



*Celebrating 30 years of bringing people together*



Written by Tina Hsiao  
Designed by Paphot Ratanakul

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Royal Orchid Sheraton Hotel & Towers  
Celebrating 30 years of bringing people together

Foreword

## Chairman of the Board



**Chatrachai Bunya-Ananta**  
Chairman of the Board  
Royal Orchid Hotel (Thailand) PCL

Looking back at my personal journey with Royal Orchid Sheraton Hotel & Towers that has so far lasted over 30 years, I have fond recollections and countless memories of what has become one of Bangkok's most popular hotels.

In the past three decades, we have gone through a lot of challenges as far as this hotel is concerned, but have always managed to overcome obstacles and remain successful, building a strong reputation for top class hospitality. We have also been diligent in keeping the hotel in prime condition with constant upgrades and renovations, including a major overhaul every 10 years, much like looking after our own home.

Although we are part of the Starwood Group, we hope we have created a distinctive, individual property here, recognized as a landmark on the Chao Phraya River, with every single room overlooking the river.

As with any business, the staff are the real pillars of strength and have made the Royal Orchid family what it is today. Some of our associates have been with us for a long time, and I personally consider them part of the hotel. Of course, we would not be here today if it wasn't for the shareholders and board members, but the success that we all strive for is not only financial; it is for everyone connected to the hotel.

This book offers snapshots of our history to date, and I would like to take this opportunity to thank every individual that has been with us each step of the journey so far.

Foreword

# General Manager



**Keith Hardie**  
General Manager  
Royal Orchid Sheraton Hotel & Towers

In 2013, Royal Orchid Sheraton Hotel & Towers celebrates its pearl anniversary of the hotel and 30 years of bringing people together along the banks of the majestic Chao Phraya River.

From its illustrious grand opening inaugurated by Her Majesty the Queen of Thailand, numerous members of royalty, heads of state, VIPs, and friends have graced the hotel with their patronage in the past three decades. Despite history's ups and downs, the hotel has evolved with the times to remain an icon in Thailand's hospitality landscape.

On this auspicious anniversary, we would especially like to acknowledge and thank the board of management for their continued support and trust. It is also not possible for us to be where we are today without our steadfast associates, some of who have been with us since the very beginning.

We of course have to thank our guests and friends who in the past 30 years have chosen Royal Orchid Sheraton Hotel & Towers as a gathering place for business and leisure.

Life is better when shared, and we thank you for sharing in our story so far.



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1982

*The Beginnings*

## โรงแรมใหม่สูง 28 ชั้น

"รอยัล ออคิด" โรงแรมชั้นนำและทันสมัยที่สุดในประเทศไทย ตั้งอยู่ที่ซอยกัปตันบุชริมฝั่งแม่น้ำเจ้าพระยา จะเริ่มเปิดกิจการในวันที่ 1 ธันวาคม 2525 นี้ โดยเป็นการเข้าร่วมลงทุนระหว่างบริษัทการบินไทย จำกัด ซึ่งเป็นผู้ถือหุ้นใหญ่และผู้ถือหุ้นอื่น ๆ ซึ่งประกอบด้วยสำนักงานทรัพย์สินส่วนพระมหากษัตริย์ ธนาคารไทยพาณิชย์ บริษัทอสังหาริมทรัพย์ สโตนิง ธนาคารฮ่องกงและเซี่ยงไฮ้ และบริษัทฮ่องกงแลนด์ จำกัด คิดเป็นเงินลงทุนทั้งสิ้น 1,100 ล้านบาท โดยมีบริษัทแมนดาวัน อินเตอร์เนชันแนล โฮเต็ล เป็นผู้ดำเนินการบริหาร แมนดาวัน อินเตอร์เนชันแนลโฮเต็ล ซึ่งได้ดำเนินการสร้างโรงแรมรอยัลออคิด

โรงแรมรอยัล ออคิด ห้องอาหารนานาชาติสร้างเป็นอาคารรูปตัว Y ประเภต บาร์ ค็อกเทล วาย สูง 28 ชั้น แบ่งเป็น เลานจ์ และไนท์คลับที่ห้องพักและห้องชุดรวม 780 ห้อง ทุก ๆ ห้องหันหน้าออกสู่แม่น้ำเจ้าพระยา ทำให้สามารถมองเห็นทิวทัศน์อันงดงามของฝั่งแม่น้ำเจ้าพระยาได้อย่างชัดเจน ห้องพักทุกห้อง ออกแบบอย่างประณีตงดงาม มีสิ่งอำนวยความสะดวกครบถ้วน โลภมิได้ ซึ่งช่วยในการตกแต่งภายในจากบริษัท สโตนิงและงานประชุมต่าง ๆ สามารถจุแขกได้ถึง 2,000 ท่านและจะมีอุปกรณ์สำหรับการประชุมที่ทันสมัยพร้อมเพรียงสำหรับการประชุมใหญ่ ๆ ซึ่ง

"The hotel was built with an investment of THB 1.1 billion with Thai Airways as the major shareholder. "Royal Orchid Hotel" is described as a Y-shaped building rising 28 stories high, with all 780 rooms and suites to offer unobstructed river views."

~ Excerpt translated from newspaper clipping



A newspaper clipping from 1982 announcing the soft launch of the Royal Orchid Hotel along the banks of the Chao Phraya River on 1 December 1982.



The original Royal Orchid  
Hotel (circa 1983)



The hotel during construction.  
The image on the left is where  
the main lobby now stands.

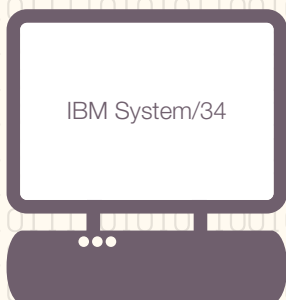






Hotel staff coming to work during the hotel's pre-opening phase.

The first computers used at The Royal Orchid Hotel were the IBM System/34, of which two were installed in the hotel's computer room in 1982.



The computers currently in use at the front desk are the Lenovo ThinkCentre Edge92 SFF.

In terms of RAM, one computer now contains the equivalent random-access memory to a staggering 87,381 IBM System/34 computers.

## Did you know?

The Hongkong and Shanghai Banking Corporation at Klong Kut Mai (now Si Phaya Pier), was situated on the same site which the Royal Orchid Sheraton Hotel & Towers now stands. The bank, also an initial shareholder in the hotel, occupied the site from 1890 - 1977.



Aerial image showing the location of the former Hongkong and Shanghai Banking Corporation at the mouth of the Klong Phadung Krungkasem canal.

Image credit: A Century of Bangkok, published by the Bangkok District Office



Building facade of the former Hongkong and Shanghai Banking Corporation. The office building was officially declared open by His Royal Highness Prince of Chandaburi, then the Minister of Finance, in 1890. For the first 15 years, the rent was US\$200 per annum, and the office was rebuilt in 1929 to the façade depicted in the image. Image courtesy of HSBC Archive

## THE ADDRESS

2 Charoen Krung Road Soi 30  
(Captain Bush Lane) Siphya,  
Bangrak, Bangkok, Thailand

### River City

Shopping complex open  
daily from 10:00 to 22:00.



### Klong Phadung Krungkasem

### Siphya cross-river ferry

In 1982, it cost THB 0.5 to cross the  
river, compared to THB 3.50 in 2013.



### Royal Orchid Sheraton Hotel & Towers



### Si Phraya pier

### Embassy of Portugal

The oldest embassy in Thailand.



Thanon Charoen Krung 24

Thanon Charoen Krung 32



Thanon Si Phraya

## Si Phraya Road

During the reign of King Rama V, four noblemen with sharp business acumen recognized the potential of developing the then suburban area of Bangrak. One of the roads they proposed to the king was to link the Klong Phadung Krungkasem area to Surawongse Road, the latter which was formerly an area of fruit orchards and gardens. King Rama V named the road Thanon Siphya, which translates literally to "Four Noblemen Road".

Thanon Charoen Krung 39



## Charoenkrung Soi 30 (Soi Captain Bush)

Captain John Bush was one of the early pioneers of foreign trade in Bangkok's port, serving the Siamese crown under both King Rama IV and King Rama V. The Englishman arrived in Thailand in the 1850s, and was the first Harbor Master of the Bangkok port. August 5, 1859, the day he took up the position of Director-General of the Harbour

Department (now the Marine Department), is recognized as the department's founding day. Captain Bush also had the honor of serving as the commander on King Rama V's royal vessels on several of his domestic and overseas trips. The former residence of Captain Bush is located in this area, and the lane was named in his honor.

Soi Captain Bush

Thanon Charoen Krung 43

2nd State Expy Toll road

2nd State Expy Toll road



Launch event to introduce members of the media and other partners to the hotel. (circa 1983)

1983

*Official  
Inauguration*

The history of The Royal Orchid Sheraton Hotel & Towers began illustriously when Her Majesty Queen Sirikit graciously agreed to preside over the hotel's opening on July 22, 1983. Her Majesty was accompanied on the occasion by Their Royal Highnesses Princess Maha Chakri Sirindhorn, Princess Chulabhorn and Princess Soamsawali.

