

# Central Plaza Hotel PCL in Travel and Tourism (Thailand)

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## Abstracts

The short-term strategy of Central Plaza Hotel PCL is going to prioritise on establishing an economy hotel under brand COSI Hotels which are set to operate in 2015.

Consequently, Central Plaza Hotel has six brands of hotels cover luxury, middle and budget-end hotels. The domestic movement of the company will expand new hotels under the management in order to achieve over 12,000 rooms within 2017. At the same time, Central Plaza Hotel is looking beyond the Thai boundary to gear up Centara to...

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