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Timeless Thai Elegance Meets Modern Sophistication: A Conversation with Ms. Nida Wongphanlert of 137 Pillars Hotels & Resorts

written by Rishika Gupta | November 11, 2025 | 7 minutes read

Ms. *Nida Wongphanlert, GM, Owner, Managing Director, 137 Pillars Hotels & Resorts*

In the heart of Bangkok's vibrant Sukhumvit district stands 137 Pillars Suites & Residences Bangkok, a sanctuary where heritage and modernity harmoniously intertwine. Known for its impeccable attention to detail, artful design, and warm Thai hospitality, the property redefines urban luxury with a residential touch — offering guests not just a stay, but a sense of belonging.

In this exclusive interaction with Travel Mail, Ms. Nida discusses the brand's philosophy, the art of balancing exclusivity with expansion, and how 137 Pillars continues to captivate discerning travellers — especially from India — through personalised luxury, cultural authenticity, and sustainability-led innovation.

137 Pillars Suites & Residences Bangkok beautifully blends luxury with homelike comfort. How does the all-suite and residential concept make the property ideal for families and long-stay guests visiting the city?

At 137 Pillars Suites & Residences Bangkok, our all-suite concept blends luxurious design with homelike comfort—ideal for families and long-stay guests. Each suite starts from 70 sqm and features a private balcony with a daybed and rocking chair overlooking Bangkok's skyline, offering space to relax and reconnect. Guests enjoy personalised butler service, access to a dedicated rooftop pool, all-day breakfast, sundowners, and after-treats—creating a sanctuary of calm and indulgence. Select suites include two bedrooms, perfect for families seeking privacy and space.

Our serviced residences are designed for longer stays, with lighter-toned interiors, kitchen pantries, laundry and dryer machines, and separate living and dining areas. Popular options include our 60 sqm one-bedroom and two-bedroom layouts, each with a private balcony for added comfort. To enhance convenience, we offer a complimentary shuttle every 30 minutes to the nearest BTS station and shopping mall—ideal for guests exploring Bangkok or enjoying a day of retail therapy.

Indian families are increasingly travelling together in larger groups and seeking personalised luxury experiences. How is your property adapting to the preferences and travel patterns of Indian guests?

We've seen a growing number of Indian families travelling together—often in multi-generational groups seeking privacy, flexibility, and personalised luxury. Our spacious residences are perfectly suited for this, offering full kitchens, separate living and dining areas, and multiple bathrooms, allowing families to stay together comfortably while enjoying the independence of a home-like setting. We also offer connecting suites and tailored arrangements for larger groups, including private dining experiences, curated itineraries, and wellness activities that cater to all ages.

Culturally, we understand the importance of hospitality that feels personal and intuitive. Our team is trained to anticipate preferences—from dietary needs to celebratory touches for special occasions. We've also adapted our culinary offerings to include vegetarian options. Ultimately, it's about creating a seamless experience that honours both luxury and cultural nuance—making every stay feel effortless, joyful, and deeply memorable.

The Indian market has become one of the most promising segments for Thailand's luxury travel sector. What are your expectations from this market, and how do you plan to strengthen your presence among Indian travellers?

The Indian market continues to show strong growth within Thailand's luxury travel sector, and we see it as one of the most dynamic and promising segments. At 137 Pillars Suites & Residences Bangkok, we've welcomed increasing numbers of Indian families, couples, and friends—drawn to our spacious suites, personalised service, and culturally rich experiences. This year, we've seen notable growth compared to last year, affirming the market's rising interest.

To strengthen our presence, we're expanding outreach through trusted travel partners, media platforms, and KOL collaborations. We also ensure every guest feels genuinely welcomed and understood. With Bangkok's excellent connectivity and our commitment to heartfelt, intuitive hospitality, we're confident in deepening our relationship with Indian travellers—offering a sanctuary that blends elegance, warmth, and a true sense of belonging

Your journey from engineer to hotelier is quite inspiring. How has your engineering background influenced the way you conceptualise spaces, the way you consider design and craft guest experiences at 137 Pillars?

Engineering is a very logical discipline, but I've always had a deep appreciation for design and art. During the design phase of 137 Pillars Bangkok, I had the opportunity to immerse myself in interior design, architecture, landscape planning, and even mechanical systems and construction. It was a transformative learning experience. My father used to take me to inspect luxury hotels, which gave me early exposure to how spaces function and feel. With my engineering background, I could read drawings, understand layouts, and visualise how guests would move through each space—not just for functionality, but for emotional impact.

That foundation helped me shape environments that balance aesthetics with purpose, always aligned with the brand story we began in Chiang Mai. One of the most rewarding parts was working with incredibly talented Thai designers who had an exceptional eye for colour, texture, pattern, and detail—from architectural finishes to softscape design. They also helped me understand the importance of the small things—details that people might overlook at first glance, but that quietly shape how a space feels and functions. All of these elements come together to create rooms and public areas that are not only beautiful, but deeply considered and intuitively designed.

