ONYX Hospitality Group celebrates 60 years of Thai hospitality with strengthened UK trade engagement at WTM London

Friday 6 November, 2026

Group spotlights Thailand's beach destinations, Bangkok and evolving hotel experiences for 2027 programmes.

London, 6 November 2026 – ONYX Hospitality Group, one of Asia-Pacific's leading hospitality management companies, has strengthened its engagement with the UK travel trade at World Travel Market (WTM) London 2026, highlighting its diverse portfolio of hotels and resorts across Thailand and the continued evolution of its flagship Amari brand.

As the Group celebrates its 60th anniversary in 2026, its focus remains on delivering distinctive hospitality experiences across Thailand's most sought-after destinations, from the tropical beaches of Southern Thailand to the established coastal resorts of Pattaya and Hua Hin, alongside Bangkok's growing appeal for long-haul travellers.

During the three-day event at ExCeL London, ONYX Hospitality Group's UK Sales Representatives, Andrea Hogg and Michael Wareham, met with tour operators, travel agents and industry partners to share insight into the Group's evolving brands and portfolio, explore commercial opportunities and strengthen relationships across the UK travel trade.

Spotlight on Thailand's Beach Destinations

Thailand's diverse coastal destinations remain central to ONYX Hospitality Group's UK market strategy, offering everything from vibrant beachfront escapes and family-friendly holidays to relaxed luxury retreats.

In Pattaya, Amari Pattaya combines contemporary Thai hospitality with a beachfront setting, extensive leisure facilities and family-friendly experiences. The property offers an appealing option for UK travellers seeking a resort holiday within easy reach of Bangkok.

Nearby, OZO North Pattaya delivers a fresh, contemporary approach to beachside accommodation, with comfortable rooms, a relaxed atmosphere and convenient access to Pattaya's attractions. Its accessible positioning makes it particularly attractive to couples, families and independent travellers looking for a modern coastal escape.

Further along the Gulf of Thailand, Amari Hua Hin offers a more relaxed resort experience in one of the country's established seaside destinations. Combining Thai-inspired hospitality, spacious accommodation and leisure facilities, the property is well suited to couples, families and travellers seeking a quieter alternative to Thailand's busier beach resorts.

Southern Thailand is another key priority for the Group, with properties including Amari Phuket and Amari Koh Samui showcasing the breadth of its resort offering. From the dramatic coastline of Phuket to the tropical island setting of Koh Samui, these properties cater to travellers seeking beach relaxation, local experiences and the warmth of Thai hospitality.

Together, these destinations provide UK travel partners with a varied selection of accommodation options across different holiday styles, budgets and traveller preferences, creating opportunities for both standalone resort holidays and multi-centre itineraries.

The Evolution of Amari: A Contemporary Expression of Thai Hospitality

With more than 60 years of hospitality experience, ONYX Hospitality Group has built a strong foundation of expertise and market understanding, shaped by the evolving needs of travellers worldwide. The continued evolution of its brands is central to sustaining business growth and delivering distinctive, memorable experiences.

Rooted in Thai hospitality, Amari is evolving to meet the expectations of today's international travellers, combining contemporary design, meaningful local connections, distinctive dining experiences and warm, intuitive service.

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This evolution is reflected across the brand's portfolio, including Amari Don Muang Airport Bangkok, which forms part of the wider transformation of the Amari guest experience.

The Group's ongoing investment in brand development aims to strengthen Amari's positioning within the upscale hospitality sector while preserving its distinctive approach to Thai-inspired hospitality, expressed through genuine warmth, thoughtful care and an intuitive understanding of guests' needs.

For UK travel partners, this transformation presents opportunities to introduce both returning and first-time visitors to a refreshed Amari experience across Thailand's city and resort destinations.

Bangkok: A Growing Opportunity for Long-Haul Travel

Alongside its resort portfolio, ONYX Hospitality Group also highlighted the growing importance of Bangkok within the UK long-haul market.

Having recently been named the world's best city in Condé Nast Traveller's 2026 Readers' Choice Awards, Bangkok continues to attract international visitors for its vibrant dining scene, cultural attractions, shopping and hospitality experiences.

ONYX Hospitality Group's Bangkok portfolio includes Oriental Residence Bangkok, a member of Small Luxury Hotels of the World and a recipient of One MICHELIN Key for three consecutive years, offering an elegant, residential-style experience in the heart of the capital. Amari Bangkok provides an upscale city-centre base with convenient access to the city's shopping, entertainment and cultural attractions.

Together, these properties provide UK tour operators with opportunities to develop multi-centre Thailand itineraries, combining the energy of Bangkok with beach destinations such as Pattaya, Hua Hin, Phuket and Koh Samui.

Strengthening Relationships with the UK Travel Trade

Jihai Kim, Vice President, Global Sales & Distribution Strategy at ONYX Hospitality Group, commented:

"WTM London provided a valuable opportunity to reconnect with our UK travel partners and share the breadth of experiences available across our Thailand portfolio.

"Thailand continues to hold strong potential in the UK travel market, particularly among travellers seeking holidays that combine beach relaxation, cultural discovery and quality hospitality. With properties across Pattaya, Hua Hin, Southern Thailand and Bangkok, we are well positioned to showcase the many facets of Thailand through a portfolio of distinctive hospitality brands.

"We look forward to continuing to work closely with our UK travel partners to help travellers discover experiences that match their interests, while reinforcing Thailand's appeal as a leading long-haul destination."

Looking Ahead

As ONYX Hospitality Group enters its seventh decade, the company remains focused on strengthening its established brands, enhancing guest experiences and responding to changing travel trends.

This includes plans for Shama North Pattaya, currently anticipated to open in 2028/2029, reflecting growing interest in extended-stay accommodation in leisure destinations. The proposed development would build on the Group's established Shama serviced apartment brand, catering to travellers seeking greater flexibility, space and residential-style comfort for longer stays.

Following a productive WTM London, ONYX Hospitality Group is well positioned to support travel trade partners in developing distinctive Thailand holiday programmes for 2027 and beyond.

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