

SERENATA

Discover Thai Varieties in Style



Serenata Your Experiential Wonders

SERENATA Hotels & Resorts Group owns 18 properties in Thailand on 8 different locations – **Bangkok, Chiang Mai, Chiang Rai, Hua Hin, Koh Yao (Phuket - Phang Nga) Lampang, River Kwai in Kanchanaburi and Sukhothai** - All properties perfectly characterize the finest blend of beaches, green nature, mountains, hot springs, culture, history, city life and wellness, which leads SERENATA Hotels & Resorts Group the genuine **“Discover Thai Varieties in Style”** amongst worldwide recognition.



Culture Wonders

Chiang Rai

- The Legend Chiang Rai Boutique River Resort & Spa

Chiang Mai

- Hmong Hilltribe Lodge

Lampang

- Lampang River Lodge



Nature Wonders

River Kwai, Kanchanaburi

- River Kwai Jungle Rafts
- The FloatHouse River Kwai
- River Kwai RESOTEL
- Hintok River Camp @ Hellfire Pass
- Home Phutoey River Kwai
- Comsaed River Kwai
- RV River Kwai (Cruise)



History Wonders

Sukhothai

- Le Charme Sukhothai
- Legendha Sukhothai



City Wonders

Bangkok

- Hotel de Bangkok
- Hotel Bangkokian



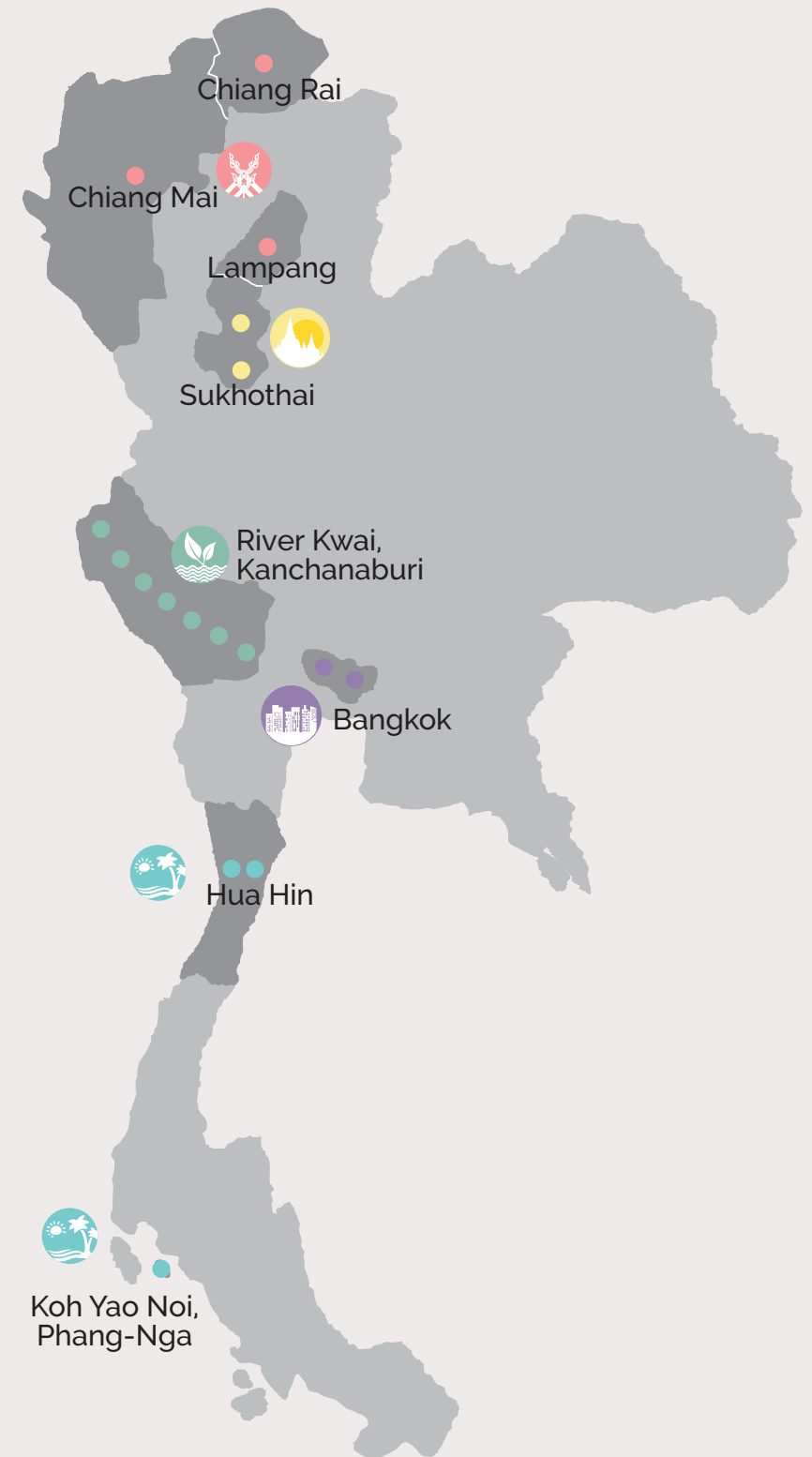
Beach Wonders

Hua Hin, Prachuapkirikhan

- The Rock Hua Hin Beach Front Spa Resort
- BLU Marine Hua Hin Resort & Villas

Koh Yao Noi, Phang-Nga

- Paradise Koh Yao
- TreeHouse Villas Koh Yao



The image features a dense background of dark green, textured leaves, possibly from a peace lily, with prominent veins. A golden, geometric frame, resembling a stylized house or a diamond shape, is overlaid on the leaves. The text "Stay Green" is written in a golden, cursive font, with a small leaf icon integrated into the letter 'y'. Below it, the text "STAY SERENATA" is written in a golden, uppercase, sans-serif font.

Stay Green

STAY SERENATA

Sustainability

with SERENATA

Climate change is real threat. Don't wait for anyone to save our world. It's everyone's responsibility.

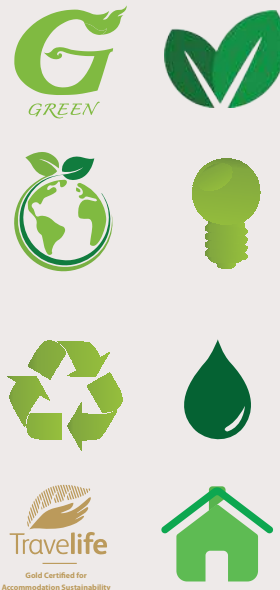
Do it more or less, it is better than ignoring and start nothing. We need to take a step forward.

