



THESIS APPROVAL

GRADUATE SCHOOL, KASETSART UNIVERSITY

Master of Arts (English for Specific Purposes)

DEGREE

English for Specific Purposes

FIELD

Foreign Languages

DEPARTMENT

TITLE: A Genre Analysis of Homepages of Serviced Apartments in Bangkok

NAME: Mrs. Titiporn Phongsuwan

THIS THESIS HAS BEEN ACCEPTED BY

THESIS ADVISOR

(Assistant Professor Nongnuch Sriussadaporn, Ph.D.)

COMMITTEE MEMBER

(Mr. Stephen Cannell, B.A.)

COMMITTEE MEMBER

(Assistant Professor Jaralvilai Charunrochana, Ph.D.)

DEPARTMENT HEAD

(Mrs. Wannana Soontornnaruerangsee, Ph.D.)

APPROVED BY THE GRADUATE SCHOOL ON _____

DEAN

(Associate Professor Gunjana Theeragool, D.Agr.)

THESIS

**A GENRE ANALYSIS OF HOMEPAGES OF SERVICED
APARTMENTS IN BANGKOK**

TITIPORN PHONGSUWAN

**A Thesis Submitted in Partial Fulfillment of
the Requirements for the Degree of
Master of Arts (English for Specific Purposes)
Graduate School, Kasetsart University**

2009

Titiporn Phongsuwan 2009: A Genre Analysis of Homepages of Serviced Apartments in Bangkok. Master of Arts (English for Specific Purposes), Major Field: English for Specific Purposes, Department of Foreign Languages. Thesis Advisor: Assistant Professor Nongnuch Sriussadaporn, Ph.D. 186 pages.

The study aims to explore the organization and linguistic features of the homepages. The study includes the investigation of general characteristics of the homepages. The second part is the analysis of the move structure of the homepages. In the third part, five linguistic features, namely personal pronouns, modal auxiliary verbs, adjectives, imperatives and complex noun phrases were particularly studied.

Twenty-nine homepages were purposively selected as a corpus from 3 accommodation web directories which drawn up from 2 international search engines. The homepages were analyzed using the framework of move analysis of Bhatia (1993). Communicative purposes of each move were determined. In addition, a computerized concordancing program was used to identify and analyze prominent linguistic features of move 3 'Introducing the Apartment'.

The results show that the homepages analyzed contain five prototypical moves: 1) 'Identifying the apartment'; 2) 'Introducing the apartment'; 3) 'Calling for action'; 4) 'Giving contact information'; 5) 'Giving information'. The personal pronoun 'your', the modal verb 'can', the adjective 'serviced', the imperative 'contact us' and complex noun phrases are prominently used in the text.

The finding of the analysis could be used as a model for writing promotional materials for website designer. In addition, the output would be a helpful guideline in one aspect of teaching in tourism courses for teachers of the genre.

Student's signature

Thesis Advisor's signature

ACKNOWLEDGEMENTS

I am deeply indebted to my advisors, Assistant Professor Nongnuch Sriassadaporn for her insightful advice and constructive comment during the writing of this thesis. I am deeply grateful to Mr. Stephen Cornell who has devoted his valuable time and effort to read and edit my paper. I also would like to thank Assistant Professor Jaranvilai Charunrochana for her active support on this study.

I would like to thank all my teachers of the ESP program who have provided me with helpful knowledge and great support throughout these years.

Other people whose assistance deserved special thanks are my classmates in the ESP Program who willingly extended to me great help whenever I asked.

Lastly, I would like to express my deep feeling of gratitude to my parents and family members for their encouragement and support throughout these years.

Titiporn Phongsuwan
May 2009

TABLE OF CONTENTS

	Page
LIST OF TABLES	(iv)
LIST OF FIGURES	(vi)
CHAPTER I INTRODUCTION	1
Rationale of the Study	1
Objectives of the Study	3
Benefits of the Study	4
Scope of the Study	4
Definitions of Terms	5
Research Questions	6
CHAPTER II LITERATURE REVIEW	7
The Concept of Genre and Genre Analysis	7
The Concept of Genre	7
Genre Analysis	8
Promotional Genre	12
Websites as Promotional Genre	13
Homepage	14
Related Study about Website Analysis	16
Web Advertising Language	21
Linguistics in Advertising	23
CHAPTER III METHODOLOGY	29
Data Collection Procedure	29
Data Analysis	32
Reliability Assurance and Validity of the study	33
CHAPTER IV RESULTS AND DISCUSSION	34
General Observation of the Homepage	34
Objective	34
General Characteristics	34

TABLE OF CONTENTS (CONTINUED)

	Page
Homepage Layout	35
Body Copy	36
Move Structure of the Homepage	38
Move Found in the Homepage	38
Analysis of Linguistic Features of Move 3 ‘Introducing the Apartment’	55
Personal Pronouns	55
Modal Verbs	56
Adjectives	57
Imperative Sentence	59
Linking Verbs	60
Complex Noun Phrases	62
CHAPTER V CONCLUSION AND RECOMMEDATION	66
Objectives of the Study	66
Research Methodology	66
Results	67
General Characteristics	67
Communicative Purpose	67
Prominent Linguistic Features	70
Pedagogical Implications	72
Recommendation for Further Research	73
 LITERATURE CITED	 75

TABLE OF CONTENTS (CONTINUED)

