



Press Release

February 11, 2010

Experience Optimum 'Zs' at VIE

VIE Hotel Bangkok offers a new concept 'Deep Sleep' helping guests towards a great night's sleep

Bangkok, February 11, 2010 - VIE Hotel Bangkok, one of Asia's trendiest hotels, introduces a new guest concept - "Deep Sleep" bringing together all the essential elements to help guests revitalize their mind and body through a better night's sleep.

A good sleep is vital for a person's wellbeing, ensuring the mind and body rejuvenates and restores itself. Studies indicate that most travelers have difficulties getting sufficient and restful sleep, leading to weariness that may affect their activities during the day.

"Research with our hotel guests found many said similar things about minor sleeping disorders when traveling. A common factor was their biological clock being out of sync with their home base, having to constantly adapt to different time zones and forcing themselves to sleep at unnatural hours adds to the weariness" says Remko Kroesen, General Manager of VIE Hotel Bangkok.

"At VIE Hotel Bangkok, we understand the essence of a good night's sleep, and it is much more than just providing a choice of pillow, though we do that also," he adds.

The Deep Sleep product offers a methodical plan of activities and elements to choose from in order to ensure ultimate relaxation and sleep preparedness. The service provides a retreat from the hectic life outside the hotel and an opportunity for guests to find respite and take care of the most important thing – themselves.

VIE's Sleep Consultants provide recommendations and advice on the best sleeping position, meditation and muscle relaxation activities, suggestions on sleep-friendly meals and create an environment that soothes the senses of sight, scent, sound, taste and touch for the ultimate sleeping experience.

“The hotel’s Sleep Consultants will explain every detail of the sleeping process, including the healing powers of aromatherapy and the different qualities of each scent – whether it’s lavender, chamomile, peppermint leaves or juniper berries. When used properly, such scents can help balance and maintain physical and emotional health as well as unwind the mind and body for blissful relaxation leading to a long deep sleep,” says David Robinson, a sleep expert who is managing the programme.

The Deep Sleep at VIE Hotel Bangkok is a holistic approach designed to ensure that guests feel well through sleeping well.

Introductory ‘Deep Sleep’ Package (from 9 February – 15 May, 2010)

- **Single Occupancy** – Price: 5,500 THB nett per room per night
- **Double Occupancy** – Price: 6,200 THB nett per room per night

The Package includes:

- Accommodation stay in Deluxe Suite room including breakfast
- Personal check-in by one of our Sleep Consultants at the VIE Suite – a spacious and well appointed room with a relaxed ambience
- A selection of relax songs to be played in your room
- A selection of herbal teas, dreamy aromatherapy candles/burners, and specialty pillows and pillow mist to choose from
- Complimentary 45-minute relaxation treatment in the VIE SPA to help relax your body and still the mind
- VIE Bath with relaxing amenities to begin the process of ending the day

Additional services available from an a la carte menu

- VIE Sleep Suit for lounging in your room or wearing to the spa and yours to keep
- A personal trainer at VIE FIT gym to help you relax your muscles and gently tire your body
- Recommendation of specially designed sleep-friendly menu items served in room or in VIE Wine & Grill, the hotel’s renowned restaurant

VIE Hotel Bangkok, a member of the MGallery hotel collection, is a design hotel located in the heart of the city. Reflecting the history, setting, vision or design, MGallery collection hotels each have their own name, visual identity and specific products and services to offer consistent with the spirit of the label.

MGallery is a collection of upscale hotels that are remarkable in their personality. They will appeal to individual travelers looking for distinctive services or seeking a place with a true soul. Whether located downtown or in prime tourist areas, each hotel in the collection offers a distinctive setting in which guests will enjoy an original hotel experience reflecting a philosophy of pleasure. Launched in September 2008 by Accor, it now extends to the five continents with 30 properties and will comprise more than 40 hotels by year-end 2010. More information about the hotels in the MGallery collection is available at the mgallery.com website.

Everything you need to know about MGallery hotels at www.mgallery.com.

Accor, a major global group and the European leader in hotels, as well as the global leader in services to corporate clients and public institutions, operates in nearly 100 countries with 150,000 employees. It offers to its clients over 40 years of expertise in two core businesses:

- **Hotels**, with the **Sofitel, Pullman, MGallery, Novotel, Mercure, Suitehotel, Ibis, all seasons, Etap Hotel, Formule 1 and Motel 6 brands**, representing 4,000 hotels and nearly 500,000 rooms in 90 countries, as well as strategically related activities, such as **Lenôtre**;

- **Services**, with 32 million people in 40 countries benefiting from Accor Services products in employee and public benefits, rewards and motivation, and expense management.

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