Design is central to the 137 Pillars experience — every detail tells a story. How do you preserve Thai heritage and authenticity while offering contemporary comfort and style?

Design is central to the 137 Pillars experience—every detail tells a story, and every space is crafted to evoke comfort, culture, and emotional connection. One of our core brand traits is to make guests feel at home, wrapped in a sense of luxury, calmness, and intimacy. This property is envisioned as one of the collective houses of the 137 Pillars owner, showcasing a curated collection of Thai artworks by national artists throughout every area. It brings the unique personality and tasteful character of our Chiang Mai property into a more urban, modern setting—transforming heritage into a living, breathing experience.

Our serviced residences reflect a timeless blend of contemporary design infused with Thai traditional patterns. You'll find carved wall details, Thai flower artwork, and subtle motifs on carpets and furniture handles. The light-toned palette is accented with royal blue—one of our signature colours—creating a cozy, welcoming atmosphere. Our suites elevate the experience for the luxury market. Richer colour schemes, white marble bathrooms, high-gloss finishes, and custom fittings create a refined, indulgent atmosphere.

Thai silk-blended fabrics, elephant lamps, and artwork by Thai artists connect each suite to our Chiang Mai heritage. The outdoor areas are inspired by the gardens of a wealthy Thai family who once lived along Sukhumvit Road—lush, serene, and steeped in nostalgia. Altogether, the design reflects our belief that luxury is not just seen, but felt—in every texture, every story, and every moment of stillness.

Sustainability and wellness have become key priorities in the global hospitality landscape. How is 137 Pillars integrating these values into its design, operations, and guest experiences?

Sustainability and wellness are not trends—they're part of our ethos. In design, we integrate natural materials, energy-efficient systems, and thoughtful landscaping that reflects our "urban garden" concept. Our operations are guided by responsible practices, from reducing single-use plastics to partnering with local Thai brands for amenities that support both community and environment.

We're proud to offer a voluntary carbon offset program and are working toward sustainability certification to formalise our long-term commitment. Wellness is woven into the guest experience—from Thai-inspired spa rituals and all-day breakfast to curated wellness events like guided movement, energy healing, and meditation circles. Every detail—from the scent in the suite to the stillness of our rooftop pool—is designed to help guests recharge, reflect, and reconnect. It's about creating a sanctuary that feels good—and does good.

Technology today plays a major role in shaping luxury travel. How is 137 Pillars using innovation to enhance personalisation and create seamless experiences for its guests?

We use technology as a strategic backbone—supporting operations, revenue management, and guest experience optimisation through AI and data-driven systems. While we believe the human touch remains at the heart of luxury hospitality, innovation helps us deliver that warmth with greater precision and consistency. We ensure that guest data and feedback are communicated across departments, allowing us to anticipate needs, personalise service, and make informed decisions about investments that truly enhance the guest journey.

From backend audits to real-time performance analytics, technology enables us to refine everything from staffing to service delivery. It's not about replacing people—it's about empowering them with insights. This balance of thoughtful innovation and heartfelt service allows us to create seamless, intuitive experiences that feel both personalised and deeply human.

Boutique luxury often means balancing exclusivity with expansion. How do you plan to grow the 137 Pillars brand while maintaining its intimate, personalised essence?

We cater to highly specific markets where travellers seek a local brand that delivers international luxury standards with emotional depth. Our revenue growth strategy for both properties is thoughtfully selective—targeting traveller segments and regions that resonate with our brand philosophy and appreciate the intimacy, cultural depth, and elevated service we offer. In Bangkok and Chiang Mai, we maintain only a few properties by design, ensuring each feels like a private sanctuary rather than part of a chain.

We build with purpose—infusing every location with local culture, thoughtful design, and heartfelt service. Whether through art, architecture, or guest rituals, each property reflects our brand DNA while embracing the spirit of its surroundings. This approach allows us to grow meaningfully, deepening our relevance without ever compromising our sense of place, intimacy, or authenticity.

Every luxury property has a defining element that leaves a lasting impression. What would you describe as the signature experience at 137 Pillars Suites & Residences Bangkok?

Our signature experience is the feeling of being completely at home—wrapped in luxury, calm, and intimacy. It begins with the spaciousness of our suites and residences, each with a private balcony and thoughtful design that blends Thai heritage with contemporary elegance. Guests are welcomed with personalised touches, intuitive service, and a sense of quiet belonging.

