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Rebirth of an Icon: Anantara Siam Bangkok Unveils a New Era with a Landmark Transformation



Anantara Siam Bangkok Hotel, the grand dame of Thai luxury hospitality, embarks on a transformative new chapter following a comprehensive USD 50 million enhancement. For more than four decades, the landmark property in the Thai kingdom's capital has welcomed generations of discerning travellers, hosted world leaders and celebrities and played a defining role in Bangkok's emergence as one of Asia's most celebrated destinations. The newly reimagined Anantara Siam strengthens its position as a living cultural landmark, where every stay becomes a celebration of Thailand's rich heritage, gracious Thai hospitality and timeless elegance.

Originally opened in 1983 and designed by acclaimed hotel architect George Wimberley, Anantara Siam has earned its reputation as one of Asia's most treasured addresses, a place where

hand-painted murals, tranquil garden courtyards and storied hospitality have defined the art of Thai luxury. Guided by the brand philosophy of “Transformed. Timeless. Thai.,” this new era honours the essence of the property while introducing inspired contemporary design, elevated experiences, and a renewed sense of discovery.

The overall transformation has been guided by a deep respect for the hotel's Thai heritage, ensuring that many of its most treasured design elements remain at the heart of the guest experience. Among them is the magnificent 100-metre hand-painted mural that crowns the hotel's iconic lobby, originally painted by Thailand's greatest muralist, Paiboon Suwannakudt, on the 200th anniversary of the current reigning dynasty, while the 19 ceiling panels over the lobby depict the “Heavens in Thai Thought.” For generations, the artwork has welcomed guests beneath its intricate depiction of Thai culture and craftsmanship, becoming one of the hotel's most recognisable features.

As part of the hotel's restoration, the mural has been meticulously preserved as a touching tribute to the artist's legacy, while Anantara Siam remains deeply committed to the cultural heritage that has always defined the hotel.

At the heart of the transformation is the complete reimagining of all 335 guestrooms, suites and villas, thoughtfully redesigned to reflect Anantara Siam's enduring sense of place. Across the hotel's diverse collection of accommodation from the refreshed Deluxe Rooms to the elegant Siam Suites, sophisticated Anantara Suites and opulent Presidential Suite. Every space has been carefully remodelled to celebrate Thailand's rich artistic heritage. Warm teak wood, handcrafted detailing, luxurious silk accents and a sophisticated residential palette create interiors that are both modern and unmistakably Thai. Every bathroom has been meticulously revamped with elegant marble finishes, bespoke vanities, enhanced lighting and contemporary fittings.

Among the many remarkable additions to the hotel are the Anantara Garden Pool Suites and Villas, which offer a personal space in the centre of Bangkok. Set within lush tropical gardens, these exclusive sanctuaries redefine urban luxury with private pools and indoor and outdoor living spaces allowing guests to enjoy the intimacy of an individual residence while remaining moments from the city's premier shopping, business and cultural districts.

Another one-of-a-kind addition to the hotel is a refined suite inspired by a Thai summer home, the Jim Thompson Explorer Suite is reimagined through a global partnership with Thailand's legendary 'Silk King', Jim Thompson. It blends timeless Thai heritage with modern sophistication through polished teak floors, painted panelled walls and curated artwork. Featuring an open-plan living and dining area and a private library, the two-bedroom suite offers an elegant, character-filled retreat in the heart of Bangkok.



Dining has long been one of Anantara Siam's defining strengths, and the hotel continues to offer one of Bangkok's most celebrated culinary collections through its nine restaurants and bars. Guests can journey through authentic Thai flavours at Spice Market, contemporary Italian cuisine at Biscotti, refined Japanese dining at Shintaro, premium steaks at Madison Steak Avenue, vibrant South American cuisine at Guilty Bangkok and handcrafted cocktails surrounded by lush greenery at one of Asia's 50 Best Bars - Aqua Bar. Additionally, guests can savour an array of all-day delights at Mocha & Muffins, from freshly baked pastries and exquisite cakes to expertly crafted coffee and artisanal tipples. Throughout the day, guests may also indulge in a leisurely afternoon tea at The Lobby or unwind by the pool at The Garden Terrace with refreshing beverages and light bites.



Equally transformed are the hotel's renowned meetings and event facilities. The magnificent Grand Ballroom, together with an extensive collection of meeting rooms and creative event spaces, has been comprehensively redesigned to meet the evolving needs of today's global business and luxury events market. Combining timeless Thai elegance with state-of-the-art technology, the revitalised venues provide an exceptional setting for prestigious international conferences, spectacular weddings, glamorous gala dinners and intimate celebrations alike.

Wellness takes centre stage with the complete transformation of the award-winning Anantara Spa, where guests continue to enjoy the world-renowned spa experiences inspired by traditional Thai healing methods. The Siam Sports Club, featuring a brand-new Technogym-equipped fitness centre and a Pilates studio, as well as an outdoor wellness space with a Muay Thai boxing ring, a rock-climbing wall and a functional training zone, further enhances the hotel's commitment to holistic wellbeing.

The transformation extends throughout the hotel, thoughtfully preserving its distinctive cultural storytelling, immersive experiences and authentic Thai traditions, which remain at the heart of every guest journey.

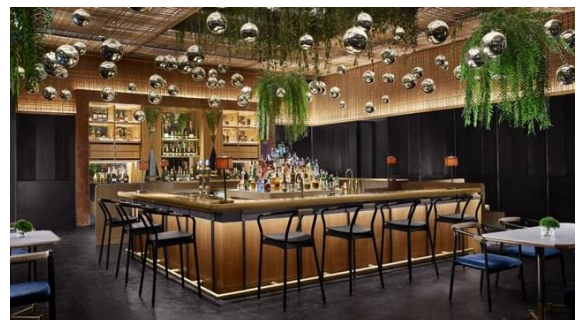
As Bangkok continues to evolve as one of the world's most exciting destinations, Anantara Siam Bangkok Hotel enters its next chapter with renewed purpose, honouring its remarkable legacy

while embracing the future with confidence, sophistication and an unwavering commitment to exceptional hospitality.

Whether visiting for business or leisure, an unforgettable celebration, world-class dining or a restorative city escape, guests are invited to discover a reimagined icon where the enduring spirit of Thailand meets the next generation.

For more information about Anantara Siam Bangkok Hotel, please visit

<https://www.anantara.com/en/siam-bangkok>



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A luxury hospitality brand for modern travellers, Anantara Hotels & Resorts connects guests to genuine places, people and stories in some of the world's most extraordinary destinations. Each Anantara embraces the surroundings and culture of its destination, creating unforgettable memories for every guest since 2001.

From city to sea and desert to jungle, Anantara delivers heartfelt, Thai-inspired hospitality at its over 50 hotels and resorts across Asia, Europe, Africa, the Middle East and the Indian Ocean.

Anantara Hotels & Resorts is a Minor Hotels brand and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

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Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 67 countries. The group crafts innovative and insightful experiences through its hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as a diverse portfolio of restaurants and bars, travel experiences, and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

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