

Discover Thai Varieties in Style



SERENATA
HOTELS & RESORTS GROUP

Bangkok | Chiang Mai | Chiang Rai | Hua Hin | Lampang | Kanchanaburi | Koh Yao | Sukhothai



THAI VARIETIES IN STYLE

Your Experiential Stay in Thailand

SERENATA Hotels & Resorts Group owns 17 properties in Thailand on 8 different locations – **Bangkok, Chiang Mai, Chiang Rai, Hua Hin, Koh Yao (Phuket – Phang Nga) Lampang, River Kwai in Kanchanaburi and Sukhothai** - All properties perfectly characterize the finest blend of beaches, green nature, mountains, hotspots, culture, history, city life and wellness, which leads SERENATA Hotels & Resorts Group the genuine **“Discover Thai Varieties in Style”** amongst worldwide recognition.



Culture Wonders

Chiang Rai

- The Legend Chiang Rai Boutique River Resort & Spa

Chiang Mai

- Hmong Hilltribe Lodge

Lampang

- Lampang River Lodge



Nature Wonders

River Kwai, Kanchanaburi

- River Kwai Jungle Rafts
- The FloatHouse River Kwai
- River Kwai RESOTEL
- Hintok River Camp @ Hellfire Pass
- Home Phutoey River Kwai
- RV River Kwai (Cruise)



History Wonders

Sukhothai

- Le Charme Sukhothai
- Legendha Sukhothai



City Wonders

Bangkok

- Hotel de Bangkok
- The Bangkokians



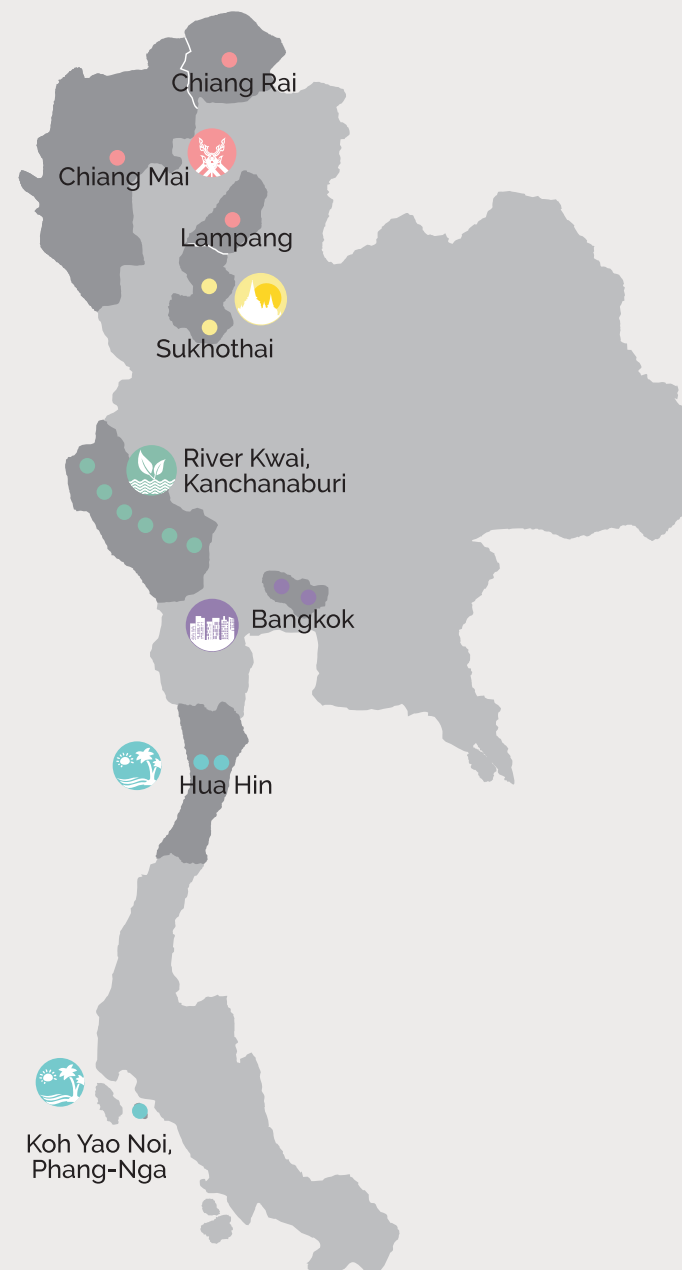
Beach Wonders

Hua Hin, Prachuapkirikhan

- The Rock Hua Hin Beach Front Spa Resort
- BLU Marine Hua Hin Resort & Villas

Koh Yao Noi, Phang-Nga

- Paradise Koh Yao
- TreeHouse Villas Koh Yao



The image features a dense, layered background of dark green leaves, likely peace lilies, with prominent veins. A gold-colored geometric frame, resembling a stylized diamond or a square with inward-pointing corners, is centered over the foliage. The text "Stay Green" is written in a gold, cursive script font, with a small leaf icon integrated into the letter 'y'. Below it, the words "STAY SERENATA" are written in a gold, all-caps, sans-serif font.