*What we want to hear from everyone is that **"I am doing the best I can"**.*

The billions of people will definitely create a great impact to cure the world we live on.

Chatchawan Soorangura

Executive Director at SERENATA Hotels & Resorts Group



We care about tomorrow and are therefore embracing (ESG) in our daily operations; we provide professional employment for local, ethnic minority groups and we are meanwhile actively involved in the sustainable development of the region. In pursuit of being Green Hospitality and values in sustainability, we protect, build, strengthen the environment and communities through our effective policies and efficient operations.

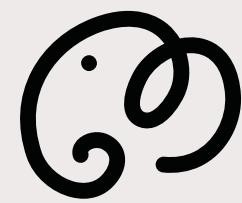
SERENATA Hotels & Resorts Group has been committing to environmental sustainability since 1976 when we launched our first eco lodge in Kanchanaburi. From our strict environmental practices, we completely stop wildlife hunting and deforesting in our area. When people have full-time jobs with us, they are also implanted with our environmental mindsets.

BANGKOK

City & Shopping



Open early 2025



HOTEL BANGKOKIAN
โฮเทล บางกอกเก็ย

Bangkok

www.HotelBangkokian.com

FAST FACTS

- 60 rooms with pool access, garden terrace, park, and city views.
- Located in the heart of Bangkok, Ratchaprarop.

KEY FEATURES

- **Tropical Modern Design** : A blend of nature and urban style.
- **Swimming Pool** : 18 meters long, ~ 4 meters wide 1.2 meters deep.
- **Pool Bar** : Refreshing drinks & snacks by the poolside.
- **Onsite Café** : Brewing coffee that locally sourced.
- **Dining** : Authentic Thai street food-style dining experience.





האגודה פתח מוטל
Hotel de Bangkok

*"Boutique City hotel
right in the heart of Bangkok"*

PHOTOS & VDOS



Hotel de Bangkok

Bangkok

www.HoteldeBangkok.com

FAST FACTS

- 50 rooms: Urban, Urban Triple, Superior, Deluxe Triple, Deluxe Family, Quad, Deluxe Balcony.
- Centrally located near Pratunam and Victory Monument.
- 4-minute walk to Airport Rail Link, Ratchaprarop Station.

