



S Hotels & Resorts' Free-Spirited Lifestyle Brand, SAii, Celebrates Homecoming as Two Beachfront Resorts Open in Thailand

SAii Laguna Phuket and SAii Phi Phi Island Village both launch in the country's southern islands, introducing homegrown culinary and wellness signatures, Mr Tomyam, Miss Olive Oyl and Lèn Be Well, to the Southeast Asian market, having been successfully pioneered at SAii Lagoon Maldives



SAii Laguna Phuket is nestled on the shore at Bangtao Beach, as part of Laguna Phuket, the world-class integrated resort

For Immediate Release

2 February 2021

BANGKOK, THAILAND: SAii, the fun and free-spirited upper-upscale lifestyle brand from S Hotels and Resorts PCL, Thailand's homegrown hotel group, has arrived in its spiritual home with the opening of its first two resorts in the "Land of Smiles": SAii Laguna Phuket and SAii Phi Phi Island Village.

SAii, which derives from the Thai word for "sand", was first unveiled in 2019 at SAii Lagoon Maldives, the idyllic island resort at CROSSROADS Maldives, Singha Estate's ground-breaking integrated destination in the Indian Ocean. Now, S Hotels & Resorts is celebrating the launch of its next two SAii resorts, both of which are nestled on the shores of Thailand's serene southern islands.

SAii Laguna Phuket is a bright waterfront resort that reflects the tropical beauty of the famous Thai island. It has undergone an extensive renovation including the creation of a new events hall, a stunning seafront restaurant, and an enhanced beachfront bar to integrate SAii wellness and culinary brand signatures. An integral part of Laguna Phuket, the world-class integrated resort at Bangtao Bay, overlooking the Andaman Sea, the retreat is perfectly suited to light-hearted couples, families, groups of friends, and one-of-a-kind weddings and events.

SAii Phi Phi Island Village, situated on a soft-sand 800-metre beachfront, has completed a series of improvements to its locally-inspired accommodation and amenities. The open-plan lobby, freeform pool, natural spa and sea-facing restaurants have all been upgraded, and the spectacular Hillside Pool Villas have been refreshed and remodelled, with the addition of a new two-bedroom option – the resort's top room category. The resort is further dedicated to preserving the environment through its interactive Marine Discovery Centre.



The two new SAii resorts in Thailand will attract “InSAiiders” – the brand’s term for experience-seeking explorers who value personal freedom, authentic encounters and a sense of discovery. These millennially-minded guests are tech-savvy, but also have a desire to look beyond the screen and engage in new adventures.



SAii Phi Phi Island Village integrates new wellness and brand signatures into the resort

With SAii, the guest journey follows a series of intuitive touchpoints, from “Hello”, a warm Thai welcome, to “Hub”, the social heart of the resort where guests can mix their own bedroom amenities in the M.I.Y Aroma Lab, and “Sleep”, the comforting guest room concepts. “Play” reflects each resort’s activities on land and at sea, including sustainable enterprises, “Treat” showcases its culinary offerings, and “Live” helps to deliver exceptional weddings and events, before “SAii For Now” provides a heartfelt goodbye.

To achieve this immersive guest journey, SAii Laguna Phuket and SAii Phi Phi Island Village, both packed with highly Instagram-able views and vistas, have introduced a series of wellness and F&B concepts to the Thai market. Mr Tomyam, which made its debut at SAii Lagoon Maldives, focuses on Thai-inspired dishes with live kitchens and alfresco seating; while Miss Olive Oyl is a vibrant Mediterranean-style seafood grill and bar. Lèn Be Well, which is already delighting Thai guests at Santiburi Koh Samui, promises a personalised approach to wellbeing through five core pillars: Romance, Relax, Culture, Adventure and Family. Through these signatures, each SAii resort also offers a deep connection with its destination and environment.

“S Hotels & Resorts is a proud Thai company with an international outlook. Our charismatic brand, SAii, embraces many of the qualities for which Thailand is famous, such as kindness, humbleness and friendliness, coupled with creativity, style and fun. Having successfully introduced SAii to the international market with SAii Lagoon Maldives, we are delighted to bring this concept back home with the launch of SAii Laguna Phuket and SAii Phi Phi Island Village. These resorts will be integrated deep within their communities and I look forward to introducing them to our InSAiiders,” said Dirk De Cuyper, Chief Executive Officer, S Hotels & Resorts.



Pioneering SAii Lagoon Maldives opened in 2019 in the award-winning CROSSROADS development

The unveiling of Thailand’s first two SAii resorts will kickstart an exciting year of expansion for S Hotels & Resorts, the hospitality arm of Singha Estate PCL, driven by the roll-out of its homegrown brands, including SAii and nābor, an alternative collection of locally-inspired “luxury-midscale” hotels and resorts. The group currently operates a global collection of 39 hotels and resorts on three continents, totalling more than 4,600 keys, but it is aiming to double this portfolio by 2025.

SAii Phi Phi Island Resort and SAii Laguna Phuket are launching an exclusive “**Ready to SAii-in**” opening promotions available to be booked from February 1-28 for a stay period of February 1 to June 30, 2021.

SAii Phi Phi Island Resort, starting from THB3,750 (or THB2,250 Travel Together)

Includes daily breakfast, complimentary round-trip land and sea transfers, kids up to 12 years old stay for free, 25% discount of F&B, spa treatments, tours, excursions and diving and free upgrades to next room category.

SAii Laguna Phuket, starting from THB2,499 (or THB1,499 Travel Together)

Includes daily breakfast, Club benefits, kids up to 12 years old stay and eat for free (from the kids’ menu), one time set seafood dinner with a glass of sparkling wine for two persons for a minimum stay of two nights, early check-in at 10am and late check-out at 4pm subject to availability, 25% discount off F&B and free upgrade to the Ocean Wing.

Book now at hello.SAiiresorts.com

To learn more about S Hotels & Resorts, please visit www.shotelsresorts.com or follow us on [Facebook](#), [Instagram](#), [YouTube](#) or [LinkedIn](#).

ends



About S Hotels and Resorts Public Company Limited

S Hotels and Resorts Public Company Limited, the hospitality arm of Singha Estate Public Company Limited, is a fast-growing, Thai-inspired company with an extensive international portfolio and world-class standards. Specialising in the management and investment of high-quality hotels and resorts in desirable destinations across the globe, S Hotels & Resorts has created a collection of its own distinctive lifestyle brands, whilst also partnering with the hospitality industry's leading names. The company aims to set new standards for leisure and lifestyle through diversified business platforms and to enhance value for all its stakeholders based upon a philosophy of sustainable development and delivering benefits to local communities. To learn more, please visit www.shotelsresorts.com or follow us on [Facebook](#), [Instagram](#), [Youtube](#), or [LinkedIn](#).

For more information and high-resolution images, contact:

Lalita Somboonsuk (Ta)

Corporate Marketing Communications Manager

S Hotels & Resorts | Singha Estate PCL

Tel: +66 (0) 2058-9888 ext. 320

E-mail: lalita.s@shotelsresorts.com

Website: www.shotelsresorts.com

David Johnson

CEO, Delivering Asia Communications

Tel: +66 (0) 2246 1159

E-mail: dj@deliveringasia.com

Website: www.deliveringcommunications.com