Stay Green

STAY SERENATA

Sustainability

with SERENATA

Climate change is a real threat. Don't wait for anyone to save our world. It's everyone's responsibility.

Do it more or less, it is better than ignoring and start nothing. We need to take a step forward.

*What we want to hear from everyone is that **"I am doing the best I can"**.*

The billions of people will definitely create a great impact to cure the world we live on.

Chatchawan Soorangura

Executive Director at SERENATA Hotels & Resorts Group



We care about tomorrow and are therefore embracing corporate social responsibility in our daily operations; we provide professional employment for local, ethnic minority groups and we are meanwhile actively involved in the sustainable development of the region. In pursuit of being Green Hospitality and values in sustainability, we protect, build, strengthen the environment and communities through our effective policies and efficient operations.

SERENATA Hotels & Resorts Group has been committing to environmental sustainability since 1976 when we launched our first eco lodge in Kanchanaburi. From our strict environmental practices, we completely stop wildlife hunting and deforesting in our area. When people have full-time jobs with us, they are also implanted with our environmental mindsets.

BANGKOK

City & Shopping





Hotel de Bangkok

Bangkok

www.HoteldeBangkok.com

FAST FACTS

- 50 rooms : Urban, Superior, Deluxe, Deluxe Balcony
- Located near Pratunam and Victory Monument
- 4 min walk to Airport Rail Link, Ratchaprarop Station
- Table 12 Restaurant for healthy Thai cuisine and drinks
- Free hi-speed WiFi

KEY FEATURES

- Boutique city hotel near Pratunam Shopping arcade.
- Centrally located in the city hub. Easy access to shopping arcades, restaurants.
- Spacious rooms with bathtubs.
- Restaurant & bar for all day dining.
- Free WiFi.
- Buffet breakfast option available.



