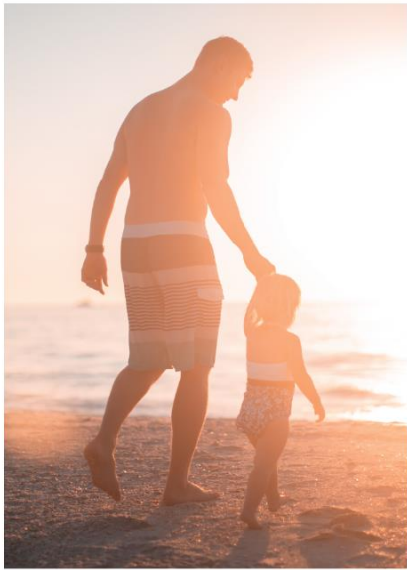




**MIDA HOSPITALITY GROUP**



OUR VISION IS  
TO BE A LEADING  
REGIONAL THAI  
HOSPITALITY BRAND  
THAT ADDS VALUE TO  
THE GUESTS, TEAM  
MEMBERS AND OWNERS  
ALIKE.

WE INVITE YOU TO  
JOIN US



# A CUT ABOVE

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**INTRODUCING MHG**

# **MIDA HOSPITALITY GROUP (MHG)**

is a hospitality branding company focusing on the management, licensing and franchising of our hotels, resorts, residences and restaurants countrywide.

## OUR BRANDS

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# BRANDS

MHG's brand offerings cover the entire spectrum, from limited service to upscale and luxury properties featuring destination highlights and modern designs, rooted in local culture and a warm Thai hospitality.

---

### LIFESTYLE HOTELS, RESORTS & RESIDENCES

*Ace of*

aksorn

MIDA  
GRANDE

MIDA

*Len*

---

### RESTAURANTS

THE  
*Exchange*

[*Amant*]  
LIVESTYLE

M  
CAFE

M  
CAFE

XEN CAFE

THE IVY

KAVI  
DINE • DRINK

MANDARIN

DELIZIOSO  
THE TERRACE

---

### COFFEE & BAKERY BARS, ENTERTAINMENT

IVY LOUNGE

lounge

CLIMAX  
KARAOKE

SKY BAR

BISCOTTI  
— COFFEE & MORE —

River  
romance  
RESTAURANT

Le Cha Da

BISCOTTI  
— COFFEE & MORE —

AMAZON  
Cafe

# INTEGRATED BUSINESS MODEL

Complete suite of business solutions provides MHG with a competitive edge to deliver a cost-effective product and superior customer experience.

Experienced partners include interior designers, technical team, project managers and architects to provide greater value for owners and developers



