



DISCOVER A NEW LOOK & SERVICE EXPERIENCE AT PARADISE BEACH RESORT KOH SAMUI



Bangkok, January 2016 – The Variety Hotels is excited to announce the completion of Paradise Beach Resort Koh Samui's \$50 million top-to-bottom renovation from Lobby, Guest-rooms, Swimming pools to Restaurant and Beach bar, elevating the service experience to another level for all guests.

The new experience begins with the new upgraded lobby, making it a more welcoming and comfortable place to hang out and relax, followed by new designs and improvements to all 94 guest-rooms, with the revision of the 5 room categories including; *Deluxe rooms, Grand Deluxe Rooms, Meanam Suites, Villas and Beachfront Villa.*

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The soft renovation has been done for all Deluxe Rooms and Maenam Suites, focusing on the bathroom and installing new air-conditioning and hot water system, while the most popular bungalows near the beach have been fully renovated and transformed into Villas and Beach Front Villas, with the complete new look and design of the interior including new in-room amenities and the additional highlight feature of private beach area in front of Beach front Villas for more privacy.

Another highlight transformation of the guest-rooms is the brand new room type of “*Grand Deluxe rooms*” which have been completely redesigned with the modern look to offer an alternative accommodation choice for guests’ preference.



Other fully renovated facilities include Terrace restaurant featuring a completely new design concept offering bright and spacious ambience with stunning sea view, and new bar counter to relax before dining. The new friendly Beach-/Poolbar where guests can enjoy daily Happy Hour has been built at a new location closer to the restaurant and beach pool, which has been revitalised, and transformed into the Infinity Seaside Pool connected to generous sandy area with sun beds and parasols, while the pool decks and interior at the child-friendly, lush tropical garden pool have been redone, and new pool furniture has been installed offering guests all new experience and comfort to relax by the pool.

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“We are very proud that Paradise Beach Resort received 2015 Hall of Fame and 2015 Holidaycheck awards earlier this year. And now we have accomplished our goal of providing a better service experience to our guests with the completion of the renovation,” said **Peter Kaelli, CEO of The Unique Collection of Hotels and Resorts.** *“We are excited to reintroduce our guests to our new look and service experience at one of the most popular destinations in Thailand, Koh Samui.”*

About the Paradise Beach Resort

Sitting on a 6-kilometer stretch of beach, the Paradise Beach Resort is a 94-room beachfront resort where guests can enjoy uninterrupted views of the ocean along with modern luxuries and comfort. The resort features rooms, suites and villas with stunning views and full amenities, as well as 2 swimming pools, a beachfront restaurant and bar, a spa, activities and more. The resort is situated directly on the

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beach off of the main road, just 20-minutes by car from the Samui International Airport as well as the Chaweng entertainment district of Koh Samui.

The resort is managed by Variety Hotels.

For more information, please visit www.samuiparadisebeach.com.

Link to download hi-res photos: <https://drive.google.com/folderview?id=0B0-jypP6u3EaNGlwTmhnS0puWE0&usp=sharing>

About Variety Hotels

Variety Hotels was established in 2004 as a hotel management company and currently manages four resorts in Thailand with its headquarters in Bangkok. The group provides services to hotels and resorts in the areas of Sales & Marketing, Revenue & Distribution, Accounting and Cost Control, Human Resources, Training and Quality Assurance, and much more. The group's mission is to provide high quality facilities, service and accommodation at affordable prices. Variety's sister company is The Unique Collection of Hotels & Resorts, which manages 14 boutique resorts in Thailand, Myanmar and Cambodia.

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