PHOTOS & VIDEOS

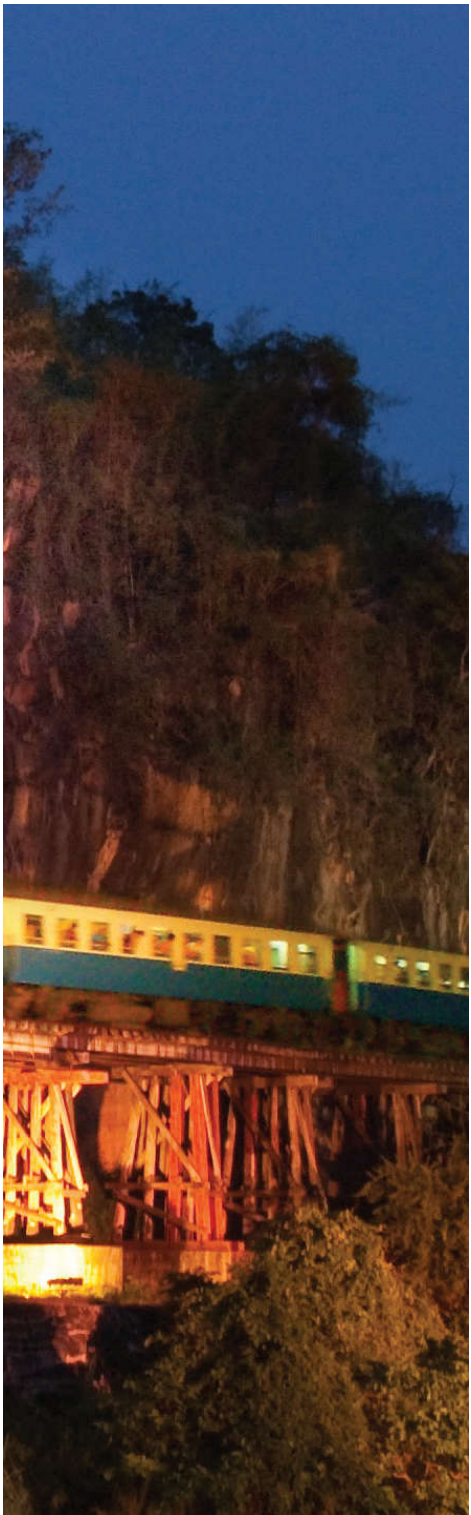


Superior Balcony

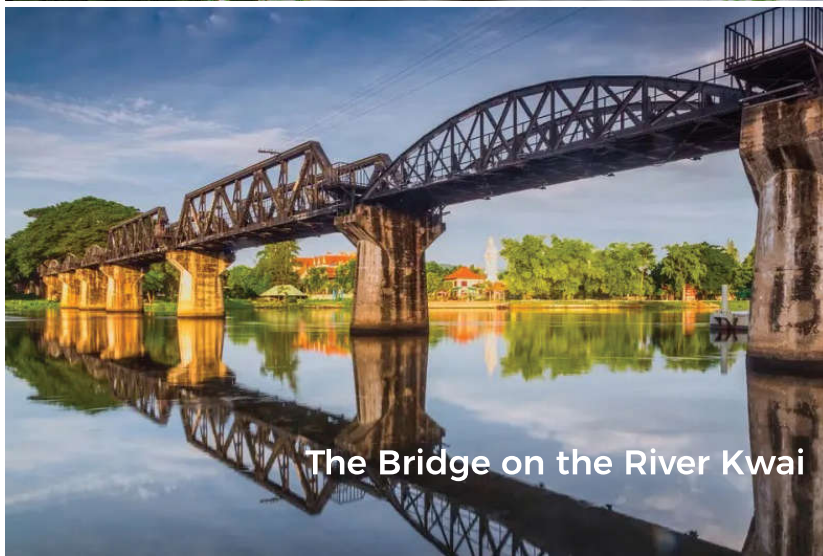
KANCHANABURI

Nature & Historical along the Kwai river





Huai Mae Khamin Waterfall



The Bridge on the River Kwai



Hellfire Pass



RIVER KWAI JUNGLE RAFTS

PHOTOS & VIDEOS



"Original Floating Hotel since 1976"



River Kwai Jungle Rafts

Kanchanaburi

www.RiverKwaiJungleRafts.com

FAST FACTS

- 125 floating raft rooms : double / twin / triple
- Floating on River Kwai Noi embraced by mountainous green jungle
- Worldwide awarded floating hotel

KEY FEATURES

- Floating hotel with private room, bathroom & terrace.
- Conserving eco & sustainable concept. No use of electricity.
- Jungle Restaurant for all day dining & Jungle bar for drinks.
- Authentic Mon Village & Temple behind the raft.
- Cultural Mon Dance Show for evening entertainment.
- Enjoy our friendly elephants, river jump, canoeing, bamboo rafting, walking trails.



The **FLOATHOUSE**
RIVER KWAI

"Luxury River Retreat"

PHOTOS & VIDEOS





The FloatHouse River Kwai

Kanchanaburi

www.TheFloatHouseRiverKwai.com

FAST FACTS

- 30 elegant floating villas : double / twin / triple (sofa bed)
- Floating on River Kwai Noi facing the remarkable cliff
- World renowned luxury floating hotel

KEY FEATURES

- Luxurious boutique floating villas on a magnificent stretch of River Kwai.
- Unique spacious villa with rain shower, private terrace with sun lounger & swing chair.
- Gorgeous floating restaurant & bar for all day dining & drinks.
- Near Lawa Cave and Saiyok National Park.
- Explore nearby stalactite and stalagmite cave and other tours & excursions.





PHOTOS & VIDEOS



"GLAMPING SAFARI TENTED CAMP @ HELLFIRE PASS"



Hintok River Camp @ Hellfire Pass

Kanchanaburi

www.HintokRiverCamp.com

FAST FACTS

- 40 safari canvas tented camp : Superior / Deluxe
- Located in Hellfire Pass on a cliff overlooking River Kwai
- Awarded for its thematic & surrounding nature

KEY FEATURES

- Naturally elegant tented camp with intimate safari touch.
- Spacious camp with air-con & ensuite bathroom with hot running water.
- Close to Hellfire Pass Memorials & Hiking Trails.
- Campfire BBQ dinner under a clear sky full of stars.
- Gorgeous natural spring pool by the river with panoramic view of River Kwai.
- Bar for dining and drinks in semi-outdoor atmosphere.
- Massage House for relaxing Thai Royal massage.



RIVER KWAI
RESOTEL

"Miracle amidst the Jungle"

PHOTOS & VDOS





River Kwai RESOTEL

Kanchanaburi

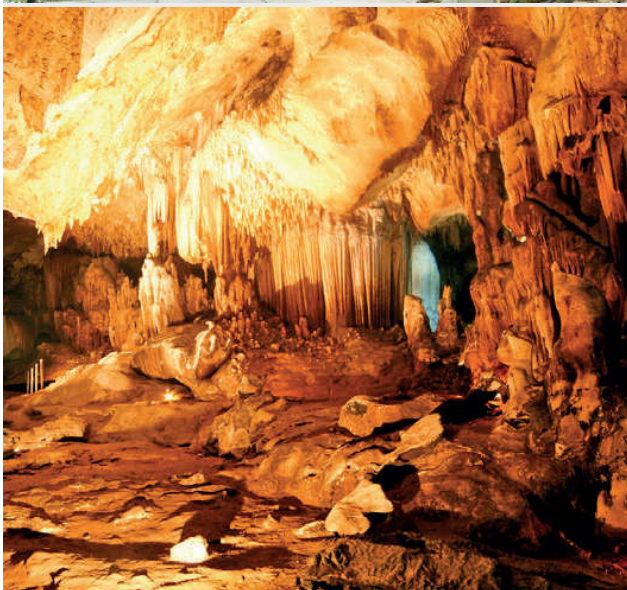
www.RiverKwaiResotel.net

FAST FACTS

- 99 rooms
- Located by River Kwai Noi near Lawa Cave and Saiyok National Park

KEY FEATURES

- Jungle setting & river view accommodations.
- Jungle restaurant for all day dining serving Thai & Western delicacies.
- Live music every evening at Clubhouse.
- Turquoise swimming pool surrounded by the jungle.
- Herbal Thai Massage.
- Plenty of things to do; canoeing, biking, cave visit, walking to orchard, herbal & palm garden, bamboo rafting, cooking class, Mon village visit, and much more.