MONETIZATION



PROPERTY MANAGEMENT



CONSTRUCTION & DEVELOPMENT



CONCEPT, DESIGN  
AND PROJECT MANAGEMENT



PROJECT STRUCTURING

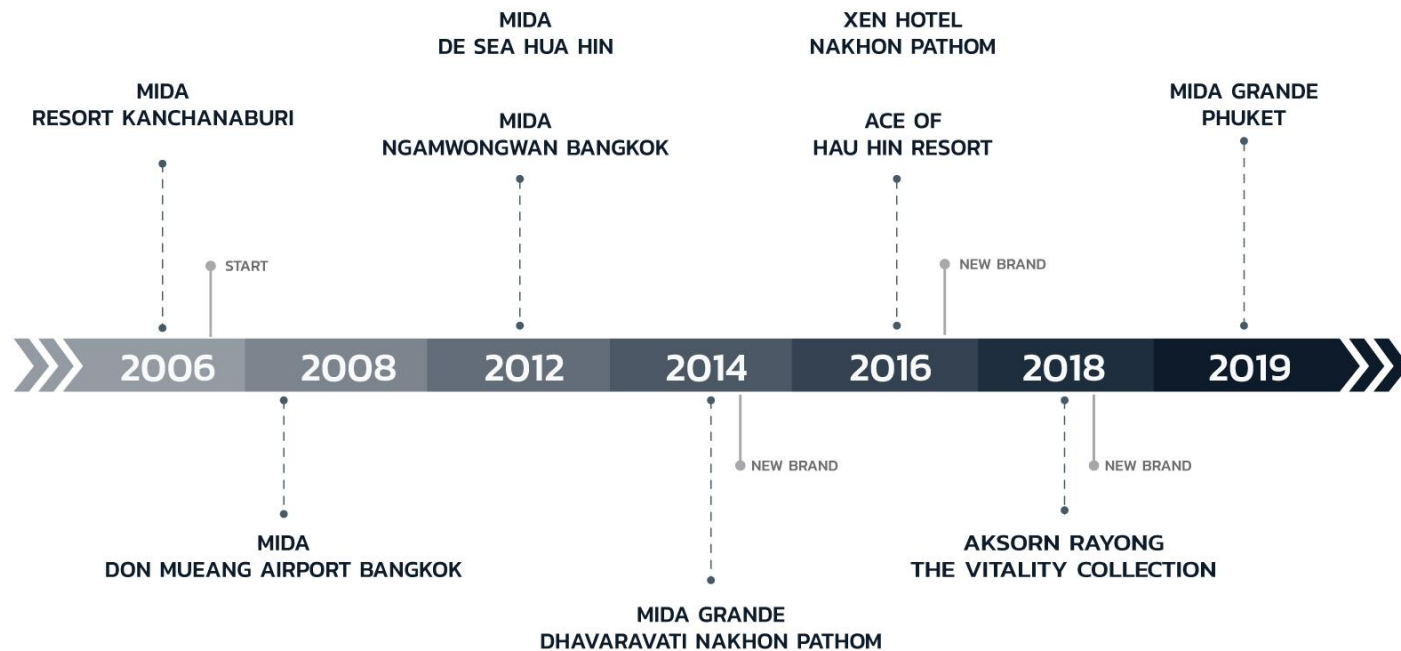


FEASIBILITY AND ANALYSIS

**BRAND MATRIX**

	ACE OF	AKSORN	MIDA GRANDE	MIDA	XEN
MARKET SEGMENT	5-Star Luxury	Upper Upscale	Upscale	Midscale	Budget
BREIF	Stylish Beach Lifestyle Hotel	Unique Design Concept Hotel	Business & Leisure Hotel	Business & Leisure Hotel	Best Valued Smart Hotel
DESIGN	Contemporary Cool Playful	Artful Thai-Inspired Unique	Elegant Sophisticated Legendary	Comfortable Functional Productive	Smart Simple Savvy
LOCATION	Resort	City & Resort	City & Resort	City & Resort	City & Report
KEYS	+ 100	+ 100	+ 200	+100	+100
RESIDENTIAL	None	None	None	Yes	Yes
FOOD & BEVERAGE	All-Day Dining Specialty Restaurant Lobby, Pool Bar/ Beach Lounge	All-Day Dining Specialty Restaurant Lobby, Pool Bar/ Cocktail Lounge	All-Day Dining Specialty Restaurant Lobby, Pool Bar/ Cocktail Lounge	All-Day Dining	Breakfast Restaurant or All-Day Fast Casual
MEETING FACILITIES	Ballroom Function rooms Event Spaces	Ballroom Function rooms Event Spaces	Ballroom Function rooms Event Spaces	Ballroom Function rooms Event Spaces	None
LEISURE FACILITIES	Swimming Pool Fitness Center Spa	Swimming Pool Fitness Center Spa	Swimming Pool Fitness Center	Swimming Pool Fitness Center	None

## TIMELINE





MHG HOTEL BRANDS

*Ace of*

## RESORTS

ACE OF is a boutique-inspired lifestyle beach resort that offers stylish cool comfort, local discovery and social experiences. ACE OF resort delivers a distinctive experience and all the amenities that leisure travelers appreciate, including gym, restaurants, pool lounges and more.



MHG HOTEL BRANDS

# aksorn

## RESORTS

AKSORN hotels offer an intimate Thai-inspired design-driven concept hotel for travelers eager to experience local flair. Guests enjoy modern comfort, themed design room and suites, concept eatery and fitness room.