KEY FEATURES

- **Boutique City Hotel** : Located near Pratunam Shopping Arcade.
- **Prime Location** : Easy access to shopping, restaurants, and entertainment.
- **Spacious Rooms** : Featuring bathtubs and modern amenities.
- **Breakfast Buffet** : Delicious buffet breakfast available.
- **Table 12 Restaurant** : Serving healthy Thai cuisine and drinks.



Superior Balcony

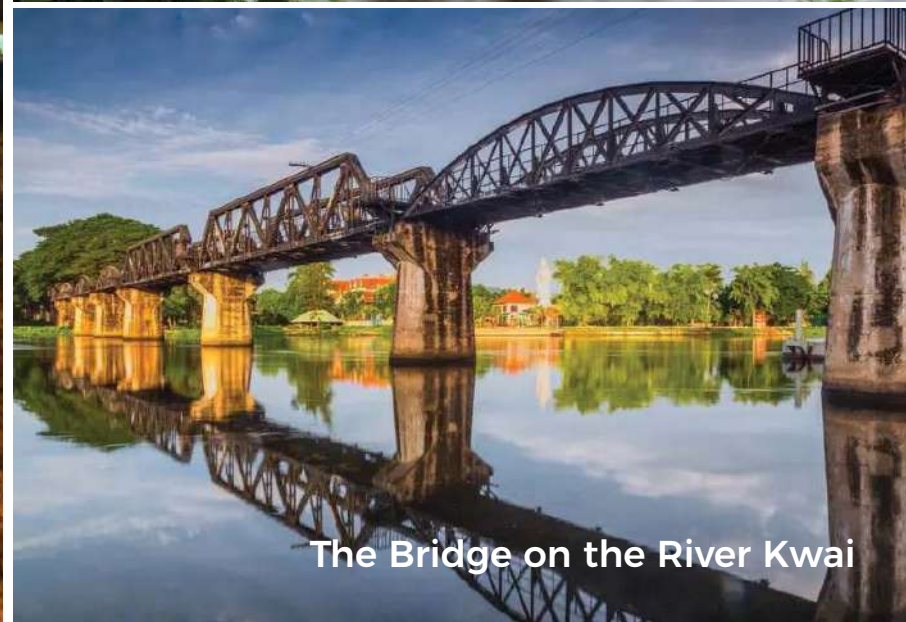
KANCHANABURI

Nature & Historical along the Kwai river

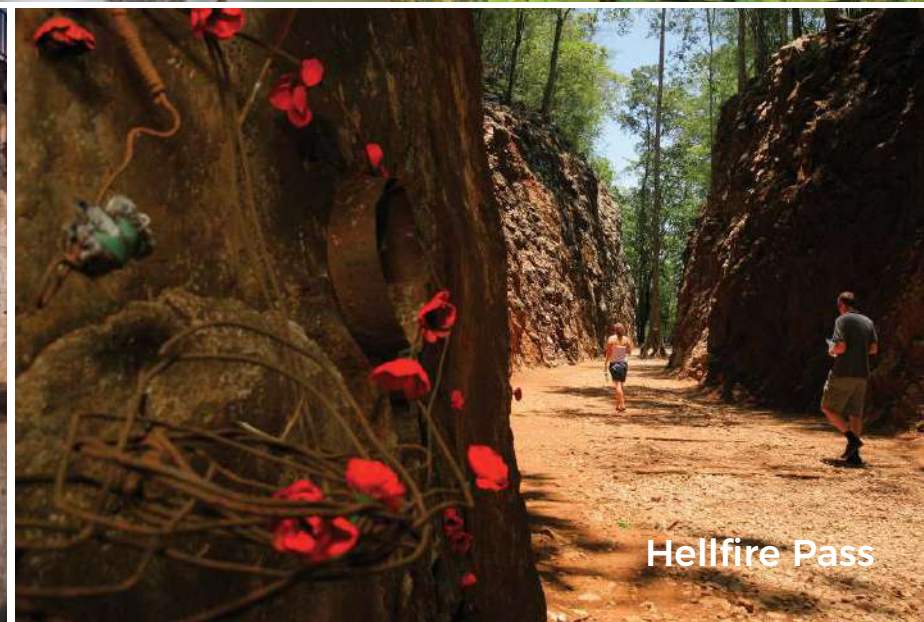




Huai Mae Khamin Waterfall



The Bridge on the River Kwai



Hellfire Pass



RIVER KWAI
JUNGLE RAFTS



PHOTOS & VDOS



"Original Floating Hotel since 1976"



River Kwai Jungle Rafts

Kanchanaburi

www.RiverKwaiJungleRafts.com

FAST FACTS

- 124 floating raft rooms: Double, Twin, Triple.
- Floating on the River Kwai Noi, surrounded by a lush jungle.
- Award-winning eco-friendly floating hotel.

