

IHG expands Garner brand to Southeast Asia

- A Monitor Desk Report

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Dhaka : IHG Hotels & Resorts has announced the debut of its Garner brand in Southeast Asia, with Garner Hotel Pattaya Central set to open later this year on Thailand's east coast.

This marks a major step forward for Garner, IHG's fast-growing midscale conversion brand launched in 2023, which now includes 51 open hotels across countries like Japan, the US, and Germany, and 87 more in the pipeline.

The Pattaya property, developed in partnership with long-term collaborator Nova Park Company Limited, will open in phases starting with 153 modern, residential-style rooms and suites.

Guests can expect Garner's signature essentials: comfortable beds, free Wi-Fi, bean-to-cup coffee, and 24/7 snacks from the Garner Shop, all designed to deliver a relaxed, people-first experience.

Located in central Pattaya — an hour from Bangkok Suvarnabhumi Airport — the hotel will feature an all-day dining restaurant, swimming pool, fitness centre, and DIY laundry.

It will become IHG's fourth property in the city, joining InterContinental Pattaya Resort, Holiday Inn Pattaya, and Holiday Inn Express Pattaya Central.

Vivek Bhalla, Managing Director, South East Asia & Korea at IHG, noted that Thailand has historically been a launchpad for IHG brands in the region.

He emphasized the company's strong relationship with Nova Park, following their success with Holiday Inn Express Pattaya Central.

Eli Fineman, Director at Nova Group, added that the hotel supports Pattaya's tourism growth and complements ongoing investment in the Eastern Economic Corridor.

Conversions accounted for 57pc of IHG's global room openings in H1 2025, and over a third of signings in Southeast Asia — a sign of growing demand for fast-access, high-return brand partnerships.

With 75pc of IHG's portfolio in the mainstream segment, the launch of Garner in Southeast Asia provides a strong new option for both owners and value-driven travelers.

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