It was a glittering occasion to remember, full of the expected pomp and protocol, but also a time of celebration and fun with many of the 600-plus invited guests dancing and otherwise enjoying themselves well into the early hours of the following day. Her Majesty the Queen and Princess Sirindhorn stayed on for a sumptuous dinner after the opening ceremony and it was not until 11 p.m. that they left the hotel and returned to their palace.







Graeme Laird, opening general manager of The Royal Orchid Hotel (left), recounts the official opening of the hotel:

“ Her Majesty the Queen and Their Royal Highnesses arrived at the hotel’s boat landing. Greeting the royal party was the hotel chairman, Air Chief Marshal Bancha Sukhanusasna and his wife. After the short welcome, we accompanied Her Majesty into the hotel.

As we walked along the riverside terrace toward the stairs, Her Majesty could not see who was on the lower terrace due to the spotlights and the television camera lights. I turned to the Queen and said to her that the hotel associates were lined up around the riverside terrace to greet her. Her Majesty stopped, looked away from the lights, and saw the staff. Leaving the red carpet, she walked around the lower terrace close to the staff so they could greet her and she could see them. Her Majesty is a royal lady who understands the value of the common touch.

My next task was to escort the royal party to a suite for them to refresh themselves before the gala dinner. When we reached the lift lobby on the seventh floor, the executive housekeeper and a number of the





housekeeping staff prostrated themselves on the floor in a traditional “grab” pose, something they would not have been permitted to do in a more public place. Her Majesty knelt down to talk to the staff, and told them in very clear simple words in Thai that they had to remember they were ambassadors for Thailand, and to treat foreign visitors to the new hotel with courtesy.

I then showed Her Majesty to the suite and bowed to take my leave. Her Majesty stopped me and said she would like to talk to me. The Queen told me as general manager and although a foreigner, I was also an ambassador of the kingdom and that she hoped I would represent the country well. I thanked Her Majesty, bowed again, and took my leave.

As a foreigner working in Thailand, having the opportunity to communicate so closely with Her Majesty was rare. and some thirty years later, it is as fresh in my mind as if it was only yesterday.

”

## Did you know?

The inaugural Royal Orchid Regatta held in 1983 was attended by some 20,000 people, with over THB 400,000 raised for charities supported by His Majesty the King of Thailand.

On November 26,

The Royal Orchid Sheraton (2 Captain Bush Lane, off New Road; 234-5599) is holding its Sixth Annual Regatta, which starts at 8 A.M. and lasts all day. Twenty-eight boats, 12 of them rowed by 52-man crews, will participate in the races, and parachutists from the Border Patrol Police will demonstrate their skill by landing on a raft anchored in the river. Admission to the hotel terrace is US\$6, which includes performances of Thai dance and martial arts but not the food sold at various stalls.

Excerpt of an article titled "What's Doing In: Bangkok" written by William Warren and published in The New York Times on September 25, 1988.



1987

The Royal Orchid Sheraton Hotel and the Expressway and Rapid Transit Authority of Thailand jointly organize the "5<sup>th</sup> Annual Royal Orchid Sheraton Regatta" at the Rama IX Bridge during the "Royal Marathon - Bangkok" in celebration of His Majesty the King of Thailand's 60<sup>th</sup> birthday on November 22.



A border patrol policeman abseiling down the hotel as part of the Royal Orchid Regatta celebrations in 1984.

The second Royal Orchid Regatta, held on December 2, 1984, attracted participants from around the kingdom, including Pathum Thani, Ayutthaya, Ang Thong, Nakhon Sawan, Singburi, Phang Nga, Suphan Buri, Nakhon Nayok, and Bangkok. The 30 vessels that took part in the traditional boat races ranged from 30- to 50-man boats. The race started approximately 800 meters upstream, and finished in front of the hotel.



Image published in the (now-defunct) Bangkok World newspaper on December 4, 1984.



Image courtesy of Malcolm McHardy.



## Did you know?

Captain Bush Grill is now Panisea meeting room, and where Benkay used to be are now meeting rooms Riverside 1&2.



Sambal Bar & Grill, opened in 2010, with a choice of air-conditioned comfort or al fresco dining on the riverfront terrace overlooking the magnificent Chao Phraya River.

The restaurant offers contemporary a la carte western-style cuisine with elements of both modernity and tradition.

### Restaurants & Bars (1983)

Giorgio's (Italian)  
Benkay (Japanese)  
Captain Bush Grill (French)  
Rim Nam Coffee Shop  
Suralai Bar  
Riverside Terrace

### Restaurants & Bars (2013)

Feast (International)  
Giorgio's (Italian)  
Thara Thong (Thai)  
Sambal Bar & Grill  
Lobby Lounge

Did you know?

Giorgio's was Thailand's first Italian restaurant inside a hotel when it opened in 1983.

30 years on, our chefs are still at it, re-creating perennial favorites in innovative ways and re-invigorating the most popular cuisine in the world.

Tiramisu from Giorgio's





## Eam-orn Poolsombat

Laundry Attendant – House Linen

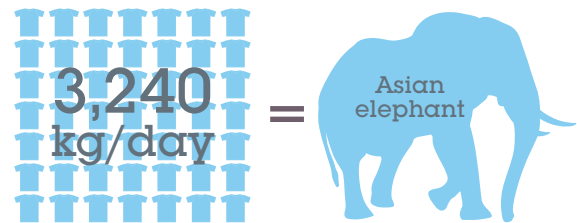
Since: 15 November 1982

“Through my years at Royal Orchid Sheraton Hotel, I’ve learned to be more organized, which I’m proud of. When we had visiting heads of state, such as then-Prince Jigme from Bhutan in 2006, we had to take special care with their traditional sari-like national costumes. In general, our guests are increasingly more environmentally-aware, so we wash less linen compared to before.”

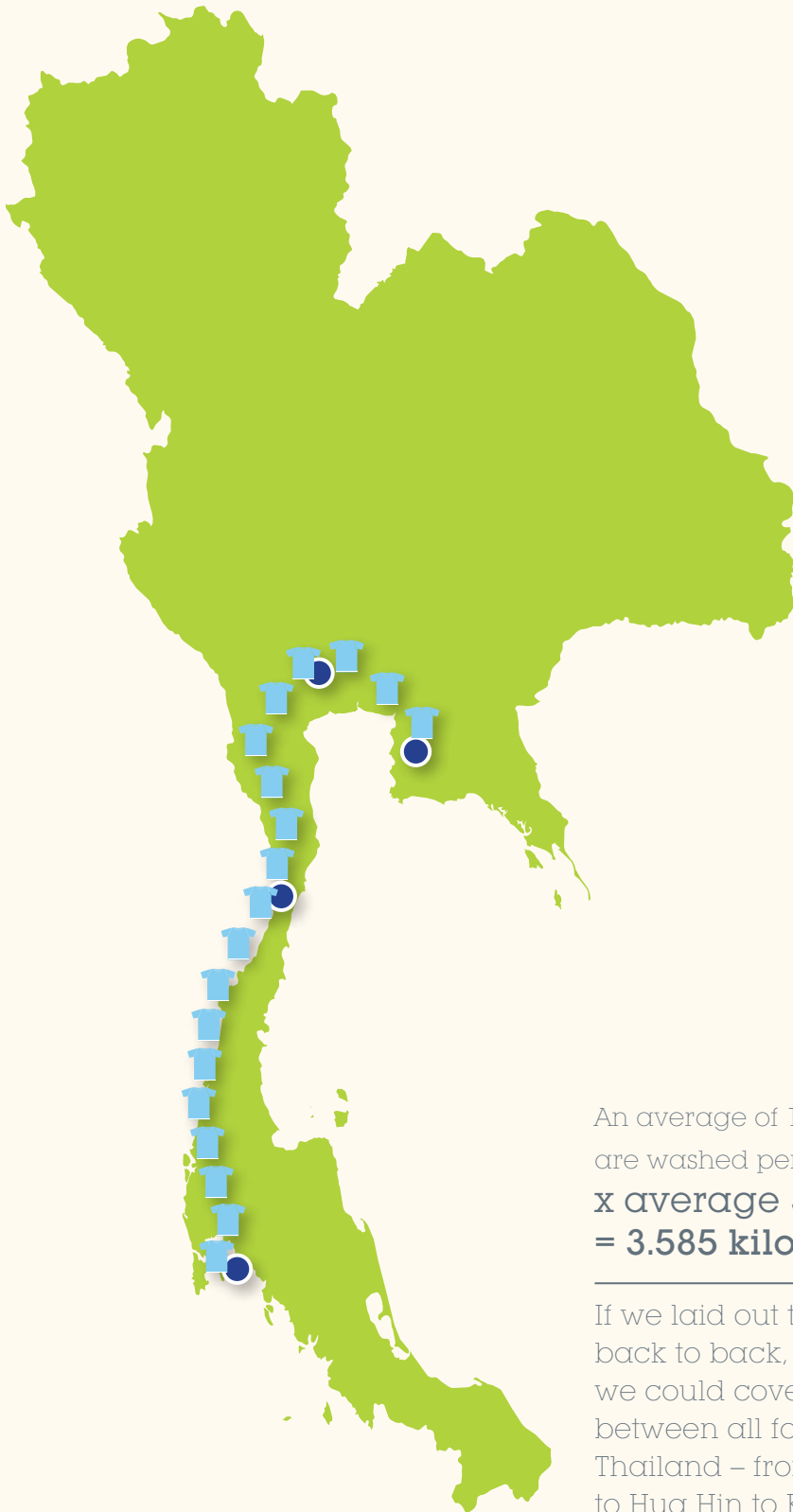


2 large washing machines  
x 6 loads per machine per day  
**x 270 kilograms per load**  
**= 3,240 kilograms per day**

That is equivalent to the weight of a small Asian elephant's worth of laundry washed per day just in these blue washing machines!