KEY FEATURES

- **Floating Hotel** : Unique accommodations with private rooms, bathrooms, and hammock terraces.
- **Eco-Friendly** : A sustainable concept without the use of electricity, blending with nature.
- **Jungle Restaurant** : All-day dining with a jungle bar for drinks.
- **Cultural Experience** : Authentic Mon Village and Temple nearby.
- **Entertainment** : Cultural Mon Dance Show and activities like rafting, canoeing, and jungle walking trails to tribal village and temple.



The FLOATHOUSE

RIVER KWAI



PHOTOS & VIDEOS



"Luxury River Retreat"



The FloatHouse River Kwai

Kanchanaburi

www.TheFloatHouseRiverKwai.com

FAST FACTS

- 30 luxury floating villas: Double, Twin, Triple with sofa bed.
- Floating on the River Kwai Noi, facing a stunning cliff.
- Renowned for its luxurious floating accommodations.

KEY FEATURES

- **Floating Villas** : Luxurious boutique villas with private terraces.
- **Spacious Rooms** : Villas with rain showers, sun loungers, and swing chairs.
- **Dining & Drinks** : Enjoy the floating restaurant and bar all day.
- **Excursions** : Close to Lawa Cave and Sai Yok National Park, offering nature tours.





PHOTOS & VDOS



"GLAMPING SAFARI TENTED CAMP @ HELLFIRE PASS"



Hintok River Camp @ Hellfire Pass

Kanchanaburi

www.HintokRiverCamp.com

FAST FACTS

- 40 safari canvas tents : Superior, Deluxe.
- Located on a cliff overlooking the River Kwai at Hellfire Pass.
- Award-winning for its nature-themed and immersive experiences.

KEY FEATURES

- **Safari-Style Tents** : Spacious tents with air-conditioning and ensuite bathrooms.
- **Outdoor BBQ** : Campfire BBQ dinners under the stars.
- **Nature Experience** : Located near hiking trails, Hellfire pass memorials, and onsite a riverside natural spring pool.
- **Dining & Drinks** : Open-air bar and semi-outdoor dining.
- **Relaxation** : Massage house offering traditional Thai massages.



RIVER KWAI
RESOTEL

"Miracle amidst the Jungle"

PHOTOS & VIDEOS





River Kwai RESOTEL

Kanchanaburi

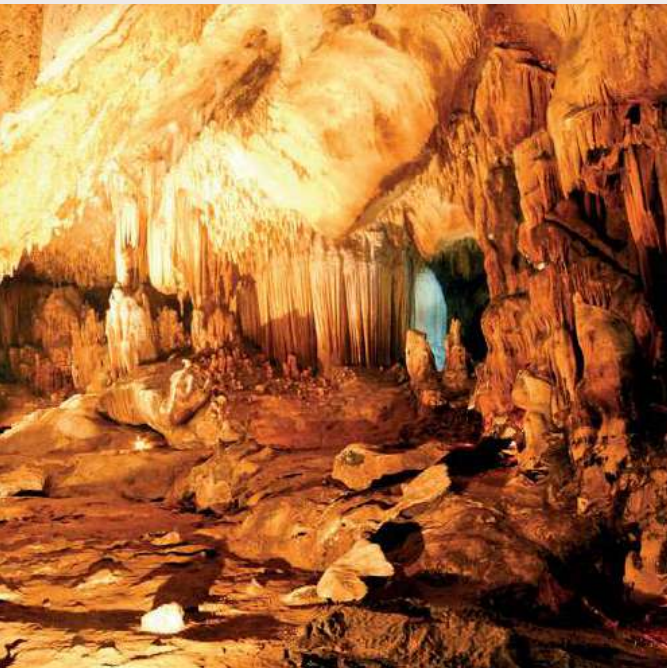
www.RiverKwaiResotel.net

FAST FACTS

- 99 jungle-style rooms.
- Located along the River Kwai Noi, near Lawa Cave and Sai Yok National Park.

