



PRESS RELEASE

MICHELIN GUIDE

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58 outstanding hotels awarded MICHELIN Keys in Thailand for the very first time

- Selected by the MICHELIN Guide Inspectors, these hotels offer the world's most outstanding experiences and can be booked on the MICHELIN Guide digital platforms
- The MICHELIN Guide's ambition is to become the 1st global independent booking platform for outstanding restaurants and hotels.

Michelin is pleased to present the very first MICHELIN Key selection for Thailand. Awarding 58 properties offering the most outstanding stays throughout the country, this inaugural Thai selection presents 8 hotels with Three MICHELIN Keys, 19 with Two MICHELIN Keys and 31 with One MICHELIN Key.

Offering an ever more comprehensive service, the MICHELIN Guide's hotel selection provides users with recommendations for a complete travel experience. Awarded by the MICHELIN Guide inspection team based on anonymous stays or visits — independently of existing labels, tourism stars and pre-established quotas — the MICHELIN Keys are a new international benchmark. They aim to guide travelers to accommodations that stand out for their unique hospitality concept, distinctive character, warm welcome and extremely high level of service.

58 hotels awarded MICHELIN Keys in the Thailand

After presenting MICHELIN Key selections in France, Spain, Italy, Japan, the U.S., Canada and Mexico, the Michelin Inspectors have extended their research to Thailand, which becomes the second Asian country to see its hospitality scene rewarded by the MICHELIN Guide.

Following multiple anonymous stays or visits and evaluating hotels on 5 international criteria¹, the Michelin Inspectors awarded MICHELIN Keys to 58 hotels among more than 100 properties in the broader MICHELIN Guide selection. The Key hotels bring together a wide range of concepts and accommodations, from luxury international hotels to trendy urban boutiques, relaxing and intimate hideaways, and spectacular design and architecture jewels.

Gwendal Poullennec, International Director of the MICHELIN Guide, states: « Just a few months after releasing our inaugural selection for Japan, we are absolutely thrilled to present to world travelers our very first MICHELIN Key selection for Thailand. Featuring no fewer than 58 outstanding hotels, this selection is an open invitation to explore Thailand, enjoy its heavenly landscapes and warm hospitality, and experience memorable stays at some of the most attractive prices. From retreats located on dreamy coastal areas and beaches, lush rainforests, or bustling cities, to splendid architectural wonders; from flagship urban hotels to luxurious world-renowned establishments: every hotel awarded One, Two, or Three MICHELIN Keys is a gem sculpted by talented professionals. Using the MICHELIN Guide's

¹ 1. The hotel is an open door to the destination; 2. Excellence in interior design and architecture; 3. Quality and consistency in service, comfort and maintenance; 4. Consistency between the level of the experience and the price paid; 5. Individuality, reflecting personality and authenticity.



digital platforms, travelers can now filter their search and book hotels for stays that we hope will be unforgettable”

One, Two and Three MICHELIN Keys

Just like the famous Stars that indicate the best culinary experiences, the MICHELIN Keys reveal accommodations in the Guide’s hotel selection that offer the most outstanding stays. They are a new benchmark for travelers, qualifying each hotel experience in broader terms than simple amenities.

One MICHELIN Key: a very special stay

This is a true gem with its own character and personality. It may break the mold, offer something different or simply be one of the best of its type. Service always goes the extra mile and provides significantly more than similarly priced establishments.

Two MICHELIN Keys: an exceptional stay

Somewhere truly unique and exceptional in every way, where a memorable experience is always guaranteed. A hotel of character, personality and charm that’s operated with obvious pride and considerable care. Eye-catching design or architecture, and a real sense of the locale make this an exceptional place to stay.

Three MICHELIN Keys: an extraordinary stay

It’s all about astonishment and indulgence here – this is the ultimate in comfort and service, style and elegance. It is one of the world’s most remarkable and extraordinary hotels and a destination in itself for that trip of a lifetime. All the elements of truly great hospitality are here to ensure any stay will live long in the memory and hearts of travelers.

Eight unique hotels awarded Three MICHELIN Keys

Three MICHELIN Keys, indicating an extraordinary stay, worthy of a specific trip, have been presented to 8 hotels located in Bangkok, Chiang Mai, Kamala, Koh Kood, Koh Samui, Krabi and Phuket.

Of these, four hotels represent the very best of Thailand’s world-renowned seaside resorts. In Phuket, **Amanpuri** was the very first resort from Aman group, settled in a former coconut plantation, isolated on a lush peninsula overlooking Pansea Beach, on Phuket Island. Built by the American architect Ed Tuttle, the hotel is home of 40 luxury pavilions and 44 stunning private villas which line the hillsides. On paradisiac Koh Samui Island, **Samujana Villas** are a hideaway set high on hilltop overlooking a coral cove. Each of the 23 spacious villas is lavishly outfitted with infinity pools, fully equipped kitchens, private cinemas, and sweeping views over the water. Almost the same the size, but located on unspoiled Koh Kood Island, **Soneva Kiri** is a property made of luxe villas and impressive common spaces, especially its dining pods which are perched in the trees above the mangroves like nests. In Krabi, **Phulay Bay, A Ritz-Carlton Reserve** is a resort whose exquisite tastefulness, from the traditional-style welcome pavilion to the thoughtfully localized interiors of the hotel’s villas and pavilions, to its extravagant spa, has simply amazed the Michelin Inspectors.

