



THE SIAM APPOINTS DONALD WONG AS DIRECTOR OF SALES AND MARKETING



BANGKOK, Thailand (July 1, 2011) – The Siam, debuting fall 2011, is pleased to announce the appointment of Donald Wong as director of sales and marketing.

Hailing from exotic Fiji with Chinese/Scottish ancestry and an Australian/Canadian education, Mr Wong's early globetrotting lifestyle inspired his future career path as an hotelier. He has spent fourteen years honing his sales and marketing skills and contacts at some of the world's most luxurious hotel brands. Most recently Mr Wong served as general manager of sales with Aman Resorts South Asia and China, managing seven resorts within the coveted portfolio. During his six years with Aman Resorts he also served as resident manager of Amankora Paro, Bhutan and global sales manager of Amansara, Cambodia. Prior to this, he spent two years as director of sales and marketing at two of Asia's most historic properties: Raffles Hotel Le Royal, Phnom Penh and Raffles Grand Hotel d'Angkor, Siem Reap. Mr Wong's firsthand knowledge of the Southeast Asia region will undoubtedly prove invaluable in his new role at Bangkok's premier urban resort.

Before moving to Asia, Mr Wong developed an in-depth knowledge of the Australian market at the beginning of his career. He served as director of global sales for the region with Raffles International Hotels & Resorts, based in Sydney, and held senior positions at several other high-end local properties, including director of sales and marketing for Carlton Hotels, business development manager at the Observatory Hotel and sales manager for Forte and Le Meridien Hotels Australia and New Zealand.

Mr Wong's long-standing relationship with travel networks such as Virtuoso & Signature, as well as his regular attendance of key regional trade shows like ILTM and Travel Mart, form an integral part of his extensive luxury hospitality experience.

Of his new role Mr Wong says, "I am very excited to be given the opportunity to join The Siam's team of talented individuals led by General Manager Jason Friedman, who shares my desire to make The Siam the most talked about hotel on the planet."

Mr Friedman continues: "Over the years, Donald and I have shared guests between the Four Seasons Golden Triangle and Aman Resorts. Our relationship grew out of a mutual passion to make our guests' experiences the best possible. It never mattered that we worked for different brands; the key was our ability to work together for our guests. Donald's carefully cultivated relations with global VIP guests and his network of ultra-luxury agents are unparalleled assets for The Siam. We share the same vision and I am excited to be on this adventure with him."

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About The Siam

Set on 3 acres of verdant frontage along the Chao Praya River, The Siam is a private 39-room luxury retreat located in Bangkok's royal Dusit district. Designed by internationally acclaimed architect Bill Bensley, the Art Deco inspired, Thai antique infused masterpiece will be the kingdom's premier urban resort. Guests have an array of superlative amenities at their fingertips: restaurants, cooking school, bar, café, spa, gym, yoga terrace, muay thai boxing ring, beauty salon, library/cinema, infinity pool, gift/antiques gallery, conservatory and traditional Thai houses. For an unforgettablely unique experience, relish the exclusivity of staying in one of the Orient's most distinctive destinations. The Siam is a member of Virtuoso Hotels & Resorts and Small Luxury Hotels of the World (SLH). For more information and images, please visit www.thesiamhotel.com.

Follow The Siam and Jason Friedman (GM) on Twitter and Facebook at @TheSiam, www.facebook.com/TheSiam and www.facebook.com/SiamHotelGM.

Photo credit: Michaela Giles, www.michaelagiles.net.

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