KEY FEATURES

- **Jungle Accommodation** : Jungle and River-view rooms with natural surroundings.
- **Dining & Music** : Jungle restaurant and live evening cultural performances.
- **Two Swimming Pools** : Surrounded by the jungle, offering relaxation.
- **Bua Spa** : For Thai massages and various treatments
- **Activities** : Biking, canoeing, cave visits, cooking classes, and more.



HOME PHUTOEY

RIVER KWAI



PHOTOS & VIDEOS



"Hot spring. Adventure. Peace park"



Home Phutoey River Kwai

Kanchanaburi

www.HomePhutoeyRiverKwai.com

FAST FACTS

- 54 log cabin-style rooms and Hot Spring Villas.
- Located along the River Kwai with panoramic scenic views.
- Features hot springs, adventure parks, and museums.



KEY FEATURES

- **Hot Springs & Adventure** : Natural hot springs and treetop adventure park onsite.
- **Boutique Log Cabins** : Private verandas and rain showers.
- **Dining with a View** : Enjoy meals with panoramic views of the river.
- **Exciting Activities** : Zip-lining, WW II Museums Train, lake adventures, canoeing, paddle boats, and thermal hotspring.
- **Meeting Facilities** : Room for up to 150 people.



River View Onsen Villa



Comsæd

River Kwai

Riverfront Nature Retreat

*"Your Tranquil Nature Escape
on River Kwai Yai, Kanchanaburi"*

PHOTOS & VDOS





Comsaed River Kwai

Kanchanaburi

www.ComSaedRiverKwai.com

FAST FACTS

- 90 accommodations: Deluxe, Suite, and Villa.
- Expansive resort with open spaces for events along the scenic Kwai Yai River and a gravel beach
- Close to major attractions: River Kwai Bridge (18 km), Tham Phu Wa Temple (20 km), Prasat Mueang Sing (22 km).

KEY FEATURES

- **Accommodations** : Comfortable rooms with garden and river views.
- **Dinning** : Restaurants and bars offering Thai and Western cuisine, open all day.
- **Leisure** : Outdoor swimming pool with kid's pool in lush garden surroundings.
- **Relaxation** : Comsaed Spa for ultimate relaxation and inner peace.
- **Meetings** : Four modern conference rooms for up to 150 guests.
- **Activities** : Biking, rafting, and Thai cooking classes.





PHOTOS & VDOS



"Cruise in Style"



RV River Kwai (Cruise)