If we laid out all the bed linen we have washed in the last 30 years, we would almost make a whole loop around the earth's circumference!

An average of 1,195 pieces of bed linen  
are washed per day  
**x average 3 meters per piece**  
**= 3.585 kilometers per day**

If we laid out the linen we wash back to back, in less than 9 months we could cover the driving distance between all four Sheraton hotels in Thailand – from Pattaya to Bangkok to Hua Hin to Krabi.



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## Nichagorn Techaviseschai

Executive Secretary

Since: 1 May 1982

"I was the 21<sup>st</sup> member of the team to join the hotel. When I first started coming to work, the building was far from finished - we had to climb ladders and wear hard hats.

The memories I am most fond of are the annual regattas during the early 1980s, which were organized in honor of His Majesty the King's birthday. They were grand affairs, with the best sailors from each province coming to compete, and the trophies handed out by the royal family.

I am proud of the colleagues I work with. We work hard, and we help one another out, much like a family. 30 years on, I can say when I wake up in the mornings, I still look forward to coming to work at the hotel every day."

"We received these printing machines when I first joined, in December of 1982. The Gestetner 213 offset litho machine was the most modern at the time. It cost THB 480,000 if I remember correctly, which was a large amount at the time, but we still use the same machine to this day and it works great.

Our hotel had the honor for many years to host the regattas in honor of His Majesty the King's birthday - that for me was one of the greatest moments in my time here. There were great fireworks, and parachuters landed on boats mid-river as part of an elaborate show - it was a big deal.

I have been at the hotel since before it officially opened. I love it here, and I feel attached to the hotel and very much at home working here."



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## Chatri Sengcharoen

Print Shop Supervisor

Since: 6 December 1982

1985

Enter Sheraton

Did you know?

The former Royal Orchid Hotel was the first Sheraton hotel in Thailand.

Now with 726 guest rooms and suites, Royal Orchid Sheraton Hotel & Towers is the largest Starwood-managed hotel in the country.



1985

The management team of Sheraton Hotel Inns & Resorts Worldwide holds a religious ceremony alongside staff members of the rebranded Royal Orchid Sheraton Hotel & Towers, after the management takeover on the 1<sup>st</sup> of February, 1985.

# The Starwood Family

Sheraton is owned by and is the largest and most global-reaching brand of Starwood Hotels & Resorts Worldwide, a leading hotel and leisure company with 1,420\* properties in nearly 100 countries. The Starwood family of hotels and resorts comprises nine distinct lifestyle brands, including St. Regis, The Luxury Collection, W, Westin, Le Méridien, Sheraton, Four Points by Sheraton, Aloft, and Element.

\* as of Q1 2013

Le MERIDIEN

aloft

FOUR  
POINTS

WESTIN

THE LUXURY  
COLLECTION

W  
HOTELS

Sheraton

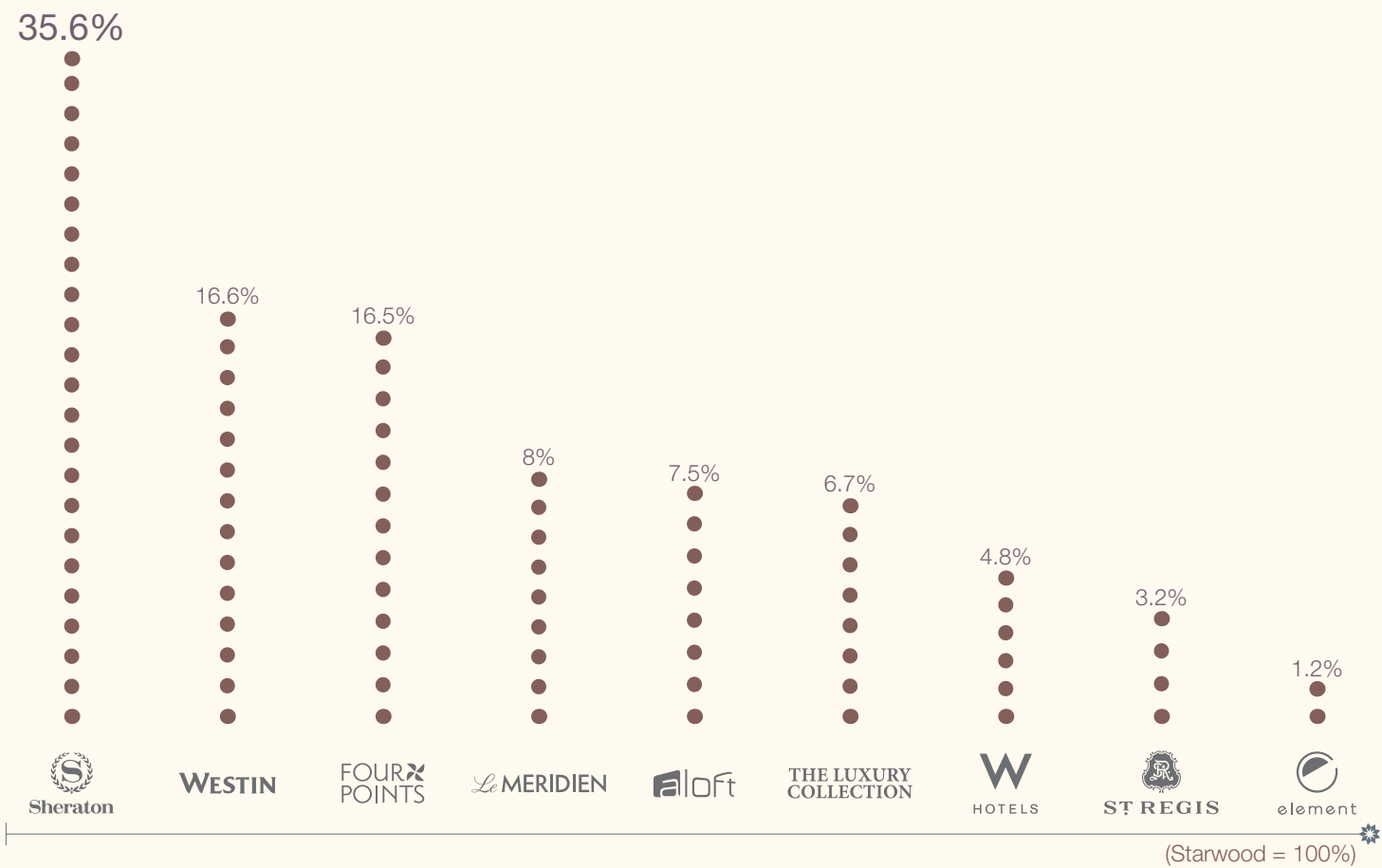
ST REGIS

element



# Sheraton, the World's Gathering Place

With a history tracing back to 1937 when founders Ernest Henderson and Robert Moore acquired their first hotel in Springfield, Massachusetts, Sheraton now helps guests make connections at over 500 hotels and resorts in 70 countries around the world.





# At Sheraton, we believe:

life is better  
**WHEN**  
**shared**

Connection is what families and individuals dream of - being away from home without being apart, beds that make dreams better, being surrounded by people who share a sense of adventure - is what we strive for with every detail.

the  
**LITTLE**  
THINGS  
MATTER

Like being welcomed by team members who greet the morning with exactly what you wanted but didn't need to ask. Or simply being able to open the door to the most comfortable room you've seen in weeks.

travel is  
about bringing  
**PEOPLE**  
**together**

Creating connections that seal deals.  
Forming new bonds or rekindling old friends.  
We create opportunities to connect.

AND THE  
**BIG**  
THINGS, TOO

Recognizing that travel brings people together, we're on a mission to bring conversation back to the travel experience.

Did you know?

Royal Orchid Sheraton Hotel & Towers was the first hotel in Thailand to implement ozone sterilization technology from France for the waste treatment system.

