



# Compass Hospitality

United Kingdom – Thailand – Malaysia

# Content

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## Compass Hospitality

Overview	3 – 6
Presence and Brands	7 – 9
Competitive Strengths	10 – 12
Testimonials	14
Contact Details	15

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# Company Overview

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Compass Hospitality is a full-service hospitality management company that operates contemporary to heritage hotels, resorts and serviced apartments in some of the most sought-after destinations in Southeast Asia and the UK.



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**“Compass Hospitality ranked as one of the top hotel management companies in the world in HotelsMag.com rankings 2019.”**

Source: [Hotelsmag.com](https://www.hotelsmag.com)



Image: The Continent Hotel, Bangkok



## Operating 46 hotels With over 4,600 Rooms In 3 Countries

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Born in Thailand with a global mindset, Compass Hospitality has significantly grown beyond its origins in Southeast Asia and has successfully expanded its presence to over 22 destinations worldwide – a success largely accredited to its bespoke approach.

With four distinctive brands – Compass, Citrus, Citin, and Ananda – and alongside Compass Collection, which includes individually-branded hotels and resorts, Compass Hospitality manages a diverse portfolio of hotels, resorts, serviced apartments and spas that retain their individual characters and local heritage.

**Compass**  
HOTELS

**Citrus**  
HOTELS

**Citin**  
HOTELS

**ANANDA**  
RESORT · VILLAS · SPA



Expert in providing strategic solutions in hospitality services



Incorporated in Hong Kong, headquartered in Bangkok with regional offices in Kuala Lumpur, Hong Kong, and Manchester



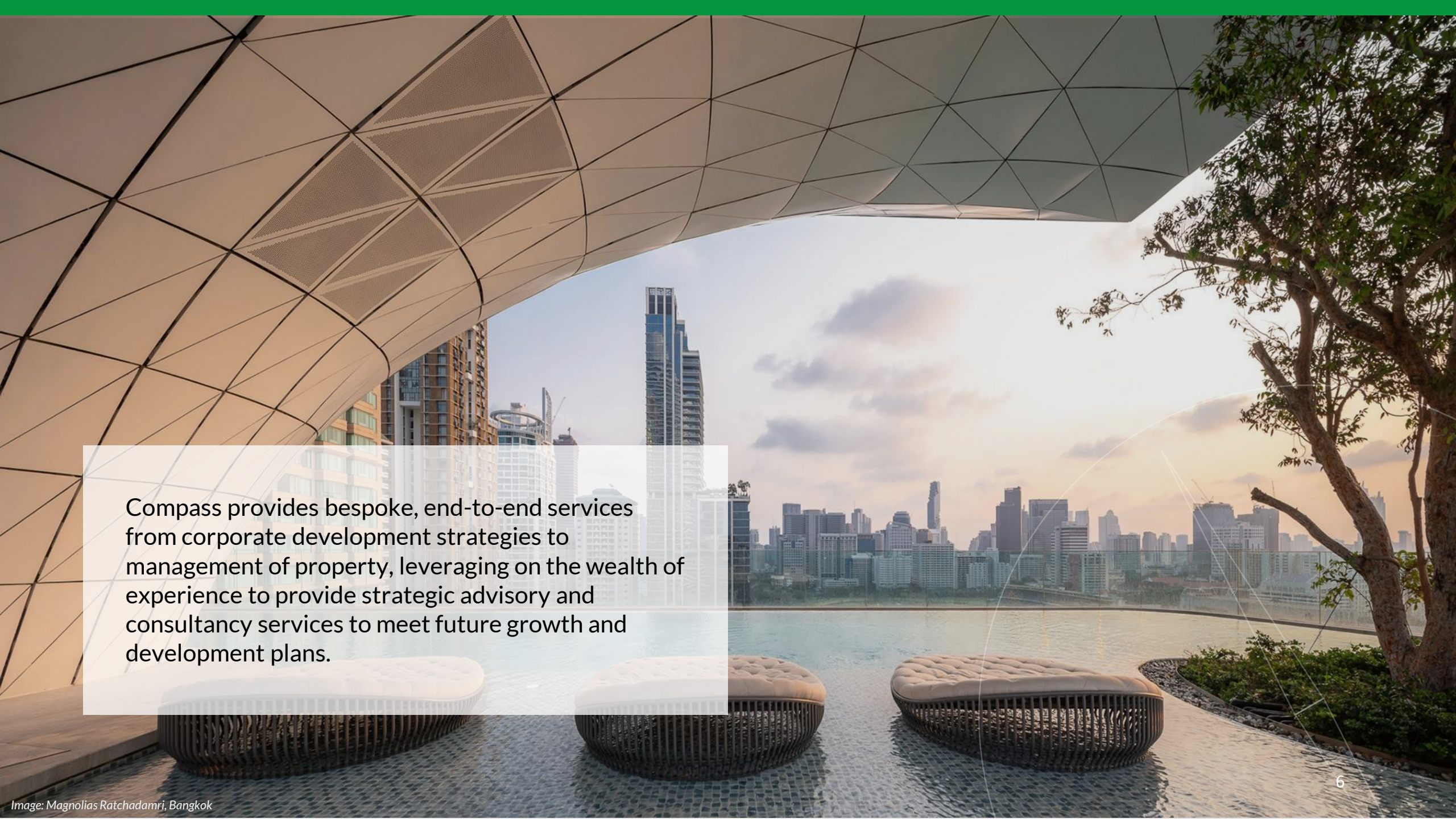
Professional management of 46 properties – equivalent to over 4,600 keys – in Thailand, Malaysia and the UK



