



LEADING
GLOBAL HOSPITALITY
GROUP OF THAI ORIGIN

A GLOBAL VISION BUILT ON
THAI FAMILY VALUES



CENTARA CREATES UNFORGETTABLE, QUALITY EXPERIENCES
FOR GUESTS, WHILST TREATING EACH ASSET AS ITS OWN
TO DELIVER PROFESSIONAL
AND PROFITABLE **PERFORMANCE** TO OWNERS.



OUR STORY

Established 1st Central hotel, now named **CENTARA GRAND AT CENTRAL PLAZA LADPRAO BANGKOK**



1983

1990



Listed on Stock Exchange of Thailand as Central Plaza Hotel Public Company Limited **"CENTEL"**



Renamed from Central to **"CENTARA HOTELS AND RESORTS"**



2007

Opened first hotel outside Thailand **CENTARA GRAND ISLAND RESORT & SPA MALDIVES**



2009



Received **"BEST CHAIN HOTELS GROUP IN ASIA"** award

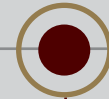


2011

Opened **CENTARA RESERVE SAMUI**, the first in the Centara Reserve Collection and opened **CENTARA MIRAGE BEACH RESORT DUBAI**, the first Centara Mirage Resort in the Middle East



2021



96 operational hotels and pipeline properties with **20,000+** rooms in Thailand and overseas



2023

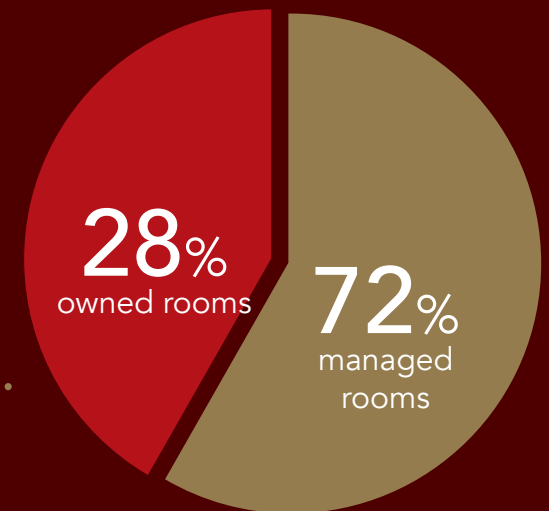
Opened our first hotel in Osaka, **CENTARA GRAND HOTEL OSAKA**.

GLOBAL HOTEL NETWORK

96
HOTELS

OVER
20,000+
KEYS

12
COUNTRIES



CURRENT LOCATIONS

Thailand • Japan • Maldives • Oman • Qatar • Sri Lanka • Vietnam • United Arab Emirates



FUTURE OPENINGS

China • Laos • Myanmar • Turkey

THE PLACE TO BE

Centara's defining qualities are the unique combination of Thainess and Family Values. They form the backbone of all things Centara, from the company's family heritage and service style through to our product and design. Above all, they are the qualities that define the unique guest experiences we provide for our customers.



CENTARA RESERVE

Centara
BOUTIQUE COLLECTION

CENTARA
GRAND

CENTARA

CENTARA
Life

COSI

CENTARA
HOTELS & RESORTS

MEET THE FAMILY

SIX DISTINCT AND STRATEGICALLY POSITIONED BRANDS

LUXURY

CENTARA **RESERVE**

CENTARA RESERVE

Iconic luxury hotels in unique locations within exclusive and authentic destinations.

UPPER UPSCALE/
LUXURY



CENTARA BOUTIQUE COLLECTION

Uniquely intimate boutique hotels

UPPER UPSCALE



CENTARA GRAND HOTELS & RESORTS

Distinguished upper upscale hotels & resorts in prime locations

UPSCALE



CENTARA HOTELS & RESORTS

Well-appointed upscale hotels & resorts with excellence in service

UPPER MIDSCALE



CENTARA LIFE

Quality, value hotels in the most convenient locations

AFFORDABLE
LIFESTYLE



COSI

Affordable lifestyle hotels for the tech-savvy, young-minded traveller



CENTARA RESERVE

DESCRIPTION

Iconic, classic luxury hotels

CLASSIFICATION

Luxury

CONCEPT

- Authentic and classic charm meets contemporary style and elegance

LOCATION

Iconic and unique locations in exclusive and authentic destinations

ROOM SIZE

Avg. approx.50 sqm

KEYS

Range 100-200



Centara

BOUTIQUE COLLECTION

DESCRIPTION

Uniquely intimate boutique hotels

CLASSIFICATION

Upper Upscale / Luxury

CONCEPT

- Curated and stylish leisure brand
- Authentic, design-centric, individual and local