## Sujja Sivaraksa

Assistant Maintenance Manager

Since: 24 January 1983

"Royal Orchid Sheraton has always been modern and ahead of the times with our environmental awareness. We have had solar collectors on the rooftop for nearly as long as the hotel has been open. In 2010, we received new solar collectors, which were subsidized by the Ministry of Energy. As part of the bidding process, we had to send a detailed proposal, and I'm proud that we were only one of eight hotels nationwide to receive them. I was entrusted with the responsibility as project liaison for this THB 23 million project, and I can say this is one of my personal highlights in my time here.

Through various implementations, energy consumption decreased by approximately a third compared to when the hotel first opened."



In 2011, Royal Orchid Sheraton Hotel & Towers was bestowed a Green Building Management 'silver level' accolade at the 30/20 Awards. The Starwood global sustainability initiative was launched in 2010 with support from Conservation International, and aims to reduce energy and water consumption by 30% and 20% respectively per available room across its hotels by the year 2020.

Did you know?

192 solar panels on the rooftop of Royal Orchid Sheraton Hotel & Towers harness a total of 1,428 kW of energy every day.



That's equivalent to the energy needed to light 992 60-watt lightbulbs for a full 24 hours.





1986  
Sheraton Club International was launched on May 23

In 1999, Sheraton Club International was replaced by the Starwood Preferred Guest® program (SPG).

Did you know?

Royal Orchid Sheraton Hotel & Towers is an SPG Category 3 property, meaning SPG members can redeem a free night with just 7,000 Starpoints.

# spg Starwood Preferred Guest

The Starwood Preferred Guest® program is your access to nine exciting hotel brands with over 1,100 hotels and resorts in nearly 100 countries. Three distinct membership levels – Preferred, Gold and Platinum – deliver powerful privileges and fulfill your unique needs.

As a Starwood Preferred Guest member, you'll earn valuable Starpoints® redeemable for amazing redemption options. Free Night Awards with no blackout dates is what we're known for. If a standard room is available, it's yours for free night redemption. Plus, Starpoints can lead you to room upgrades, Award Flights on over 350 major airlines, merchandise awards and more. The choices are endless, it's up to you.

Learn more at [www.SPG.com](http://www.SPG.com).

Le MERIDIEN

aloft

FOUR  
POINTS

WESTIN

THE LUXURY  
COLLECTION

W  
HOTELS

S  
Sheraton

ST REGIS

element





## Panya Termrasamee

Former Kitchen Artist

Since: 1 October 1983

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"When I was the kitchen artist, I did the foam cutting for backdrops, foam and ice sculptures for the decoration of the ballroom. From the Thai mythical creatures of Kinnaree and Nang nuke, to Mickey Mouse and tigers, I have sculpted a variety of shapes. I'm proud of every piece of work I've done, knowing it's made by my own two hands, but also of being a part of countless weddings and other significant events hosted at the Royal Orchid Sheraton."





1987

Then-Prime Minister His Excellency General Prem Tinsulanonda presides over the opening of Thai Airways International's annual marketing conference in May.



1988

The 21<sup>st</sup> ASEAN Ministerial Meeting was held in July 1988, formally opened by His Excellency General Prem Tinsulanonda, then prime minister of Thailand. The meeting was attended by top level ministers from Brunei, Indonesia, Malaysia, Philippines, Singapore, and Thailand, plus observers from Papua New Guinea, Thailand, Brunei, and the secretary-general of the ASEAN secretariat.



1988

Her Royal Highness Princess Galyani Vadhana graciously presides over the awards presentation for the 6<sup>th</sup> Culinary Arts Exhibition.



# A showcase of culinary arts at the Royal Orchid Sheraton Hotel & Towers



Fish tacos at Sambal Bar & Grill

## Sambal Bar & Grill

Stylish alfresco dining alongside the Chao- Phraya River offering an array of contemporary a la carte western style dishes featuring a blend of modern and traditional culinary influences. The fresh seafood, a tempting selection of share plates and divine desserts are not to be missed.

Diners have a choice of being seated in the air-conditioned comfort of the indoor lounge, or alfresco on the riverfront terrace overlooking the magnificent Chao Phraya River.



Oysters at Sambal Bar & Grill







## Thara Thong

Discover exquisite royal Thai cuisine at Thara Thong. Our sophisticated Thai restaurant offers authentic local cuisine befitting of the Royal Court.

Thara Thong features a richly decorated interior complete with glorious Thai teakwood pavilion with seating on the floor and low tables delivering a unique experience. Guests can savor the exotic cuisine whilst enjoying the gentle sound of live Thai classical music, and taking in the inspiring views of the Chao Phraya River.



1998  
Her Royal Highness Princess Chulabhorn presides over the opening of the 11<sup>th</sup> World Conference of Therapeutic Communities in February 1998.



1998  
Their Royal Highnesses Princess Soamsawali and Princess Bajrakitiyabha preside over the "Miss Universe 1988 of H.R.H. Princess Chulabhorn's Foundation" fashion show. The glamorous event was staged by various Thai beauty queens, led by Pornthip Narkhirankanok, Miss Universe 1988.



1998

Her Royal Highness Princess Soamsawali presides over a gala dinner performance by the Bolshoi Ballet, one of the world's most prestigious ballet companies. The extravagant gala performance was held in honor of His Majesty the King of Thailand's 60<sup>th</sup> birthday.





1989

Her Majesty the Queen arrives at the hotel to preside over the opening of an exhibition of products by the SUPPORT Foundation under her royal patronage.



1989

Elizabeth Taylor (pictured) arrives at the hotel to join the "Valai Night" event held at the hotel on November 12. The prestigious evening, presided over by Her Royal Highness Princess Chulabhorn, featured a special showcase by world famous jeweler Harry Winston, and raised funds for the construction of "Baan Valairuk", a home for AIDS sufferers.



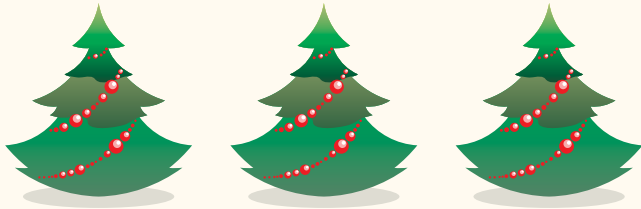




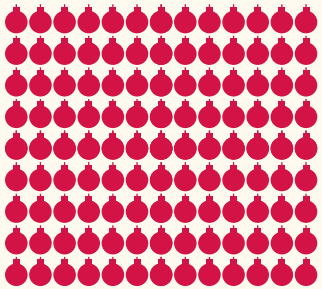
1989  
Her Royal Highness Princess Maha Chakri Sirindhorn presides over the  
Christmas tree lighting ceremony on November 12<sup>th</sup>.

# 2012

A team of 10 staff members set up the Christmas trees at The Royal Orchid Sheraton Hotel & Towers on the night of December 7<sup>th</sup>



including a large centerpiece in the lobby, and three smaller trees at Towers Lounge, Feast, and Giorgio's.



Approximately 580 ornaments weighing a total of 36 kilograms were used to decorate the trees, which stayed up for 25 days.





## **Pranee Mekkabua**

Florist

Since: 15 November 1985

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"Our department takes care of the floral arrangements in the hotel -- in the restaurant, and in-room decorations. Because of our Royal Orchid name, naturally we use mainly orchids in our floral decorations. We also design the floral arrangements for events and especially weddings, be it centerpieces, backdrops, or table decoration.

A few years ago we had a couple who booked out the entire hotel for their weeklong wedding, which was one of the most memorable but tiring events -- we had to make sure all the flower types were changed on a daily basis around the hotel.

It is like a big family in a big house here. Employees are always willing to lend a helping hand even though it might not fall within their direct responsibility -- everyone works for the same goal, so there's a feeling of warmth working here."





Bespoke floral arrangements and color themes for weddings and events.







## Link@Sheraton<sup>SM</sup> experienced with Microsoft<sup>®</sup>

As part of Sheraton's new Warm Welcome experience, the "Link" provides a place where guests can keep up with what's important to them and work, relax and feel part of a community.

Complimentary amenities include fully-wired workstations with 8 MB high-speed internet connectivity, free WiFi, network access points, newspapers and magazines. Printing services are also available at nominal charges.

More than just a business center, the Link invites guests to come out of their rooms to enjoy the energy and social aspects of the hotel.



The former business center.

1989  
The Grand Ballroom was  
renovated with a THB 9.3  
million budget, one of many  
renovations the function  
space would undergo in the  
last 30 years.







The state-of-the-art lighting system in the current Royal Orchid Ballroom is capable of providing over 16 million PMS shades from the primary colors, which allows corporate customers to match their brand colors for events, or bridal couples to choose their favorite color to surround them during marriage celebrations.

# Meetings, Conventions, and Events facilities

Royal Orchid Sheraton Hotel & Towers currently has over 4,000 square meters of function space.