Comprehensive portfolio covering hotels, resorts, serviced apartments and spas



Integrated, yield-driven operation across all market segments



Compass provides bespoke, end-to-end services from corporate development strategies to management of property, leveraging on the wealth of experience to provide strategic advisory and consultancy services to meet future growth and development plans.

# Local Player, Global Perspective



**23**  
Thailand



**16**  
United Kingdom



**5**  
Malaysia

# Compass Brands

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**Compass Hotels** offers contemporary luxury experience



**Citrus Hotels** offers deluxe quality with competitive and affordable prices



**Citin Hotels** offers great value in unbeatably central locations



**Ananda Spa and Resorts** offers lifestyle spa experience



# White-label Brands: Compass Collection

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**Compass Collection offers a unique collection of individually-branded hotels and serviced residences**



# Our Competitive Strengths

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## Robust presence in Asia and the UK

- Incorporated in Hong Kong and headquartered in Bangkok, Compass boasts an international team in its offices in Bangkok, Manchester, and Kuala Lumpur
- Critical mass from a portfolio of circa 4,600 rooms
- One of the largest Asian-based operators with 16 hotels across the UK
- Operator with one of the largest portfolios in Thailand
- Cross-marketing capability with trade partners and Compass properties in the region

## Excellent understanding of both management and owner's perspectives to drive performance

- In-depth understanding on requirements of hotel owners (we prefer to call them '*partners*'), bankers, suppliers and guests
- Entrepreneurial approach is embedded in our customized solutions, which are set within a professional framework best suited for our stakeholders
- Hotel project development and management initiatives are attuned toward performance

## Fully-interfaced professional service and solutions

- Cover advisory, consultancy and hotel management services
- Integrated approach covering project conceptual design, facility planning, project development, technical and pre-opening services, and management services
- Extensive experience in project development, management and restructuring of hotels



# Our Competitive Strengths

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## Solid track record and strong corporate sales and marketing support

- Well-established and effective corporate marketing team
- Over traditional and online marketing channels
- Working relationship with established corporate business clientele
- Strong presence on social media marketing and channels

## Hands-on corporate directions and support

- Specialized disciplines from Compass Hospitality corporate executives
- Provide direct corporate support to property General Managers and Department Heads

## Swift response to market conditions and challenges

- Corporate vision to perform in all market segments by being reactive to changes in the market
- Good insight to appreciate market trends, product development and customer's needs

## Focus on manpower development

- Compass Hospitality Scholarship: every year, we sponsor 5 high-potential students at the University of Hull – one of the leading public universities in the UK – to develop their career with us
- Compass Scholarship Foundation: a foundation set up to develop, support and groom staff who are keen to further their education



# Our Team





# Compass UK Testimonial

Compass Hospitality operates a variety of our hospitality assets in the UK from which we have developed a strong and robust relationship. The Compass team provided us with strategic insight and vital resources, and they shared our long-term vision to help us create successful outcomes. From preliminary involvement in sourcing properties to subsequent CAPEX management, their penchant for performance management has anchored our confidence in their services. We are exceptionally impressed with Compass's proactive digital marketing and revenue management teams, whose contributions have made a tremendous positive change in the topline performance of our hotels.

Through their seasoned ability to operate hotels and to create real value built over time, Compass Hospitality is well suited for hotel partners looking for dedicated and comprehensive services.



**Lim Chye Teen**

CEO | Seacare Hospitality Pte Ltd



**Kishore Buxani**

Founder and CEO | Buxani Group

"From our first meeting several years ago, Compass's thorough knowledge of the hospitality landscape was evident. We formalized our working relationship with Compass in mid-2018 when we entered the UK market by acquiring GoGlasgow Urban Hotel in Glasgow. Compass's relentless commitment towards investing in growth, which builds upon its strongly-held value of trust, gave us the confidence to engage in two other deals within a year, successfully acquiring two hotels in London and Inverness in the process.

Compass is perfect for hotel owners who not only require customary and effective hotel management services but also wish to gain insightful business directions and long-term guidance."

# Contact Details

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**Compass** Hospitality