HOME PHUTOEY

RIVER KWAI



PHOTOS & VIDEOS



"Hot spring. Adventure. Peace park"



Home Phutoey River Kwai

Kanchanaburi

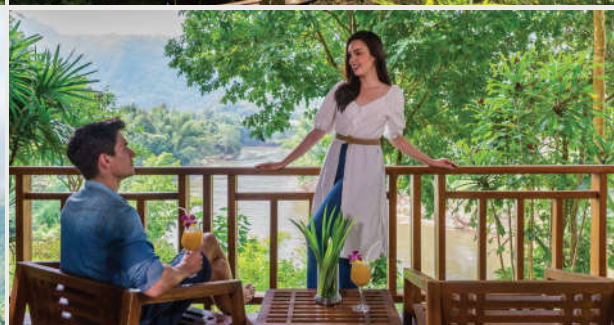
www.HomePhutoeyRiverKwai.com

FAST FACTS

- 54 log cabin home style rooms and Hotspring Villas
- Located by River Kwai with stunning panoramic scenery
- Hotspring (onsen), Treetop Adventure Park, Museums Waterfalls & Lake adventure

KEY FEATURES

- Hotspring resort among the nature with TreeTop Adventure park.
- Boutique log cabin home with rain shower and private veranda.
- Onsite 100% natural hotspring from underground source.
- Dining space with panoramic view of River Kwai.
- Onsite ultimate zip-lining adventure, Treetop Adventure Park.
- Onsite museums & gallery of WW II.
- Onsite lake adventure e.g. canoeing and paddle boat.
- Swimming pool and hot pool.
- Meeting room up to 150 people.



River View Onsen Villa



PHOTOS & VIDEOS



"Cruise in Style"



RV River Kwai (Cruise)

Kanchanaburi

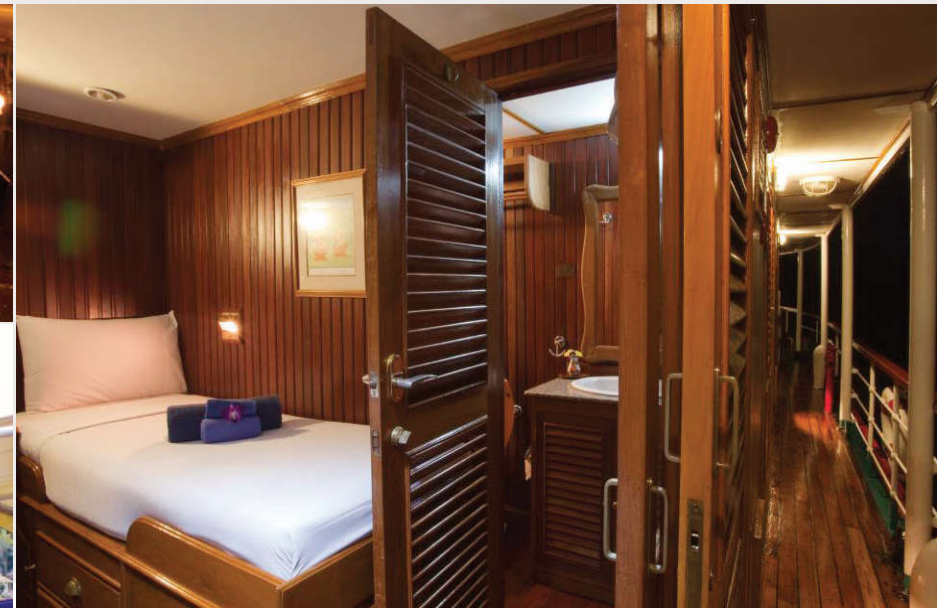
www.CruiseAsia.net

FAST FACTS

- Inland cruise ship with 10 deluxe teakwood cabins
- Depart on Monday for upstream & Thursday for downstream

KEY FEATURES

- Built in colonial style based on the design used by original Irrawaddy Flotilla founded in Myanmar in 1865.
- Air-con suites with ensuite bathroom.
- Operates on a 4 days / 3 nights year round program every Monday Thursday and Thursday-Sunday on both Upstream and Downstream programs alternately.
- Opens up an entirely new area for river tourism in Kanchanaburi province west of Bangkok. Every morning and afternoon land excursions are offered to visit attractions along the river including temples, historic sites, Khmer ruins, waterfalls, war cemeteries, hot springs, the bridge on the River Kwai and local attractions.



