



KASEMKIJ
HOTELS

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Feature Article

Kasemkij Hotels encourages guests to join the flood relief mission

Kasemkij Hotels donates more than Baht 800,000 to flood relief, collected through guest donations and special events dedicated to the cause across its Cape, Kantary and Kameo Hotel Collections.

As Kasemkij Hotels' Kantary Hotel, Ayutthaya is located in one of the worst hit areas but was fortunate not to have been affected by the floods, the company was able to actively provide support to those affected from the start. At the time, Kantary Hotel, Ayutthaya, led by Kasemkij Hotels Project Development Manager Tirawan Pangsrivongse, would regularly distribute lunch boxes, drinking water and relief supplies to flood victims by truck and boat. Apart from this, all 15 hotels under the Cape, Kantary and Kameo Collections jointly decided that they would raise funds to support the relief efforts by organizing special on-site events that would encourage guests to make contributions, both through participation and direct monetary donations.

Kasemkij Hotels Corporate Group Director Wiwat Tangjitkobboon said, "Our hotels realize the extent of people's suffering. Especially, as one of our hotels is located in the worst hit area. So we never hesitated to help as much as we can, be it the flood victims in Ayutthaya, Nakhon Sawan or providing support to the various social service agencies. We also thought our guests, foreign and local, would genuinely like the opportunity to be able to help in some way, so we decided to create charity events.

"Over the last two months, we have organized a variety of these events. The four hotels in Sriracha jointly organized the Aki Matsuri Festival 2011 (Japanese Autumn Festival) which grossed almost Baht 100,000 in Japanese guest donations. In the meantime, the hotels in Rayong held a Charity Mini Concert featuring Jo & Kong, collecting some Baht 270,000 in ticket and souvenir sales plus donations. Then we turned the Loy Krathong Evening at all our hotels into a charity drive, which grossed another Baht 330,000. The money collected from Flood Donation boxes in all the hotels





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amounted to over Baht 100,000. So all in all we were able to collect more than Baht 800,000, for the cause," he concluded.

Kasemkij Hotels' Cape, Kantary and Kameo Collections consist of 15 properties across Thailand, including Cape Panwa Hotel, Phuket; Cape Nidhra Hotel, Hua Hin; Cape House, Bangkok; Kantary Hills Hotel, Chiang Mai; Kantary Beach Hotel, Khao Lak; Kantary Bay Hotel and Kameo House Hotel in Rayong, etc. Other properties are located in Sriracha, Ayutthaya and Kabinburi.

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