Outstanding Thai boutique hotels conferred special awards

Monday 08 December, 2014

Bangkok, 8 December, 2014 – A total of 25 outstanding Thai boutique hotels were presented with awards at a glittering ceremony presided over by the Minister of Tourism and Sports, Mrs. Kobkarn Wattanavrangkul.

Jointly organised this year by Krungthai Card Public Co., Ltd. (KTC), Bangkok Airways, Thai Rent A Car and TripAdvisor, the awards are designed to reward the quality and standard of SME boutique hotels, and help them become more widely known both within Thailand and abroad. Other partners were Travel Channel Thailand, PPTV and 23 Perspectives.

This year's theme was 'Think Green' for which the main deciding criteria was participating hotels' efforts in preserving the environment while maintaining service excellence.

Congratulating the winners, Tourism Authority of Thailand Governor Thawatchai Arunyik said, "In recent years, Thailand has seen a huge growth in these exclusive boutique properties offering privacy, luxury and relaxation. These awards are an excellent way to reward their efforts and boost their business in an era of intense competition."

Applications were open from November 2013 to February 2014, from hotels ranging in size from 3-79 rooms; showing superior design and unique, innovative ideas, and being environmentally friendly (Think Green). The four location categories were 1) Seaside, 2) Mountain and Forest, 3) River and Lake, and 4) City.

This is the third year in which the awards have been organised. There was a two-year break since the last awards in order to allow more time for applying hotels to improve their products, landscaping, design and service standards before the inspection process.

This year's first-time involvement of TripAdvisor has given it fresh impetus by linking the use of online media to achieve rapid and sustainable growth at lower cost.

" The FloatHouse River Kwai has received the Thailand Boutique Awards 2014-15 for Luxury Nature River Hotel in category River and Lake. "