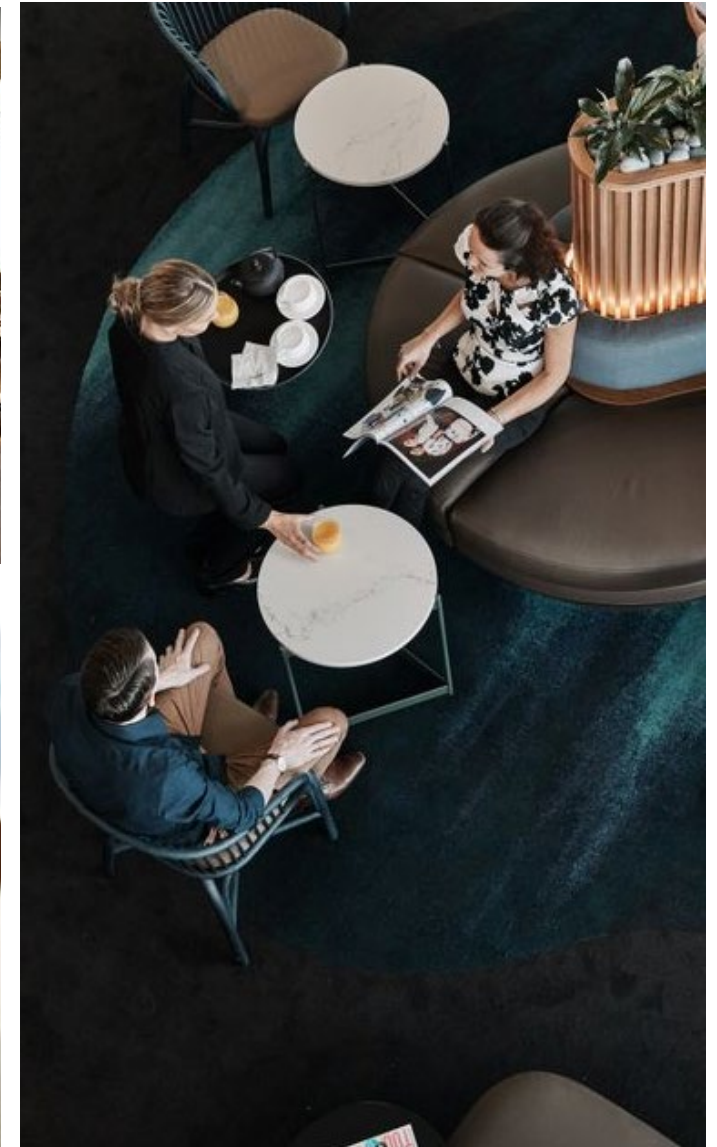
- Different seating types and power sockets to accommodate and promote both social and professional usage.
- Compact front office counter powered by self-check kiosks.

Your exclusive communal space that feels like a members club

Each of the D2 Hub is composed of its signature coffee-to-cocktail bar, co-working space, and semi-private seating to fuel the performance of our guests. Subject to each dusitD2 location, a member-only executive club is located within this area, offering breakfast, all-day light snacks and beverage, and private meeting rooms.

Key Features

- Coffee-to-cocktail bar
- 24 hrs co-working space & private meeting rooms
- Member-only executive club (subject to each location)



Guestroom

Your comfort at its finest

Every guestroom at dusitD2 immerses our guests in outstanding serene backdrops. At dusitD2, we empower guests' well-being and comfort through our signature restorative bed, high-quality bedding, thoughtful room design, and premium amenities.

Key Features

- Restorative king-size bed
- High quality bedding and linens
- Premium room amenities
- Additional storage space



Thoughtful Room Facilities & Guest Amenities

The guestrooms at dusitD2 provided understated design emphasizing clean lines, warm lighting, natural tones, in order to create a calm atmosphere for our guests to relax.

Key Features

- IPTV
- Minibar with beverage, tea and coffee selections
- Shower amenities from herbs and natural extracts
- In-room breakfast services



Our Portfolio

Current dusitD2

Asia

dusitD2 Ao Nang Resort, Krabi, Thailand
dusitD2 Chiang Mai, Thailand
dusitD2 Khao Yai, Thailand
dusitD2 Thimphu, Bhutan
dusitD2 Davao, Philippines
dusitD2 Fudu Binhu, Changzhou, China
dusitD2 Society Hill, Tianjin, China
dusitD2 Salwa Doha, Qatar
dusitD2 Jebel Akhdar, Oman

Middle East & Africa

dusitD2 Kenz Dubai, UAE
dusitD2 Salwa Doha, Qatar

In the pipeline

Asia

dusitD2 Chaengwattana, Bangkok, Thailand
dusitD2 Hua Hin, Thailand
dusitD2 Samyan, Bangkok, Thailand
dusitD2 Waves San Juan, Philippines
dusitD2 Residence Cebu, Philippines
dusitD2 Hotel The Fort Manila, Philippines
dusitD2 Residence Huizhou, Guangdong, China
dusitD2 Guiyang Airport, Guizhou, China

Middle East & Africa

dusitD2 City Centre Bahrain, Bahrain
dusitD2 Palm Mall Muscat, Oman





DEVARANA

A private sanctuary for
a bespoke experience





A private sanctuary for a bespoke experience

Private Sanctuary

An intimate luxurious hotel for well-travelled individuals looking for a retreat experience at an exclusive resort destination. Offering an escape from routine life, catering to the discerning, high-powered sophisticated guest seeking an experiential stay.

Bespoke Experience

Exceeding leisurely needs and delivering a tailored experience unique to each and every guest, our service ensures each individual is received as a home-in-residence with bespoke resources at their disposal.

In 2020, the customer behaviors are changing

+ 10% since 2018

84%

Wellness Focused

Improving physical and emotional well-being is more of a focus for travelers.

