

Centara to manage and rebrand Koh Chang Tropicana Resort

Centara Hotels & Resorts will from 1 April 2012 assume the management of the existing Koh Chang Tropicana Resort & Spa, located at Klong Praow Beach, on Koh Chang, Trat Province.

The property will then undergo extensive renovations and upgrading, while continuing to remain open to guests, and on 15 October this year will be rebranded as Centara Koh Chang Tropicana Resort.

This will be the first property on Koh Chang for Centara, who do however operate the Centara Chaan Talay Resort & Villas Trat, which is on the mainland facing the island.

“We believe Koh Chang has great potential for growth as a quality tourism destination, and we are delighted in the confidence that the owners, Koh Chang Tropicana Resort & Spa Co., Ltd. and Tropicana Resotel Co., Ltd., are placing in us in awarding us this management contract,” says Suthikiati Chirathivat, Chairman of the Board, Centara Hotels and Resorts.

“Rebranding the hotel as a Centara resort will place us very firmly at the forefront of this very important tourism market.”

Koh Chang Tropicana Resort & Spa is a low-rise resort set in beachside landscaped gardens and featuring 157 guestrooms and suites.

There are two swimming pools, a spa with a full menu of facial and body treatments, and a beachfront restaurant serving Thai and international cuisine.

The renovation and upgrading programme will include the guestrooms and the lobby, while the spa will become

Centara's own-brand Spa Cenvaree, and a Kids' Club will be added.

Meetings and incentives will also form a significant part of the marketing mix, as the resort has its own dedicated meeting room that can hold between 80 and 240 persons, and which is equipped with full professional visual and sound equipment.

Centara Hotels & Resorts is Thailand's leading operator of hotels, with 38 deluxe and first-class properties covering all the major tourist destinations in the Kingdom. A further 17 resorts in the Maldives, Philippines, Vietnam, Bali Indonesia, Sri Lanka and Mauritius Indian Ocean, brings the present total to 55 properties. Brands and properties within Centara ensure that specific categories such as couples, families, individuals, and meetings and incentives groups will all find a hotel or resort that is appropriate to their needs. Centara operates 25 branches of Spa Cenvaree, one of Thailand's most luxurious and innovative spa brands, and the company's Kids' Club is available at all the family-friendly resorts to ensure that the youngsters and teens are taken care of. Centara Hotels & Resorts also operates two state-of-the-art convention centres in Bangkok, and one in Udon Thani in northeastern Thailand.

For more information and reservations, please contact tel. [+662 101 1234 ext 1](tel:+6621011234ext1) or e-mail to reservations@chr.co.th or visit our website at <http://www.centarahotelsresorts.com>

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