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C9 Hotelworks Advises Developers Of New Langham And Outrigger Branded Hotels in Phuket, Thailand

(Immediate Release – Phuket, 25th November 2008) – Phuket based hospitality consulting firm, C9 Hotelworks, recently advised on two management agreements for top branded resort developments in Phuket. The two new projects in the hotel pipeline are Serenity Development Group on their agreement with Outrigger Enterprises Group on the luxury, 78 unit Outrigger Serenity Terraces Resort, and Galway Co. Ltd with Langham Hotels International for the upscale, boutique and design led 78 pool villa Langham Place Miora Resort and Spa.

“The entry of these new branded hotels into the Phuket market signals a positive reinforcement of the prominence of Phuket as Asia’s number one resort destination. An entirely new customer segment will see significant growth and development with the opening of these types of branded lifestyle design properties,” commented Bill Barnett, Managing Director of C9 Hotelworks.

Highly respected and active in the Thailand market, C9 Hotelworks has in the past assisted a significant number of developers, institutional clients and hotel chains on projects ranging from market research, project feasibility, branding, negotiating agreements with international operators and asset management of operating properties. Recent projects being Jumeirah Private Island Resort, operators of the iconic Burj in Dubai, and The Yamu – the much anticipated Philippe Starck/Jean Michel Gathy collaboration - managed by boutique operator GHM.

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About C9 Hotelworks –

C9 Hotelworks is an internationally recognized consulting firm with extensive experience in the Asian region. Their core business focus is hotel and resort development, asset management/ownership representation and project feasibility and analysis, with key competencies including international hotel operator search, selection and contract negotiation, mixed use hotel and residential planning and operation reviews. A wide range of both institutional and private developers and a comprehensive portfolio of completed projects, give C9 the skill set and background to focus on key issues, evaluate complex ones and assist their clients in achieving solid results. Based in Phuket, Thailand and led by Managing Director Bill Barnett, who has 23 years of experience in Asia Pacific, the firm is well situated to serve an increasingly demanding marketplace.

www.C9hotelworks.com

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Bill Barnett, Managing Director of C9 Hotelworks