LOCATION

Urban hotspots and unique coastal or "off-the-beaten track" locations

ROOM SIZE

Avg. approx.40 sqm

KEYS

Under 100



CENTARA GRAND

DESCRIPTION

Distinguished upper upscale hotels & resorts

CLASSIFICATION

Upper Upscale

CONCEPT

- Locally relevant hotels at the heart of their destination
- Immersive and local experiences

LOCATION

Primary city and beachfront resort locations

ROOM SIZE

Avg. approx.45 sqm

KEYS

Range 350-750



CENTARA

DESCRIPTION

Well-appointed upscale
hotels & resorts

CLASSIFICATION

Upscale

CONCEPT

- Essential comfort
- Everyday pleasures and delightful surprises

LOCATION

Selected city and resort
locations

ROOM SIZE

Avg. approx.35 sqm

KEYS

Range 150-350

CENTARA Life

DESCRIPTION

Quality, value hotels & resorts

CLASSIFICATION

Upper Midscale

CONCEPT

- Good quality at great value
- Essential facilities and amenities without the unnecessary extras

LOCATION

Selective city and resort locations

ROOM SIZE

Avg. approx.30 sqm

KEYS

Range 100-300





COSI

DESCRIPTION

Affordable lifestyle hotels

CLASSIFICATION

Economy

CONCEPT

- Modern lifestyle hangout hotels
- 24-hour Freedom, simplicity and connectivity

LOCATION

Lively urban and resort environments, close to entertainment, activities and transport links

ROOM SIZE

Approx. 18-22 sqm

KEYS

Approx. up to 160

PORTFOLIO RANGING FROM PRIME CITY CENTRE HOTELS



Centara Grand & Bangkok Convention Centre at CentralWorld



Centara Grand Hotel Osaka

A woman with long dark hair, wearing a white halter-neck dress, stands on a balcony of a light-colored building with white columns and railings. She is looking out towards the left. The background shows lush greenery and a red roof. The text "TO TIMELESSLY ELEGANT HERITAGE LANDMARKS" is overlaid in white on the left side of the image.

TO TIMELESSLY ELEGANT HERITAGE LANDMARKS



Centara Grand Beach Resort & Villas Hua Hin



AND EXOTIC AND EXCLUSIVE
BEACHFRONT LOCATIONS







Centara Mirage Resort Mui Ne



Centara Ceysands Resort & Spa Sri Lanka



Centara Grand Mirage Beach Resort Pattaya

THEMED RESORTS PRODUCT SPECIALISTS

In 2009, Centara launched Thailand's first themed resort. Today, Centara Grand Mirage Beach Resort Pattaya is TripAdvisor's #1 Family Resort in Thailand with 11 Years in a Row.

In 2021, Centara opened two new purpose-built themed resort, Centara Mirage Beach Resort Dubai, the company's first UAE property, and Centara Mirage Resort Mui Ne, Vietnam, further proof of Centara's unique expertise and experience in development and management of:

- Family-centric hospitality concepts
- Immersive, experiential entertainment and activities
- Water parks and adventure attractions with multi-generational appeal



Centara Grand Mirage Beach Resort Pattaya - The Lost World



Centara Grand Mirage
Beach Resort Pattaya
TRIPADVISOR TRAVELLERS'
CHOICE 2021 NO.1 FAMILY HOTEL
IN THAILAND

Centara Grand Mirage
Beach Resort Pattaya
AMAZING THAILAND SAFETY &
HEALTH ADMINISTRATION (SHA)



FAMILY-FRIENDLY HOSPITALITY

Centara's dedication to serving families is a key element of its brand essence. Family-oriented properties feature facilities and services that address the needs and expectations of parents travelling with kids.