+ 19% since 2018

82%

Unique Experiences

Travelers are looking for unique travel experiences that offers them new and unique perspective of the world.

+ 13% since 2018

53%

Environmentally Conscious

Travelers are willing to pay a premium for environmentally responsible hotels.



Exclusive destination

Escape from a bustling city life to a luxury private getaway. Secluded, peaceful and surrounded by the soothing sound of nature, Dusit Devarana is an ideal place to reconnect with your inner peace.

Key Features

- Quiet location away from the city
- Surrounded by nature
- Exceptional viewpoint
- Accessible exclusively by hotel transport



A sanctuary

Nestled amongst nature in a secluded location, the spacious luxury villas are meticulously located to ensure a peaceful, private experience. Facilities are strategically located across the serene landscape for guests to replenish and unwind.

Key Features

- Spacious Private villas
- Secluded surrounding
- Scenic pool, restaurant and viewpoints
- Experience-driven wellness facility

Global Development Office
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Development Presentation
Dusit Devarana





Dusit Devarana Hotels & Resorts
www.dusit.com



Global Development Office
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Development Presentation
Dusit Devarana

Sample the local signatures

At the heart of each destination is its cuisine, to be presented authentically with exceptional curation and execution. With context driven design and contemporary vernacular outlook, guests are able to sample local signatures in the most spectacular settings

Key Features

- Curated menu by local chef talent, inspired by local cuisine
- Vernacular architectural design elements



Wellness through location and experience

A 360 degree immersive wellness experience,
enriched by the destination.

Distinctive Signature Areas
Guestrooms



Hideaway to reflect and restore

Wellness at is the root of the Devarana brand therefore the heart of the guest journey, embedded into all touchpoints. As a retreat-like resort, activities and facilities are woven into the fabric of the surroundings, with nature being its core pillar.

Key Features

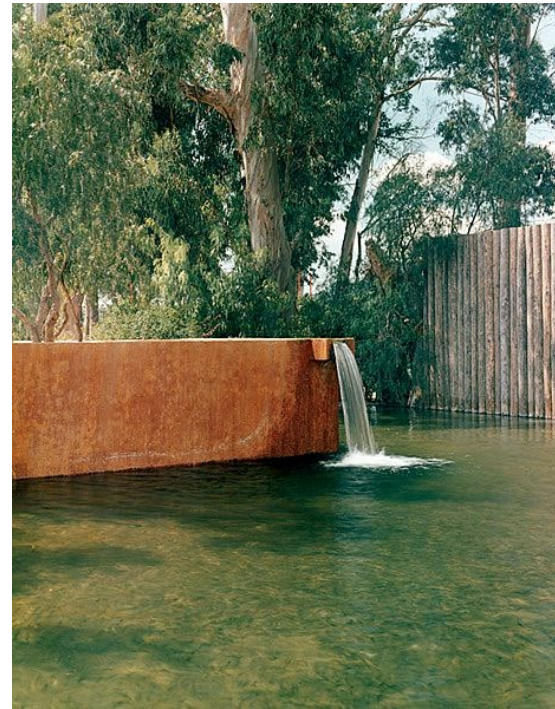
- Training session guided by specialist
- Meditative space
- Outdoor Shalas
- Holistic Menu

A place to decelerate and disconnect

Devarana Wellness programming focuses on the concept of slowing down for physical and mental well-being. The journey begins with decompression, followed by the delivery of delight through experiences that de-stress, detach and engage the senses.

Key Features

- Therapeutic treatments
- Focuses on herbal therapies
- Engages both active and passive elements



Micro moments of well-being

Holistic Cuisine

Menu to support and boost the effectiveness of the wellness treatments and influence the guests to healthy eating habits. Flavored with fresh herbs and spices for a healthy yet colorful experience



In-room wellness

Using technology as the tool to promote physical and mental well-being inside the comfort of our guestrooms, such as meditation programming through the IPTV.



Personalization

Our service team can cater to the variety of lifestyle needs with personalized options, whether it is a 5.30am snack before workout, or an essential oil bath in evening to aid sleep.



Your time, your place

Guests are able to experience the highly personalized service throughout the property. From customizable room amenities, to private dining with spectacular views, personalized wellness workshops, our highly trained butler team ensures each and every experience is as unique and memorable as the next.

Key Features

- Butler on call
- Pillow and bedding selections
- Personalized welcome set and room amenities
- In-room private breakfast and dining
- Bespoke services ranging from private wellness session to workshops.





Commercial Terms (Franchise)

Commercial Terms

Description of the hotel	The Hotels will be new developments and will follow the product and brand guidelines required for each hotel.
Hotel Brand & Name	The Hotel will be operated under the Dusit Collection, Dusit D2 brands The Hotel would be traded under names to be decided but both parties at a later stage.
Term of the Agreements	<ol style="list-style-type: none">1. The term of the Agreements would commence on the 6th operating year and expire on the 15th anniversary of the Full Operating Year, provided Owner's or Dusit's 90 days advance notice. There are no extension or renewal rights under this Agreement.2. In the absence of notice, the Agreements shall be automatically renewed for successive 5-year terms, unless Owner or Dusit provides 90 days advance notice at the end of the then existing term.

