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CENTARA HOTELS & RESORTS CHOOSES DISCOVER THE WORLD MARKETING FOR ITS U.S. AND CANADIAN SALES

SCOTTSDALE, ARIZ, Dec. 16, 2013—Centara Hotels & Resorts, the leading hotel operator in Thailand, has chosen Discover the World Marketing for sales and marketing representation in the U.S. and Canada.

“We needed an established organization that could deliver broad distribution throughout the market, especially among the leisure (wholesale and retail) and MICE market segments,” said Chris Bailey, Centara Hotels & Resorts’ Senior Vice President of Sales and Marketing. “Centara also has a unique culture and business style, so finding a company that could embrace this was essential. Discover ticked all the boxes in our search.”

“As we expand our portfolio of 67 properties and operations in six countries, we felt it was the appropriate time to invest in the North American market more directly,” added Bailey. “Our five brands are four and five star luxury properties that are a good fit for this market.”

Jenny Adams, CEO of Discover the World Marketing, said, “Centara is a fast growing, industry friendly hospitality business, which sees the North American market as essential to support its continued growth. Centara already has an extensive range of wonderful locations, but plans further expansion into China, Africa and the Middle East in the near future. Discover is pleased to represent Centara and primed to deliver great results for this new client of ours.”

For more information about Discover the World Marketing, visit discovertheworld.com or call +1 480 707 5566 or +44 203 598 8030.

About Discover the World Marketing

Discover the World Marketing has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 85 offices in more than

60 countries capable of exceptional representation performance is unmatched. With a portfolio of more than 80 clients utilizing its sales, marketing and business process outsourcing services, Discover the World Marketing remains a dominant innovator for the travel industry.

About Centara Hotels & Resorts

Centara Hotels & Resorts is Thailand's leading operator of hotels, with deluxe and first-class properties covering all the major tourist destinations in the Kingdom. Counting further resorts in the Maldives, Vietnam, Shanghai, Bali Indonesia, Sri Lanka and Mauritius Indian Ocean and Ethiopia brings the present total to 67 properties. Brands and properties within Centara ensure that specific categories such as couples, families, individuals, and meetings and incentives groups will all find a hotel or resort that is appropriate to their needs. Centara operates 27 branches of Spa Cenvaree, one of Thailand's most luxurious and innovative spa brands, together with its newly launched value brand Cense by Spa Cenvaree, which provides core spa services for busy travelers. The company's Kids' Club is available at all the family-friendly resorts to ensure that youngsters and teens have their place to go. Centara Hotels & Resorts also operates three state-of-the-art convention centers in Bangkok, and two in northeastern Thailand--one located in Udon Thani and the other in Khon Kaen. The latest Centara brand is named COSI Hotels, an economy brand designed for travelers who predominantly make their bookings via the internet and who want comfort and convenience at the most friendly prices available. COSI Hotels are under development with the first property due to open in 2015.

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