



PRESS RELEASE - 1ST SEPTEMBER 2026

Ennismore continues Asia growth with the signing of 25hours Hotel in Bangkok

Landing in Siam, 25hours Hotel Bangkok will turn the city's energy into a bold new playground for locals and travellers alike.



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Ennismore, the fastest-growing lifestyle hospitality company, in partnership with **Central Pattana**, Thailand's leading listed real estate developer and a key subsidiary of Central Group, announces the signing of 25hours Hotel Bangkok, the brand's first property in Thailand, set in the heart of one of Southeast Asia's most dynamic and culturally charged cities. Scheduled to open in Q1 2029 as part of **CentRAl cENtrAL**, Bangkok's landmark new mixed-use destination, the hotel will introduce 25hours' distinctive approach to playful luxury to one of the city's most exciting new urban developments.

Located in Siam Square, Bangkok's epicentre of youth culture, creativity and constant reinvention, 25hours Hotel Bangkok will open as a vibrant meeting point for seekers and dreamers alike. Rooted in the brand's ethos that "you know one, you know none," the hotel will bring its signature storytelling approach to a neighbourhood defined by discovery, expression and ever-evolving energy. Positioned moments from Chulalongkorn University and steps from Siam Station, the hotel sits at the crossroads of the city's cultural and commercial rhythm, where Bangkok unfolds in real time.



The hotel forms part of CenTRal cENtrAL, Central Pattana's next-generation mixed-use destination representing The Future of Siam Square. Bringing together cutting-edge retail, future-ready workplaces, world-class hospitality and vibrant public spaces, the development reflects a bold vision for Bangkok's future. Guided by the ambition to be young, bold, and global, it is designed to be more than a place people visit; it is a destination where a new generation can live, work, create and connect, helping shape Bangkok's evolution as a world-class city.

True to 25hours' DNA, the hotel is not only a place to stay; it is a story to step into. The 345 guestrooms embody the brand's distinctive approach to story and art led hospitality, drawing inspiration from Bangkok's creative spirit and layered urban identity. Characterful, designed and full of unexpected details, each room becomes a personal sanctuary where guests can unwind, reconnect and experience the city through a distinctly local lens. Throughout the hotel, the design narrative celebrates Siam Square's unique character. Inspired by its maze of independent boutiques, pop-ups, creative studios, as well as the district's Art Deco-influenced architectural legacy, the interiors blend nostalgia with forward-looking creativity. The result is a richly layered environment where analogue craftsmanship and digital culture exist in constant dialogue, reflecting the neighbourhood's enduring ability to reinvent itself.

Sylvain Padeloup, Chief Operations Officer at Ennismore, said: *"Bangkok is a city of contrasts, creativity and constant motion – exactly the kind of place where 25hours thrives. With this project, we're creating more than a hotel; we're shaping a living, breathing space where culture, community and creativity come together. It will reflect the spirit of Siam Square – a place for discovery, expression and exchange, while marking an exciting next step in the continued growth of Ennismore and 25hours Hotels across Asia."*

Phoom Chirathivat, Head of Hotels and Alternative Investments, Central Pattana, said: *"Siam Square has always been a truly special part of Bangkok — a place where generations of Thai people have come together to discover, connect and express themselves. At Central Pattana, we believe in creating meaningful destinations that inspire people and contribute positively to the communities around them. We are delighted to partner with Ennismore to bring 25hours Hotels to this iconic neighbourhood, creating a new destination that celebrates the creativity, energy and unique character of Siam Square while welcoming guests from around the world."*

25hours continues its global expansion across Europe, the Middle East and Asia Pacific, with a growing portfolio of distinctive hotels in culturally rich urban destinations. Each new opening reflects the brand's commitment to creating immersive, story-driven experiences inspired by the character of their surroundings, where bold design, local culture and community come together in unexpected ways. The signing also reinforces Ennismore's



continued growth across Asia, as it expands its portfolio of lifestyle brands and destinations throughout the region.

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ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three pillars: a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment, and iconic luxury venues pioneering the art of exclusive culinary destinations.

Ennismore has an unrivalled ecosystem of 14 hotel brands, comprising 190+ hotels and 150+ in the pipeline; 90+ Paris Society Venues and over 700 restaurant and bar concepts; and a network of over 30 branded residences. Ennismore operates hotels in over 40 countries with more than 35,000 team members. Ennismore has four dedicated in-house studios: Paris Society Consulting for F&B curation, AIME Studios for interior & graphic design, a Digital Product & Tech Innovation Lab, and a Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places, it calls home. ennismore.com *Figures as of the end of June 2026.

ABOUT CENTRAL PATTANA

Central Pattana is Thailand's leading real estate developer and has been listed on the Stock Exchange of Thailand since 1995. Founded in 1980 as a subsidiary of Central Group, the company develops commercial and mixed-use projects across Thailand and Southeast Asia. Central Pattana's portfolio spans more than 45 destinations. Through its distinctive Retail-Led Mixed-Use Development model, the company integrates shopping centres with residential projects, office buildings and hotels to create connected destinations that serve people, communities and businesses.

Its hotel portfolio includes GO! Hotel, a brand owned and operated by Central Pattana, as well as hotels developed in partnership with leading operators, including Centara, Hilton and Ascott. By the end of 2026, the hotel portfolio is expected to reach 17 properties nationwide, with the company continuing to collaborate with leading global partners. Guided by its brand purpose, "Imagining better futures for all," Central Pattana remains committed to sustainable development, with a focus on the communities and cities in which it operates. The company continues to develop landmark destinations and large-scale projects across Bangkok and high-potential cities nationwide, contributing to Thailand's economy, tourism, urban development and long-term competitiveness.