Commercial Terms cont'd

<p style="text-align: center;">Development of Hotel</p>	<ol style="list-style-type: none">1. Dusit would supply design standards and would provide services limited to reviewing the design, plans and specifications prepared by Owner's designers, architects and other professionals, in order to confirm they match the Brand's experience and to provide general recommendations on the design of the Hotel.2. Technical Consulting and Design Review Fee: US\$ 300,000 payable 50% upon execution of Technical Consultancy Agreement ("TCA"), 25% upon 180 days from the execution date of TCA, and the remaining 25% upon expiration or termination of TCA.3. Owner would reimburse Dusit for all travel and other out-of-pocket expenses incurred in providing the technical consulting and design review services.
<p style="text-align: center;">System Licensing</p>	<ol style="list-style-type: none">1. Dusit would grant to Owner the right to use the System (including Trademarks, manuals, guidelines, etc.) so to develop and operate the Hotel under the Brand and in accordance with the Dusit standards and other terms of the Definitive Agreements.2. License Fee: 4% of the Hotel's Total Operating Revenue, payable monthly, starting from date when the Hotel accepts paying guests until the expiration or termination of Definitive Agreements.

Commercial Terms cont'd

<p style="text-align: center;">Global System Contribution and Sales & Marketing</p>	<ol style="list-style-type: none">1. Dusit's global sales and marketing efforts increase awareness and preference of our brands, while our state-of-the-art Central Reservation System ("CRS") provides real-time, multi-channel visibility of our room inventory and instant transmission of demand to our hotels.2. Dusit would connect the Hotel to its worldwide CRS and other sub-systems, enabling the Hotel to globally distribute its room inventory and pricing, and transmit captured demand in real-time.3. Dusit would perform the global marketing that incorporates brand marketing campaigns and initiatives, support for on-property activation, and reinforcement of brand culture.4. Dusit's regional sales offices across key global gateways maintain relationships with large customers and provide strategic direction and business opportunities to hotels.5. Global System Charge: Owner would contribute 2% of the Hotel's Room Revenue, payable monthly, starting from the Opening Date of the Hotel until the expiration or termination of Definitive Agreements. The funds will be used to recover costs of retaining, maintaining and improving the CRS, its interfaces, websites, as well as costs of worldwide sales and marketing activities.
<p style="text-align: center;">Centralized Services</p>	<ol style="list-style-type: none">1. The Hotel would participate in all centralized services that are standard for Dusit hotels.2. Dusit would make available certain optional centralized services, and the Hotel would have the option to participate in those centralized services.3. Dusit would have the right to change the structure, scope, charges and terms of any centralized services, provided such changes are applicable to substantially all Dusit hotels.4. Centralized Services Charges: Owner would pay all charges for standard centralized services and all charges for those optional centralized services in which it participates.

Commercial Terms cont'd

<p>Standard of Operation</p>	<ol style="list-style-type: none">1. Owner shall ensure the Hotel would be operated and maintained (a) at a level generally considered to be equal or better than the level of quality prevailing at other comparable hotels, and (b) in accordance with Dusit's standards, policies and programs in effect from time to time.2. To ensure availability of funds necessary to perform routine capital improvements of the Hotel's furniture, fixtures and equipment, Owner shall set on a monthly basis an amount equal to Reserve Fund Contribution.3. Reserve Fund Contribution: 3% of Total Operating Revenues for the 1st operating year; and 4% of Total Operating Revenues for all months thereafter.
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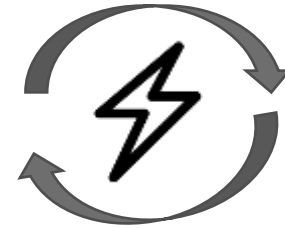
Commercial Distribution & Russia Market Penetration

The Secret Ingredients to Our Commercial Success



Key Experts

Whether it be our experts in digital, loyalty, distribution and revenue optimisation or our strategic sales deployment in key source markets we have experts on the ground with extensive experience to stimulate and optimise revenue.



Commercial Synergy

In a hyper dynamic marketplace synergy and alignment are key and we believe we have a great synergy between hotels and our above property teams as well as across the disciplines of marketing, distribution, sales and revenue optimisation to ensure our focus is on revenue generation and optimisation to ensure the success of our hotels.



Powerful Engines

Our digital expertise through the Dusit Digital Lab, our deep relationships across multiple segments, anchored by leisure, as well as our revenue generation and optimisation focus ensure we drive above our fair share of business. Our strategic partnership with Preferred Hotels and Resorts ensure we can expand our reach and provide a deeper loyalty experience.

Global Sales Offices

Each Global Sales Office is strategically located in key source markets and fully staffed and managed by Dusit International.

Our experienced sales professionals offer both in-depth market knowledge and sales practices that are tried and tested, as well as current resources that enable prompt implementation of go-to-market activities

We know what it takes to achieve the financial goals of our hotel owners

Our team is diverse, with solid background in the sales field, ready and always available to offer hands-on guidance and assistance from our global network.

Compact

As we are small, we stay focused with each hotel or resort without distraction.

Our hotels get our full attention for guidance and assistance. Clear scope of responsibilities, no grey area for accountability

