

## Cross hotels launches new brand

- A Monitor Desk Report

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Cross Hotels & Resorts has reached a major milestone with the launch of Cross Collection, striding into the new year a blend of stylish resorts and city hotels in first-tier tourist and business destinations. An amalgamation of unique properties throughout Asia Pacific, Cross Collection is a hospitality network for all.

The freshly inked deals mark the beginning of a new chapter for Cross Hotels & Resorts as it continues to add to its impressive portfolio of boutique properties, unveiling Haven't Met Bangkok Silom and Itz Time Hua Hin Pool Villa. Haven't Met Bangkok By Cross Collection is located in the central business district and offers 72 contemporary guest rooms, a rooftop swimming pool and access to the Skytrain, which makes it a compelling choice for the new generation of travellers who seek excitement, convenience and value for money.

Meanwhile, Itz Time Hua Hin Pool Villa By Cross Collection is a stunning residential-style resort in the coastal town of Hua Hin that features 16 three-bedroom Pool Villas ranging in size from 279–440sqm, making them the perfect choice for private weekday staycations or weekend family getaways. Appealing to Cross Hotels &

Resorts' aficionados of young, independent travellers and ideal for corporate events, the resort offers the ultimate escape in exceptionally appointed villas.

Harry Thaliwal, CEO of Cross Hotels & Resorts, said: "Cross Collection is our white-label branding solution for independent hotels and I'm proud to welcome Sincere Capital Land Co., Ltd to our family. It's our entrepreneurial approach that allows us to push traditional hospitality boundaries and offer partners very workable solutions that elevate their businesses to a higher level. We give owners the opportunity to belong to a strong, international brand with a global distribution network that's continually growing."

Building on Cross Hotels & Resorts' Uniquely Yours approach, the new properties share the same corporate vision of providing guests with unforgettable experiences through their passion for hospitality. This hunger to go the extra mile is fundamental to the success of Cross Hotels & Resorts as the company is relentlessly committed to excellence.

"We have complete trust and confidence in Cross Hotels & Resorts, in its brands and in the global distribution, which is backed by Flight Centre Travel Group. We are honoured to become part of Cross Collection as we have our own story to tell and we want to bring it to life. With Cross Collection we can be us," said Chayaphon Hunrunroj, Owner of Sincere Capital Land Co.

Cross Hotels & Resorts current portfolio includes more than 23 hotels under five distinct brands – Cross, Cross Vibe, Away, Lumen and Cross Collection – across Vietnam, Indonesia, Thailand and Japan.

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