FAMILY-PREFERRED ACCOMMODATION OPTIONS

- Villa and residence options featuring multi-bedroom, multi-bathroom layouts
- Bunk beds situated in a separate children's area
- Food preparation and eating space
- In-room washer and dryer

FACILITIES, AMENITIES AND PROGRAMMING

- Dedicated kids' and family swimming pools
- Water parks and animation programmes
- Dedicated facilities for Camp Safari Kids' Club (young children) and E-Zone (teens) offer scheduled, supervised activities
- Family Club Lounge
- Babysitting service

CHILD-FRIENDLY POLICIES

- Kids Stay and Eat for Free at family resorts
- Kids Play Free, with no charge for Kids' Club activities and free access to water parks.



CENTARA

MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS

PRODUCT SPECIALISTS

From Bangkok's first convention centre to the four high performing centres now in operation and the array of state-of-the-art meetings facilities across the group

Centara, modern day master of ceremonies, has been hosting events for 10 to 10,000 people for over 39 years



Centara Grand & Bangkok Convention Centre at CentralWorld

Centara Grand & Bangkok
Convention Centre at
CentralWorld
ASEAN MICE VENUE
STANDARD 2018-2020



THAILAND SUSTAINABLE EVENT
MANAGEMENT STANDARD
2020

AMAZING THAILAND SAFETY
& HEALTH ADMINISTRATION
(SHA)



Centara Grand & Bangkok Convention Centre at CentralWorld – World Ballroom

SPA CENVAREE

PRODUCT SPECIALISTS

- Proprietary, award-winning SPA Cenvaree brand
- One of Asia's leading spa operators
- Adds to guest experience and increases profitability for owners and shareholders

SPA Cenvaree - Centara Grand & Bangkok Convention Centre at CentralWorld



SPA Cenvaree - Centara Grand Mirage Beach Resort Pattaya



CRU Champagne Bar - Centara Grand & Bangkok Convention Centre at CentralWorld

WORLD-CLASS DESTINATION RESTAURANTS AND BARS PRODUCT SPECIALISTS

Authentic and innovative Thai and international
- including signature Thai restaurant Suan Bua,
the Japanese Hagi, Spanish UNO MAS and, COAST,
the international beach club and bistro concept

World Renowned bars including rooftop destinations
Red Sky and Blue Sky, and CRU Champagne Bar, one of
world's highest champagne bars, all with unparalleled
360 degree views



Red Sky Bar - Centara Grand & Bangkok Convention Centre at CentralWorld

CONTEMPORARY CITY LIVING



ORGANISING AND MANAGING FOR SUCCESS

CENTARA is both OWNER and OPERATOR, TREATING PROPERTIES as ASSETS, not just as HOTELS

- 28% rooms owned, 72% rooms managed
- Uniquely placed to understand both roles, especially owner priorities and concerns
- Actively listens to owners' needs providing flexibility and an honest, personalised approach to achieving common goals

Robust Operational Structure

- Standards and results-driven Operations culture
- Driven through Corporate Executive Management and Regional Directors of Operations
- Accountable General Managers with diverse, relevant and aggressive KPIs
- Daily, weekly, monthly and quarterly reporting oversight and review