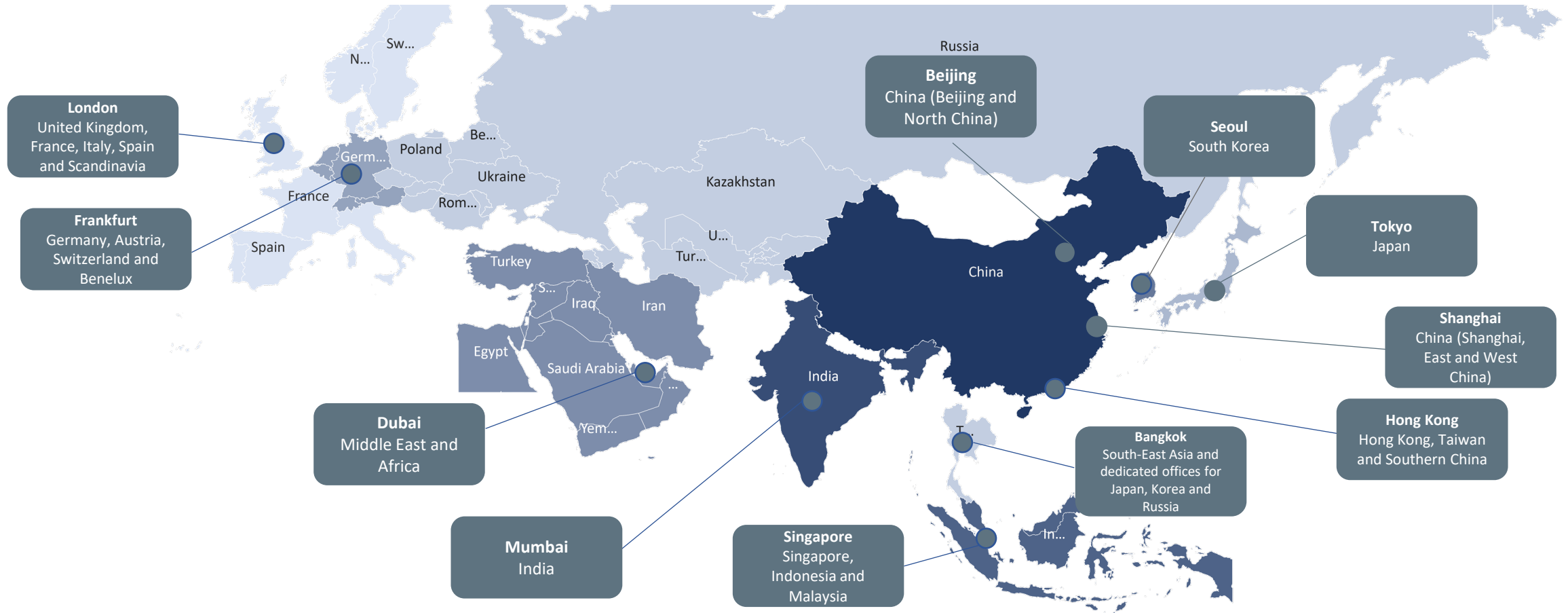
Industry Experts

Each office is equipped with well qualified, experienced and knowledgeable sales professional. Each team member is well connected to tourism bureaux of key feeder markets, key decision makers in meetings and events, leisure companies, airline executives and government officials for maximum business penetration

All-rounders

No matter the country, region or the city, our global sales leaders are all-rounders that can handle everything from the smallest intimate groups to complex leisure deals as each has a wealth of experiences gathered through working in a wide spectrum of industries and companies.

Global Sales Network



Each Global Sales office in the respective region conducts sales missions and attend tradeshows as per planned calendar year and all Dusit Hotels & Resorts are recommended to take part based on the market segments and business potential. Among all key international trade shows, Dusit International takes up a corporate stand in the most influential ones at ITB in Berlin, and ATM – Arabian Travel Market in Dubai to name a few.

