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THAILAND

The Standard Hotels launches a brand-new concept in Thailand

The Standard Hotels, the taste-making global hospitality brand, recently announced its flagship project in Thailand: **The Peri Hotel**. Joining the company's Standard and Bunkhouse brands, the Peri Hotel launches this October in Khao Yai and Hua Hin. The hotels will take over pre-existing Escape properties, both of which are owned by Sansiri, the majority stakeholder of the company since 2017. Expect down-to-earth, Millennial-friendly designs, with the Hua Hin branch drawing inspiration from Hemingway's "The Old Man and the Sea" and the Khao Yai property from "Out of Africa." Opening rates have been slashed, too, starting from B2,280 for stays from Oct 1 (available until Aug 31).