The newly renovated Royal Orchid Grand Ballroom, considered to be one of Thailand's most technologically advanced ballrooms, offers panoramic views of The Chao Praya River and can accommodate up to 1,250 delegates in a meeting setting, 1,400 for a cocktail reception, or 800 for a sit-down gala dinner.

The Grand Ballroom is supported by 13 smaller meeting rooms ranging in size from 44 to 200 square meters, of which seven feature full views of the river.



Former meeting room (circa 1995)







Panisea room



The Towers Lounge is located on the 27<sup>th</sup> floor and accessible exclusively to Towers room guests, with complimentary privileges including daily continental breakfast, afternoon tea, pre-dinner cocktail and hors d'oeuvres, one-house usage of the Towers boardroom per day, wireless broadband internet access, and all-day refreshments and snacks from 6:30 a.m. to 10:30 p.m.



1990  
The doyen of the Diplomatic Corps in Thailand, Ambassador Khamphan Simmalavong of the Lao People's Democratic Republic, presides over the opening of the exclusive Ambassador Club on January 30<sup>th</sup>.



Did you know?:

In 2008, after years of welcoming countless ambassadors and hosting celebrations on their respective national holidays, the Ambassador Club closed for renovations and re-opened as the Towers Lounge.



Towers Lounge at Royal Orchid Sheraton Hotel & Towers



## Chanchai Olarickdej

Cost Controller

Since: 1 November 1982

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"I am proud that our hotel has always remained modern for its time, consistently receiving awards and maintaining a high occupancy rate. It was also a real honor for me seeing the cake from Royal Orchid Sheraton sent to H.M. The King on the occasion of his majesty's birthday highlighted on a television news program.

Our ballroom has always been a popular venue to host concerts and events. In 1984 or 1985, KC & The Sunshine Band played a concert in the ballroom, after which they came down to the Riverside Terrace where we were having a staff party and played a few songs for us."

## Chaweewan Sriwanyong

Executive Secretary

Since: 1 July 1983

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"The hotel is my second home. Just like a family, there are challenges at times, but we can overcome any obstacles and resolve any issues as a team. Not a day in the last thirty years has been boring.

My favorite memories of the hotel are the annual Royal Orchid Sheraton regattas which were held in the 1980s. Everyone pulled together for the success of the event, and as a result, our hotel made a grand impression."





1991

Her Royal Highness Princess Maha Chakri Sirindhorn arrives at the hotel to preside over the opening ceremony of the "8<sup>th</sup> Afro-Asian Regional Conference on Irrigation and Drainage" on November 18.



1990

John Kapioltas, chairman, president and chief executive officer of ITT Sheraton Corporation from the U.S.A. and Royal Orchid Hotel (Thailand) Ltd. sign a contract establishing a new joint venture company, Sheraton Royal Orchid Co., Ltd





Arriving in style at Royal Orchid Sheraton HZotel & Towers.



1991

Her Majesty the Queen, accompanied by His Royal Highness Crown Prince Maha Vajira Longkorn, arrives at the Royal Orchid Sheraton Hotel for a private dinner.





The former Benkay Japanese restaurant, located where meeting rooms Riverside 1, 2 are now situated.

Did you know?

The clay used for the tandoori oven was brought from Northern India.



1991

His Royal Highness Prince Bhanubandhu Yugala officially opens Bukhara on February 21<sup>st</sup>. The Indian restaurant, named after an Uzbek city situated along the famed Silk Road and renowned for its multi-ethnic cuisine, took diners through a culinary passage to India with a focus on tandoori meat dishes.

Bukhara was located where meeting rooms Riverside 3 & 4 on the second floor are now situated.







1991

Her Majesty the Queen the Queen arrives at the hotel to graciously preside over a Mudmee Gala Night on October 18<sup>th</sup>. The event is jointly organized by the wives of ambassadors in Thailand, Thanpuying Sumalee Chatikavanij, and Thanpuying Nualpong Senanarong, the director of the Thai Red Cross Society's fund raising division.



1991  
Her Majesty the Queen arrives at the hotel for a private dinner at the Royal Orchid Presidential Suite.

## Royal Orchid Presidential Suite

The palatial 243 square meter Royal Orchid Presidential Suite provides discerning guests with unparalleled luxury and refinement. The décor exhibits a contemporary Thai style to create a graceful and relaxed ambience, while the Jacuzzi in the master bedroom lends to the air of understated opulence.

Located on the 28<sup>th</sup> floor, the well-appointed two-bedroom suite features floor-to-ceiling windows offering captivating views over the Bangkok skyline and Chao Phraya River. Royal Orchid Suite guests enjoy full access to the Towers Lounge and exclusive benefits.



Royal Orchid  
River View Suite  
(circa 1991)







Royal Orchid Presidential Suite





1992  
Her Majesty the Queen graciously presides over a gala charity concert  
by Richard Lanni of the U.S.A. in December.



1992  
Her Royal Highness Galyani Vadhana presides over the “I Solisti Venetti” concert performance marking the centenary of the birth of the late Professor Silpa Bhirasri.

## Wellness at Royal Orchid Sheraton Hotel & Towers

Royal Orchid Sheraton Hotel & Towers features two swimming pools. The beautiful Garden Pool is situated on a verdant piece of land leased from the adjacent Portuguese Embassy and surrounded by tropical greenery, making it an exceptional place to relax with the family and enjoy a la carte snacks, salads, sandwiches, ice cream and cocktails.

The newly-renovated salt water Terrace Pool is ideal for swimming laps, with post-dip refreshments to be enjoyed with the sweeping view of the Chao Phraya River. The Fitness Center provides state-of-the-art sports equipment, sauna, jogging track, and tennis court. Guests can stay in shape with group workout sessions and activities. Professional personal trainers are on hand to offer support and advice.



At Sheraton, we believe travel and fitness go hand in hand. That is why we have created a Sheraton Fitness Program partnership with world-renowned personal training experts Core Performance to keep guests at their peak at all times. Download our time-efficient online fitness programs at [www.SheratonFitness.com](http://www.SheratonFitness.com).





Terrace pool (above),  
and garden pool (right)  
at the Royal Orchid  
Sheraton Hotel & Towers.







Gala dinner setup at The Grand Ballroom (circa 1990)



## **Kanoksak Kamapaso**

Chef de Partie - Banqueting

Since: 26 July 1983

"I started as a dish washer and worked my way up. In the beginning, there were no written records of recipes, so we had to learn from other chefs, and observe how they were preparing the dishes. Recipes are now all standardized in a book.

There were several outside catering events that were memorable. One was for a lavish birthday party in Petchaboon province, for which we had to cater to three meals of the day. It took us a full day to get there and we had to bring 15 or so tables, a refrigerator, everything. Other big events include the APEC Summit at Queen Sirikit National Convention Center, as well as the Amway Japan event at Siam Paragon, the latter for 1,300 guests.

I am grateful to have represented not only our hotel, but also Thai cuisine, at various culinary showcases around the world, including in Brunei, Bahrain, Malaysia, Indonesia, Bangladesh, and China. The Thai ambassadors in each respective country attend these cultural events, so it is quite an honor."

"When The Royal Orchid Hotel opened in 1983, it was really the first hotel that was fully equipped to cater to MICE functions. Of the very first events that I can recall, there was one for the U.S. Marines, and one to welcome cruise line guests.

We have hosted several government functions presided over by the prime minister of the time. In terms of outside catering, we hosted a grand event for the occasion of His Majesty's 50<sup>th</sup> year jubilee at Ayuttaya.

The Royal Orchid has attracted numerous VIPs, including the Thai royal family. Celebrations of various national days were more often than not held at the Ambassador's Lounge. Our hotel was, and still is, a meeting place for society to gather."



## **Thienchai Powjinda**

Assistant Director of F&B

Since: 1983



Did you know?:

When the first Sheraton hotel opened its doors in 1937, the price for breakfast was US\$ 0.95.



Feast offers all-day dining with buffet and a la carte options for breakfast, lunch, and dinner.





## **Breakfast**

So what is in a the Royal Orchid Sheraton breakfast?

In addition to the standard breakfast offerings of juice, cereal, salad, cheese, cold cuts, an egg cooking station and an extensive pastry display, a sample breakfast will also include the following:

### **Western hot food**

Oatmeal, crispy bacon, chicken BBQ sausage, cumberland sausage, pan fried ham, boiled & scrambled eggs, mini hash browns, roast tomato provencal style, baked beans in tomato sauce

### **Asian hot food**

Stir fried pork with fresh ginger and mushroom, steamed fish with soya sauce, stir-fried Singapore noodles with seafood, steamed rice, fried rice with ham Yang Zhou, boiled rice with minced pork, plain congee with condiments, stir fried mixed vegetable with oyster sauce

### **Indian hot food**

'Chouke mattar" garden pea, tomato and onions with fenugreek leaves

### **Chinese**

Dim sum shrimp, red pork bun

### **Japanese**

Miso soup with traditional condiments, noodle soup station with a wide choice of traditional condiments, roasted duck and pork noodle station, three choices of noodle with soup



## KOP KOON KHA

(Thank You)

### WE'RE SIMPLY THE BEST...AND IT'S BECAUSE OF YOU

The management and staff of the Royal Orchid Sheraton Hotel & Towers would like to thank you, our guests and regular customers, who regularly make us your first choice when staying in Bangkok or when needing the facilities and services only a first class hotel can provide.