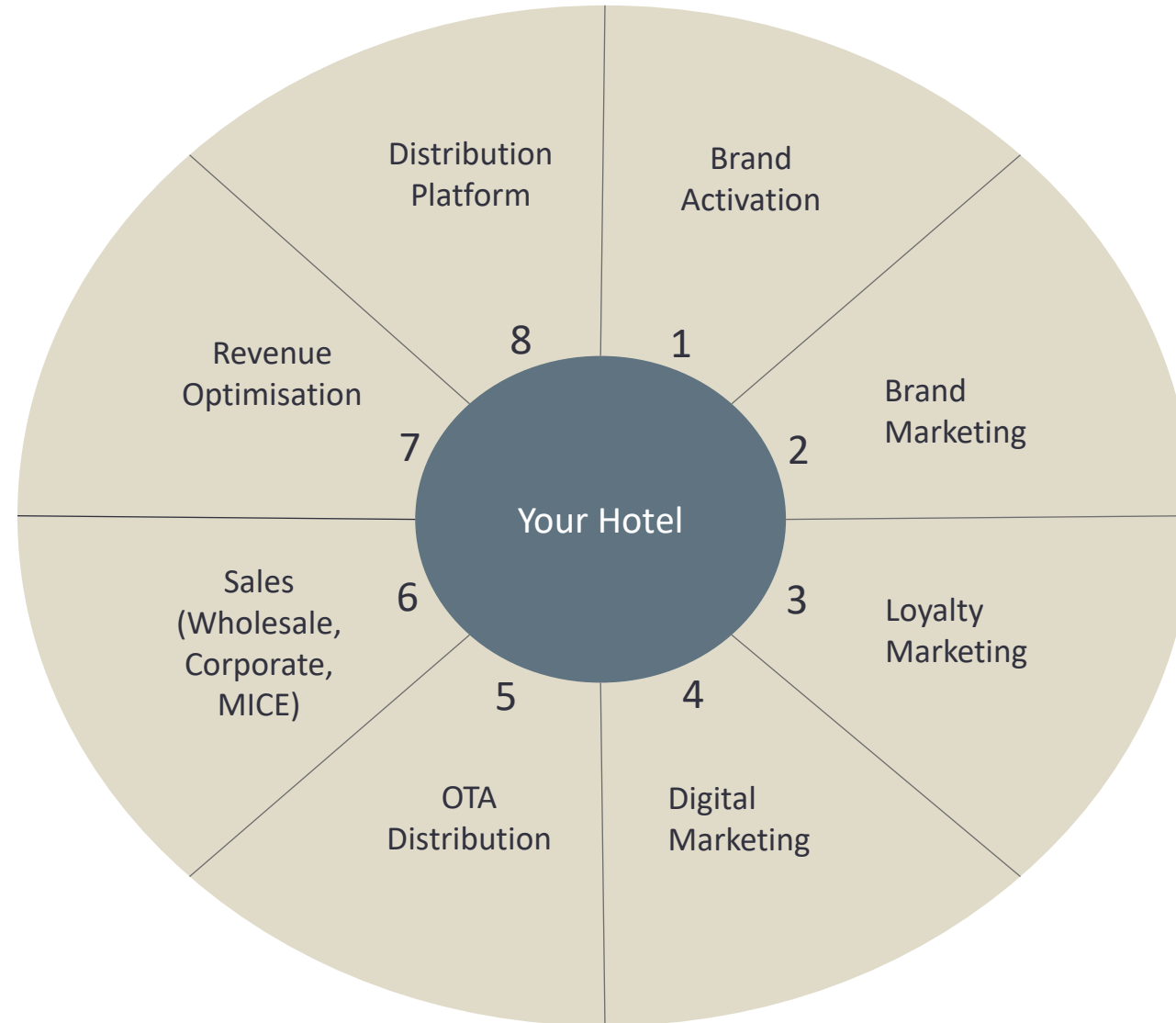
Dusit distribution eCommerce platform

- Full integration RMS ↔ PMS ↔ CRS ↔ CM ↔ CRM
 - ✓ Streamlining and Automation
 - ✓ Convenience and Accuracy
 - ✓ Performance Insights Availability
 - ✓ Scalability
 - ✓ Security

- Dusit Standard systems are the world's
- leading system



8 Elements of Commercial Success



Digital Marketing

Digital marketing, also known as online marketing is the component of marketing for promoting brands and selling products or services that using the internet and **digital technologies** including computer, smart phones, tablet, and other digital media. The digital communications is interactive and two-way communication that **your business engages with customers effectively.**

1

IDENTIFY & SEGMENT YOUR CUSTOMERS

Opportunity to reach the right audience at the right time globally on search engines and our social media platforms.

2

BRAND AWARENESS DRIVEN

Create brand visibility to attract audiences to your business and establish customer base leading to loyalty customers.

3

COST-EFFECTIVE

Refine your target audience and utilise the investment effectively through variety of online mediums to achieve your goal.

4

MEASURABLE RESULTS

The ability to track and monitor marketing activities easily and instantly with analytics tools.

5

STAY CONNECTED WITH YOUR CUSTOMERS

Engage with customers to ensure the positive experience is delivered and build brand community.

6

ALWAYS AVAILABLE

Direct access to our corporate team for resources, guidance and assistance, as well as our preferred agencies and partners.

Digital Marketing Platforms

Having digital platforms such as website and mobile application is helping your customers to find the information of your products or services 24/7 in one place.

It is a powerful marketing tool that integrates all digital channels together offering an omnichannel experience, insight on customer data, and growth opportunity for the business.

Website

Showcase our brand elements and drive direct booking through designed website and thoughtful customer journey



Mobile Application

Enhance guest experience anytime, anywhere, in just one tap – log in to member account and explore more features

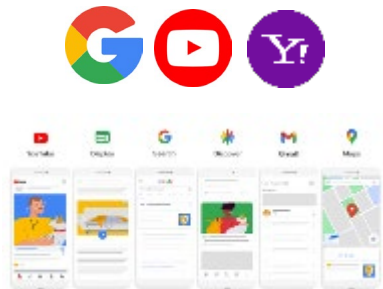


Digital Marketing Channels

A digital marketing strategy and massive network of touchpoints allow you to leverage different digital channels to connect with current and potential customers who interested in your products or services.

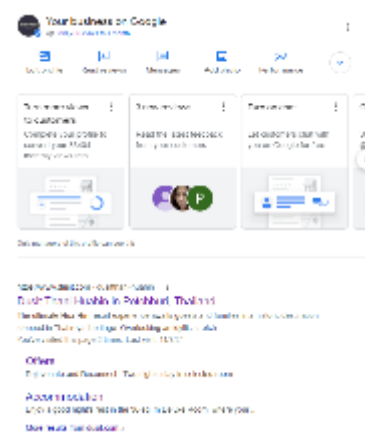
Search Engine Marketing

Establish brand awareness online and drive conversion using keywords to run paid search via Google, Yahoo, etc...



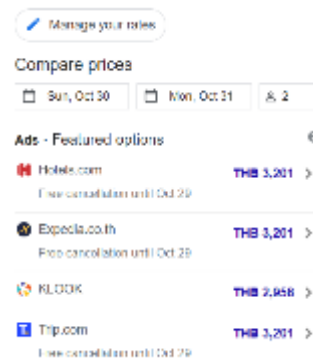
Search Engine Optimization

Become a market leader, generate more visits to brand website and reach potential customer with higher rank on search result page



Meta Search

Information retrieval tool gathers results from multiple search engines to leverage the audience to book direct



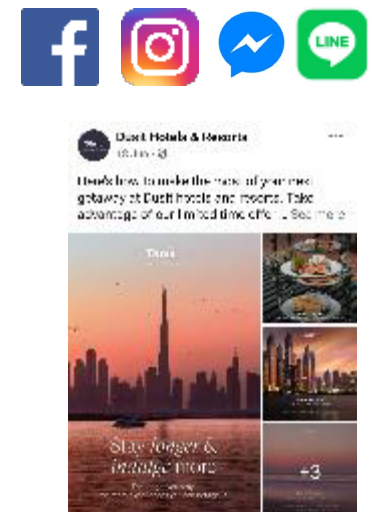
Email Marketing

Update our products and services via personalized e-newsletter. Be the first one to book our exclusive member offers



Social Media Marketing

Inspire and encourage the audience to engage with your brand with visual content. Increase sale and traffic to website



Loyalty Marketing



With Dusit, we create more rewarding experiences and customized privileges based on guest behavior

Members are able to earn and redeem at all participating hotels across the globe. This helps drive repeat business and encourage them to book direct