NORTHERN

Peaceful culture & Distinctive Nature







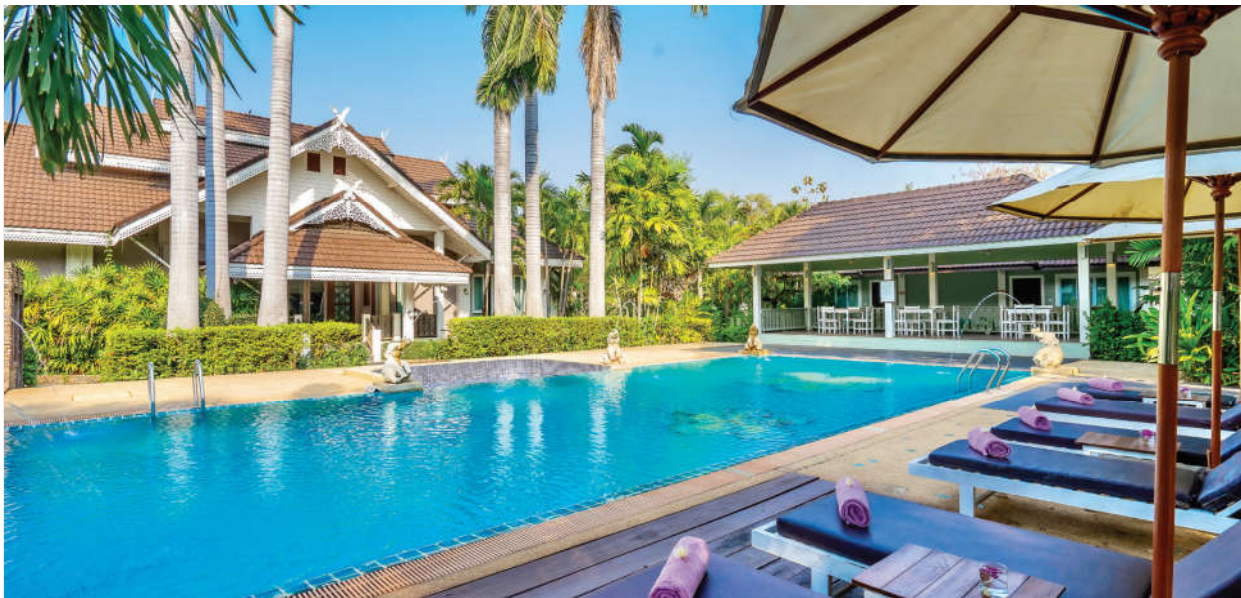
LE CHARME
SUKHOTHAI HISTORICAL PARK RESORT



PHOTOS & VIDEOS



"Stay Closest to World Heritage Site"



Le Charme Sukhothai

Sukhothai

www.LecharmeSukhothai.com

FAST FACTS

- 65 contemporary rooms surrounded by lotus ponds
- Ideally located just a few minutes away from Sukhothai Historical Park, World Heritage by UNESCO

KEY FEATURES

- Thai contemporary design is the blend between Sukhothai art and comfort of modern stay.
- Crystal clear swimming pool with kid's pool shaded by the palm trees.
- 2 restaurants sit in the garden and terrace for all day dining.
- Large Meeting room (up to 120 people).



Premier Deluxe

PHOTOS & VIDEOS



"Boutique Thai Village Resort in Old Town"



Legendha Sukhothai

Sukhothai

www.LegendhaSukhothai.com

FAST FACTS

- 63 boutique Superior & Deluxe & 2 Two bedroom Villas
- Ideally located just a minute away from Sukhothai Historical Park, World Heritage by UNESCO
- 650+ year old ancient Elephant Pagoda is right at our backyard

KEY FEATURES

- All of the rooms are rich in Thai classic style back in Sukhothai period.
- Region's famous Thai restaurant, Nam Khang, for authenticity of Thai food.
- Swimming pool with jacuzzi.
- Banquet rooms up to 200 people.





THE LEGEND CHIANG RAI

BOUTIQUE RIVER RESORT & SPA



PHOTOS & VIDEOS



"Beauty of Lanna"



The Legend Chiang Rai

Boutique River Resort & Spa

Chiang Rai

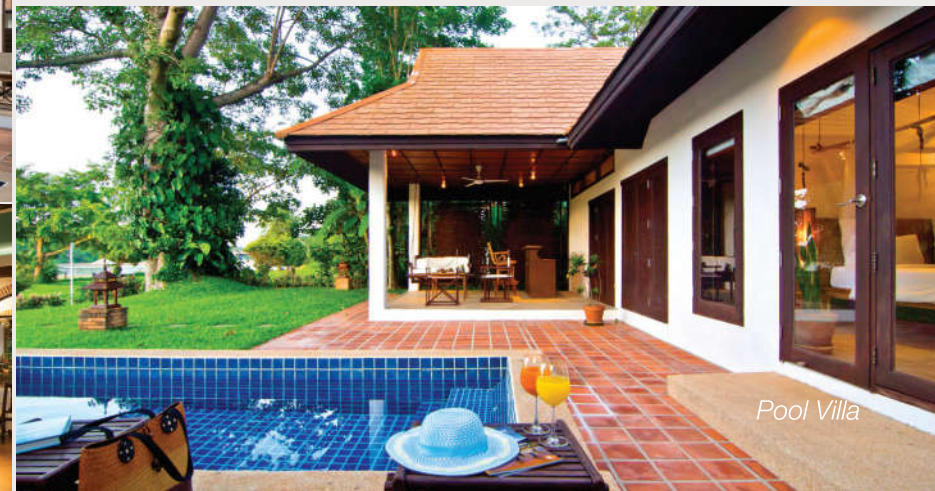
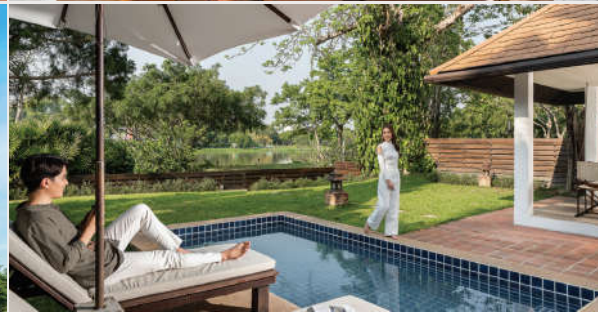
www.theLegend-Chiangrai.com

