

## Hotel NIDA Launches 5th Hotel in ASEAN

**28<sup>TH</sup> March 2018. Bangkok** – Shanda Group backed Hotel NIDA, today announces the opening of its fifth hotel in less than six months.

The latest addition to the Hotel NIDA portfolio is in Pattaya, Thailand, has 41 deluxe rooms and faces the world-famous beach of JomTien. This resort location compliments the other Hotel NIDA city-centre locations in Bangkok (Sukhumvit 31, Sukhumvit 81 and Rachada) and Kuala Lumpur, Malaysia (Changkat Bukit Bintang).

With its tagline “Asia at your doorstep”, customers are assured of excellent locations adjacent to key city attractions and public transportation such as the BTS or LRT. In Pattaya, the hotel is next to a world-famous Thai beach and shopping area plus comes with a roof-top pool overlooking the gorgeous Pattaya Bay.

Hotel NIDA acquires long-term leases on existing, successful boutique hotels in excellent locations, re-brands and operates them. This asset-light, lease and operate model has been proven time and time again successful by a variety of China players including Home Inn, 7 Days and China Lodging Group (NASDAQ: HTHT). Hotel NIDA is the only asset-light, lease and operate player in ASEAN that takes full operating control of the hotel property, thereby ensuring control of the customer experience and data. The model adds zero capacity to the marketplace but Hotel NIDA is able to immediately effect significant labour, purchasing, operating, and rate management efficiencies for properties added to its portfolio thereby making the model a “win-win” for property owners, customers and Hotel NIDA.

*“Hotel NIDA provides Independent Hotel Owners (IHO) with a long-term, profitable outsourcing solution for their properties. IHOs are facing increasing competition in the sector and pressures from OTAs. Many owners are now finding that outsourcing to Hotel NIDA is a convenient solution which allows them to receive guaranteed rental income whilst removing the daily operational challenges of running the property and catering to ever-demanding guests. We are committed to partnering with Thailand’s best-of-class, independent boutique hotels in the 40 – 100 room category for long-term mutually profitable relationships.*

*Branded accommodation in the value and economy hotel segment in ASEAN is still less than one percent. Compared with branded penetration in China (23%) and USA (70%), ASEAN gives Hotel NIDA an incredible growth opportunity whilst we expand on our first-mover advantage in the region. We are the only lease and operate player in ASEAN that takes full inventory control at the property level thereby ensuring control of the customer*

*experience. We have an incredible portfolio of new hotels that will be added to Hotel NIDA in the coming months across Thailand. These properties will further strengthen our chain and operating efficiencies, relationships with corporate customers and the travelling public whilst bringing the business to net income profitability for our shareholders.”* Commented Kaneswaran Avili, CEO & Co-Founder.

All the hotels are available for bookings through [www.hotelnida.com](http://www.hotelnida.com) and on all major Online Travel Agents (OTA).

## **About HOTEL NIDA**

Hotel NIDA was founded in August 2015 and has developed a database and relationships with over 3,500 hotels in ASEAN. We offer an innovative outsourcing solution for Independent Hotel Operators (IHO) of 40 – 100 room properties while providing a consistent quality, best-value-for-money stay for our guests whilst leveraging technology and chain efficiencies.

Hotel NIDA was founded by Kaneswaran Avili with Dennis Melka and is backed by leading global investment groups including Shanda Group ([www.shanda.com](http://www.shanda.com)), Cyberagent Ventures ([www.cyberagentventures.com](http://www.cyberagentventures.com)), True Capital ([true.global](http://true.global)) and Convergence Ventures ([www.convergencevc.com](http://www.convergencevc.com)).

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