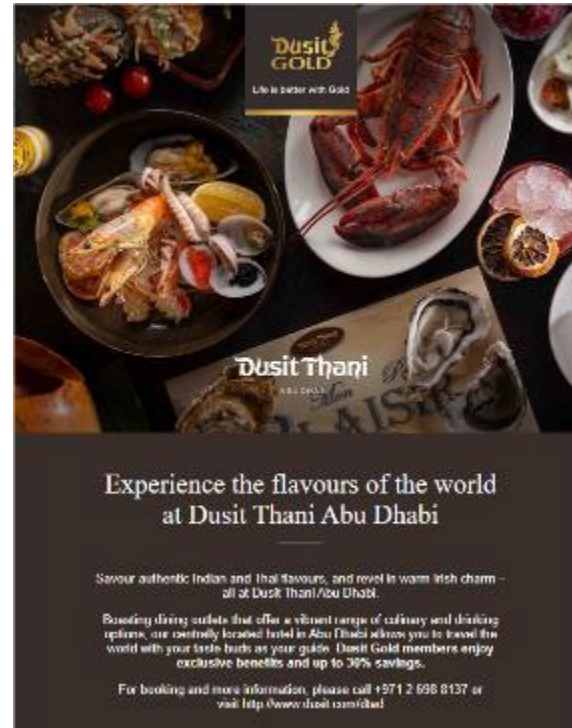
Live Life with Dusit
 Limited Time Offer
 Go back, relax, and enjoy the exceptional experiences you deserve at excellent value at Dusit Hotels and Resorts worldwide.

Our offer includes:



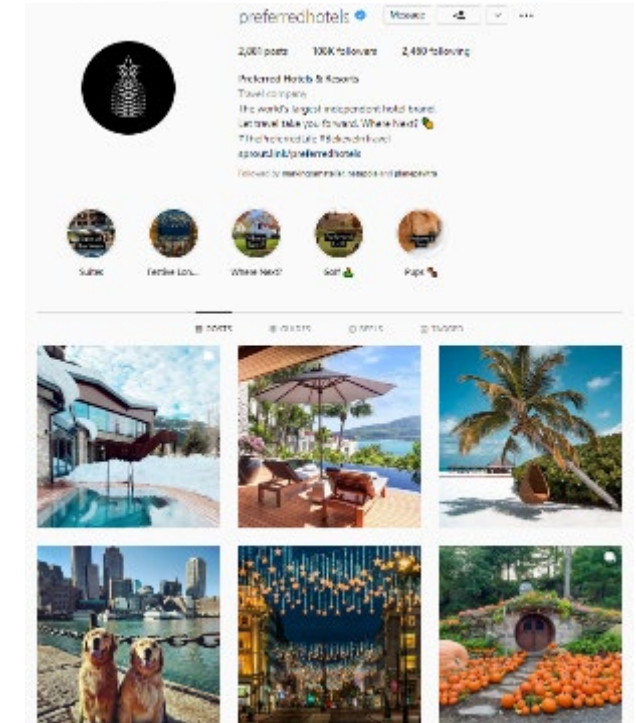
We have multi-channel marketing campaigns and tools, and we can create dedicated emails to Dusit members

Including email, social media, website and mobile app to drive our campaigns and new products/services. We can create dedicated emails to drive more visibility and engagement



Long-time relationship with one of the largest rewards program for independent hotels “I Prefer Rewards program”

Is the rewards program of Preferred Hotels and Resorts. They have more than 650 properties and 4M+ members globally. This opportunity helps drive more business and gains new customers



Partnership Marketing

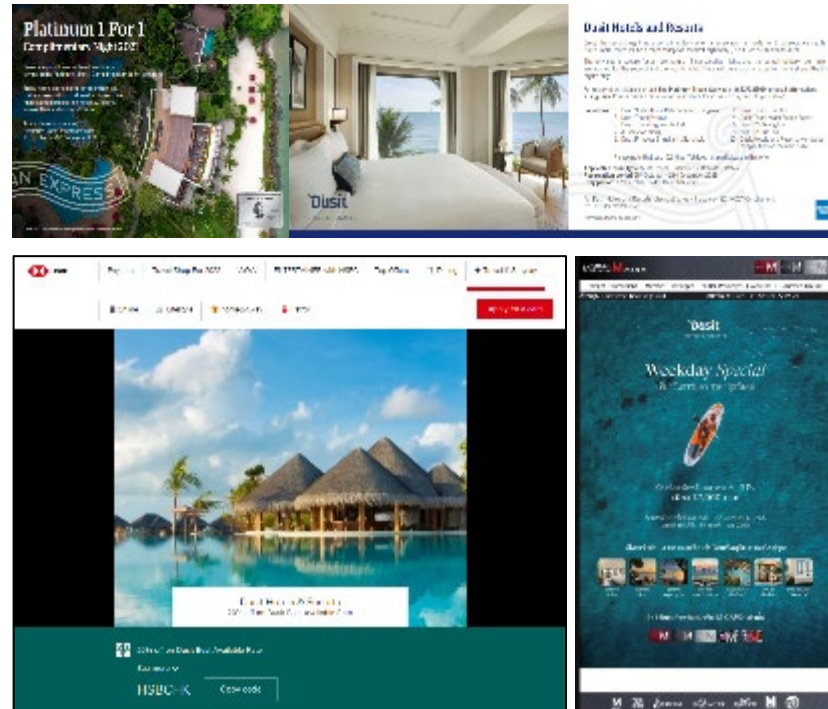
Drive Dusit brand credibility through worldwide partners

We focus not only airline and bank partners but also other partners to build brand credibility