	Page
APPENDICES	80
Appendix A Corpus of the Homepages	81
Appendix B A Summary of Moves and Steps and Sample Homepages Used on the Reliability Assurance	111
Appendix C List of Move 3 with Steps	122
Appendix D Concordance Lines for Personal Pronouns	155
Appendix E Concordance Lines for Modal Verbs	163
Appendix F Concordance Lines for Adjectives	165
Appendix G List of Imperatives and Frequency of Occurrences	174
Appendix H List of Complex Noun Phrases Found in Move 3 and Grouped by the Type of Modifier	176
Appendix I Concordance Lines for Linking Verb 'Be'	183

LIST OF TABLES

Table		Page
1	Frequency of Occurrence of Moves in the Homepages in the Corpus	41
2	Frequency of Occurrence of Welcoming Message Found in Move 2 'Greeting'	44
3	Frequency of Occurrence of Steps Found in Move3 'Introducing the apartment'	45
4	Frequency of Occurrence of Steps Found in Move4 'Calling for Action'	51
5	Frequency of Occurrence of Steps Found in Move5 'Giving Contact Information'	52
6	Frequency of Occurrence of Steps Found in Move6 'Giving information'	53
7	The 23 Adjectives Most Frequency Found in Move 3	59
8	Examples of 13 Imperative Verbs Most Frequently Found	59
9	Percentage of Sentences Containing Complex Noun Phrases in Move 3	63

LIST OF TABLES (CONTINUED)

Table		Page
10	Frequency of Occurrences of Three Groups of Complex Noun Phrases	64
11	Summaries of Moves of the Homepages and the Prominent Linguistic Features	71

LIST OF FIGURES

Figure		Page
1	Corporate Homepage	14
2	Homepage Layout	36
3	Move Structure of the Homepages	39
4	Frequency of Occurrence of Steps Found in Move 1 'Identifying the Apartment'	43
5	Occurrence of Pronouns in Move 3	56
6	Occurrence of Modal Verbs in Move 3	57
7	Occurrence of Linking Verbs 'Be'	60
8	Complements of Linking Verbs	61

CHAPTER I

INTRODUCTION

Rationale of the Study

One segment of the tourist accommodation market that has grown in spite of economic downturns is the extended stay segment, or serviced apartment. According to Business Research of Jones Lang LaSalle Hotel (2005), serviced apartments have gained tremendous popularity over the last decade, thereby representing a significant competitor to conventional hotels in many markets around the world.

In Thailand, serviced apartments have shown to be the most stable of all property sectors, with occupancy rates within 87-93% since 2000 (CB Richard Ellis Research ,2008). The supply of serviced apartments is mainly directed at expatriate employees who hold work permits in Thailand. According to the Alien Occupational Control Division of the Department of Employment, the number of expatriates holding work permits in Bangkok totaled 84,616 surveyed in November 2008, and increase of 15.4 % from the level recorded in November 2007. The number of business travelers or expatriates in Thailand is likely to increase continuously in the coming years. As a 2006 survey conducted by the Japan External Trade Organization (JETRO) showed that Thailand was the “most optimal location for establishing a production/ sales base in the coming 5-10 years.”(<http://www.boi.go.th>). Thus the competition among the serviced apartment operators in order to persuade their potential customers to use their services will not only be varied but also very high.

The rapid revolution of the Internet has offered rich opportunities for consumers and firms participating in a global online market. Further, those who are involved in the hospitality industry business competitively use the web for electronic commerce. According to the Worldwide Technology survey, 81% of hoteliers worldwide accept booking over the web (Chung and Law, 2003). According to an e-commerce website survey conducted by the e-Commerce Resource Center/NECTEC

during 2002, Thailand had about 6,000 e-commerce websites (both .com and.co.th). Among these websites, hospitality industry websites were one of the top five businesses advertising its services on the web (<http://www.ecommerce.or.th>). Website owners use the Internet as a marketing tool to attract potential customers. Further, different strategies are used in order to meet their different values. As Marco (2002) says, corporate websites are the dominant genre on the Internet used by companies to construct a positive image, and to advertise their products or services. Thus Internet advertising, a new communication genre, is mostly used by firms. They take great advantage of the technologies to interact with their target customers.

There are several studies which have conducted websites analyses. Shepherd and Watters (1999) analyzed homepages and found that the purpose of homepages tends to be a general introduction and includes browsing and e-mail communication. They stated that almost every homepage provides an e-mail connection so that the reader can make further inquiries. Marco (2002) states that the corporate homepage is a multi-purpose genre which shares some features with promotional genre existing in other media, but incorporates many new elements which exploit the connectivity and interactive features of the Internet. Hoffman *et al.*, (2000) explore the role of web sites as a distribution channel and a medium for marketing communication and suggest that the web offers a number of important benefits including, availability of information, online product trial which can lead to reduce uncertainty in purchase decisions. Companies build their web sites with three purposes including promotion of products and services, provision of data and information, and processing of business transactions (Liang, 2003). Medina *et al.*, (2005) suggest that corporate websites are published and maintained by companies in order to promote the image of a firm by building awareness of the company brand name, product range or values and to facilitate the buying and selling of goods and services over the Internet.

As the Internet grows and expands, the question for marketers is not merely how to get potential consumers to visit their website, but how to keep them involved. Content is one of the most important features of a successful website.

According to a recent eMarketer survey, the top two most important website features sought by Internet users are based on the credibility of the information 80% and the quality of the website navigation 80% (eMarketer, 2002). The website content plays the essential role in promoting the residences to web customers. It is the body copy that describes the product, features, room services, amenities and local destination information. The body copy should be truthful and written in short, declarative, and descriptive sentences (hospitalitynet.org, 2004).

