

HOTEL CONSULTING

From vision to grand opening.

Operational expertise, practical results — building operational efficiency into every design decision, from Day 1.



BEST SPECIALIST HOTEL
CONSULTANCY 2026 · SEA

OUR APPROACH

The practical path to operational excellence.

We merge strategic planning with real-world execution across the full asset lifecycle — building operational efficiency into every design decision, so your property is both commercially viable and effortless to manage from Day 1.

A PHASED ENGAGEMENT

01

BEFORE

Strategic foundation & operational design.

02

DURING

Construction oversight & quality control.

03

PRE-OPENING

Launchpad to Day-1 revenue.

HOW WE WORK

Project roadmap — from vision to grand opening.

- 01 Strategic Foundation**
 - Concept Design & Feasibility
 - Operational Design Plan
- 02 Oversight & Quality**
 - Construction Supervision
 - Testing & Handover
- 03 Launchpad to Revenue**
 - Commercial & Branding
 - Technical Systems & HR

GRAND OPENING

HOW TO USE OUR SERVICE

Choose the phase you need most.

PHASE I

Strategic Start

Concept & Operational Design to establish a robust foundation before tendering construction.

PHASE I-III

Full-Cycle Partnership

Maximum strategic alignment and risk management across the full asset lifecycle.

RECOMMENDED

PHASE III

Launch Rescue / Support

A commercially strong, operationally flawless pre-opening launch.

Every engagement begins with a consultation to define scope and the optimal fee structure.

FEES & SCOPE

Fees & scope of works.

Strategic Foundation

ก่อนการก่อสร้าง · BEFORE

FIXED FEE – FROM 3% OF TPC*

CONCEPT & FEASIBILITY

- Vision & market validation
- Financial feasibility
- Core brand identity

OPERATIONAL DESIGN

- BOH flow & layout
- Operational space needs
- Room design efficiency

Oversight & Quality

ระหว่างการก่อสร้าง · DURING

RETAINER ฿150,000–250,000+ / MO

CONSTRUCTION SUPERVISION

- Scheduled site visits
- Design compliance
- Contractor liaison

TESTING & HANDOVER

- Quality assurance
- Timeline & budget check
- Defect reporting

Launchpad to Revenue

ก่อนเปิดดำเนินงาน · PRE-OPENING

RETAINER ฿180,000–250,000+ / MO

COMMERCIAL & BRANDING

- CI & marketing plan
- Pricing strategy
- OTA / website setup

TECHNICAL, SYSTEMS & HR

- PMS / POS / channel mgr
- Recruitment & org chart
- SOP & pre-opening training

EXPERIENCE

Deep operational & commercial expertise for independent and boutique hotels.

From brand identity to profitable, high-performing operations.

01 Concept-to-Operation Integration

Feasibility and design review through to daily operational SOPs.

02 Brand & Value Proposition

Distinct brand narratives that win share against larger chains.

03 Revenue-Centric Launch

Sales, marketing & distribution built for Day-1 revenue.

04 Team Building & Training

Coaching service teams to deliver a memorable guest experience.

WINNER · AUGUST 2026

Best Specialist Hotel Consultancy 2026 — South East Asia

LUXlife (UK) Hospitality Awards 2026 — a merit-led research and evaluation process with no paid nominations.

“Following our merit-led research and evaluation process, thethinkwise has been recognised as the deserving recipient of: Best Specialist Hotel Consultancy 2026 — South East Asia.”

— LUXLIFE HOSPITALITY AWARDS 2026

Recognising consistent guest experience, service delivery and operational excellence — the outcome of our Embedded Operator Model across independent properties of 20–120 keys.



PORTFOLIO

Selected projects & recognition.

CONCEPT & LAUNCH

The Library, Koh Samui · Baan Makham · Green Sleep Hostel · CHANN ·
CHARRAS BHAWAN · UHURA by the River

OPERATIONAL REBRANDING

X2 Resorts — Koh Samui & Kui Buri · AWAY Koh Kood · Le Bay Buri ·
Sawadee Patong · The Sea, Koh Samui

FEATURED

The Library, Koh Samui

2007 Condé Nast Traveler New Hotel Finalist, with further recognition
from Hospitality Design.

MILESTONES

Boutique Hotel: How-To

Amarin Printing — 4 editions in 4 months, 10,000+ copies sold.

Course Director, The Dot Hotel

SCB SME Academy — keynote speaker & course design.

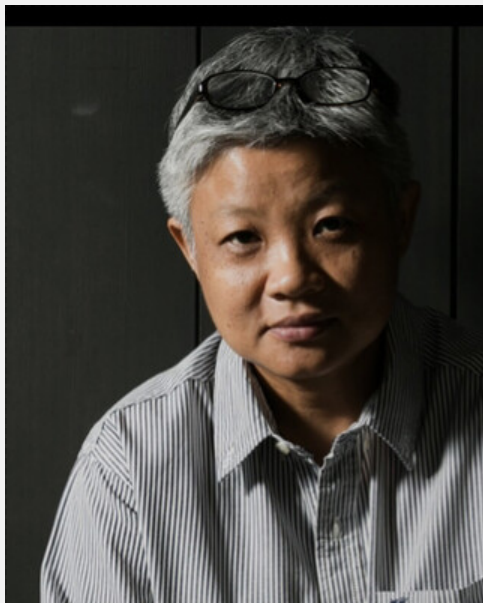
Knowledge Channels

thethinkwise.com · Podcast · e-book Hotel How-To Guide.



AWARD 2026

**Best Specialist Hotel Consultancy 2026 — South
East Asia · LUXlife (UK)**



KEY PERSON

Amornpan Somsawasdi

Leads thethinkwise's hands-on methodology — bridging strategic vision and practical execution for independent and boutique hotels across Thailand. 20+ years as GM, COO and SVP in Thai independent hotels; author of “Boutique Hotel: How-To” (Amarin, 2009).

THANK YOU.



SCAN TO CONNECT
ONLINE