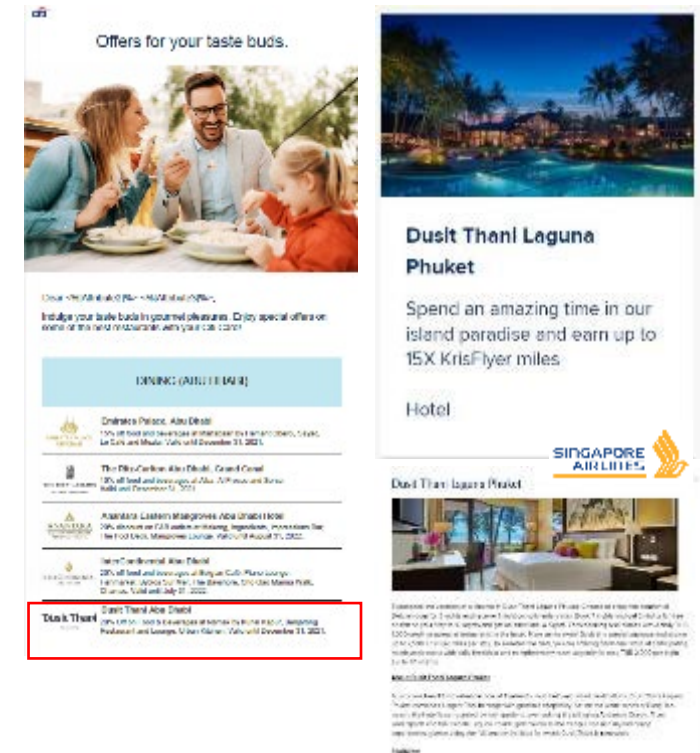
Continuously promote Dusit to increase brand present and visibility

We leverage partner channels throughout the year to drive awareness and gain new customers to our hotels and resorts



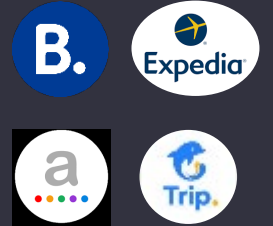
Create dedicated campaigns for hotels to meet business needs period

We have many programs with partners such as Airline Frequent Flyer, Redemption, Promotion and Voucher to drive revenue/RNs based on demand of each property



Online Travel Agency

Partnership focused strategy riding on big marketing budget and technologies of 4 major OTAs complementing by size-enabled agility in order to maximize opportunity for Dusit Hotels and Resorts as well as to add members to Dusit's loyalty program



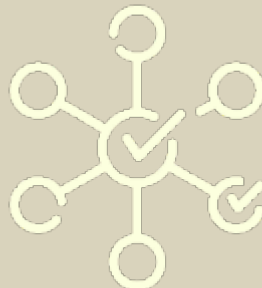
Relationship and Partnership

Not just Quarterly Reviews but Monthly Business Reviews to look at the needs of both sides contributing to mutual success



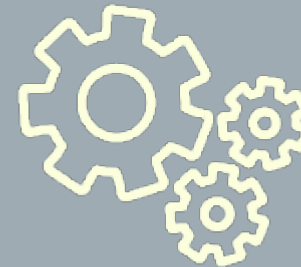
Share Stimulating Commercial Terms

Centralized agreement and terms with layer of best practices providing firm but flexible structure



Close High-level Support

Proactive and Reactive convenient support available to each and every hotels



Size-Enabled Agility

Very high degree of agility moving with and gaining advantages of disruptive environment



Revenue Management

Networks & Partnerships



Bring proven best practices & Market Intelligence to your hotel

Specialized Expertise



Onboarding a skilled team of expert

Provide seamless, strategic support



Short term and long term, as well as pre-opening hotel coverage.

Objective: Total Hotel Profit Optimization

- To increase business
- To beat competition
- To adjust costs
- To optimize Revenue
- To better anticipate

Focus areas

- Understanding Customer Behavior
- Forecasting
- Analytics
- Defining, setting and optimizing pricing
- Inventory control and optimization
- Channel optimization

CRMS (Cluster Revenue Management Service)


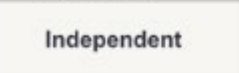
Provide seamless, strategic support for Hotels with gaps in Revenue Management. Short term and long term, as well as pre-opening hotel coverage.

benefits
➤ Reduced Cost <ul style="list-style-type: none">• Help a hotel to set the right prices, focus on the right distribution channels and generate the best financial results possible
➤ Specialized Expertise <ul style="list-style-type: none">• Onboarding a skilled team of expert
➤ Networks & Partnerships <ul style="list-style-type: none">• Bring proven best practices to your hotel• Market Intelligence
➤ Dependable Support <ul style="list-style-type: none">• Create more time to focus on Sales, Marketing, guest service management
➤ Creativity & Innovation
➤ No recruitment process



Russia Market Penetration

Brand Awareness in the Russian Market

	Thailand	Rest of Asia	Middle East , Africa + Europe
	Dusit Thani Hua Hin★ Dusit Thani Pattaya★ Dusit Thani Laguna Phuket★ Dusit Thani Krabi Beach Resort★	Dusit Thani Laguna Singapore Dusit Thani Maldives★ Dusit Thani Guam Resort★ Dusit Beach Resort Guam	Dusit Thani Dubai* Dusit Thani Abu Dhabi* Dusit Doha Hotel* Dusit Thani LakeView Cairo*
			
	dusitD2 Chiang Mai dusitD2 Hua Hin dusitD2 Khao Yai dusitD2 Ao Nang, Krabi★	[dusitD2 Yarkay Thimphu]	dusitD2 Kenz Hotel dusitD2 Naseem Resort, Jabel Akhdar★ dusitD2 Salwa Doha
	Dusit Princess Srinakarlin, Bangkok★ Pathumwan Princess Hotel Royal Princess Lam Luang, Bangkok [Dusit Princess Chiang Mai]	Dusit Princess Moonrise Beach★ Resort Phu Quoc	Dusit Princess Residences Dubai Marina** (Dusit Princess Hotel Residences Nairobi** - 2022)
	ASAI Bangkok Chinatown (ASAI Bangkok Sathorn - 2022)		
	Dusit Suites Ratchadamri, Bangkok**★		(Dusit Hotel & Suites Doha** - 2022) (Dusit Suites Athens** - 2022)
	Sea Pine Recreation Centre Hua Hin Chainara Riverside Chiang Rai Green Lake Resort Chiang Mai	Bayview Guam	
	Koh Samui Phuket★	Sri Lanka – Tangalle, Bentota Japan – Niseko Maldives Indonesia – Bali, Lombok, Nusa Lembongan India – Goa, Lonavala, Alibaug	