FAST FACTS

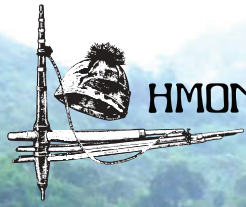
- 76 luxurious studios & villas by Mae Kok river
- Ideally located by Mae Kok river in Chiang Rai
- 5 minutes drive to Chiang Rai Night Bazaar

KEY FEATURES

- Lanna style architecture, created from natural wood, locally fired terracotta bricks and white hand-plastered walls.
- Sala Rim Nam : Riverside terrace serving Thai and International delicacies.
- La Casa : Freshly baked pizzas from the wood fired oven.
- Wine Casa : Enjoy a glass of wine or a delicious cocktail at our terrace with a memorable view over the Mae Kok river.
- Meeting hall (max 110 persons) with outdoor areas by the river.
- The free-size infinity-edge swimming pool provides a welcome refresher when returning from exciting excursions.
- The resort is accessible for wheel chair users.
- The Chiang Saen Spa : Indulge yourself in a relaxing spa experience.
- 24-hour fitness center.



Pool Villa



HMONG HILLTRIBE LODGE



PHOTOS & VDOS



"In touch with Hmong Culture on the hilltop"



Hmong Hilltribe Lodge

Chiang Mai

www.HmongHilltribeLodge.com

FAST FACTS

- 40 Hmong houses cradled in a scenic valley in Mae Rim
- Perfect location for nature and community based tourism
- Just an hour drive from Chiang Mai
- Great cultural experience with the authentic hilltribe community

KEY FEATURES

- The Hmong community lodge offers simplicity and style.
- All rooms with private balcony, living area, private bathroom and a heating fan.
- Tasting either tribal, Thai, or Western foods while enjoying Hmong performance shows.
- No air-con as temperature at the lodge is cool all year round.
- Swimming Pool with the view of the rice paddy.
- Hmong Tribal tours to join cultural community Hmong or hiking.



Superior



"Flavours of Lanna"

PHOTOS & VIDEOS





Lampang River Lodge

Lampang www.LampangRiverLodge.com

FAST FACTS

- 60 authentic Lanna Rooms embraced by green vegetation
- Located by Wang river. Great base to travel around

KEY FEATURES

- Distinctive design with smooth harmony of Lanna culture and tropic nature.
- Bua Tong restaurant (capacity up to 200 seats) for Thai and international cuisine. A local musical band plays traditional music for a joyful evening.
- Sala Rim wang restaurant (capacity up to 300 seats) located by the river for all day dining.
- Lotus Pond Terrace – selections of Italian delicacies and Coffee Shop.
- Swimming Pool near Lotus Pond.
- Thai massage by the original style of Ayuravej.
- Conference room capacity up to 80 seats.

Lanna Cottage



SOUTHERN

Pristine Beaches & Islands







THE
ROCK
HUA HIN

Beachfront Spa Resort

PHOTOS & VIDEOS



"Intimately Elegant"



The Rock Hua Hin

Beachfront Spa Resort

Hua Hin

www.TheRockHuaHin.com

FAST FACTS

- 26 elegant rooms and pool villas : double / twin (connecting available)
- Located by Hua Hin beach in Khao Takiab area
- Only 8 min driving to town center.

KEY FEATURES

- Boutique beach resort & spa. Intimate touch by personalized services.
- All day dining at Seashell Restaurant. Fresh seafood , Thai and Western cuisines.
- Sea-Through Pool Bar, the beach bar serving all kinds of drinks.
- Cave Spa & Wellness brings you the moment of true relaxation.
- Close to several attractions e.g. Khao Takiab Mountain Temple, Vana Nava Water Park, Cicada Market, and more.