Although many researchers have studied website analysis and mostly about its function and benefit, there are very few studies which have looked at websites relating to effective language used to promote the service in the tourism accommodation industry in Thailand. This study will analyze the language used in serviced apartment websites and will investigate the characteristic features of the websites.

Objectives of the Study

The study is aimed to characterize the homepage of the serviced apartment websites in Bangkok by using genre analysis. The analysis aims to find out:

1. General characteristics of the 'Homepage'.
2. Move structure on the 'Homepage'.
3. Prototypical text structure of the 'Homepage'.
4. Prominent linguistic features focusing on personal pronouns, adjectives, imperatives, modal verbs, complex noun phrases ,and linking verbs.

Benefits of the Study

This study will provide the following benefits:

1. A model for writing promotional materials especially for website designers.
2. A helpful guideline in one aspect of teaching in tourism courses.
3. Insights for conducting further research in ESP, perhaps on different genres or other aspects of genre analysis.

Scope of the Study

This study is restricted to the following:

1. The websites of Serviced Apartments in Bangkok.
2. The websites written in English.
3. The serviced apartments having their own official websites.
4. The investigation of the linguistic features: pronouns, adjectives, modal verbs and sentence types.
5. The qualifications of the serviced apartment websites writers not included.
6. The effectiveness of the serviced apartment websites not included.
7. The icons, images or graphics not included.

Definitions of Terms

1. 'Genre' "comprises a class of communicative events, the members of which share some set of communicative purposes" (Swales, 1990:58).

2. 'Moves' refer to segments of a text. Each move aims to accomplish a particular intention while contributing to the overall communicative purpose of the genre (Bhatia, 1993).

3. 'Steps' refer to rhetorical options from which writers of a text can choose to realize the communicative intentions of a move (Bhatia, 1993).

4. 'Adjective phrases' contain an adjective as head, optionally accompanied by modifiers in the form of single words, phrases, and clauses (Biber, *et al.*, 1999).

5. 'Noun phrases' refer to the basic canonical structure of noun-headed phrase includes four major components, of which two are optional: determiner+ (premodification) + head noun + (postmodification and complementation) (Biber *et al.*, 1999).

6. 'Personal pronouns' refer to the speaker, the addressee, or other entities and are used instead of full noun phrases (Biber *et al.*, 1999).

7. 'Serviced Apartments' refer to furnished properties whose rent included fully fitted kitchens, providing daily maid services and in-house maintenance (Longman dictionary, 2000).

8. 'World Wide Web' is the system for making information available, anywhere in the world, to computer users who are connected to the Internet (Longman dictionary, 2000).

9. 'Website' refers to a place on the internet where the users can find information about a company, organization or person (Longman dictionary, 2000).

10. 'Homepage' is the opening page or main page of a website, intended to greet visitors and provide information about the site or its owner (Askehave and Neilsen , 2003).

11. 'Hyperlink' is a system of non-hierarchical text blocks where the textual elements are connected by links (Askehave and Neilsen, 2003).

12. 'Body copy' is the text of the advertisement which develops the sales message, states the argument, summarizes the proof, and provides explanation (Wells *et al.*, 2000).

Research Questions

The research is conducted to analyze the genre of serviced apartment websites in an attempt to answers these three questions:

1. What is the communicative purpose of the homepage?
2. What are the prototypical features of the homepage?
3. What are the text structures of the homepage?
4. How are the complex noun phrases used to exploit the product detailing in the homepage?

CHAPTER II

LITERATURE REVIEW

The Concept of Genre and Genre Analysis

The Concept of Genre

Genre, which has traditionally been a literary concept, has recently become a popular framework for analyzing the form and rhetorical function for non-literary discourse such as research articles, theses/dissertations, textbooks serving as a tool for developing education practices in rhetoric, linguistic and English for Specific Purposes (ESP).

Through the work of Swales, the concept of Genre has had considerable influence on ESP. He proposes:

“Genre is a class of communicative events, the members of which share some set of communicative purpose” (Swales, 1990).

Swales (1990) emphasizes the role of communicative purpose. He points out that communicative purpose is a primary criterion and that keeps the scope of a genre and there has to be a relationship between the purpose accomplished by the genre and the schematic structure of the genre, and the text and language employed.

In his book ‘Genre Analysis’, Swales states:

“Communicative purpose is both a privileged criterion and one that operates to keep the scope of a genre as here conceived narrowly focused on comparable rhetorical action. In Addition to purpose, exemplars of genre exhibit various patterns of similarity in terms of structure, style, content an intended audience. If all high

probability expectations are realized, the exemplar will be viewed as prototypical by the parent discourse community” (Swales, 1990: 58).

Swales (1990) also points out that speakers use language to accomplish culturally goal-oriented tasks and in so doing are obliged to use genre.

Bhatia (1993) claims that each genre will be an instance of a successful achievement of a specific communicative purpose using conventionalized knowledge of linguistic and discoursal resources. Following Swales’ concept of genre, Bhatia elaborates further that genre is primarily characterized by the communicative purpose which also gives the genre an internal structure.

Chandler (1997) suggests that genre is used to refer to a distinctive type of text. Thompson defines genre as a socially constructed concept to describe a set of texts that are perceived to perform similar function. Text belonging to a genre is conventionalized in terms of sequencing, layout and phraseology, and there are expectations of, and constraints on, the structure and linguistic of such text. These expectations can vary from one disciplinary community to another. The forms that texts take can also vary depending on the range and diversity of purposes that exponents of the genre are asked to serve (Thompson, 2001).