Our very sincere thanks.

Your words of praise and the numerous awards received from leading international publications are deeply appreciated for the constant encouragement they give in realising our only true reward - satisfying your every need by providing you with the very BEST.

Sawasdee.



Royal Orchid Sheraton

BANGKOK

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DURING THAILAND: TEL 236-8000 FAX 186-21 236-8300 ADMIN 236-8646  
TELEX 84491 84492 ROYORCH TH

**InterContinental Sheraton**

Advertisement from 1993



1992  
United Nations Secretary-General His Excellency Boutros Boutros-Ghali  
pays a visit to the hotel on April 21<sup>st</sup>.



## Somkiat Laiklang

Chief Concierge

Since: 1 May 1985

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"I am proud to work at Royal Orchid Sheraton. We work as a team, and it feels like a family here. We were the first hotel to organize the Regatta, and we were also the first to offer elephant riding certificates to guests, which was fun.

When the hotel first opened, our first hotel limousine was a white Volvo 740 sedan, which at the time was THB 700 per one way transfer to Don Muang airport. We have also had guests arrive via helicopter as well."



## Patima Chairiewcharoen

Purchasing Manager

Since: 15 March 1983

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"Throughout the years, our hotel has always managed to stay modern for its time. We have welcomed countless VIPs including royalty, and at the Ambassador Lounge, these guests would join in and dance until the early hours of the morning.

I love working here because the hotel invests in its employees. The board and management also invest heavily in the hotel. Whether big or small, every year renovations keep the hotel facilities and amenities refreshed and improved."

Did you know?

It takes 7 minutes to travel from  
Don Muang Airport to the Royal Orchid  
Sheraton Hotel & Towers by helicopter.



Launch service of helicopter transfer from Don Muang Airport to the Royal Orchid Sheraton Hotel & Towers. The arriving VIP, David Liang, president of Thai-Hong Kong Real Estate (middle) is welcomed by hotel manager Cedric Bonvin (second from right), executive assistant manager Sawang Phoempoung (third from right) and other staff members along with two butlers. (circa 1991)

## Aunchana Prem-On

Chef de Partie, Bakery

Since: 20 April 1983



"Baking is not something an individual can do by themselves. Everyone has to pitch in for the same goal, achieved with teamwork. The management also looks after us well at the hotel, so I'm happy to be working here."

We present cakes to His Majesty the King every year on the occasion of his majesty's birthday. One year, I accompanied the executive chef and pastry chef to the palace do any minor fixes of anything that might have happened during the transportation of the cake. This is a rare opportunity that I will always treasure and remember.

On other occasions, I've also had the chance to represent Sheraton, Starwood, and Thai cuisine in culinary exhibitions in Brazil and Vietnam."

"During my time at the Royal Orchid Sheraton hotel, the cakes we prepared for His Majesty were all tiered fruitcake, each weighting at least 150 pounds. The cake itself is baked in one day, but the royal emblem, icing, and decoration takes up to two week to complete."

~ Manfred Kroell, executive pastry chef of the Royal Orchid Sheraton hotel (1983 - 1989, far right), after whom the former Manfred's Bakery was named.



The pastry team with the cake presented to in honor of His Majesty the King of Thailand on the occasion of his majesty's 50<sup>th</sup> year Jubilee anniversary in 1996.





Seasonal strawberry dessert creations at Royal Orchid Sheraton Hotel & Towers.



Blueberry cheesecake at Sambal Bar & Grill





Party themed with 'Market by the River' held in the hotel's lush gardens, wedding and gala dinner in the Grand Ballroom (circa 1999).



**Sayan Sadee**

Assistant Banquet Manager

Since: 8 May 1987

"One of the largest events we have hosted at the hotel is the 5<sup>th</sup> annual ASEAN Summit Meeting in 1995, which was held in the Grand Ballroom with nine heads of state in attendance plus additional observers.

Another big event was the 11<sup>th</sup> Asia Pacific Economic Cooperation (APEC) Summit in 2003, which we catered to, held at the Queen Sirikit National Convention Center. The South Korean premier and Prince Jigme from Bhutan stayed at our hotel. Lots of people came to meet Prince Jigme -- he was very gracious and willing to pose for photographs, saying that the following year after he ascended to the throne, it would be difficult for him to get this close to the people.

I love working here. We're like brothers and sisters, and the management looks after the employees well. In banqueting, no two days are identical, making every day challenging yet fun. We just have to keep in mind that whatever we do, our job is to ensure a memorable event."

"Our hotel is proud to have hosted many prestigious events in our history, both big and small, in the hotel as well as off-premises catering. One of my personal highlights was a World Bank event in 1991 -- it was the first ever event held at Queen Sirikit National Convention Center, with approximately 700 guests.

Other large outside events we've catered to include an Amway Japan meeting at Siam Paragon for 1,300 attendees, and a Honda event held in 2012 for 1,700 guests.

At the end of the day, whether large or small, I'm proud of every single event we have done. When organizers make the effort to thank us personally at the end of the event, the expression of appreciation really erases any feelings of weariness."



**Panya Sompornmongkol**

Assistant Banquet Manager

Since: 8 May 1987





**Peter Thompson**  
General Manager  
(2000 - 2005)

“

### On colleagues:

The first thing that really struck me when I arrived at the Royal Orchid Sheraton Hotel & Towers was the loyalty and commitment of all the staff to the brand Sheraton and in particular the Royal Orchid name. There was good reason for this pride for over the years many awards had been heaped on the hotel.

I was, however, not expecting the willingness of our employees to accept the financial hardship that so many suffered during the period of time I was general manager. From 2001 we had the Asian Bird Flu, SARS, 9/11 and then the Tsunami, all in succession. Each of these events had a negative impact on visitor arrivals, yet the employees' friendly smiles and outstanding service never wavered or diminished.

There were days when I wondered "What's next?". But as I walked through the hotel I was always greeted with warmth and enthusiasm from every associate, so how could I feel downhearted?

”



“

### On the board:

You can never enjoy success in any business without a board of directors who understand the industry. At the time, competition was coming along in the form of a refurbished Marriott, a new Peninsula and an upcoming Hilton, all on the River. The board never wavered in their support with vision and providing finances to meet the challenges.

Renovation was completed on a new concept all day restaurant, lobby lounge, main lobby and reception, and most importantly, one the hotels greatest physical assets, the Grand Ballroom. A budget of THB 70 million was approved for the total renovation and the installation of, at the time, a state-of-the-art lighting system in the Grand Ballroom.

Despite declines in visitor arrivals due to SARS, 9/11 and Asian Bird Flu, they allowed me to pursue a THB 300 million renovation plan over three years to ensure the Royal Orchid Sheraton maintained a dominant position in Bangkok.

”



The hotel's shuttle boat with complimentary transfer between the Royal Orchid Sheraton Hotel & Towers private pier and Saphan Taksin BTS station, running every 30 minutes from 10 a.m. to 10 p.m. daily. The service was introduced during former GM Peter Thompson's time.





Outside catering at Wat Chaiwatthanaram, Ayuttaya for an event in honor of His Majesty the King of Thailand's 50<sup>th</sup> jubilee celebrations in the year 2000.



The Royal Orchid Sheraton Hotel & Towers offers a collection of unrivaled locations to cater to memorable events. In addition to a personalized menu and bespoke service, guests can discover the fascinating heritage of Bangkok, including this gala dinner event organized at the National Museum.



The changing faces of the grand lobby.





The lobby was again renovated in 2003. Amongst the furbishments was the removal of the staircase leading up to the mezzanine level.





2005

The year Royal Orchid Sheraton Hotel & Towers received Sheraton Sweet Sleeper<sup>®</sup> Beds, manufactured exclusively for Sheraton hotels.

## So what ARE sweet sleeps made of?

- Plush top mattress measuring 11.5" thick
- High-coil custom Sealy posturepedic mattress
- Crisp cotton sheets
- Cozy fleece blanket and soft duvet
- Four feather down and hypoallergenic pillows



Royal Orchid Sheraton Hotel & Towers was part of a US\$ 6 billion global Sheraton revitalization campaign, a two-year renovation project completed in 2011.

The Royal Orchid Sheraton Hotel & Towers carried out an extensive renovation worth US\$ 35 million, resulting in 726 renovated guestrooms, enhanced meeting facilities, the introduction of a new terrace pool, and a new dining venue on the riverside terrace, Sambal Bar & Grill.

2012

Starwood Hotels and Resorts Worldwide Inc. and Royal Orchid Hotel (Thailand) Public Company Limited announces the renewal of the management agreement for Royal Orchid Sheraton Hotel & Towers in January.