## MHG HOTEL BRANDS

MIDA  
GRANDE

### HOTELS

MIDA GRANDE is the epitome of sophistication, destination landmark and luxury, offering variety of sumptuous dining, meeting and event spaces and social experiences.





## HOTELS & RESORTS

Proud of its Thai roots, MIDA creates memorable experiences that portray the spirit of the Thai hospitality. Every MIDA hotel shares the flavours and textures of its setting. Whether travelling for business or pleasure, guests will discover contemporary stay experiences capturing the best of local design and cuisine — while delivering a friendly attitude and warm, personal service.





## MHG HOTEL BRANDS



### HOTELS & RESORTS

For the road-warrior who pursues a unique experience, both uncomplicated and intuitive, XEN hotel offers a comfortable and tech-savvy space that is stylish and affordable.

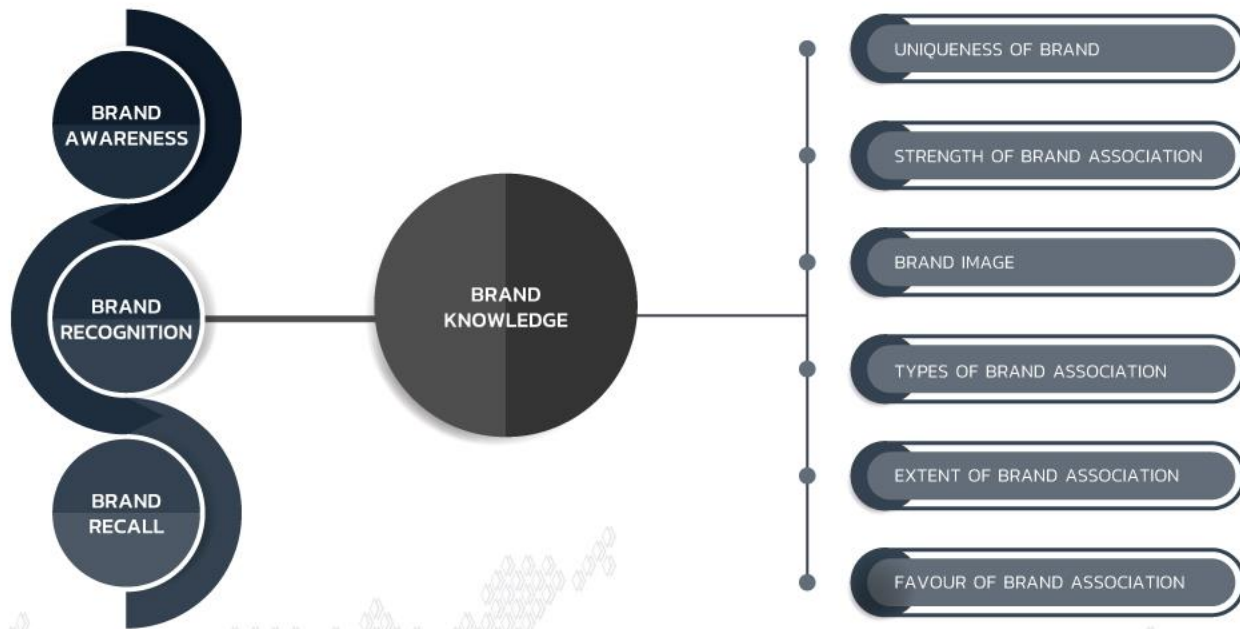




# BRAND AWARENESS

To deliver valuable experience to our guests

Marketing Tool both online and offline channel, Guest Review Tool, Customer Relationship Management, Partnership Marketing



## MARKETING TOOL: ONLINE & OFFLINE

### ONLINE INITIATIVES

- » Official Website
- » Social Media channels
- » Video
- » Blog
- » Reviews
- » Rankings
- » Online ads
- » Email campaigns

### OFFLINE MARKETING

- » Media Coverage
- » Awards
- » Collateral
- » Traditional advertising
- » Direct marketing
- » Events

## **GUEST REVIEW TOOL**

To hear our guests 'voice,  
we use the guest survey platform from TrustYou

## **CUSTOMER RELATIONSHIP MANAGEMENT**

To maintain and connecting with our guests we do have the system to handle and manage our database.  
For our database which we have on hand, we do have more than 30,000 emails for both Thai people and foreigners.

