



## **MONTARA HOSPITALITY GROUP TO LAUNCH TRISARA ACADEMY IN JULY 2014**

**18 June 2014:** - As part of a long term vision and expansion plan for the Montara Hospitality Group, owner Khun Narong Pattamasaeви is pleased to announce the official launch of the Trisara Academy on July 21, 2014, located in Montara Place in front of Trisara Phuket. This fulfills his long-time passion for providing education and knowledge transfer to improving the lives of all Thais.

Known not only for his business and financial acumen but also for recruiting some of the best in the industry to manage his two world renowned resorts in Phuket – the luxurious Trisara and the recently rebranded and rejuvenated Boathouse by Montara on Kata Beach - Khun Narong has recently appointed a long-time friend and seasoned hotelier – Mr. William (Bill) Black – as President of the Montara Hospitality Group, to be in full charge of the Trisara Academy project amongst others. “Khun Bill” has been a Board member of the Group for eight years prior to taking up his current leadership role.

“The aim of establishing Trisara Academy is to create professionals for the growing hospitality business by offering short- and long-term courses ranging from a single day up to three months,” said Bill Black, President of Montara Hospitality Group.

To launch the Academy there will be initially three distinct programmes: Trisara Internship Programme; Trisara Academy Lecture Series; and the Montara Career Development Programme (for Montara employees only).

The Trisara Internship Programme will kick off in September 2014 with the first intake of students in each of the following disciplines: F&B Service; Kitchen skills; and Front Office/Reception. The Internship programme is a three-month course (Baht 10,000 per month per student) with on-the-job training, class room lectures and intense English hospitality language skill development. Upon successful completion of the programme, job placement services will be offered to ensure that all students will have employment either at Montara properties or other Phuket hotels.

The Trisara Academy Lecture Series is where special courses or presentations open to the public will be presented by internationally recognized professionals as well as local experts in the hospitality industry. The first course in this series, scheduled for early September 2014, will be conducted by Mr. Morris Sim, a globally recognized expert in e-commerce marketing.

A graduate of Stanford University, USA, Mr. Sim is CEO and Co-Founder of Circos Brand Karma, the leading full-service solution provider that protects the value and cultivates the potential of brands.

Hoteliers around the world use the Brand Karma Analytic tool to improve brand favourability, increase awareness, and operationally raise guest satisfaction and loyalty. Mr. Sim’s topic will be “**Winning Digital Travellers in 2015**” in September 2014.

In line with Montara Management’s commitment to the development of its own employees, the Montara Career Development Programme (CDP), a specially designed programme featuring management skills training, will start on 21 July 2014.



“We have plans to collaborate with relevant travel industry organisations in Phuket and the region to present lectures and talks on topics of current interest that impacts the hospitality industry,” added Mr. Black.

Montara Hospitality Group develops, owns and manages Trisara, consistently voted as one of the world’s finest resorts (Trisara was named one of the World’s Top 100 Resorts 2014 by Robb Report), and the recently rebranded and rejuvenated Boathouse by Montara on Kata Beach, Phuket.

The Group brings experienced, dynamic management services to owners of existing luxury resorts in Southeast Asia and by remaining small, its owner-oriented services enabled independently-owned resorts to reach their full potential. The group also partners with independent owners to transform their exceptional land into legendary resort experiences, often with a Residential Villa component, which can be sold to international investors.

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**For further information, please contact GHC Asia Ltd.:**

**Tel: +66 (0) 2357 1183**

**Alisa Lhaotrakool E-mail: [alisa.l@ghcasia.com](mailto:alisa.l@ghcasia.com)**