Representing Royal Orchid Hotel (Thailand) PCL, from left to right:

- Mr. Wayne Buckingham, Board of Directors, and MD of Royal Orchid Sheraton Hotel & Towers
- Khun Chatrachai Bunya-Ananta, Chairman
- Khun Suvait Theeravachirakul, Board of Directors
- Khun Pandit Chanapai, Board of Directors

Did you know?

The signature Sheraton scent is "Open Skies", with notes of pure marine accord, waterlily, rose, white musk, and the ocean.

The scent, developed specifically for Sheraton properties worldwide, evokes a sense of **warmth, comfort, familiarity and brightness.**





*History  
snapshots*



His Imperial Highness Prince Ayanomiya Fumihito of Japan (center, now Prince Akishino) arrives at the Royal Orchid Sheraton in August 1987 on a biology research trip.



Terrace pool, circa 1989



Garden pool, circa 1993



John Kapioltas, president and chief executive of ITT Sheraton (center front row), and department heads pose for a group photo on November 22, 1988.

**Six delicious reasons to buy fine foods from Manfred:**

**CAPTAIN BUSH CAKE**  
The old Captain himself would personally row across the river for this one: rich, moist chocolate cake layered with fresh cream and marzipan, with an extravagant topping of delicious chocolate flakes.

**ROYAL ORCHID CAKE**  
A chocolate delight so special it wears the insignia of the hotel itself.

**TREE CAKE**  
No wonder bakers go crazy about the stuff! A delicious nutty flavoured, generously layered with fresh cream, and topped with Manfred's unique ring and sleeve of freshly-coated nuts.

**OVEN-FRESH BREAD**  
Quite simple, the freshest, tastiest, crusted bread anywhere in town. Baked fresh every morning in all shapes and sizes for all shapes and sizes of bread-lovers!

**STRAWBERRY CAKE**  
There's nothing as delicious as fresh, juicy strawberries - especially when they're paired through Manfred's Bakery!

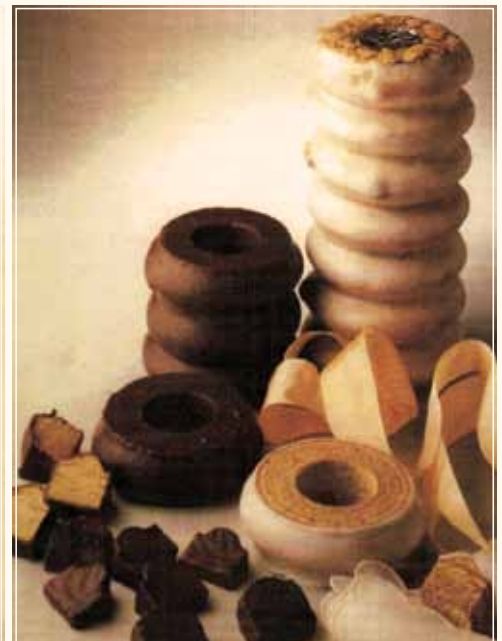
**MANFRED'S SPECIAL PATE AND SAUSAGES**  
Even Manfred's own line are cakes and bread alone, so he also offers a tantalising range of tempting deli items as well.

**Choose from this tantalising list of out-of-this-world foods at down-to-earth prices:**

Oven-fresh Home Baked Breads  
Fresh Rolls, Cocktail Party Snacks and Buns  
Savoury Croissants, Curry Puffs, Pies  
Danish Pastries and Muffins  
Sausage Rolls, Quiches, Cookies and Biscuits  
Wedding and Birthday Cakes  
Fresh Cream Tortes, Home made Chocolates

Selected Delicatessen Items  
Special Cakes, Tarts, and Tortes  
And a whole range of Manfred's Specialities, including:  
• Captain Bush Cake • Viennese Roll  
• French Pastries • Florentine  
• Belvedere Slice  
• Yoghurt Fruit Tart

**Phone Manfred's Bakery on 234-5599 to order or for further details.**



Brochure of Manfred's Bakery in the 1980s, highlighting six bakery items: Captain Bush Cake, Royal Orchid Cake, Tree Cake, oven-fresh bread, and Manfred's special pate and sausages.

Wedding cake and bakery items from Manfred's Bakery, circa 1986





General manager Peter Thompson (front row center-left), with staff on Loy Kratong festival in 2002.



General manager Malcolm McHardy (right) at the handover event, where keys were symbolically handed over to ITT Sheraton in 1985



Owner and committee meeting on September 15, 2000.



General manager Erhard Noreisch joins the management team in giving alms to monks on the occasion of the hotel's 10<sup>th</sup> anniversary on July 22, 1993.



Staff party at the canteen on December 27, 1984, in celebration of the hotel's 100% occupancy rates.





Hotel board and management team attending a Christmas dinner at the Royal Orchid Suite (circa 1990)



General manager Malcolm McHardy (front row center) and a staff football team at the hotel's first Sports Day held on December 17, 1983.



A thank you party for secretaries on April 23, 1993, organized as part of Royal Orchid Sheraton Hotel & Towers' 10<sup>th</sup> anniversary celebrations, in which a fashion show of Yves Saint Laurent's "Working Collection" was showcased.





Towers Lounge (circa 1991)



The evolving looks of Royal Orchid Sheraton Hotel & Towers' room



A farewell party for the executive directors of Agence France-Presse (AFP) Asia-Pacific from 24 countries in Bangkok to attend the "Conference Asie-Pacifique 1993". The party was joined by various dignitaries including AFP-France managing director, AFP-France director of overseas service and ambassadors from Netherlands, Germany, and France.



U.S.-based Prestige Magazine publisher and editor-in-chief Dr. S.E. Elia (right), presents Royal Orchid Sheraton Hotel & Towers' hotel manager Cedric Bonvin (center) with the award for "Best Service Hotel" in its 4th Annual Excellence Awards in 1993.



Current general manager Keith Hardie (left) welcomes Malcolm McHardy (right), previous general manager of Royal Orchid Sheraton Hotel & Towers from 1984 to 1985, when the latter paid a visit in 2012.

*Awards &  
Accolades*



# INTERNATIONAL RECOGNITION FOR ROYAL ORCHID SHERATON HOTEL & TOWERS

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The Royal Orchid Sheraton Hotel & Towers has over the past 30 years constantly striven to deliver the best an international hotel can give in every way. This pursuit has been widely appreciated and the following awards bear testament to its unstinting pursuit of excellence.

## 2012

The T + L awards, Travel & Leisure Magazine's Top Ten Hotels in Asia  
The T + L awards, Travel & Leisure Magazine's Top 10 Hotels for Value Overall in Asia  
The T + L awards, Travel & Leisure Magazine's Top 10 Hotels for Value Overall for rates of US\$300 a night or less  
The T + L awards, Travel & Leisure Magazine's Top 10 Hotels for Value Overall for rates of US\$150 a night or less

## 2011

The T + L awards, Travel & Leisure Magazine's Annual list of the "Top 25 City Hotels in Asia"  
The 30/20 award, SW's Global initiative for a 30% reduction in energy consumption and 20% reduction in water consumption per available room, by 2020.  
Green Building Management Award - Silver level

## 2010

Conde Nast Traveler's prestigious Gold List and Gold List Reserve – Conde Nast Traveler, U.S.A. Readers' Choice Award  
Thailand's Best Restaurants 2010 for Giorgio's Restaurant, voted by the readers of Thailand Tatler Magazine

## 2009

Awarded as a Thailand Tourism Standard Hotel for 2009 – 2011

## 2008

Conde Nast Traveler's prestigious Gold List and Gold List Reserve – Conde Nast Traveler, U.S.A. Readers' Choice Awards  
The T + L Awards, 500 World's Best Hotel 2008.  
The World Luxury Award 2008, for the Luxury Hotel categories and listed as a Finalist for the Luxury Hotel & Conference Centre.

## 2007

World Travel Awards 2007, Thailand's Leading Conference Hotel and Thailand's Leading Hotel.  
The T + L awards, Travel & Leisure Magazine's Top 50 World's Best Hotels in Asia 2007  
The T + L awards, Travel & Leisure Magazine's Annual list of the "World's Best Hotel Values" hotel in the world.  
Conde Nast Traveler's prestigious Gold List and Gold List Reserve – Conde Nast Traveler, U.S.A. Readers' Choice Awards

## 2006

The T + L 500 awards, Travel & Leisure Magazine's Annual list of the 500 greatest Hotel and resorts in the world.  
Conde Nast Traveler's prestigious Gold List and Gold List Reserve – Conde Nast Traveler, U.S.A. Readers' Choice Awards

## 2005

The T + L 500 awards, Travel & Leisure Magazine's Annual list of the 500 greatest Hotel and resorts in the world.  
Conde Nast Traveler's prestigious Gold List and Gold List Reserve – Conde Nast Traveler, U.S.A. Readers' Choice Awards

## 2004

Thailand's Best Restaurants 2004 for Giorgio's Restaurant, voted by the readers of Thailand Tatler Magazine  
One of four selected as "Best Hotels in Thailand" by Travel+Leisure Magazine, USA.  
Conde Nast Traveler's prestigious Gold List and Gold List Reserve – Conde Nast Traveler, U.S.A. Readers' Choice Awards

## 2003

Conde Nast Traveler's prestigious Gold List and Gold List Reserve – Conde Nast Traveler, U.S.A. Readers' Choice Awards  
One of 25 best hotels in Asia for the prestigious Gold List and Gold List Reserve - Conde Nast Traveler's 2003, Readers' Choice Awards  
500 Greatest Hotels in the world – Travel & Leisure U.S.A.  
Top 30 Asian Hotels – Conde Nast Traveler, U.S.A. Readers' Choice Awards.