Mauchlan (2005) contributes his view of the topic that genre are families or categories of discourse that share certain purpose and characteristics of form, procedure or content that confer regularity on the way the message is presented and are sufficiently prominent to give the discourse a clear identity.

In the area of English for Specific Purposes, the concept of genre has maintained a central position for teaching purposes. The concept tends to focus on the use of language, both in academic and professional context, and the communicative purpose it aims to serve.

Genre Analysis

In the teaching and learning of ESP, genre analysis has become one of the major influences on current practices. It has become more concerned especially when the teaching is associated with helping the learners to use language purposely.

Genre analysis has proved a most useful tool for the analysis and functional description of the conventional forms of communications traditionally used by discourse communities to convey information (Swales, 1990; Bhatia, 1993)

Genre analysis in ESP began with Swales' work (1990). Swales has developed what is termed the Create a Research Space model (the CARS model), focusing on the introduction section in academic articles. The model shows the ways academic writers justify and highlight their own contribution to the research. The model first establishes a topic for the research, and then establishes a gap of that work that will form the basis of the writers' claims. The model proposes three main 'Moves' for the introduction and a number of 'Steps' used to express each move

Move 1: Establishing a Territory

Step1: Claiming Centrality

and /or

Step2: Making Topic Generalizations

and/or

Step3: Reviewing Items of Previous Research

Move 2: Establishing a Niche

Step1A: Counter-Claiming

and/or

Step1B: Indicating a Gap

and/or

Step1C: Question Rising

and/or

Step1D: Continuing a Tradition

Move 3: Occupying the Niche

Step1A: Outlining Purposes

and/or

Step1B: Announcing Present Research

Step 2: Announcing Principal Findings

Step 3: Indicating Research Article Structure

Swales claims that the idea of the model is to interpret the regularities of the organization in order to understand the rationale for a genre (Swales, 1990). This model has had a tremendous influence on genre analysis in ESP and on the teaching of academic writing.

A highly influential scheme for locating texts within social practices in the ESP/EAP tradition is that of Bhatia (1993). Bhatia works through the following steps:

- Placing the text-genre in a situational context
- Survey the literature
- Refining the contextual analysis
- Selecting on appropriate corpus
- Studying the institutional context
- Selecting the levels of analysis (lexico-grammatical, move structure)
- Checking results with specialist informant

Bhatia's approach works from the social context to the text, in order to situate the texts within the contexts of situation and culture, and provide explanatory force to the analysis.

Dudley-Evans and St. John (1998: 87) see genre analysis as the focus of the text analysis. The central of study is regularities of structure that distinguish one type of text from another type.

Thompson (2001) suggests that the analysis of genre aims:

- to identify the regularities of form, of rhetorical organization and of linguistic features within the genre

- to relate these regularities of form, of rhetorical organization and of linguistic features to communicative purpose

- to establish which features are obligatory and which are optional, within given discourse communities

- to understand why and how the genre has developed into its present form, and what functions the genre plays within the community.

Bhatia (2002) states that genre analysis is the study of situated linguistic behavior in institutionalized academic or professional setting. He elaborates that genre analysis has four characteristics as follows:

1. Genre analysis shows a genuine interest in the use of language to achieve communicative goals.

2. Genre analysis gives a dynamic explanation of the way expert users of language manipulate generic conventions to achieve a variety of complex goals.

3. It is primarily motivated by applied linguistic concerns.

4. It focuses on specific differentiation in language use at various levels of generality .

Promotional Genre

In a business context, Bhatia illustrates the usefulness of genre analysis by analyzing sales promotion letters. He points out that promotional letters must have the ability of capturing the receivers' attention and of convincing them of the benefits of the product or service being offered (Bhatia, 1993). The moves and steps in the sales promotion letter are found as follows:

Move 1: Establishing Credentials

Move 2: Introducing the Offer

Step 1: Offering the Product/Service

Step 2: Essential Detailing of the Offer

Step 3: Indicating Value of the Offer

Move 3: Offering Incentives

Move 4: Referring to Enclosed Documents

Move 5: Inviting Further Communication

Move 6: Using Pressure Tactics

Move 7: Ending Politely

Bhatia (1993) suggests that it is not always obligatory to use all of seven moves and in the same order. He points out that there can be flexibility in the number of moves used in a specific promotional effort by considering some moves more essential than others and there can be a certain degree of flexibility in the sequencing of moves that they can also be varied.

Upton (2001) studies Direct Mail Letters and analyses its persuasive language using Bhatia's approach to genre analysis (1993). Upton points out that fundraising mails and other promotional materials such as sales letters and job applications have the same purpose that is to make sales. The moves of Direct Mail Letters are shown as follows:

Move 1: Get Attention

Move 2: Introduce the cause and/or establish credentials of organization

Move 3: Solicit response

Move 4: Offer incentives

Move 5: Reference insert

Move 6: Express gratitude

Move 7: Conclude with pleasantries

Websites as Promotional Genre

Shepherd and Watters (1999) examined websites on the basis of content, form, and function and grouped them into six genres; Homepage, Brochure, Resource, Catalogue, Search engine, and Game. They suggest that these genres are different in content, form, and function but they have the same purpose that is to provide information and service of companies to its target customers.

Hoffman *et al.* (2000) suggest that one objective of websites is to build a relationship with the consumer even before the need to purchase the product or service arises.