The rooftop pool reserved for suite guests, all-day breakfast, and curated sundowners add layers of indulgence, while the art collection—featuring works by Thai national artists—infuses every space with cultural depth. Whether it's the gentle sway of a rocking chair overlooking the skyline, the scent of fresh flowers in the room, or the warmth of a team that remembers your name, the lasting impression is emotional. It's not just about what guests see—it's about what they feel. That sense of sanctuary is what defines 137 Pillars.

Looking ahead, what legacy would you like the 137 Pillars brand to create in the world of luxury hospitality?

Looking ahead, I hope the legacy of 137 Pillars is one that elevates the Thai experience on the global luxury stage—showcasing the richness of our culture through thoughtful design, heartfelt service, and meaningful storytelling. We aim to be recognised as a leading local brand that delivers international standards while staying deeply rooted in place, purpose, and personality. Our vision is to redefine luxury not through excess, but through intention—where every detail reflects care, every space carries cultural depth, and every guest experience feels personal and profound.

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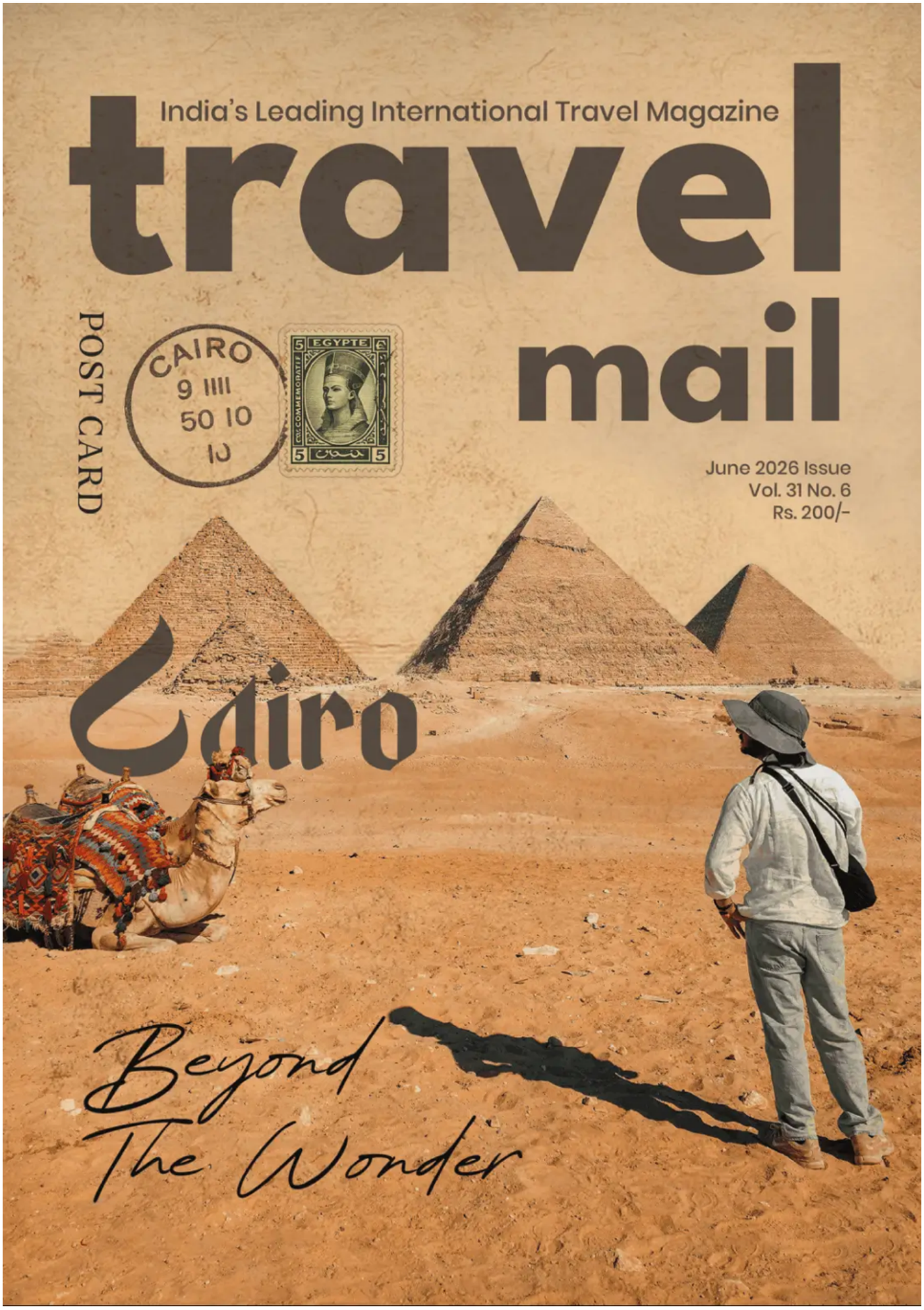

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