

The Standard Hua Hin – Hua Hin's new 5 star resort

The entrance logo of The Standard luxury hotel in Hua Hin is deliberately inverted, and there's a compelling reason behind it. This 5-star establishment has chosen to redefine the concept of a standard luxury hotel, aiming to provide guests with a unique and immersive experience. This distinctiveness is evident throughout one's stay, from the remarkable architecture and bold color choices to the enthusiastic and engaged staff who go above and beyond with their service, delivering it with smiles and personality.

This award-winning 5-star luxury experience comes with a twist. The Standard boasts all the expected facilities and amenities of a premium hotel but adds an extra layer of luxury. Having experienced the hotel, it becomes clear why it has garnered numerous awards. In 2022, it stood as the sole hotel in Thailand featured on Conde Nast Traveler's hot list and was ranked as the 7th best luxury resort in Asia. This recognition stems from The Standard offering a luxury experience that deviates from the norm.

Upon entering the hotel, there's an immediate realization that The Standard is far from ordinary. The execution is so meticulous that it feels like stepping into an entirely different world—surprising, fascinating, colorful, and beautiful. The unique architecture sets the stage for a special luxury vacation in Hua Hin.



The hotel's lush green garden, resembling a tropical oasis with massive trees and beautiful flowers, houses the swimming pool with sun loungers and umbrellas that seamlessly match the hotel's style and class. The ambiance is truly special, whether you're relaxing under the umbrella or in the shade of the treetops. From the poolside, a few steps lead to the beach, stretching for kilometers and perfect for both swimming and a sunrise stroll.

The Standard also offers a culinary delight with one of the best Italian restaurants in Thailand. Whether you're enjoying a drink and snacks in the elegant pool bar with an ocean view or having breakfast in Restaurant Lido, anticipation builds for the exceptional dining experience. Restaurant Praca, housed in a beautiful historic wooden bungalow and named the best in Hua Hin in 2023, offers a unique atmosphere, featuring interpretations of famous Thai specialties, classic street food, and local dishes.

As you look forward to your stay at The Standard, anticipate a

5-star indulgence unlike anything you've experienced before.

The prices are incl. all taxes and charges.

	Low season	High season 1	Peak season	High season
Room type	April 16. – October 31.	November 1. – December 20.	December 25. – January 7.	January 7. – April 15.
Standard	4575	6140	9115	6340
Superior	5325	6810	9710	7990