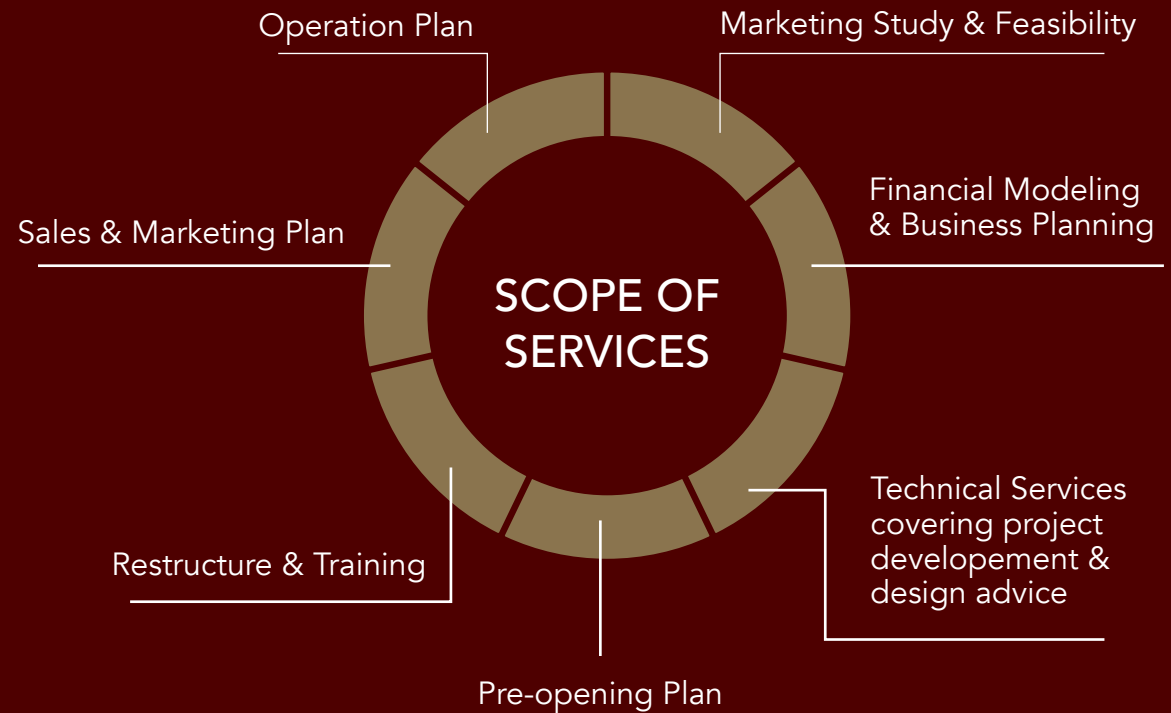


SCOPE OF SERVICES

- On the ground support with International Development offices in Thailand and China, plus representatives in the Middle East and Europe

- First-class service, personalised to each hotel owner and developer

- Owners branding a property or re-flagging an existing asset as Centara are guided step-by-step through the transition process by our dedicated team





CORPORATE MANAGEMENT DISTRIBUTION



GLOBAL SALES & MARKETING NETWORK

300+
PERSONS

15
OFFICES

GLOBAL
COVERAGE

Australia • China • France • Germany • Italy • India • Japan • Korea • Middle East
New Zealand • Russia • Singapore • Spain • Thailand • United Kingdom • Vietnam

PERFORMANCE & OPERATIONAL EXCELLENCE

- Operational standards of the highest level
- Facilities and services to meet the expectations of all guests
- 40 years' experience of providing best-in-class tailored service
- Focus on revenue generation and profitability as well as brand standards and compliance

CONSISTENTLY OUTPERFORMING THE MARKET IN RGI

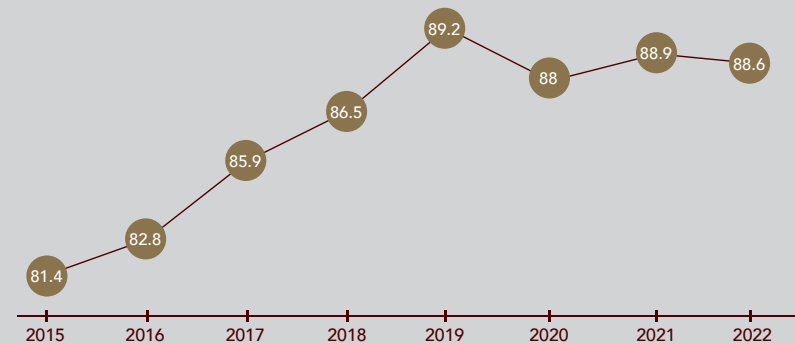
Centara Revenue Generation Index (RGI), 2022 = 1.34

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TripAdvisor review rating



Guest Satisfaction scores



FAMILY VALUE



Lazy river - Centara Grand Beach Resort Phuket

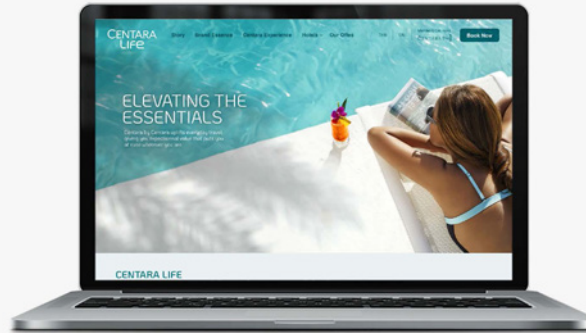
DIGITAL EXPERIENCE



GLOBAL DIGITAL CONNECTIVITY AND DISTRIBUTION

Access to partners and customers globally through advanced B2B and B2C distribution network