## PARTNERSHIP MARKETING



## ATTRACTIVE PIPELINE IN STRONG TARGET MARKETS

The country-wide presence across key leisure and business traveler markets in Thailand.

Large pipeline of revenue generating contracts – currently potential for 9 hotels with ~ 1,600 keys in operation by 2019.

Continuing to build relationships with key developers across Thailand for greater scale.

9

PROPERTIES

1,589

HOTEL KEYS

6

PROVINCES





# Ace of

HUA HIN RESORT

LOCATION	Huahin, Thailand	
KEY COUNT	118 HOTEL KEYS	
	ACE Superior	20 rooms
	ACE Deluxe	59 rooms
	ACE Deluxe Accessible	1 room
	ACE Deluxe Pool Access	22 rooms
	ACE Junior Suite Pool Access	8 rooms
	2 Bedroom   ACE Suite Premium View	3 rooms
	2 Bedroom   ACE Suite Pool Access	1 room
	2 Bedroom   ACE Garden Suite Private Pool	2 room
	1 Bedroom   ACE Seaview Suite Private Pool	2 room
TYPE	New Build	
OPENING YEAR	2016	
F&B OUTLETS	THE EXCHANGE THE LOUNGE THE IVY IVY OCEAN LOUNGE	
OTHER AMENITIES	Ballroom & 3 Meeting Rooms 69 Meter – Beach Front 4 Outdoor Infinity Pools Fitness Center Spa	





**aksorn**  
Rayong  
The Vitality Collection

<b>LOCATION</b>	Rayong, Thailand	
<b>KEY COUNT</b>	<b>123 HOTEL KEYS</b>	
	Deluxe	73 rooms
	Deluxe Balcony	26 rooms
	Deluxe Pool Access	16 rooms
	Baan Thai Junior Suite	3 rooms
	Baan Thai Suite	1 room
	Executive Jacuzzi Suite	1 room
	Royal Suite	3 rooms
<b>TYPE</b>	New Build	
<b>OPENING YEAR</b>	2018	
<b>F&amp;B OUTLETS</b>	KAVI	
	ACCENT	
<b>OTHER AMENITIES</b>	Ballroom / 3 Meeting Rooms	
	Aksorn Wellness Center	
	Outdoor Swimming Pool	
	Fitness Studio	
	Beach Front	
	Lush Green Gardens	
	Meeting And Event Facilities	
	Event Courtyard By The Pool	





# MIDA

GRANDE RESORT  
PHUKET

LOCATION	Phuket, Thailand
KEY COUNT	<b>404 HOTEL KEYS</b> DELUXE ROOM 42 rooms DELUXE OCEAN VIEW 42 rooms DELUXE OCEAN VIEW WITH PLUNGE POOL 52 rooms GRANDE 2 BEDROOM SUITE 72 rooms GRANDE 2 BEDROOM SUITE OCEAN VIEW 82 rooms GRANDE 2 BEDROOM SUITE OCEAN VIEW WITH PLUNGE POOL 95 rooms GRANDE 3 BEDROOM SUITE WITH JACUZZI 105 rooms GRANDE 3 BEDROOM SUITE OCEAN VIEW WITH JACUZZI 150 rooms
TYPE	New Build
OPENING YEAR	2019
F&B OUTLETS	M CAFÉ M EATERY ETOIL SOLEIL LA LUNE
OTHER AMENITIES	Outdoor Salt Water Swimming Pool Fitness Center Sauna & Steam Room Kid Club







