



**For Immediate Release  
November 2011**

**Inaugural Boutique Hotel Awards (UK) Honours**  
**Rest Detail Hotel Hua Hin – Best Beach Hotel**

**Rest Detail Hotel Hua Hin** was honoured in the UK's Inaugural Boutique Hotel Awards announced recently.

The Awards were created to showcase the finest boutique hotels around the world and reward them with the recognition and acclaim they deserve. In the ever-homogenising world of globalised brands and international hotel chains, a truly individual experience is a rare find.

In recent years the market growth for boutique hotels has outstripped that of international chains, a testament to the increasing number of travellers choosing individuality over familiarity.

In response to this industry need, the Boutique Hotel Awards was created and represents the first and only awards scheme exclusively dedicated to recognising unique excellence within the nuanced sector of boutique hotels.

Nominated properties went through a rigorous assessment process by a carefully assembled expert team of hotel judges who evaluated each hotel, based on five criteria of excellence, with a maximum score of 100, including:

- Design and concept
- Dining and Entertainment
- Facilities
- Location
- Service

A Boutique Hotel Award winner's service is intuitive, their environment intimate and their experience priceless. Winning a Boutique Hotel Award represents the pinnacle of achievement for boutique hotels and their staff. It celebrates an outstanding contribution to their guests and their industry more widely. Given the unique and individual nature of boutique hotels, the Boutique Hotel Awards also provide a benchmark of excellence for the discerning customer - a bright signifier of quality amongst a growing number of booking agencies who, having recognised market trends, are now specialising in luxury boutique hotels.

Jakri Rujirat, General Manager of Rest Detail Hotel Hua Hin is delighted to receive the recognition the award brings to the hotel and the team.



**Bookings for Rest Detail Hotel Hua Hin can be made on**

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