There are various types of online advertising including “e- mails, newsletters, screensavers, e-sponsoring ... online games and websites” (Li, 2005). Similar to other types of advertisement, websites aim at informing the existence of a product or service and /or persuading consumers to take actions. Jonoschka also states that websites not only contain promotional message which tries to attract consumer’s attention, but also embedded with hyperlinks and then point to a much great information pool such as a corporation’s website (Li, 2005). According to Li (2005), web ads are perceived to be:

- excellent for conveying information and detail
- cost-effective
- rational and not effective in stimulating emotions

- effective in precipitating action
- effective for both short- and long- term promotional objectives
- less effective for changing and maintaining attitudes

Homepage

Shepherd and Watters (1999) state that the purpose of a corporate homepage is to show the user the 'face' that a company wants to present to the world. The content of corporate homepages is mostly information and advertisement about the company's products or services. Shepherd and Waters point out that the forms of homepages tend to be general information and short chunks of information with subtopics that can be reached by providing links.



Figure 1 Corporate Homepage

At the present time, websites are used as commercial media. Firms use the web primarily to deliver information about the firms and its offering to consumers. Hoffman *et al.*, describe websites as a distribution channel and a medium for marketing communication on the Internet provide an efficient channel for advertising, marketing, and even direct distribution of certain goods and information services (Shepherd and Watters, 1999; Hoffman *et al.*, 2000).

As a commercial medium, websites do not perform only three functions of traditional mass media: to inform, to remind and to persuade but they also provide interactive communication to Internet users. Some benefits of interactive communication include the availability of information, the provision of search mechanisms and online products trail, all of which can lead to reduced uncertainty of the purchase decision (Hoffman *et al.*, 2000). Some serviced apartment websites provide special “virtual tour” features showing the visitors the interior design and decoration of the apartments. Other special features allowing them to customize the available accessory items in the rooms to fit their desires are also presented.

Furthermore, buyers and seller can access and contact each other directly, potentially removing some of the marketing cost and constraints.

Serviced apartment websites categorized as ‘Internet Presence Information sites’ provide details and rational information about the firm and/or its offering. Internet Presence sites include the ability to reach motivated customers with an information-or image-rich communications message. Hoffman *et al.*, suggest that this type of site represents the future of advertising and marketing communications on the web (Hoffman *et al.*, 2000).

Ruffini (2002) suggests that the homepage of a website is where the web owner meets and greets the site visitor and points out that the layout for designing a webpage is different from the layout of print materials. He says that print layout is viewed as ‘whole units’ of information, whereas web pages are viewed as ‘screens of information’. He recommends that homepage layout should divide the page into two

visual and functional zones. Zone one is the top screen of information that should be visible to all users without scrolling and denser with navigation links, descriptive information and graphics, whereas zone two has lower priority items and is visible by scrolling.

Askehave and Nielsen (2003) define homepage as a top-level document of a website which performs two functions: it introduces the general content of the site and it acts as a gateway of the site by providing navigational tools or links. Kleindl (2003) studies webpages, and suggests that webpages like all promotional materials are designed to communicate some specific messages to a targeted audience and to enhance the overall promotional campaign.

Related Study on Website Analysis

Palmer (1999) analyzes how Internet advertisements are written. He suggests that a new means of communication such as web page or huge multimedia catalogues and traditional advertising or research have some shared characteristics. Palmer examines linguistic features of first page target ads. The analysis shows that target advertisements use short noun phrases or brief imperative sentences as patterns of service or product introduction. These types of texts are fairly concise and direct, in order to avoid difficult language expressions as when web readers read a web page they scan pages and prefer factual language.

Askehave and Nielsen (2003) following Swales and Bhatia's genre analysis works, examine a homepage and present the homepage as a new genre born with the Internet. They claim that homepage shares several features with already existing genres and discourses from printed media, but it adds a distinctiveness unseen in 'traditional' genres. The distinctive property is the hypertext where various virtual texts are connected by links allowing the reader to move from one text to another in a very easy manner.

In their studies, they examine homepages in 3 ways:

1. Analysis of communicative purpose
2. Analysis of moves (used to structure and organize the homepage)
3. Analysis of rhetorical strategies

The writers suggest that the communicative purposes of the homepages are to introduce the site and to present news. They elaborate that the homepage is a condensation of the most important information on the site and serves as a quick site introduction. The second communicative purpose is to create/consolidate the image of the sender. The writers say that the choice of information as well as the design and layout of the homepage say something about the sender. And the third communication purpose is to present news of the company.

Askehave and Nielsen show their analysis of Moves as follows:

- Attracting attention
- Greeting
- Identifying sender
- Indicating content structure
- Detailing content
- Establishing credentials
- Establishing contact
- Establishing a (discourse) community
- Promoting an external organization

The writers suggest that moves are clearly distinct with boundaries between them are marked by changes in the type of information present in the different sections of the homepage content and often supported by changes in frames, empty space, shifts in colours, and shifts in font size/ type.

Finally, Askehave and Nielsen observe the most characteristic strategies of moves “attracting attention” and “establishing credentials”. They find the “attracting attention” move is usually realized by a combination of strong verbal, extraordinary visual and /or audiovisual elements. These strategies are used to attract the reader and make him/her stay on the homepage.

For the “establishing credentials” move, they find that this move is used to identify the web-owner. They elaborate that the senders use verbal and/or visual design elements that can be associated with them such as logotype, pictures and typography for identification and recognition their companies and organization.

Askehave and Nielsen suggest in their study that even though the technological properties of the Net had an impact on the way texts on the Net were presented, it was still up to the individual web writer to exploit the potential of the Net and do what s/he found best to fulfill the communicative purpose of a homepage.