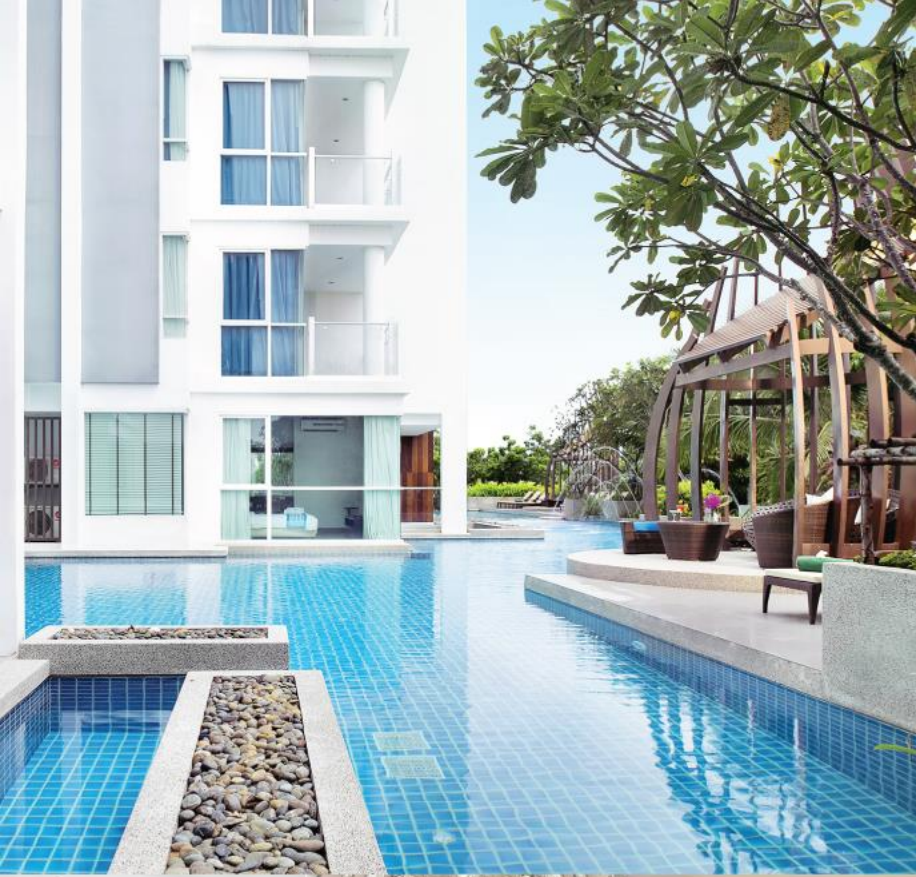
# MIDA

GRANDE HOTEL

DHAVARAVATI NAKHON PATHOM


LOCATION	Nakhon Pathom, Thailand	
KEY COUNT	195 HOTEL KEYS	
	DELUXE	67 rooms
	DELUXE POOL VIEW	65 rooms
	DELUXE CHEDI VIEW	58 rooms
	EXECUTIVE SUITE	4 rooms
	DHAVARAVATI SUITE	1 room
TYPE	New Build	
OPENING YEAR	2014	
F&B OUTLETS	BISCOTTI MANDARIN M CAFE SKY BAR	
OTHER AMENITIES	Ballroom & 12 Function Rooms Outdoor Salt Water Swimming Pool Fitness Center Sauna & Steam Room Free Shuttle Bus To Phra Pathommachedi	





# AIDA

DE SEA HUA HIN


LOCATION	Hua Hin, Thailand	
KEY COUNT	<b>114 HOTEL KEYS</b> DELUXE 65 rooms DELUXE POOL ACCESS 1 room POOL VILLA 2 rooms 2 BEDROOM DELUXE FAMILY 7 rooms DUPLEX 6 rooms DUPLEX POOL ACCESS 5 rooms 2 BEDROOM DUPLEX 2 rooms 2 BEDROOM DUPLEX POOL ACCESS 4 rooms 3 BEDROOM DUPLEX 8 rooms 2 BEDROOM CORNER SUITE 5 rooms 2 BEDROOM CORNER SUITE POOL ACCESS 8 rooms 3 BEDROOM ROYAL SUITE 1 room	
TYPE	CONVERSION	
OPENING YEAR	2006	
F&B OUTLETS	M CAFÉ DELIZIOSO	
OTHER AMENITIES	Ballroom / 4 Funtion Rooms Outdoor 2 Salt Water Swimming Pools Fitness Center Sauna & Steam Room Business Center Free Shuttle Bus To Hua Hin.	