Zen+ Plus Jacuzzi Pool Terrace

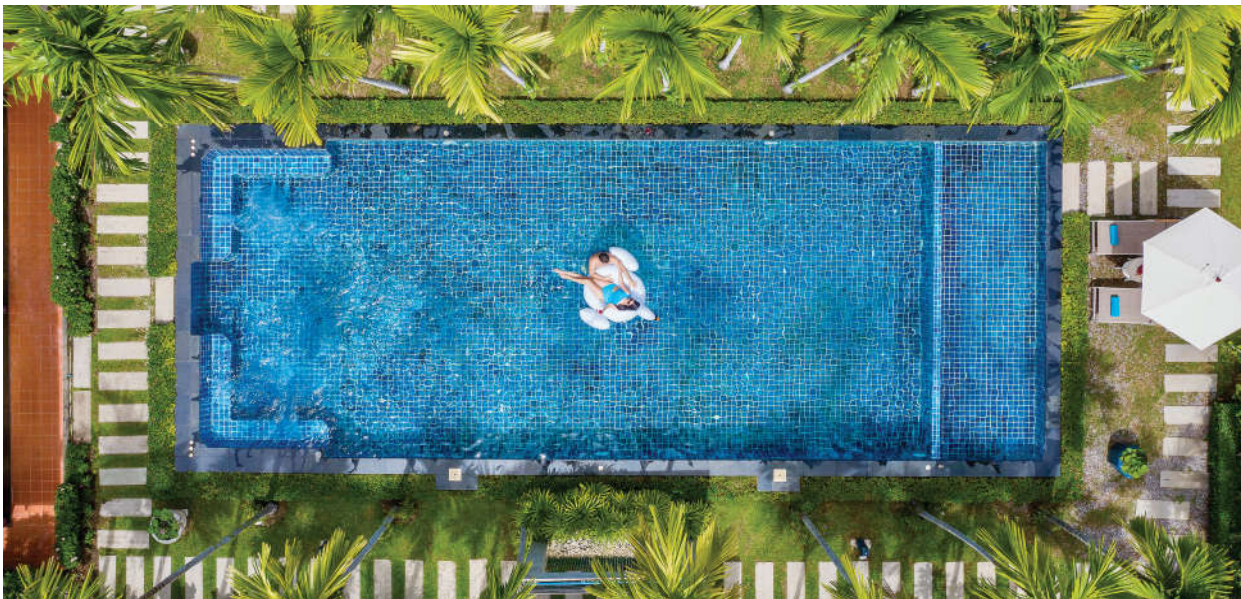
BLU MARINE

RESORT & VILLAS

HOTEL & POOL VILLAS NEAR HUA HIN TOWN CENTER

PHOTOS & VIDEOS





Blu Marine Hua Hin

Resort & Villas

Hua Hin

www.BluMarineHuaHin.com

FAST FACTS

- 33 rooms and 1-bedroom and 2 bedroom pool villas
- Located close to the biggest shopping mall in Hua Hin.
- Only 10 min drive to town center.

KEY FEATURES

- Boutique Thai contemporary style under “Intimate Stay” concept, generously given with a larger-than-average room space.
- Serene and relaxing short and long stay holiday in Hua Hin.
- Easily & conveniently closed to night markets and street foods and only minutes-drive to Hua Hin beach or Khao Takiab.





BACK TO NATURE IN TOTAL COMFORT

PHOTOS & VIDEOS





Paradise KohYao

Phang Nga

www.Paradise-Kohyao.com

FAST FACTS

- 70 rooms nestled in a pristine private bay on Koh Yao Noi.
- Shabby chic design compliments the unparalleled views of Phang Nga Bay.
- Easily accessible by speedboat from both Phuket and Krabi.

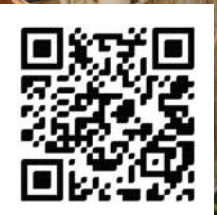
KEY FEATURES

- Located within it's own private bay, Paradise Koh Yao rests with the natural backdrop of the national park.
- Enjoy the pursuit of health and zen with daily yoga, the herbal steam cave, waterfall plunge pool and Serenity Spa.
- Cool off in our swimming pool and beach club.
- Reconnect with nature and discover local treasures with an extensive range of water and land based activities.



Seaview Pool Villa

PHOTOS & VIDEOS



A TREEHOUSE LIKE NO OTHER



TreeHouse Villas, Koh Yao

Phuket-Phang Nga

www.TreeHouse-Villas.com

FAST FACTS

- 25 signature 100 sqm. TreeHouse Villa
- 6 luxurious 110 sqm. Beachfront Pool Villa
- 1 extravagant 390 sqm. Hilltop Pool Villa

KEY FEATURES

- 5* luxury TreeHouse resort with peaceful private beach (**adults only**).
- Breathtaking views of Krabi bay.
- **Roots** restaurant & Lounge for sumptuous all day 'seaview' dining.
- Beachfront infinity pool with waterfall grotto & herbal steam room.
- Serenity Spa with daily yoga & plenty of land and water based activities.



TreeHouse Villa



SPECIAL EVENTS





CONTACTS & ADDRESSES

NORTHERN

Hmong Hilltribe Lodge

111 Moo 4, Tambon Mae Ram,
Amphur Mae Rim, Chiang Mai
50180, Thailand
T: +66(0) 53 216 780
F: +66(0) 53 215 072
E: rsvn@hmonghilltribelodge.com
www.HmongHilltribeLodge.com

Lampang River Lodge

330 Moo 11, Tambon Chompoo,
Amphur Muang, Lampang
52100, Thailand
T: +66(0) 54 336 640-1
F: +66(0) 54 250 052
E: rsvn@lampangriverlodge.com
www.LampangRiverLodge.com

The Legend Chiang Rai Boutique River Resort & Spa

124/15 Moo 21 Kohloy Road,
Amphur Muang, Chiang Rai
57000, Thailand
T: +66(0) 53 910 400-9
F: +66(0) 53 719 650
E: info@thelegend-chiangrai.com
www.theLegend-Chiangrai.com

