



Press Release

December 16, 2013

**The Okura Group Partners with  
Thai Airways' Frequent Flyer Program "Royal Orchid Plus"**

Hotel Okura Company Limited begins as the first Japanese hotel chain partnership with Thai Airways International Public Company Limited and Royal Orchid Plus from 1<sup>st</sup> of January, 2014. Royal Orchid Plus members will be entitled to earn 300 or 500 miles per each qualifying stay accordingly at 50 hotels in Japan and total of 72 hotels worldwide of the Okura Group.

To celebrate this new partnership, Royal Orchid Plus members may earn Double or Triple Miles at all participating hotels during 1<sup>st</sup> of January to 31<sup>st</sup> of May, 2014. Additionally, 20 lucky winners will be invited to the award-winning Japanese restaurant "Yamazato", located on the 24<sup>th</sup> floor of The Okura Prestige Bangkok to enjoy the authentic Japanese cuisine in Bangkok. ([www.okura-jalhotels.com/ffp/tg/](http://www.okura-jalhotels.com/ffp/tg/))

At present, there are more than 2.6 million Royal Orchid Plus members worldwide who can earn miles with THAI, Star Alliance airlines and with over 50 travel partners. Miles can then be redeemed for an array of Awards, including award travel and upgrades with THAI and Star Alliance airlines, hotel stays, THAI products and services and a variety of lifestyle awards. The ease of earning and redeeming miles ensures Royal Orchid Plus members are rewarded throughout their travel experience and with everyday activities.

The Okura Group, THAI and Royal Orchid plus are very well suited partners. The Okura Group with its distinctive and gracious Japanese hospitality provides a uniquely enjoyable experience to travelers, while THAI operating 68 fleets weekly between Bangkok and Japan is well positioned to transport its customers between the two countries, and from THAI's international network. The waiver of visas for Thai nationals visiting Japan, and the selection of Thailand as the top destination by the Japan Association of Travel Agents survey is sure to increase travel between the two countries.

THAI remains committed to offer only the best to its customers, whether it be onboard new state-of-the-art Airbus A380 and Boeing B777 aircraft, opening new routes, currently Sendai, the 7<sup>th</sup> destination in Japan, or expanding partnerships through Royal Orchid Plus, the Okura Group being the latest travel partner.

**Thai Airways International Public Company Limited (THAI)**, the designated national carrier of the Kingdom of Thailand, was founded in 1960. During the Winter Program 2013-2014, THAI operates an average of 144 daily departures on domestic and international routes to 78 cities (79 airports) in 34 countries spanning five continents, including Europe, Africa, Asia, Australia and North America. The key to THAI's success is its major award-winning in-flight and on-ground service, convenient schedules and on-time performance.

As of December 2013, THAI operates a fleet of 101 aircraft. By the end of the Winter Program 2013-2014 ending 29 March 2014, THAI will operate a fleet of 103 aircraft, which includes two Boeing 74F freighters. The company is 51.03% owned by the Royal Thai Government through the Ministry of Finance.

THAI's philosophy is to provide full service to premium passengers while maintaining the highest standards of service to leisure travellers, who represent over 80% of the company's total passenger transportation revenue. THAI aims to be the "First Choice Carrier with Touches of Thai."

For more information, visit [www.thaiairways.com](http://www.thaiairways.com)

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**Hotel Okura Company Limited**, founded in 1958, opened its flagship hotel, Hotel Okura Tokyo, in 1962. With capital of 3 billion yen, the company has extensive business operations in the hospitality and related industries, such as asset ownership, management, and technical assistance and consulting. Hotel Okura Co., Ltd. operates international hotel group Okura Hotels & Resorts under its corporate philosophy, "Best A.C.S. (Accommodation, Cuisine and Service)." Since its establishment, Hotel Okura Co., Ltd has built a high-quality global network in and outside Japan. Okura's signature hospitality, Japanese sensibility and attention to detail blended with western high-functionality offers comfort and relaxation to guests worldwide.

For more information, visit [www.okura.com](http://www.okura.com)

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