# MIDA

HOTEL DON MUEANG AIRPORT

LOCATION	Bangkok, Thailand	
KEY COUNT	128 HOTEL KEYS	
	SUPERIOR	76 rooms
	DELUXE	50 rooms
	JUNIOR SUITE	2 rooms
TYPE	Conversion & New Build	
OPENING YEAR	2008	
F&B OUTLETS	M CAFÉ	
	LE CHA DA	
	BISCOTTI	
	POOL BAR	
OTHER AMENITIES	Ballroom & 7 Function Rooms	
	Outdoor Swimming Pool	
	Fitness Center	
	Free Shuttle Bus To Don Mueang International Airport.	
		



# MIDA

HOTEL NGAMWONGWAN

LOCATION	Bangkok, Thailand	
KEY COUNT	<b>138 HOTEL KEYS</b>	
	SUPERIOR	119 rooms
	DELUXE	15 rooms
	JUNIOR SUITE	4 rooms
TYPE	Conversion & New Build	
OPENING YEAR	2012	
F&B OUTLETS	M CAFE THE TERRACE BISCOTTI	
OTHER AMENITIES	7 Meeting Rooms Outdoor Swimming Pool Fitness Center Business Center Free Shuttle Bus Service To The Mall Ngamwongwan Free Shuttle Bus Service To Ko-Kret	







# MIDA

RESORT KANCHANABURI

LOCATION	Kanchanaburi, Thailand	
KEY COUNT	<b>189 HOTEL KEYS</b> TENT RIVER VIEW 16 rooms TENT RIVER FRONT VIEW 4 rooms SUPERIOR 67 room DELUXE 46 rooms GRAND DELUXE 32 rooms FAMILY DELUXE 6 rooms JUNIOR SUITE 5 rooms EXECUTIVE SUITE 6 rooms 1 BEDROOM POOL VILLA 4 rooms 2 BEDROOM POOL VILLA 1 room BAAN ROM MAI 2 rooms	
TYPE	CONVERSION & NEW BUILD	
OPENING YEAR	2006	
F&B OUTLETS	M CAFÉ THE TERRACE RIVER ROMANCE	
OTHER AMENITIES	Ballroom & 7 Function Rooms 2 Outdoor Swimming Pools Spa & Sauna Rafting Bicycle Rental Free Shuttle Bus Service To Ladya	





**XEN HOTEL**  
Nakhon Pathom

LOCATION	Nakhon Pathom, Thailand	
KEY COUNT	<b>134 HOTEL KEYS</b>	
	SUPERIOR	107 rooms
	DELUXE	12 rooms
	DELUXE PREMIUM	7 rooms
	MINI SUITE	7 rooms
	XEN SUITE	1 room
TYPE	New Build	
OPENING YEAR	2016	
F&B OUTLETS	XEN CAFÉ CAFÉ AMAZON	
OTHER AMENITIES	Daily Housekeeping Service Laundry Service In-room Dining Service Free Wi-fi In-room And Public Areas	