- Several of our properties across Asia Pacific and the Middle east have strong inbound business from Russia
- The business is spread among all of our brands from our midscale to our luxury hotels, especially our Dusit Princess, dusit D2 and Dusit Thani brands.
- Russian market is one of the largest drivers of Business in Thailand and thus our position as the leading Thai brand gives us strong exposure to the Russian market.
- Our properties in the Middle East which is another market where there is strong business from Russia also further builds our brand recognition with Russian travelers.

★ Hotels with business from the Russian market

Key Account - GSO Russia, CIS

DMC

Thailand

Exotic Voyage
Siam Luxury
Aqua Travel
Ilves Tour
Asia Journey
Diethelm Travel
STA (Smart Travel)
Kolonne Reisen
TUI Destination Experiences
Destination Paradise

Vietnam

VictoriaTour
LenkaTour
Focus Asia
Lana Tour
Amega Travel

Maldives

Bliss Maldives
Exciting Travel
Intour Maldives
Lets Go Maldives
Resort Life
Splendid Asia
Viluxur Holidays
Voyages Maldives

Tour Operators

Tour Operators (Russia) with offices in Destinations:

Anex Tour
Pegas Touristik
Odeon Tour
Tez Tour
Biblio Globus

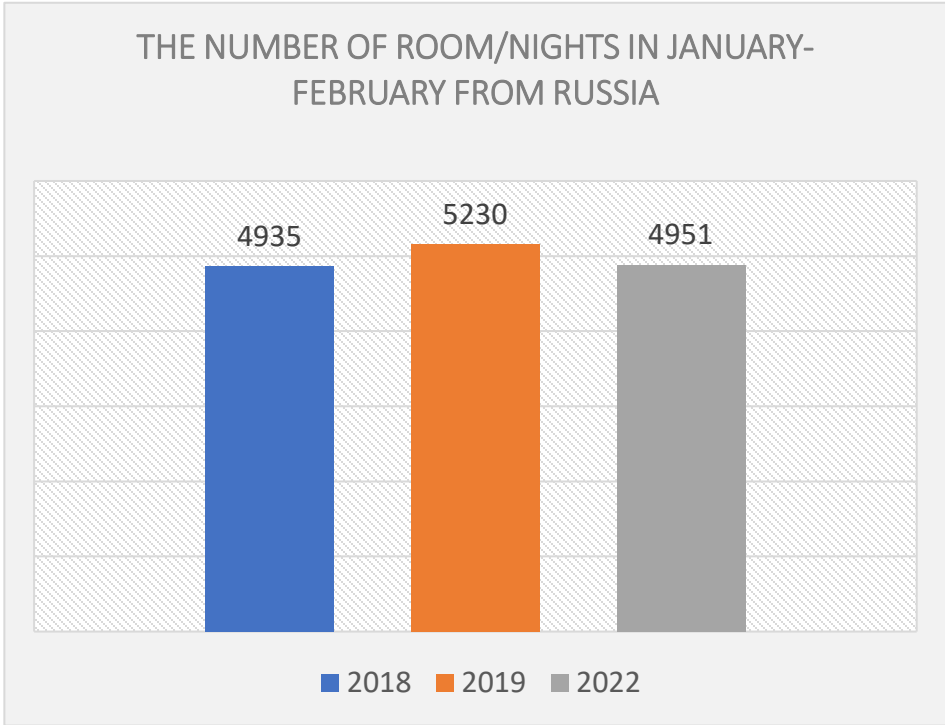
Tour Operators in Ukraine (via DMC):

TPG Tour Operator
JoinUP!
Siesta
Orbita
Tourist Club
Fun&Sun

Tour Operators in Russia (via DMC):

Russian Express
Click Voyage
ITM Group
Space Travel
PAKS
Spectrum Travel
Pac Group
Intourist
Ambotis Holidays
Vedi Group
ICS Travel Group
Vand
Art Tour
KMP Group
Fun&Sun Russia
Globus Tour Novosibirsk

Inbound Business from the Russian Market



In 2019 the number of room nights from the Russian market increased by 49% compared with 2018.

In January-February 2022, after the country reopening (SandBox Program/ Test&Go), the 2018 level of room nights was achieved, which is only 5.6% less than in 2019.

Sales Activities for the Russian Market

- Sales Calls Trips abroad (Russia, Ukraine, Kazakhstan, other CIS countries) and local Sales calls
- Webinars/ Seminars/ Product Trainings for existing and potential partners
- Assistance in communication between Hotels and Partners
- Keeping partners posted on news/updates of Hotels; monitoring partners' websites on hotels' visibility and description accuracy.
- Close cooperation and communication with DMCs and Tour Operators on business opportunities, participation in their sales campaigns
- Participation in partners' brochures and magazines, digital marketing campaigns
- Arrangement of Fam Trips and hotels' inspections by partners
- Cooperation with Tourism Authorities on marketing opportunities, with bloggers and influencers

Social Media, Partners' brochure exposure



Sales Calls and Webinars



Thank you

Global Development Office

development-general@dusit.com

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