



ST REGIS
BANGKOK

“A Passion for Polo”

**ST. REGIS HOTELS & RESORTS
CELEBRATES ITS CONTINUED COMMITMENT TO POLO
WITH THE FIRST ANNUAL ST. REGIS POLO EVENT IN THAILAND: THE
QUEEN’S CUP ST. REGIS PINK POLO**

Bangkok, 19 February 2011. - St. Regis Hotels & Resorts and its first hotel in Thailand, The St. Regis Bangkok, have partnered with Thai Polo Club for the first St. Regis Polo event, the Queen’s Cup St. Regis Pink Polo 2011 which promises to be a glamorous polo tournament.

This annual prestigious tournament takes centre stage in the Thai Polo & Equestrian Club, home to the polo sport in Thailand. As the Official Hotel partner of the Queen’s Cup St. Regis Pink Polo, The St. Regis Bangkok will present its signature afternoon tea served by the signature St. Regis butlers to 600 VIPs and an exclusive guest list of high society elites including Mrs. Nunthinee Tanner, the first lady playing in Thailand and co-owner of Thai Polo Club.

Since its launch, the mission behind Pink Polo is to raise funds to provide access to lifesaving care for breast cancer. All proceeds from the Queen’s Cup St. Regis Pink Polo event will be donated to King Chulalongkorn Hospital’s Queen Sirikit Centre for Breast Cancer. Pink is the color of the day with the clubhouse at the Thai Polo & Equestrian Club decked out in pink and the crowd is encouraged to wear pink costumes to show their support in the fight against breast cancer.

Bringing a taste of the brand’s signature style to Polo enthusiasts, guests are invited to enjoy the day’s matches from a VIP hospitality tent hosted by The St. Regis Bangkok, where they will experience signature rituals of the St. Regis brand. These include the St. Regis afternoon tea, the St. Regis Bloody Mary cocktail, the Siam Mary, a unique interpretation of the classic St. Regis Bloody Mary with a distinct twist to reflect the rich flavors of Thailand, as well as Polo



ST REGIS

BANGKOK

Mary, a special concoction for the polo event. The famed cocktail has been a part of St. Regis history since 1934 when Fernand Petiot, a bartender at the King Cole Bar at The St. Regis New York, introduced the “Red Snapper,” which was later renamed the Bloody Mary. In addition, luxury limousines will provide chauffeured transportation for the most distinguished guests and media from their residences to the Thai Polo & Equestrian Club.

Founded in 1904 by John Jacob Astor IV, St. Regis Hotels & Resorts has long been associated with the world of polo. At the turn of the last century, polo matches on Governors Island in Manhattan were highlights of the New York social scene of which the Astors were a prominent part. In May of 2008, New Yorkers saw a revival of these traditions when St. Regis was invited to support the return of polo to Governors Island at the Veuve Clicquot Manhattan Polo Classic – the first match to be played in New York City in almost 70 years.

“Polo has certainly been a fixture in the calendars of the worldly and the well-lived, and Thailand is no exception. We are honored to partner with Thai Polo Club and be a part of this prestigious and meaningful event, as we look forward to welcoming our first St. Regis hotel in Thailand,” stated Paul James, Global Brand Leader for St. Regis Hotels & Resorts and The Luxury Collection Hotels & Resorts. “We are pleased to offer guests with polo experiences that exist beyond expectation and define what passions are, with our Aficionado program that provides private entry to the world’s most premier encounters,” added James.

Through its signature St. Regis Aficionado program, the St. Regis brand has created an opportunity for its global guests to experience The Queen’s Club St. Regis Pink Polo and other upcoming St. Regis affiliated polo events. Offering guests insider access to once-in-a-lifetime experiences, St. Regis Aficionado offers a series of unprecedented events tailored to its most discerning guests. St. Regis Aficionado events scheduled at St. Regis Hotels & Resorts around the world are open to all guests and can be reserved at stregis.com/aficionado.

Located on the prestigious Rajadamri Road, in the heart of the city, The St. Regis Bangkok will be the first St. Regis hotel in Thailand and is set to debut on 1st April 2011. The hotel is situated in the heart of the city’s key commercial corridor, among worldwide corporate offices,



ST REGIS

BANGKOK

magnificent high-end shopping and Lumpini Park, with BTS skytrain connection link to the station. Occupying levels 12-24 of a 47-story building, The St. Regis Bangkok offers 176 guest rooms and 51 suites, combining timeless elegance with the cosmopolitan energy of a modern metropolis. Exquisite design, commanding views, meticulous attention to detail and uncompromising St. Regis services and amenities will ensure an exceptional stay at the most exclusive address in Bangkok. For reservations and more information, please visit www.stregis.com/bangkok.

About St. Regis Hotels & Resorts

Combining classic sophistication and modern luxury, the St. Regis brand remains faithful to its commitment to excellence. Founded by John Jacob Astor IV, with the opening of the first St. Regis Hotel in New York City over a century ago, The St. Regis brand of hotels is known for its unique luxury dimension, customized service and refined elegance, in the best destinations worldwide. Plans for this brand to globally continue its legacy include long-awaited St. Regis properties in Bahia Beach, Puerto Rico, Bal Harbour, Deer Crest and Hawaii in the US and on the exclusive island of Bermuda. In Latin America, St. Regis will unveil new hotels and resorts in Buenos Aires and Kanai Riviera. In Asia, St. Regis has also announced plans to open properties in Bangkok, Chengdu, Kuala Lumpur, Lhasa, Nanjing, Osaka, Sanya Yalong Bay and Tianjin. In Africa and the Middle East, the St. Regis brand will continue to expand in Abu Dhabi, Cairo, Doha and Mauritius. The distinctive trait of the St. Regis experience is customized service and attention, coveted locations and luxurious design. For more information on The St. Regis Hotels & Resorts, please visit www.stregis.com.

Starwood Hotels & Resorts Worldwide, Inc.

Starwood Hotels & Resorts Worldwide, Inc. is one of the leading hotel and leisure companies in the world with 1025 properties in 100 countries and territories with 145,000 employees at its owned and managed properties. Starwood Hotels is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, and the recently launched Aloft®, and ElementSM. Starwood Hotels also owns Starwood Vacation Ownership, Inc., one of the premier developers and operators of high quality



ST REGIS

BANGKOK

vacation interval ownership resorts. For more information, please visit
www.starwoodhotels.com.