Kanchanaburi

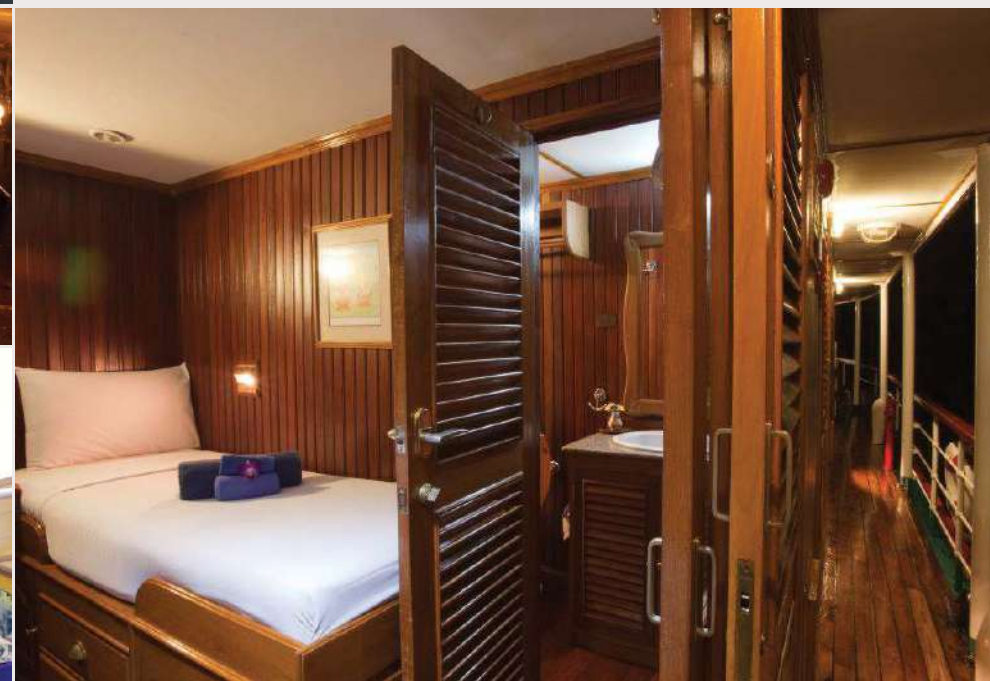
www.CruiseAsia.net

FAST FACTS

- Inland cruise ship with 10 deluxe twin teakwood cabins
- Departs on Monday & Thursday

KEY FEATURES

- **Built in colonial style** : based on the original Irrawaddy Flotilla founded in 1865.
- **Air-conditioned suites** : with ensuite bathrooms.
- **Operates 4-day/3-night cruises** : running Monday-Thursday and Thursday-Sunday on alternating routes.
- **Explore Kanchanaburi** : with visits to temples, waterfalls, Khmer ruins, war cemeteries, hot springs, and the Bridge on the River Kwai.



NORTHERN

Peaceful culture & Distinctive Nature







LE CHARME
SUKHOTHAI HISTORICAL PARK RESORT



PHOTOS & VIDEOS



"Stay Closest to World Heritage Site"



Le Charme Sukhothai

Sukhothai

www.LecharmeSukhothai.com

FAST FACTS

- 65 contemporary rooms surrounded by lotus ponds
- Minutes away from Sukhothai Historical Park, a UNESCO World Heritage Site

KEY FEATURES

- **Thai Contemporary Design** : blending Sukhothai art with modern comfort
- **Crystal-Clear Pool** : with kid's section
- **Two Garden Restaurants** : with terrace seating for all-day dining
- **Large Meeting Room** : with capacity for up to 120 guests



Premier Deluxe



PHOTOS & VIDEOS



"Boutique Thai Village Resort in Old Town"



Legendha Sukhothai

Sukhothai

www.LegendhaSukhothai.com

FAST FACTS

- 61 boutique rooms & 2-bedroom villas
- Next to Sukhothai Historical Park, a UNESCO World Heritage Site
- 600+ year-old Elephant Pagoda on-site

KEY FEATURES

- **Authentic Sukhothai Architecture** with Sukhothai's era décor
- **Ancient Elephant Chedi** : right at the resort backyard
- **Nam Khang Restaurant** serving authentic Thai & Western cuisine
- **Outdoor Swimming Pool with Jacuzzi**
- **Spa** : For treatments & relaxations.
- **Banquet Halls and Meeting rooms** accommodating up to total 300 guests





PHOTOS & VDOS



"Lanna Riverside Sanctuary"



Lampang River Lodge

Lampang

www.LampangRiverLodge.com

FAST FACTS

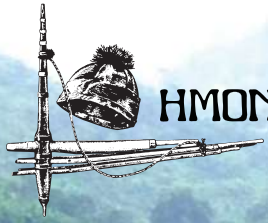
- 60 authentic Lanna rooms nestled in lush greenery.
- Located by Wang River, ideal for exploring.

KEY FEATURES

- **Lanna Design** : Seamlessly blends culture with tropical nature.
- **Bua Tong Restaurant** : Thai & international dishes for lunch & dinner.
- **Sala Rim Wang Restaurant** : Riverfront breakfast.
- **Lotus Terrace Cafe** : Northern Thai Specialty selections & coffee.
- **Swimming Pool** : Located near the minilake.
- **Conference Room** : Capacity for up to 100 guests.
- **Event venue spaces** : Popular for wedding & functions
- **Activities** : Biking tour, Northern Thai Cooking Class



Lanna Cottage



HMONG HILLTRIBE LODGE



PHOTOS & VDOS



"In touch with Hmong Culture on the hilltop"



Hmong Hilltribe Lodge

Chiang Mai

www.HmongHilltribeLodge.com

FAST FACTS

- 40 Hmong houses nestled in a scenic valley in Mae Rim
- Perfect location for nature and community-based tourism
- Just an hour's drive from Chiang Mai
- Authentic cultural experiences with the hill tribe community

KEY FEATURES

- **The Hmong community** : lodge offers unique style & experience.
- **All rooms** : with private balconies, living areas, bathrooms, and heating fans.
- **Tasting tribal** : Thai, or Western dishes while enjoying Hmong performance shows.
- **Pleasant climate** : No air-con needed as the lodge stays cool year-round.
- **Swimming pool** : with views of the rice paddy.
- **Hmong Tribal tours** : offer cultural immersion and hiking experiences.



