



HAUTE GRANDEUR

| GLOBAL HOTEL AWARDS |

WORLD'S MOST BRILLIANT HOSPITALITY STARS TO BE REVEALED AT SPECTACULAR HAUTE GRANDEUR AWARDS GALA CEREMONY

27 October 2017 promises a night of opulence, accolades and acclaim as the Haute Grandeur Global Hotel and Spa Awards™ honor the world's best hospitality experiences at an illustrious Awards Gala Ceremony, hosted by Sofitel Bangkok Sukhumvit, Thailand.

Anticipated as one of the most dazzling events on the luxury hospitality calendar, the annual Haute Grandeur Global Hotel and Spa Awards™ Gala Ceremony commends exceptional establishments across 7 continents, 172 countries and 94 categories.

This prestigious red-carpet event is associated with status and exclusivity, drawing admired industry influencers, decision-makers and VIPs together in celebration as top luxury hospitality brands vie for the ultimate accolade in overall excellence. Leading hospitality groups represented include Anantara, Banyan Tree, Dusit Thani, Fairmont, Hilton, Mandarin Oriental, Sofitel, St Regis, The Four Seasons, The Peninsula, Rosewood, The Ritz Carlton, and Westin, among others.

The 2016 Awards took place at the Fairmont Abu Dhabi, United Arab Emirates, with Raffles Jakarta crowned as the overall victor. This year, industry VIPs and esteemed guests can expect a stunning event hosted by a celebrity emcee, with world-class entertainment and the finest cuisine.

Haute Grandeur Award nominees are shining examples and seen as the benchmark in the industry. Association with Haute Grandeur guarantees participating establishments unrivaled recognition and prestige, and emphasizes the importance of continuously striving for excellence. "Hospitality is one of the world's largest and fastest-growing industries. Healthy competition is crucial to the sustainability of an industry that creates so many jobs globally," says Haute Grandeur founder and Managing Director, Marinique de Wet. "We are proud to contribute and encourage establishments worldwide to continuously excel on all levels."

The Haute Grandeur Awards system is unlike any other. Unbiased results are guaranteed through a fair, transparent process that recognizes brilliance by means of quality guest feedback rather than the quantity of votes by a panel of judges or the general public. This unique approach to measuring excellence is why Haute Grandeur is in a class of its own.

Each year, Haute Grandeur chooses a leading destination to host the prestigious Awards Gala Ceremony. "Selection of the perfect host destination is essential to the success of the Awards," says De Wet. "Thai hospitality is world-renowned and we are elated to bring this spectacular event to Thailand this year. Bangkok won the bid to host because it is a one-of-a-kind city. With its fusion of traditional and contemporary, Bangkok is a gift for the senses. One moment you're exploring ancient temples and floating markets, the next you're immersed in luxurious hotels, restaurants and boutiques. With the upcoming Awards, our aim is to not only create a valuable networking opportunity, but encourage guests to experience first-hand why Thailand is among the most prosperous hospitality regions in the world. Haute Grandeur partners with the Award Gala Ceremony host to offer special rates and encourage our members to spend time in the host city."

+ 27(0)861 AWARDS | +27(0)861 292 737

INFO@HAUTEGRANDEUR.COM

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Sofitel Bangkok Sukhumvit, the south-east Asian flagship of Sofitel Hotels & Resorts, was chosen as the ideal host venue because of its unwavering dedication to raising the standards of service excellence in a highly competitive industry. The 32-storey state-of-the-art hotel is situated in a vibrant cosmopolitan district of Bangkok, and seamlessly blends French elegance with Thai culture to offer discerning guests a magnificent experience.

“We are honored and proud to be selected as the host property for the 2017 Haute Grandeur Awards,” says General Manager, Khun Oliver Schnatz. “This trusted Awards system reflects our commitment to excellence and recognizes the talent and ambassadors who work with unwavering dedication to excel. “We look forward to welcoming esteemed guests to this prestigious affair.”

As one of the most illustrious events of the year, the Haute Grandeur Awards Gala Ceremony is featured prominently in the media spotlight. 2017 global event partners include Etihad Airways, the Tourism Authority of Thailand, Sofitel Hotels & Resorts, and UBER.

“Our annual Awards Gala Ceremony not only provides a platform for dignitaries to celebrate their achievements,” says De Wet. “Most importantly, the Awards honor and recognize the values of dedication, ambition, leadership, hard work and success. By awarding only the best of the best, the Haute Grandeur Awards raise standards of service excellence and inspire outstanding hospitality establishments to reach even greater heights.”

Recognized as the highest accolade a hotel or spa can receive, a Haute Grandeur Award is a guaranteed golden stamp of excellence. Award winners and participating establishments are perceived as exceptional and distinguished by association.

For more information or to become a member, visit www.hautegrandeur.com

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