CONFIDENCE IN PATTAYA!
Montra 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 Pongthorn Sangruck says the development, known as The Montra Pattaya, will feature a select 23 units on 420 m 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 Sangruck 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 Pongthorn 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 “Montra” means magic and the hotel architecture represents the attractive hilltop environment blended with touches of contemporary interior design and aspects of Thai culture. Innovative features, never before seen in Thailand, include the Spa Concierge and Skin Supervision, 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 Minores Hospitality which is in charge of the design, management, sales and marketing of the enterprise. Mendes Carin, founder of Minores 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 Pongthorn 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 monorays, 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 number of Chinese tourists was a major contributor to the growth in visitor numbers.
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