Superior



THE LEGEND
CHIANG RAI
BOUTIQUE RIVER RESORT & SPA



PHOTOS & VDOS



"Beauty of Lanna"



The Legend Chiang Rai

Boutique River Resort & Spa

Chiang Rai

www.theLegend-Chiangrai.com

FAST FACTS

- 76 luxurious studios & villas by Mae Kok river
- Ideally located by Mae Kok river in Chiang Rai
- 5 minutes drive to Chiang Rai Night Bazaar

KEY FEATURES

- **Lanna-style architecture** : with natural wood, terracotta bricks, and white hand-plastered walls.
- **Sala Rim Nam** : Riverside dining with Thai and International delicacies.
- **La Casa** : Friendly Italian Trattoria with tasty Italian fare
- **Wine Casa** : Enjoy wines or cocktails with views over the Mae Kok River.
- **Meeting hall** : (up to 110 persons) with outdoor riverside areas.
- **Infinity-edge swimming pool** : for relaxing after excursions.
- Accessible for wheelchair users.
- **Chiang Saen Spa** : Indulge in relaxing spa treatments.
- 24-hour fitness center.



Pool Villa



SOUTHERN

Pristine Beaches & Islands





Koh Yao Noi





"Intimately Elegant"

PHOTOS & VIDEOS





The Rock Hua Hin

Beachfront Spa Resort

Hua Hin

www.TheRockHuaHin.com

FAST FACTS

- 26 rooms and pool villas: Double / Twin (connecting available).
- Located by Hua Hin Beach in Khao Takiab area.
- Close to Khao Takiab Mountain Temple, Vana Nava Water Park, Cicada Market, and more.

KEY FEATURES

- **Boutique Beach Resort & Spa** : Personalized services with an intimate touch.
- **Dining All Day** : Seashell Restaurant serves fresh seafood, Thai, and Western cuisines.
- **SeaBreeze Pool Bar** : Relax with drinks by the beach bar.
- **Cave Spa & Wellness** : Experience true relaxation.



Zen+ Plus Jacuzzi Pool Terrace

BLU MARINE

RESORT & VILLAS



BLU MARINE
RESORT & VILLAS

Reception

PHOTOS & VDOS



"Hua Hin Intimate Story"

Blu Marine Hua Hin Resort & Villas

Hua Hin

www.BluMarineHuaHin.com

FAST FACTS

- 33 rooms and pool villas: two & three-bedroom villas.
- Located near near Hua Hin's largest shopping mall.
- Only few minute drive to the town center.

KEY FEATURES

- **Thai Contemporary Design** : Larger-than-average rooms under the "Intimate Stay" concept.
- **Relaxing Stay** : Ideal for short or long-term holidays in Hua Hin.
- **Prime Location** : Close to night markets, street food, and only minutes from Hua Hin beach and Khao Takiab.





PHOTOS & VDOS



BACK TO NATURE IN TOTAL COMFORT

Paradise KohYao

Phang Nga

www.Paradise-Kohyao.com

FAST FACTS

- 70 rooms nestled in a private bay on Koh Yao Noi.
- Shabby chic design with unmatched views of Phang Nga Bay.
- Easily accessible by speedboat from Phuket and Krabi.

KEY FEATURES

- **Private Bay Location** : Set within a national park's natural backdrop.
- **Wellness & Zen** : Daily yoga, herbal steam cave, waterfall plunge pool, and Aruna Aura Spa & Wellness.
- **Beach Club & Pool** : Relax in the pool or at the beach club.
- **Activities** : Explore the local treasures with a range of land and water-based activities.





PHOTOS & VIDEOS



A TREEHOUSE LIKE NO OTHER



TreeHouse Villas, Koh Yao

Phuket-Phang Nga

www.TreeHouse-Villas.com

FAST FACTS

- 25 signature TreeHouse Villas (100 sqm each).
- 6 luxurious Beachfront Pool Villas (110 sqm).
- 1 exclusive Hilltop Pool Villa (390 sqm).