Akkhakraisi (2004) analyzes **marketing copy** posted on the hotel chain websites. She finds the move structure as follows:

Move 1: Attracting Attention

- Introducing Specials/Promotions
- Pointing out Major Customer Benefit(s)
- Making Positive and Verifiable Claims

Move 2: Calling for Action

- Conveying Directive Intent
- Soliciting Action
- Providing Channel for Response

Move 3: Describing Specials/Promotions

- Focusing on Customer-Benefits
- Elaborating on the Specials/Promotions
- Specifying Feature of Specials/Promotions

Move 4: Indicating Terms and Conditions (optional)

- Stating Eligibility
- Setting Rules and /or Valid Dates
- Declaring Availability or Changeability
- Referring to Complete Terms and Conditions

According to Akkhakraisi, marketing copy exhibits at least three typical moves:

- 1) Attracting attention
- 2) Describing product/service
- 3) Calling for action.

The attraction-getting move serves to attract the attention of the reader so that they will desire to read on the second move which serves to inform readers about a product/service and convince them of the benefit they will get. Then the call to action move provokes the readers to take a particular response.

From her analysis, she finds the sequence of action-getting move and product-detailing move differs from that of the direct mail sales letters. In her findings, the call for action move in marketing copy generally precedes the product-detailing move because in an initial web page, copy writers posted only the head line and/or lead-in elements as an action mechanism to link to other web pages.

Gonzalez (2005) studies the textual metadiscourse in commercial websites. He finds that commercial websites do not only have to catch the attention of the web viewer, but they also are engaged in guiding the reader through the complexity of semantic systems which constitute a web page.

Successful websites are websites that give the reader assistance to be able to find the relevant information he or she is seeking. Gonzalez suggests that the structure of a commercial website contains obligatory moves of promotional genres as introduced by Bhatia (1993). Those obligatory moves are ‘Establishing credentials’, ‘Introducing the offer’, and ‘Soliciting response’. Gonzalez shows the similarities of moves in sales promotional letters and those in web pages as follows:

Moves		Pages
Establishing Credentials	>	‘about us’
Introducing the offer	>	‘products and services’
Soliciting response	>	‘contact us’

Gonzalez (2005) elaborates that the page ‘about us’, also called sometimes ‘info’ or ‘company info’, allows companies to provide background information about their activities. The ‘product and services’ pages are the place where companies introduce their offer. And, the ‘contact us’ page would correspond to the soliciting response move. He states that the main goal of a business website is to be persuasive and language is a very important tool for websites to reach the goal.

Pollach (2006) studies Product Reviews on Consumer Opinion Websites. The study shows that the purpose of online product reviews is to inform potential buyers of the strengths and weaknesses of consumer products. People who share their experience help readers to make purchasing decisions and may even be recognized as experts in a particular field.

In his study, Pollach looks at the genre of online product reviews from four angles including structure and format, content, appeals to audience and choice of sentence style and words. The findings show that product reviews contain the product's good points, bad points and general comments, all of which the site encourages users to provide. The texts shown in this website are less formal and use shorter sentences, compared to printed media.

Pollach also suggests that the writers of the online product reviews frequently use words of emphasis as well as over-punctuation, capitalization and emoticons to express their emotions involving the subject matter.

Web Advertising Language

Language has a powerful influence over people and their behavior especially in advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important. Although visual content and design in advertising have a very great impact on the consumer, it is language that helps people to identify a product and remember it.

The advertising language is known for its extensive uses. Moreover, the meanings of each word may differ very slightly and in a very subtle way. It is important to understand the connotation of a word. Connotation is the feeling or ideas that are suggested by a word, rather than the actual meaning of the word.

According to the recent eMarketer survey, the top two most important website features sought by Internet users shows that 80% of them rely on the credibility of the content, which suggests not just the body copy but the extent to which the site promotes its products for building consumer trust, and 80% for the quality of the web sites navigation for ease of use (eMarketer, 2002).

eMarketer (2002) also suggests the most important website features are those that give reliable information, are easy to navigate, are frequently updated and enable factual information to be found easily.

In other words, the success of turning from prospects to customers is that viewers are confident about what the web site says is true and can be used as a back-up to support the claims. And also viewers are able to navigate their ways through a website to find the information and make a reservation (eMarketer, 2002).

For a customer to search for an accommodation website, he can use a search engine to specify what he is looking for. Today's search engines value the descriptive body copy found on the webpage. The body copy must contain relevant target keywords and phrases such as destination and product related to that display throughout the website. The body copy plays an essential role in promoting a hospitality service to web customers. It is the copy that describes the hotel products, features, room services, amenities, and local destination information. The copy should be truthful and written in short, declarative, and descriptive sentences (Hospitalitynet.org, 2003).

In order to use a website to enhance the promotional process for firms, Kleindl (2003) suggests in his book that it should follow the AIDA model;

- A - Attention - To grab your targets attention
- I - Interest - To create curiosity
- D - Desire - To create desire
- A - Action - To call for action

To follow the AIDA model, web designers have to give importance to language used in order to design a powerful web copy for their websites. Kleinde (2003) elaborates that the AIDA process is based on attitude models in which the audience first thinks about an object, then develops feeling, and finally engages in some type of behavior.

Websites, like other advertisements, must gain attention and do so quickly before they lose the interest of the web visitors. Meeske (2003) suggests that commercial advertisements must attract the attention of its receivers. If not, they would not focus on it and the message would not achieve its goals. After getting attention, a web writer aims for the interest of the target audience so they should stick to the main idea and relate it to the target audience's interest. Building interest in the product or service also means creating a desire in the receiver.