## 9 HOTELS 6 DESTINATIONS IN THAILAND

### BANGKOK

MIDA HOTEL • DON MUEANG AIRPORT BANGKOK  
MIDA HOTEL • NGAMWONGWAN

### NAKHON PATHOM

MIDA GRANDE HOTEL • DHAVARAVATI NAKHON PATHOM  
XEN HOTEL • NAKHON PATHOM

### KANCHANABURI

MIDA RESORT • KANCHANABURI

### HUA HIN

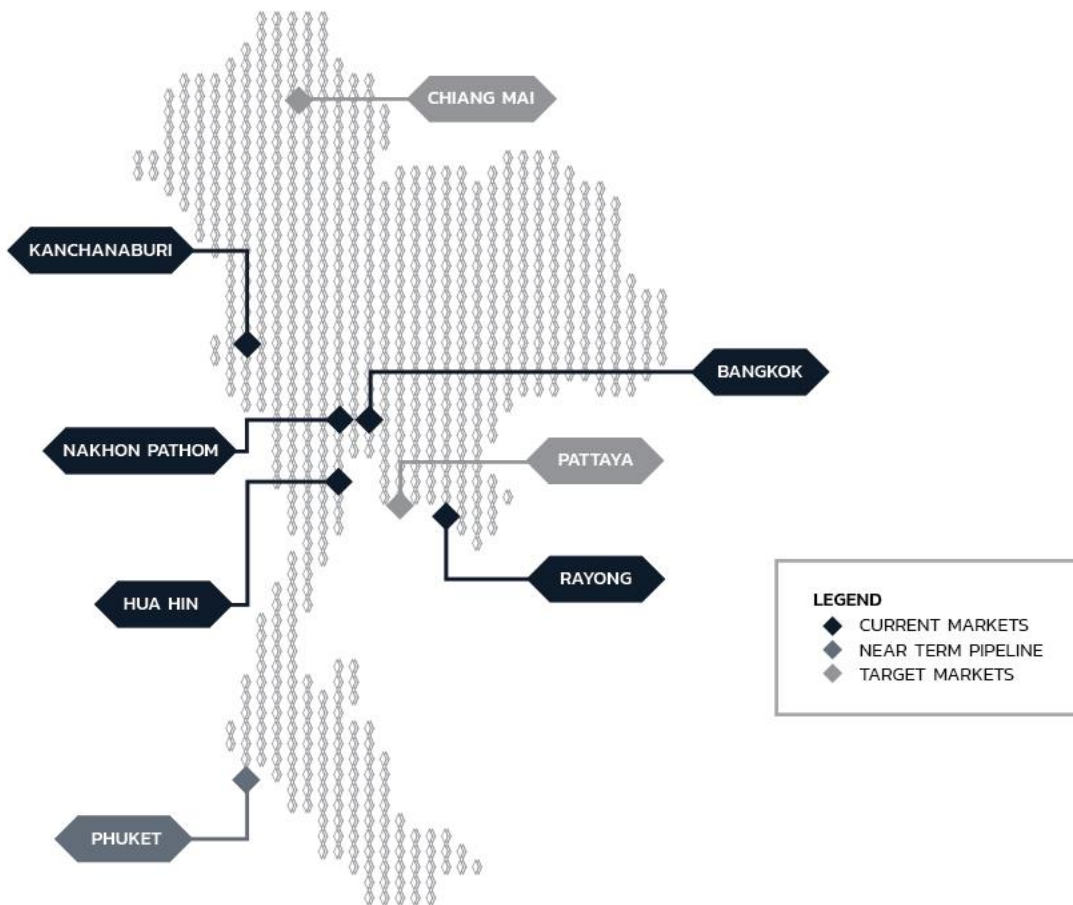
ACE OF HUA HIN RESORT  
MIDA • DE SEA HUA HIN

### RAYONG

AKSORN RAYONG, THE VITALITY COLLECTION

### PHUKET

THE PANORA RESORT • PHUKET (OPENING 2019)



## AFFILIATED COMPANIES & PARTNERS



## AWARDS



## CONTACT

### **MIDA HOSPITALITY GROUP**

Bangkok Corporate Office  
(Mida Hotel Don Mueang Airport Bangkok)  
99/401 – 486, Chaeng Wattana 10, Laksi,  
Bangkok 10210, Thailand

☎ +66 2 574 3636

📘 Mida Hotel & Resort

☎ +66 2 574 1638

✉ @midahotels

✉ salesandmarketing@midahotelsandresorts.com

🌐 [www.midahotelsandresorts.com](http://www.midahotelsandresorts.com)





**MIDA HOSPITALITY GROUP**

*Ace of* | aksorn | MIDA GRANDE | MIDA | *Len*