KEY FEATURES

- **5-Star Luxury** : Peaceful private beach with breathtaking views of Phang Nga Bay.
- **Roots Restaurant & Lounge** : All-day “seaview” dining with a sumptuous menu.
- **Wellness & Zen** : Daily yoga, herbal steam cave, waterfall plunge pool, and Aruna Aura Spa & Wellness.
- **Infinity Pool** : Beachfront pool with a waterfall grotto and herbal steam room.
- **Activities** : Diverse range of land and water activities to enhance your stay





SPECIAL EVENTS





CONTACTS & ADDRESSES

Northern

Hmong Hilltribe Lodge

111 Moo 4, Tambon Mae Ram,
Amphur Mae Rim, Chiang Mai
50180, Thailand
T: +66(0) 53 216 780
F: +66(0) 53 215 072
E: rsvn@hmonghilltribelodge.com
www.HmongHilltribeLodge.com

Lampang River Lodge

330 Moo 11, Tambon Chompoo,
Amphur Muang, Lampang
52100, Thailand
T: +66(0) 54 336 640-1
F: +66(0) 54 250 052
E: rsvn@lampangriverlodge.com
www.LampangRiverLodge.com

The Legend Chiang Rai

124/15 Moo 21 Kohloy Road,
Amphur Muang, Chiang Rai
57000, Thailand
T: +66(0) 53 910 400-9
F: +66(0) 53 719 650
E: info@thelegend-chiangrai.com
www.theLegend-Chiangrai.com

Legendha Sukhothai

214 Moo 3 Tambon Muangkao,
Amphur Muang, Sukhothai,
64210, Thailand
T: +66(0) 55 697 214
F: +66(0) 55 697 583
E: info@legendhasukhothai.com
www.LegendhaSukhothai.com

Le Charme Sukhothai

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Sukhothai, 64210, Thailand
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E: info@lecharmesukhothai.com
www.LeCharmeSukhothai.com

Central

Hotel de Bangkok

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Makkasan, Ratchathewi,
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T: +66(0) 2642 5911-4
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E: info@hoteldebangkok.com
www.HoteldeBangkok.com

Hotel Bangkokian

335 /1 Ratchaprarop Soi 12,
Ratchaprarop Rd., Makkasan,
Ratchathewi, 10400, Bangkok
T: +66 (0) 81 809 0623
E: info@hotelbangkokians.com
www.HotelBangkokians.com

River Kwai RESOTEL

55 Moo 5 Tambon Wangkrajae,
Amphur Saiyok, Kanchanaburi
71150, Thailand
T: +66(0) 2642 5497
F: +66(0) 2246 5679
E: info@riverkwairesotel.net
www.RiverKwaiResotel.net

River Kwai Jungle Rafts

Ban Tahsao, Amphur Saiyok,
Kanchanaburi 70150, Thailand
T: +66(0) 2642 5497
F: +66(0) 2246 5679
E: info@riverkwaijunglerafts.com
www.RiverKwaiJungleRafts.com

The FloatHouse River Kwai

55 Moo 5 Tambon Wangkrajae,
Amphur Saiyok, Kanchanaburi
71150, Thailand
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E: info@thefloathouseriverkwai.com
www.theFloatHouseRiverKwai.com

Home Phutoey River Kwai

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www.HomePhutoeyRiverKwai.com

Hintok River Camp @ Hellfire Pass

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RV River Kwai (Cruise)

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Ratchaprarop Road, Makkasan,
Ratchathewi, Bangkok 10400, Thailand
T: +66(0) 2640 1400
F: +66(0) 2246 5679
E: res@cruiseasia.net
www.CruiseAsia.net

Southern

The Rock Hua Hin

4/44 Moo Ban Takiab Road Hua Hin,
Prachuap Khiri Khan 77110, Thailand
T: +66(0) 32 537 100, 102-105
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E: rsvn@therockhuahin.com
www.TheRockHuaHin.com

Blu Marine Hua Hin Resort

39/401 Soi Hua Hin 102, Nongkae,
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T: +66(0)32 510 671, 089 410 4469
E-mail: rsvn@blumarinehuahin.com
www.BluMarineHuaHin.com

Paradise Koh Yao

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www.Paradise-Kohyao.com

TreeHouse Villas Koh Yao

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Phang Nga 82160, Thailand
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F: +66(0) 76 584 499
E: res@theparadisekohyao.com
www.TreeHouse-Villas.com



www.SERENATAhotels.com