There are four primary objectives for a website; to educate, to entertain, to inform and to persuade (Simmons and Kelly, 2004). For Service Apartment websites that aim to persuade customers to use its services, the web designers should use words that grab their attention and then lead site visitors to take further action. Simmons and Kelly (2004) suggest that in order to design effective websites, a web designer should design with a clear understanding of the objectives and then use language that is clear and concise to achieve the websites' goal.

Web copywriters have to make their audiences want what they are selling so they must understand how the target customers think, behave and make decisions, and then give them a reason to buy. The goal of the web body copy is to convince viewers to become customers, so the writers have to tell the audience what they expect them to do: make a reservation for a serviced apartment.

Linguistics in Advertising

The heart of communication, especially in advertising, is the message. It is the physical object that results from the source's encoding of an idea or thought. In advertising, evidence suggests that the quality of the message is more important than the medium that carries it (Dunn *et al.*, 1990).

Personal Pronouns

Advertising language is certainly aimed at selling the products or services they advertise; however, there are variations in the directness of a style of writing. Kashima and Kashima (1998) studied the language of advertisement and suggest that in advertisements especially in English the use of subject pronouns is obligatory. They particularly point out that there are explicit uses of subject pronouns such as ‘I’, ‘We’ or ‘You’ to correlate significantly with high individualism.

The role of personal pronouns in advertising is also discussed in the work of Palmer *et al.*, (1999). They point out that personal pronouns are used in advertising in several ways, one of which is to produce a sense of solidarity with the potential customers.

Walter (2004), recommends that one extremely and highly effective way to make customers and prospects feel special is by using personal pronouns like ‘you’, ‘yours’, ‘we’ and ‘ours’ in the marketing communication and sales efforts. She suggests that using of personal pronouns especially ‘you’ can make the customers and prospects feel happy and keep them satisfied.

Sentence Types

Sentences could be distinguished into four types: declaratives, interrogatives, imperatives and exclamatives. Following definitions of each of them are quoted from Quirk *et al.*, (1990).

“Declaratives are sentences in which it is normal for the subject to be presented and to precede the verb. Interrogatives are sentences, which are formally marked in one of two ways: yes-no interrogative (an interrogative *wh*-element is positioned initially and there is generally subject-operator inversion). Imperatives are sentences, which normally have no overt grammatical subject, and whose verb has the

base form. Exclamatives are sentences which have an initial phrase introduced by *what* or *how*, usually with subject-verb order”.

In most of advertisements related to every-day conversation, there is a relatively free selection of sentence types. Copywriter uses imperatives, because it creates a sense of “one person is talking to another and because all ads are urging us to some action”. Leech, (1966) establishes certain groups of verbal items, which are especially frequent in imperative clauses. The first group relates to the acquisition of the product (e.g. choose, get, and buy). The second group relates to the consumption or use of the product (e.g. use, enjoy, and try). The final group acts as appeals for notice (e.g. look, watch, and see, etc.).

Biber *et al.*, (1999) suggest that imperatives are characterized by the lack of a subject, use of the base of the verb, and the absence of modals as well as tense and aspect makers. According to Biber *et al.*, the uses of imperatives, which are to express commands, express suggestion, make requests, give invitations are due to the fact that the situation is interactive. In on-line advertising context, imperatives are typically used by web designers to elicit a response from an audience. And interactive feature is one of the advantages of the Internet. So the copy writers use imperatives to urge the audience to do something after the moment of reading messages through this feature.

Kunoth (2002) analyses linguistic mechanisms used in English newspaper advertisement and commercials. He finds that imperatives are used when the writers want to urge the reader or potential consumer to take action. Besides the form of the imperative clause the body copy also consists of declarative clauses and these clauses are used to show factual information about the product and how it works.

Adjectives

Adjectives are the essential part in the rhetoric of advertising. Copywriters use adjectives as modifiers to describe their products and services (Bhatia, 1993).

One way in which advertisers adapt language to their own use is to take compound words and use them as adjectives. These compounds often later become widely used in normal situations. Examples of these compounds which have become part of the English

language are: '*top-quality*', '*economy-size*', '*chocolate-flavored*', '*feather-light*' and '*longer-lasting*'.

Kunoth, (2002) finds that in the field of semantics, the advertisers use adjectives to arouse the reader's interest, especially adjectives that have a positive connotation concerning the product and use comparatives to emphasize the uniqueness of the product or service.

Biber *et al.*, (1999) suggest that adjectives have a number of characteristics. Adjectives can be inflected to show degree of comparison, as in *big*, *bigger*, and *biggest*. The language of advertising is normally very positive and emphasizes when one product stands out in comparison with another. Adjectives serve both attributive and predicative roles. Adjectives in an attributive role modify nominal expressions, occurring as constituents of the noun phrase and typically preceding the head noun (e.g. '*scientific examinations*', '*underlying reports*', '*chemical analyses*').

Adjectives also are descriptive, typically characterizing the referent of a nominal expression (e.g. '*blue and yellow flag*', '*happy customer*'). Further, they are gradable as they can denote the degree of a given quality and would be modified by an adverb of degree (e.g. '*very strange*', '*deeply unhappy*'). According to Biber *et al.*, attributive adjectives are one of the primary mechanisms used to pack additional information in to noun phrases (Biber *et al.*, 1999).