Still in Phuket, perched above the coastal town of Kamala is located stunning **Keemala**. Here freestanding treehouse accommodations are loosely modeled after the design of tribal dwellings. For example Tent Pool Villas take inspiration from the designers’ conceptions of a nomadic tribe in the rainforest, featuring tent-like domed roofs and striking oval soaking tubs perched high over the greenery below. Thai mountain lovers will enjoy staying at **Four Seasons Resort Chiang Mai**, surrounded by rice paddies and verdant jungle. Here, the pavilions and villas are a mix of classical Thai style and contemporary design.



Finally, two Bangkok hotels also received Three MICHELIN Keys: iconic and incredibly storied **Mandarin Oriental** and the Art Deco-influenced boutique-hotel **The Siam**.

Two MICHELIN Keys presented to 19 exceptional properties

Indicating an exceptional stay, 19 hotels have been awarded Two MICHELIN Keys.

Out of the total, 7 properties are located in Bangkok and are flagship hotels of global luxe hospitality brands. Opened in 2020, **Capella Bangkok** is the first Thai venture of the world-class Vietnamese hotel group. The East-meets-West décor is sleek and calming, with modular furniture, hand-carved wooden screens, king-sized beds made up in Egyptian cotton linens, and palatial marble bathrooms with freestanding tubs. Distinct from ostentatious skyscrapers, **The Sukhothai Bangkok** is a low-slung and labyrinthine complex, sprawling over six acres. Gardens, courtyards and lotus pools await around every corner, while interior design combines teakwood floors, rich Thai silk and celadon ceramics, in a sort of modern-classic hybrid style.

Another well represented region within the Two Keys selection is Koh Samui, which gather no less than 4 awarded hotels, all making the most of their heavenly location. **Napasai, A Belmond Hotel** offers splendid villas and residence set on a hillside above the beach, as does **Banyan Tree Samui** and **SALA Samui Choengmon Beach**. Hidden away at the end of a raised promontory looking out into the Gulf, **Six Senses Samui** is strewn across 20 acres of lush indigenous growth. Loyal to the Six Senses philosophy, the hotel spa offers an encyclopedic array of indulgent treatments, either in open-air pavilions with views of the Gulf, or better yet, en suite.

Even if located in Chiang Mai, **Rachamankha** is a serene boutique hotel feeling miles away from the colorful chaos of northern Thailand's largest city. The main building of the property is modeled after a chapel of the Wat Phra That Lampang Luang and public spaces are outfitted with unique details like exotic orchids, hand-carved doors, Chinese antiques, and striking artworks from Laos.

Facing right onto the Andaman sea, in Khao Lak, **The Sarojin** is a stunning boutique hotel located on a long, secluded white-sand beach. In this property, whose a massive ancient Ficus tree is the centerpiece, the materials, mostly local, blend seamlessly with the natural surroundings.

31 hotels receive One MICHELIN Key

The very special experiences offered by 31 hotels and accommodations have been rewarded with One MICHELIN Key.

Representing a broad spectrum of hotel concepts, accommodation types and geography, the first Thai MICHELIN Key selection shines with diversity and experiences suited to all budgets and desires. Of the 31 newly-awarded hotels, 8 are located in the Bangkok, 5 in Phuket and 4 in Chiang Mai.

Among the One Key hotels, travelers will find some of the most creative hospitality concept and design. For example, **InterContinental Khao Yai Resort** is a lakeside jungle escape where suites and villas are built from upcycled train cars. In Phang Nga, **Iniala Beach House** is an intimate property, as well as a fascinating collaboration by 11 almost avant-garde designers, each of them working in a unique style, from the baroque Boudoir Suite to the elevated minimalism of the Owner's Suite.

In Krabi, on the dramatic Phranang Peninsula, **Rayavadee** offers hundred-odd private pavilions and villas, inspired by the natural beauty of a traditional Thai village.

In Bangkok, where 8 hotels received One MICHELIN Key, travelers can choose between iconic, globally branded hotels such as **InterContinental Bangkok**, **Kimpton Maa-Lai Bangkok** or **COMO Metropolitan Bangkok**. Another option in Bangkok is one of the 34 suites of trendy



137 Pillars Suites Bangkok. Each comes with marble bath, and a massive plush bed, while some feature balconies looking out over the Bangkok cityscape.

For other urban journeys, 4 hotels received One MICHELIN Key in Chiang Mai, of which calm and tranquil **Raya Heritage** is one. This “artisanal” resort was imagined by architect Boonlert Hemvijitrathan and designer Vichada Sitakalin, who were asked to employ local artisans and craftspeople wherever possible, resulting in a truly one-of-a-kind, custom-made experience.

All MICHELIN Guide hotel recommendations are available for free on the MICHELIN Guide website and mobile application. On these digital platforms, all recommended hotels can be booked directly at the best market price. To assist travelers throughout their stay, the MICHELIN Guide also provides a concierge service run by travel experts employed by the MICHELIN Guide.

The next MICHELIN Keys will be announced in Great Britain & Ireland on October 1st and in Germany, Austria & Switzerland on October 9th, 2024.

Find the pictures of the Press Conference Announcement





About Michelin

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide. (www.michelin.com)

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