Legendha Sukhothai

214 Moo 3 Tambon Muangkao,
Amphur Muang, Sukhothai,
64210, Thailand
T: +66(0) 55 697 214
F: +66(0) 55 697 583
E: info@legendhasukhothai.com
www.LegendhaSukhothai.com

Le Charme Sukhothai

9/9 Napho-Khirimas Rd.,
Tambon Muangkao, Amphur Muang,
Sukhothai, 64210, Thailand
T: +66(0) 55 633 333
F: +66(0) 55 633 261
E: info@lecharmesukhothai.com
www.LeCharmeSukhothai.com

CENTRAL

Hotel de Bangkok

133/48 Ratchaprarop Soi 12,
Ratchaprarop Road,
Makkasan, Ratchathewi,
Bangkok 10400, Thailand
T: +66(0) 2642 5911-4
F: +66(0) 2642 5915
E: info@hoteldebangkok.com
www.HoteldeBangkok.com

The Bangkokians

335 /1 Ratchaprarop Soi 12,
Ratchaprarop Rd., Makkasan,
Ratchathewi, 10400, Bangkok
F: +66 (0) 81 809 0623
E: info@thebangkokians.com
www.TheBangkokians.com

River Kwai RESOTEL

55 Moo 5 Tambon Wangkrajae,
Amphur Saiyok, Kanchanaburi
71150, Thailand
T: +66(0) 2642 5497
F: +66(0) 2246 5679
E: info@riverkwairesotel.net
www.RiverKwaiResotel.net

River Kwai Jungle Rafts

Ban Tahsao, Amphur Saiyok,
Kanchanaburi 70150, Thailand
T: +66(0) 2642 5497
F: +66(0) 2246 5679
E: info@riverkwaijunglerafts.com
www.RiverKwaiJungleRafts.com

The FloatHouse River Kwai

19/4 Moo 5 Tambon Wangkrajae,
Amphur Saiyok, Kanchanaburi
71150, Thailand
T: +66(0) 2642 5497
F: +66(0) 2246 5679
E: info@thefloathouseiverkwai.com
www.theFloatHouseRiverKwai.com

Home Phutoey River Kwai

118 Moo 9 Tambon Thasao,
Amphur Saiyok, Kanchanaburi
71150, Thailand
T: +66(0) 2642 5497
F: +66(0) 2246 5679
E: rsvn@homephutoeyriverkwai.com
www.HomePhutoeyRiverKwai.com

Hintok River Camp @ Hellfire Pass

109 Moo 9 Ban Wang Khamen,
Tambon Thasao, Amphur Saiyok,
Kanchanaburi 70150, Thailand
T: +66(0) 2642 5497
F: +66(0) 2246 5679
E: info@hintokrivercamp.com
www.HintokRiverCamp.com

RV River Kwai (Cruise)

133/48 Ratchaprarop Soi 12,
Ratchaprarop Road, Makkasan,
Ratchathewi, Bangkok 10400, Thailand
T: +66(0) 2640 1400
F: +66(0) 2246 5679
E: res@cruiseasia.net
www.CruiseAsia.net

SOUTHERN

The Rock Hua Hin Beachfront Spa Resort

4/44 Moo Ban Takiab Road Hua Hin,
Prachuap Khiri Khan 77110, Thailand
T: +66(0) 32 537 100, 102-105
F: +66(0) 32 537 108
E: rsvn@therockhuahin.com
www.TheRockHuaHin.com

Blu Marine Hua Hin Resort & Villas

**39/401 Soi Hua Hin 102, Nongkhae,
Hua Hin, Prachuap khirikhan
77110 Thailand**
T: **+66(0)32 510 671, 089 410 4469**
E-mail: rsvn@blumarinehuahin.com
www.BluMarineHuaHin.com

Paradise Koh Yao

24 Moo 4, Tambon Koh Yao Noi,
Amphur Koh Yao, Phang Nga
82160, Thailand
T: +66(0)76 584 450
F: +66(0)76 584 499
E: res@paradise-kohyao.com
www.Paradise-Kohyao.com

TreeHouse Villas Koh Yao

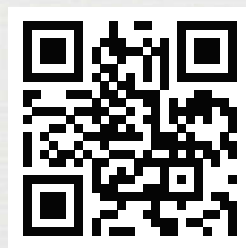
24 Moo 4, Tambon Koh Yao Noi,
Amphur Koh Yao,
Phang Nga 82160, Thailand
T: +66(0) 76 584 460
F: +66(0) 76 584 499
E: res@treehouse-villas.com
www.TreeHouse-Villas.com

SERENATA Hotels & Resorts Group

133/48 Ratchaprarop Soi 12, Ratchaprarop Rd, Makkasan, Ratchathewi, Bangkok 10400, Thailand
Tel : +66(0) 2642 5497 Fax : +66(0) 2246 5679 Email : info@SERENATAhotels.com

www.SERENATAhotels.com

SERENATA
HOTELS & RESORTS GROUP



www.SERENATAhotels.com