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## CONFIDENCE IN PATTAYA! Monttra Means Magic

Defying critics who take a negative view of Pattaya's future, a new luxury boutique hotel opens in December which will target wealthy visitors from Thailand and overseas. Project owner and managing director Pongstorn Sangruchi says the development, known as The Monttra Pattaya, will feature a select 23 units on 4 rai of land located at Pratumnak Hill, adjacent to the Royal Varuna Yacht Club and overlooking Koh Larn island.

The luxury development is the first hotel project for the Sangruchi family business which has been involved in property development locally for many years. Although five-star hotels are by no means new in Pattaya, Khun Pongstorn says this is a new concept designed to capture visitors who want to stay at a property offering privacy and exclusive service. High-season room rates will be in the 8,000-15,000 baht range per night.

The word "Monttra" means magic and the hotel architecture represents the attractive tall tree environment blended with touches of contemporary interior design and aspects of Thai culture. Innovative features, never before seen in Thailand, include the Soap Concierge and Skin Supervisor, with



many other services offered on a rotating weekly basis such as Monk Blessings, Kitchen Fun, and Spine Fitness, amongst others. As well as a private plunge pool, there's private beach access.

Because this is the family's first hotel project, the developer has teamed up with Singapore-based Miners Hospitality which is in charge of the design, management, sales and marketing of the enterprise. Mendes Cavin, founder of Miners Hospitality, said the company was currently training staff ready for the formal opening before the end of the year.

He added that the marketing campaign was targeting high-end spenders in Europe and Asia, including English speakers from Hong Kong, China, Taiwan and Singapore.

Khun Pongstorn explained that his family was in the process of planning more developments over the next three years, including a 150-room five-star hotel. He said he believed that the next five years would be bright ones for the Eastern Seaboard resort and that Pattaya would bounce back to become a rival to Phuket to become one of the most popular holiday spots in the Kingdom.

A spokesperson for the Tourism Authority of Thailand said that there were many promising signs for the future of Pattaya overall. They included major infrastructure improvements, especially new motorways, the move away from Pattaya's reputation as a nightclub resort to a more diversified and family orientation and the success of the city authorities in attracting major international sporting and music activities. She also pointed out that one in four overseas visitors to Thailand was now from China and that an increasing

► Continued on page 4

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