

Marketing Alliance Strengthened Between Dusit and Prince Hotels

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Mr Chanin Donavanik, Managing Director and CEO of Dusit International, recently welcomed Mr Takashi Goto, President of Seibu Holdings, who was on a visit to Bangkok. Seibu Holdings is the parent company of Dusit's marketing alliance partners in Japan, Prince Hotels and Resorts.

The visit of Mr Goto to the Dusit Thani Bangkok follows one made by Mr Donavanik to meet Mr Goto at Prince Hotels and Resort's flagship hotel, the Prince Park Tower Tokyo in August. At the meeting, they discussed the different ways in which Dusit and Prince could continue to grow their marketing alliance.

"At the moment, Japan is setting up to become a tourism-oriented nation, and the whole country is aiming to achieve this goal," commented Mr Goto. "Regarding expansion, the alliance with Dusit International is [part of] our international strategy."

"Japan is an important source market for Dusit, number two across the group," commented Mr Donavanik. "We are confident that together, we can take both brands to greater levels of success, each supporting the other in its home market. We are especially looking forward to jointly promoting the Dusit Thani Guam, our newest hotel, where we expect the majority of our business to come from Japan."

The Dusit Thani Guam debuted in late June this year and is the newest hotel to be built on Guam Island in over 15 years. Located on magnificent Tumon Bay, the 419-room resort is the only one on the island classified in the luxury category.

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