



HMS ASIA PACIFIC INTRODUCES TURN-KEY SOLUTIONS TO THAILAND HOSPITALITY SECTOR

*HMS Asia Pacific signs management agreement of key projects in
Samui and Phuket amidst the Global Financial Crisis*

Bangkok, Thailand, (14 October 2008), **Hotel Management Solutions Asia Pacific (HMS Asia Pacific)** announces its opening in Thailand to target small and medium-size hospitality business who are looking for turn-key solutions in hotel and property management, human resource recruitment, corporate travel, sales and marketing. In an announcement today, **HMS Asia Pacific** signed two management deals with a resort project in Samui and another one in Phuket.

Mr. David Coyle, Managing Director of HMS Asia Pacific commented, "After over 40 years of hospitality experience throughout Australia and Asia, we discovered a gap between hotel management companies and property owners/developers. Specifically in Thailand, there is a need to provide customise, easy and flexible solutions in hospitality projects. These are solutions that free the clients from brand restrictions, the high cost of maintaining a pool of executives and overriding fees of various contracted agencies."

"HMS Asia Pacific provide multi-faceted turn-key solutions and clients have the choice to contract the right one for their project. In these times of the financial crisis, property owners and developers are reviewing costs, budgets and salaries. We bring good value to our clients by either being an outsourced partner or a one-stop-shop hotel management company," **Mr. Coyle** added.

HMS Asia Pacific's key businesses includes: ***Hospitality Contractual Solutions;*** ***Property Management Solutions;*** and ***Corporate Travel Solutions.*** Hospitality Contractual Solutions are professional and structured hotel operations supported by extensive sales and marketing plans, strong property financial systems and control, extensive and customer focus staff training and development, and regular property auditing in order to obtain a return on the initial financial investment of its clients.



Property Management Solutions are complete management of residential properties including multi-owned condominium estates, private villa management, buying and selling our clients assets, managing body corporate structures, trust account management, gardening and property maintenance as well as owner representation for repairs and maintenance, including property sales and rental. Corporate Travel Solutions is a complete management system from booking, managing and providing a new level in corporate account management. By analyzing its clients travel needs and travel patterns, HMS Asia Pacific will provide a full travel management program with emphasis on cost savings and travel benefits.

Ms. Belynda Steer, Joint Managing Director HMS Asia Pacific and Partner says, "With all these solutions within our company, clients and property owners can contract us to cover all their needs or even a specific need in their project. This flexibility is a great deal breaker for most of our clients who are looking for an outsourced partner who banks on long-term relationships and joint efforts in growth. There are many small and medium-sized property projects in Samui, Phuket and other key resort areas who are in need of these solutions to make their projects a success."

HMS Asia Pacific signed its first agreement with developer **Denwick Group** to manage and operate the **Arisara Place**, a 50 unit resort apartments located in Bho Phut beach in Samui Island. A second agreement was also signed this time with developer **Kingsbourne Group Co., Ltd.** to handle the management, sales and marketing of the **Pearl of Nai Thon** which has luxury beach apartments and penthouses on the west coast of Phuket.

"Ultimately, the hotel and resort industry is driven by the growth of the economy in the U.S., Europe and major markets in Asia, the availability of airline seats to take people to destinations, the cost of oil, the supply increase in hotel rooms, and the demand for hotel rooms. The global economy has remained remarkably resilient until now, but Thailand is still relatively cheaper than most resort destinations in Asia Pacific. We believe there is still a market out there. That's why we are focusing on small and medium size projects to help them look for that selected right clientele who in the light of the financial crisis will see an opportunity to buy, rent or stay in resorts. We will focus our efforts in finding these customers. The "optimists"



are hoping for a real recovery in 12 to 18 months, but a consensus seems to be moving toward the conclusion that this situation could be like 1988 or 1989 with a 4 to 5 year recovery, so we remain positive," **Mr. Coyle** concluded.

HMS Asia Pacific's other clients include the Carlson Hotels Worldwide – Asia Pacific specifically their Park Plaza and Radisson hotel brands, CC Blooms Resort, Pan Pacific Bangkok, and Kalim Residence Phuket.

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About HMS Asia Pacific

Hospitality Management Solutions - Asia Pacific is Thailand's leading solutions based company that specializes in the Hospitality Industry. With a team of dedicated and enthusiastic industry professionals, HMS Asia Pacific has built a reputation for providing professional and strategic solutions to any related field of the Hospitality Industry. Our multi-faceted solutions based company structure and our broad range of experience ranging from: Hotel Management, Hospitality Recruitment, Mystery Shopper Audits, Corporate Travel, Residential Property Management, Hotel Online Business Solutions – Avvio, Sales and Marketing representation and Financial consulting, Website design and analysis, Search Engine optimization and Pay Per Click. All combined 70 years of hands on industry experience. At HMSAP, the mission is to "**Deliver beyond Expectation**" in every thing they do and every solution they provide to their clients, no matter how big or small the request. HMSAP deliver on this continually and they pride themselves on their satisfied and loyal clients. It is HMSAP's commitment to their clients that enables them to deliver consistent and quantifiable results beyond their expectations. HMSAP's success is based on mutual understanding, their teams combined efforts and their years of Hospitality experience. HMSAP prides itself on diversification and have built a team of Industry Professionals that can and do deliver the solution. Their teams Hospitality Experience means they can provide their clients with informed, relevant and up to date "solutions" in any area of the industry. More information can be found at www.hmsap.com