

# Jumeirah To Manage 5-Star Hotel In Bangkok



Released on: February 04, 2010, 6:01 am

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Industry: [Travel](#)

Jumeirah Group, the Dubai-based luxury hospitality company and member of Dubai Holding, has been appointed by Thailand's Country Group to manage a luxury hotel in the heart of Bangkok. The management agreement was signed by Mr. Gerald Lawless, executive chairman of Jumeirah Group and Mr. Ben Taechaubol, managing director of Country Group, at a ceremony held recently in Bangkok.

The 305-room, [five star luxury](#) Jumeirah Bangkok will have a prime location on the legendary Chao Phraya River, close to the Sathorn Bridge and Bangkok's Central Business District. With its 200-metre water frontage, the urban resort will be easily accessible from the expressway or by boat through in-house docking stations. The hotel is designed to offer a peaceful environment for business and leisure travelers in the middle of bustling Bangkok.

The concept for [Jumeirah](#) Bangkok was developed by the Singapore-based architectural firm Hamiltons International in conjunction with UK-based interior design firm, United Designs. The luxury hotel will form the iconic centerpiece of a mixed-use development that integrates international and local Thai styles.

Set to open in 2014, Jumeirah Bangkok offers stunning river views, a signature [Talise spa](#), signature food and beverage outlets, retail units and an art gallery as well as a banquet and conference centre at the heart of which is a 1200msq ballroom looking out onto an array of immaculately designed gardens.

Jumeirah Bangkok is the second management agreement signed by Jumeirah in Thailand following the Jumeirah Private Island Phuket project agreed in 2008. This brings the total number of properties under development or in operation by Jumeirah globally to 41.

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Notes to Editors:

**About Jumeirah Group:**  
Jumeirah Hotels & Resorts are regarded as among the most innovative and luxurious [hotels](#) in the world and have won numerous international travel and tourism awards. The Dubai-based, international [luxury hotel](#) management group encompasses the world renowned Burj Al Arab, the world's most luxurious hotel and recognised as the symbol of Dubai, the multi-award winning Jumeirah Beach Hotel, Jumeirah Emirates Towers, Madinat Jumeirah and Jumeirah Bab Al Shams Desert Resort & Spa in Dubai, the Jumeirah Carlton Tower and Jumeirah Lowndes Hotel in London and the Jumeirah Essex House in New York.

In 2004 Jumeirah Group became a member of Dubai Holding - a collection of leading Dubai-based businesses and projects - in line with a new phase of growth and development for the Group. Dubai Holdings includes Jumeirah Living, Jumeirah Retail, Jumeirah Restaurants, Wild Wadi waterpark and The Emirates Academy of Hospitality Management, the region's only fully accredited third-level academic institution delivering specialised degree programmes in hospitality management.

**About Country Group:**  
Country Group was founded by Dr Sadawut Taechaubol more than 30 years ago and is owned by the Taechaubol family. Today, Country Group is an Asia-Pacific property player with investments in a broad range of sectors, including fund and asset management, and securities and brokerage.

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