## 2002

Top 3 Seafood Restaurants for River Night Market – Bangkok Dining & Entertainment Best Restaurant Awards, organized by Bangkok Dining & Entertainment Guide Book.  
Conde Nast Traveler's prestigious Gold List and Gold List Reserve - Conde Nast Traveler, U.S.A. Readers' Choice Awards  
The Top Hotels for Value in Asia - Travel & Leisure, USA  
Thailand's Best Restaurants 2002 for Giorgio's Restaurant – voted by the readers of Thailand Tatler Magazine

## 2001

Conde Nast Traveler's prestigious Gold List - Conde Nast Traveler, U.S.A. Readers' Choice Awards.



Royal Orchid Sheraton Hotel & Towers was awarded top "Best Business & Leisure Hotel Bangkok 1993" by Zakenries Business Travel Magazine from Benelux, Holland.

#### 2000

Top 20 Asian Hotels - Conde Nast Traveler, U.S.A. Readers' Choice Awards

#### 1999

Top 7 Best business hotels in the world - Business Traveller Magazine U.K., November 1999

M&C Gold Award 1999 "Best Theme Venue Hotel" - M&C Magazine, October 1999

#### 1998

Featured in Conde Nast Traveler Magazine, U.S.A. as one of the world's top 500 places to stay in "Traveler Gold List" Readers' Choice Awards  
Awarded "Best of the Best 1998" - Tourism Asia

The CIM Accolade Award 1997 in recognition to the high standard of services and facilities - Convention & Incentive Marketing News Magazine, Australia

#### 1997

The CIM Accolade Award 1996 in recognition to the high standard of services and facilities - Convention & Incentive Marketing News Magazine, Australia

No. 4 "Best Business Hotel - Worldwide" - Business Traveller Magazine, U.K.

No. 9 "Top Pacific Rim Hotel" - Condé Nast Traveler Magazine, U.S.A.

The Top 25 Hotels in Asia - Travel & Leisure Magazine, U.S.A.

The Best Hotel Chain in Asia - TTG Asia, PTN Asia Pacific

No. 1 "Best Indian Restaurant" 1997" - Bangkok Dining & Entertainment

#### 1996

No. 5 "Best International Hotel Worldwide" by Business Traveller Magazine, UK

Ranked Top 25 Best Foreign Hotels - Condé Nast Traveler Magazine, U.S.A.

Bukhara Restaurant, one of the "Best Restaurant 1996" - Bangkok Dining & Entertainments.

#### 1995

No. 3 "The Best Places to Stay in the World" among Asian Hotels of 'Gold List'

Conde Nast Traveler Magazine, U.S.A

No. 1 "Best Business Hotel" - Executive Travel Magazine, Belgium.

No. 1 "Best International Hotels in Business" - US Today Newspaper: International Edition, U.S.A.

No. 1 Best Business Travel Facilities 1994 - Executive Class Magazine, The Netherlands.

No. 4 "Best Individual Hotel Worldwide" - Business Traveller Magazine, U.K.

## 1994

No. 3 "Golden Bell Award" for the Hotel's quarterly magazine "Views from the River" at the 37th Annual Hospitality Sales & Marketing Association International's Adrian and Golden Bell Awards Competition, U.S.A.  
No. 1 "Best Conference Hotel" - Executive Travel Magazine, U.K.  
No. 1 "Best Hotel" from 6th Far East & South Pacific Live Seminar of Meier's Weltreisen, Germany  
Among "Top Ten Favourite Hotels in the Region" - Business Traveller Magazine Hong Kong  
No. 1 Service Award "Towers Floors" - Executive Business Magazine, Holland  
No. 3 "Best Individual Hotel Overall Worldwide" - Business Traveller Magazine U.K.  
No. 1 "Favourite Vacation Hotel Worldwide" - Business Traveller Magazine U.K.

## 1993

No. 5 among "Top 25 Foreign Hotels", No. 13 among "Top 100 Hotels in the World", and among "Top 10 Best Hotels in the World" - Condé Nast Traveller Magazine, U.S.A.  
No. 1 "Best Business & Leisure Hotel Bangkok 1993" - Zakenries Business Travel Magazine in Benelux, Holland  
No. 1 "Best Service Hotel" from Annual Excellence Awards Poll - Prestige Magazine, U.S.A.  
One of "The World's Best Top Ten Hotel in the Region" from Favourite Hotel Poll Business Traveller Magazine, Hong Kong  
No. 8 from "Travel Awards" - Business Traveller Magazine, Hong Kong

## 1992

"Best Hotel in Preserving in the Environment" Award - ENTECH Asean 1992, Bangkok  
"The Best Service among City Hotels in Asia/Pacific region for 1992/1993" Awards - Prestige Magazine, U.S.A.  
No. 1 "Best Favourite Hotel for Vacation" - Business Traveller Magazine, U.K.  
No. 3 among "Top Ten Business Hotel in the World" - Business Traveller Magazine, U.K.  
One of "The World's Top Twenty Best Hotel" - Condé Nast Traveler Magazine, U.S.A.  
One of "The World's Top Ten Best Hotel" by Business Traveller Magazine, Hong Kong

## 1991

No. 1 in "Hotel for Vacation Worldwide" - Business Traveller Magazine, U.K.  
No. 3 in "World's Top Ten Business Hotels" - Business Traveller Magazine, U.K.  
One of "The World's Top Ten Hotels" - Business Traveller Magazine, U.K.

## 1990

One of "The World's Top Ten Hotels" - Condé Nast Traveler Magazine, U.S.A. - No. 1  
"Best Hotel in Bangkok" - Executive Traveller Magazine, U.K.  
"Asia-Pacific '90 Award for Business Administration in Service Management", Bangkok

## 1989

3rd "Best Hotel" - Condé Nast Traveler Magazine, U.S.A.  
12th place among "Top 100" across all travel related categories worldwide - Condé Nast Traveler Magazine, U.S.A.  
One of "Top Ten Business Hotel" - Business Traveller Magazine, U.K.  
One of "The World's 50 Best Hotels" - Business Traveller Magazine, U.K.

## 1988

One of the Top Ten Best Individual Hotels for Business Executives in the World - Business Traveller Magazine, U.K.

## UK magazine readers vote Sheraton tops

THE Royal Orchid Sheraton Hotel is the top hotel in Bangkok, according to a survey conducted by the London-based Executive Travel magazine.

The hotel received a 75.5% score from UK businessmen travelling to Thailand and staying in various hotels.

The survey, published in the magazine's April edition, included the top 10 hotels in Bangkok.

In second place was the Hilton International (74.5%), followed by the Oriental (73.5%), the Shangri-La (72.6%) and the Dusit Thani (71%).

Royal Orchid Sheraton general manager Peter Hollaus said he and his staff were elated with the results.

He said it would boost staff morale during a difficult time when the country was experiencing a tourism slowdown.

"This will definitely help restore confidence among foreign businessmen and tourists in Thailand and its economy," he said.

"The voting also marks a major achievement for this hotel and we are proud that our guests have finally recognised the real services and what they should get for their

money."

Opened in 1983, the riverside hotel was initially managed by the Hong Kong-based Mandarin Group before Sheraton Corp took over in 1985.

A listed company on the Thai stock market, the hotel's major shareholders include Thai Airways International, the ItalThai Group, the Crown Property Bureau, and Siam Commercial Bank.

Sheraton Corp has also signed contracts to manage several other properties in key tourist provinces including Phuket, Kanchanaburi and Nakhon Ratchasima.

It is holding talks on developing another property in Bangkok, as well as in several other cities.

Sheraton Corp, affiliated with FIT Corp, has signed a contract for a \$110-million hotel in Kuala Lumpur, the chain's first such property in Malaysia.

The property will be a joint venture between FIT Sheraton and IHD Holding Ltd, holding 49% and 50% stakes, respectively. The remaining 1% will be held by IHD chairman and chief executive Ching Poh.

Bangkok Post newspaper clipping dated April 1, 1991. The Royal Orchid Sheraton was highlighted as the top hotel in Bangkok as chosen by UK businessmen traveling to Thailand, winning the "Best Conference Hotel" recognition.