- Industry leading channel management capabilities
- Seamless connectivity to:
 - International travel partners
 - Global wholesale partners
 - Online travel agents
- Dynamic and static rate availability



SOPHISTICATED WEB AND MOBILE PLATFORMS

- Brand website built on Industry leading open source content management system
- Customer experience platform and personalisation engine



INTERNATIONAL SOCIAL MEDIA

- Platforms with highest followers among Asian hospitality brands

CUSTOMER RELATIONSHIP MANAGEMENT CAPABILITIES

Leading Loyalty Programme

- Over 8 million CentaraThe1 members globally
- Access to over 22 million CentralThe1 members
- CentaraThe1 members visit Centara hotels 1.2 times more frequently than non-members and spend on average 30% more per stay



**ACQUIRE
NEW MEMBERS
AND MEMBER
PENETRATION
AFTER CHECKOUT**



**DEVELOP DATABASE
FOR TARGETED
MARKETING
OPPORTUNITIES AND
ADVANCED CRM**



**DRIVE DIRECT
ONLINE BOOKINGS**



**INCREASE BUSINESS
PROFITABILITY**



**DRIVE CUSTOMER
LOYALTY AND
RETENTION AT
MINIMAL COST (4%)**





Café 247 - COSI Samui Chaweng Beach

“THE HOTTEST NEW BRAND”

In 2019 Travel Weekly Asia named COSI in The Hottest 10 New Lifestyle Hotel Brands list.



Café 247 - COSI Krabi Ao Nang Beach

DIGITAL PLAYSPACE



CENTRALISED SYSTEMS AND SERVICES

BEST-IN-CLASS TECHNOLOGY PLATFORMS

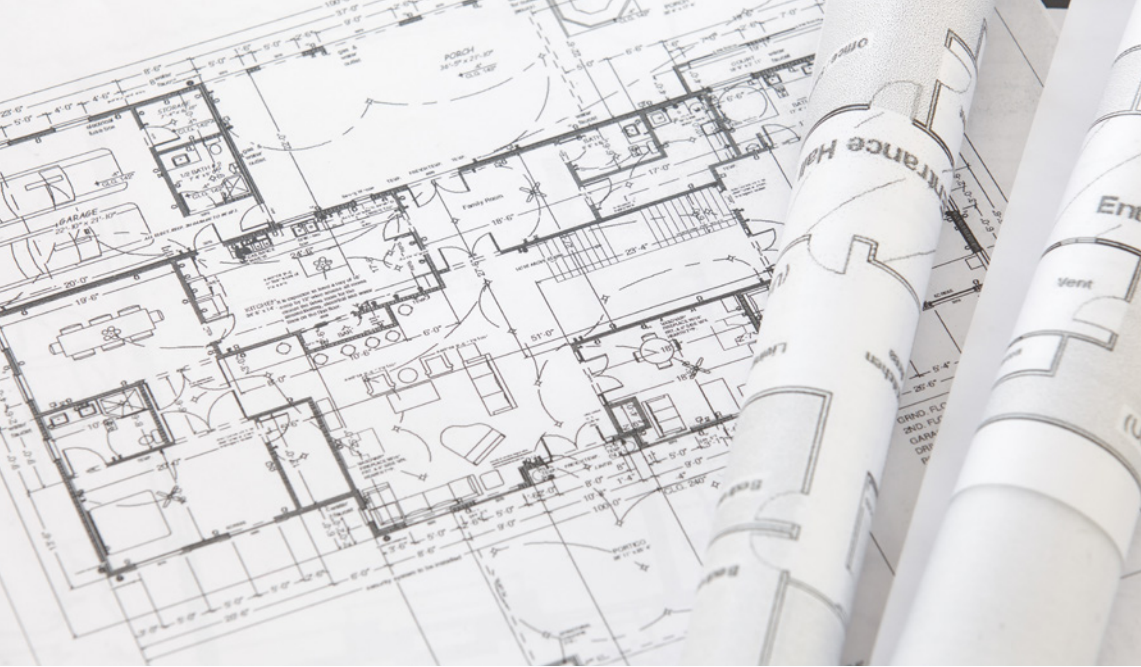
- Market-Leading cloud-based Property Management System with Opera
- Globally leading Revenue Management and Optimisation tool
- Central Reservation System powering the group's sales and distribution
- Human Resources Management



