

The 62-key hotel joins the Unscripted by Hyatt portfolio, introducing an art-inspired riverside destination rooted in the culture, creativity and community of Bangkok's historic Bang Lamphu neighborhood

CHICAGO, October 20 — Hyatt Hotels Corporation (NYSE: H) today announced the opening of QURO Bangkok Riverside, part of the Unscripted by Hyatt brand portfolio. Formerly The StandardX, Bangkok Phra Arthit, the 62-key hotel marks a new chapter as the first Unscripted by Hyatt hotel in Thailand, bringing its distinctive character and creative spirit to one of Bangkok's most vibrant riverside districts.

Located along the Chao Phraya River on Phra Arthit Road in Bangkok's historic Bang Lamphu neighborhood, QURO Bangkok Riverside brings together contemporary design, art and local culture in a welcoming space for travelers, residents and the creative community. Drawing inspiration from the neighborhood's nostalgic charm and evolving creative scene, the hotel invites guests to experience Bangkok through a distinctly local lens, with spaces designed to encourage connection, discovery and unexpected encounters. Situated beside Phra Arthit Pier, the hotel is within easy reach of Khao San Road, the National Museum, the Grand Palace, Wat Pho and Wat Arun.

This individual character, along with its connection to the surrounding community, reflects the Unscripted by Hyatt spirit and joins the brand's diverse collection of upscale independent hotels, each with its own identity and sense of place. The portfolio gives hotels the flexibility to preserve what makes them unique while benefiting from Hyatt's global platform and legacy of quality and care.

Designed as an open, fluid space that captures the distinctive character of its surroundings, QURO Bangkok Riverside brings contemporary design together with the cultural richness and lived-in spirit of Bang Lamphu. Art is not simply decoration but a catalyst for connection, uniting global travelers, local residents and creative communities in spaces designed to linger, interact and discover. The unexpected is always welcome, and the neighborhood itself becomes an integral part of the experience.

"QURO Bangkok Riverside takes its name from the word 'Curate,'" said Sunshine Jeamjarut, General Manager of QURO Bangkok Riverside. "We bring together art, immersive local experiences and an unhurried approach to service to create a singular, cohesive identity. QURO Bangkok Riverside captures the Unscripted by Hyatt spirit through its strong sense of place, independent character and connection to the everyday rhythm of Bangkok."

QURO Bangkok Riverside's 62 rooms feature thoughtful design, neighborhood-inspired art and private balconies, with some accommodations offering riverfront and neighborhood views. The hotel's concept is expressed through a collection of spaces designed to connect guests with Bangkok's art, culture and pace.

At QURO Point of View, the rooftop bar, local character, craft flavors and views of the Chao Phraya River come together. The rooftop pool offers a place to unwind above the city, while QURO GALLERY and QURO SOURCED invite guests and visitors to discover changing art and thoughtfully selected pieces in the hotel's lobby, alongside BEANS Coffee Roaster. Silpa Riverside Restaurant offers a relaxed setting for Thai flavors shaped by Bangkok's character.

Hyatt Hotels in Thailand

QURO Bangkok Riverside joins Hyatt's growing portfolio of 16 hotels in Thailand, expanding the range of experiences available to guests and World of Hyatt members through the country's first Unscripted by Hyatt property.

World of Hyatt

As a participating World of Hyatt property, QURO Bangkok Riverside guests can earn and redeem points on eligible stays, subject to applicable program terms. The hotel gives World of Hyatt members more choice and another opportunity to experience Bangkok through a property rooted in the city's art, culture and local character.

To celebrate the opening of QURO Bangkok Riverside, World of Hyatt is offering members who book the "New Hotel Member Bonus Offer" 2X World of Hyatt points for every full \$1 USD, or equivalent, spent on that room rate and eligible incidental charges. Explore more hotels new to World of Hyatt [here](https://www.hyatt.com/unscripted-by-hyatt/en-US/bkksx-quro-bangkok-riverside).

For information on QURO Bangkok Riverside, please visit <https://www.hyatt.com/unscripted-by-hyatt/en-US/bkksx-quro-bangkok-riverside>.

The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.

About Unscripted by Hyatt

The Unscripted by Hyatt brand is a diverse collection of upscale hotels that are as dynamic as the guests who seek them.

Whether in search of a low-key escape from big-city bustle or an innovative hub with delightful essentials, Unscripted by Hyatt hotels provide distinct environments synonymous with independent hotels and boutique brands, all rooted in Hyatt's legacy of quality and care. A welcome offering for self-sufficient travelers, Unscripted by Hyatt hotels trade excessive indulgences for the road less complicated, inviting you to a worry-free stay where no plans are necessary, all possibilities await, and life is truly unscripted."

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of June 30, 2026, the Company's portfolio included more than 1,500 hotels and all-inclusive properties in 83 countries across six continents. The Company's offering includes brands in the Luxury Portfolio, including Park Hyatt®, Alila®, Miraval®, Impression by Secrets, and The Unbound Collection by Hyatt®; the Lifestyle Portfolio, including Andaz®, Thompson Hotels®, The Standard®, Dream® Hotels, The StandardX®, Breathless Resorts & Spas®, JdV by Hyatt®, Bunkhouse® Hotels, and Me and All Hotels; the Inclusive Collection, including Zoëtry® Wellness & Spa Resorts, Hyatt Ziva®, Hyatt Zilara®, Secrets® Resorts & Spas, Dreams® Resorts & Spas, Hyatt Vivid® Hotels & Resorts, Bahia Principe Hotels & Resorts, Alua Hotels & Resorts®, and Sunscape® Resorts & Spas; the Classics Portfolio, including Grand Hyatt®, Hyatt Regency®, Destination by Hyatt®, Hyatt Centric®, Hyatt Vacation Club®, and Hyatt®; and the Essentials Portfolio, including Caption by Hyatt®, Unscripted by Hyatt, Hyatt Place®, Hyatt House®, Hyatt Studios®, Hyatt Select, and UrCove. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith, Unlimited Vacation Club®, Amstar® DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

Media Contact:

Renee Yeung
Hyatt
Renee.Yeung@hyatt.com

Warinpron Thanupattarasakul
QURO Bangkok Riverside
Warinpron.Thanupattarasakul@hyatt.com

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