MANAGED BY EFFICIENT CENTRALISED SERVICE TEAMS

- Revenue
- Reservations
- Sales
- Marketing
- Information technology
- Human Resources





Centara West Bay Hotel & Residences Doha



EXPERT DESIGN & TECHNICAL SERVICES

- Determine ideal positioning of hotel
- Advise on most suitable design consultants including space planning and facilities
- Ensure operational efficiency throughout the property
- Review of technical drawings
- Optimal facility planning to minimise costs
- Provide ongoing property improvement plans to maintain assets and drive continuous profitability

OUR PEOPLE



6,200 globally diverse staff
Over 40 nationalities



Centara employs the very
best in executive talent from
east and west



World class training and talent development
programmes in partnership with world's
leading management and hotel schools

RECOGNITION IN PRODUCT, SERVICE AND SUSTAINABILITY

23

SUSTAINABILITY AWARDS

- Thailand Sustainability Investment (THSI)
- Thailand Tourism Standard
- EarthCheck Certification - Gold, Silver and Bronze
- Thailand Green Hotel (G Mark)
- ASEAN Green Hotel
- Skål Sustainable Tourism Awards
- CENTEL Earns Three Prestigious Accolades at the IAA Awards

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LUXURY HOTEL AWARDS

- Luxury Family Beach Resort
- Best Luxury Romantic All-Inclusive Resorts
- Worldwide by Hotel of the Year Awards
- Luxury Island Resort Spa
- Luxury Romantic Destination Spa
- Hotel Design of the Year
- Thailand's Beach Island Resorts

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SERVICE AWARDS

- Certificate of excellence tripadvisor
- Agoda Gold Circle Winner
- Best Adult-Only All-Inclusive Romantic Resort Worldwide
- Best Value New 4-Star Boutique Hotel Asia 2018
- Centara Grand Named Strongest Brand in Thailand
- Traveller Review Awards 2023 by Booking.com
- TripAdvisor Traveller's choice award

6

FAMILY HOTEL AWARDS

- Best Hotel for Families
- Best Family Hotels by Smart Travel Asia Award
- TripAdvisor Travellers' Choice 2018 - Top 25 Hotels for Families

8

RESTAURANT AWARDS

- Thailand Tatler Best Restaurants
- Bangkok Best Restaurants Awards
- World Luxury Restaurant Award
- Hotel Restaurant of the Year

AUTHENTIC REFINED LUXURY VILLAS



Maikhao Dream Villa Resort and Spa, Centara Boutique Collection

OUR EXTENDED FAMILY

CENTARA HOTELS AND RESORTS is a member of the **CENTRAL GROUP OF COMPANIES**

Founded in Thailand in 1947, Central Group is a multi-national organisation and one of the largest and most successful conglomerates from Southeast Asia. It comprises nine business units, operates in multiple continents and employs over 80,000 staff globally.

CENTRAL GROUP turnover 2022 was **USD 14 Billion**



CENTRAL DEPARTMENT STORE

CENTRALRETAIL

CENTRAL RETAIL GROUP



CENTRAL HARDLINE GROUP



CENTRAL ONLINE

CENTRALPATTANA

CENTRAL PATTANA GROUP



CENTRAL MARKETING GROUP



CENTARA HOTELS & RESORTS



CENTRAL RESTAURANT GROUP

CENTRAL Group
VIETNAM

CENTRAL GROUP VIETNAM

CENTARA

HOTELS & RESORTS

centarahotelsresorts.com

A member of CENTRAL GROUP

CENTRAL Group

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DEPARTMENT STORE
GROUP

CENTRAL
RETAIL

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CENTRAL Group
VIETNAM