Modal Verbs

Advertisers use language that makes people think that some products or services will do for us things that they cannot do. One important class of such words are modal verbs like 'can', 'could', 'may', 'might'. Kunoth (2002) states that these words are used on behalf of products designed to make readers feel better. In the body copy, writers also use these modal verbs to describe the customers' benefits with the attentions to make reasonable strong claims. Biber *et al.* (1999) suggest that these modals express a wide range of meanings, having to do with concepts such as ability, permission, necessity, and obligation. They point out that the verbs that show the strongest association with modal verbs is mostly mental verbs that usually express various emotions, attitudes, or cognitive states.

Linking Verbs

Linking verbs are verbs that link a subject with a complement (Jarvie, 2000). There are a number of verbs that can function as link. These falls into three main categories:

- Current linking verbs – be, seem, appear, keep remain, stay.
- Resulting linking verbs - become, get, go, grow, prove, come, turn, turn out end up and wind up.
- Sensory linking verbs - look, feel, sound, smell, taste (Biber *et al.*, 1999)

The verbs do not take an object, but they introduce a complement linked to the subject. The complement of a linking verb can be either a subject predicative or an obligatory adverbial. Subject predicatives can be realized by a noun phrase, adjective phrase, or prepositional phrase. And obligatory adverbial is usually a prepositional phrase.

In this present study, the researcher is interested in analyzing the move structures and linguistic features of homepages of serviced apartment websites in Bangkok. The researcher focuses on how the web writer realizes the communicative purposes of each homepage by applying Bhatia's framework. For the observation of general characteristics of each homepages, the researcher follows Askehave and Neilsen's studies to analyse the objective and the layout of the homepage. For the linguistic features, the researcher uses the framework of Palmer *et al.*, Biber *et al.* and Kunote as guidelines to analyze the textual structure in each homepage.

CHAPTER III

METHODOLOGY

The methodology used in this study is divided into three main parts:

1. Data collection procedure
2. Data analysis
3. Reliability assurance

Data collection

Sample

In this study, the samples were the 29 services apartment websites which were purposively selected and based on the following criteria.

1. Having their own official websites which means not being posted on other portal websites or by an agent
2. Located in the CBD (Central Business District) of Bangkok in Phloenchit, Silom, Sathorn and Sukhumvit

Serviced Apartment Search Engines

The researcher considered the most widely used search engines 'Google' and 'Yahoo' the second most important combination search engine and search index to find information on the World Wide Web. (Medina *et al.*, 2005) The searching process was conducted in the following steps:

1. The researcher searched the serviced apartment websites by using the key words 'Bangkok + serviced + apartments' through the two international search engines. The search engines are www.google.com and www.yahoo.com.

2. A corpus of serviced apartment websites was collected from three web directories which were shown as a result of searching in Google and Yahoo. Those three directories were;

- 1) www.bangkok.com
- 2) www.moveandstay.com
- 3) www.sabaai.com

3. After scanning the web directories, the researcher found that each web directory contained lists of serviced apartments in many locations of Bangkok. So, proper serviced apartment websites were searched and collected as purposive sampling according to the aforementioned criteria. Each listed independent serviced apartment's URL (Uniform Resource Locator) was entered and viewed. And finally a total of 29 websites were found and chosen for this study.

Websites found:

1. www.bangkok.com
2. www.moveandstay.com
3. www.sabaai.com

Data collection

1. www.admiralsuites.com
2. www.theascottsathorn.com
3. www.capehouse.com
4. www.centrepoin.com* Langsuan
5. www.centrepoin.com* Saladaeng
6. www.centrepoin.com* Silom

7. www.centrepoin.com* Sukhumvit 10
8. www.centrepoin.com* Sukhumvit Thong lor
9. www.centrepoin.com* Wireless
10. www.citadines.com
11. www.cncreidence.com
12. www.emporiumsuities.com
13. <http://bangkok.frasershospitality.com>
14. www.frasershospitality.com
15. www.grandpresident.com
16. www.jasminecity.com
17. www.marriott.com
18. www.naturalville.com
19. www.oakwoodbangkok.com
20. www.omnitowerbangkok.com
21. www.pantipcourt.com
22. www.presidentpark.com
23. www.presidentsolitaire.com
24. www.royalpresident.com
25. www.sirisathorn.com
26. www.sofitel.com
27. www.somersetlakepoint.com
28. www.somersetparksuanplu.com
29. www.somersetsuwanparkview.com

An exact duplicate of every homepage was created by using Offline Explorer 4.5. Each homepage was purposively chosen by setting the depth to 1 with the default filter “Retrieve pages within this site only” in order to download a particular homepage. This step enabled the researcher to ‘offline browse’ the site while making sure no content or structure changes would be made during the analysis. Then the whole corpus was put on the hard disk as separate document and text files.

Data Analysis

The corpuses of 29 homepages that were saved as separate files were printed out. Then the hard copies were coded and tagged manually in order to be analyzed. The pattern of analysis comprises:

1. General observation
 - 1.1 Objective of the homepage
 - 1.2 General characteristics
 - 1.3 Homepage layout
 - 1.4 Body copy

2. Overall move structure on Homepage
 - 2.1 Prototypical moves of all homepages
 - 2.2 Obligatory and optional moves
 - 2.3 Percentage of occurrence

3. Linguistic analysis
 - 3.1 use of personal pronouns
 - 3.2 use of adjectives
 - 3.3 use of imperatives
 - 3.4 use of modal verbs
 - 3.5 use of complex noun phrase

Reliability Assurance and Validity of the study

The reliability of the moves of the homepages of serviced apartment in the corpus was established by the following procedure. Five homepages in the corpus were randomly selected. Photocopies of the sample homepages of which the moves and steps were presented to two native speakers of English. Both are experts in serviced accommodation providers. The researcher interpreted the purpose of the web writer and then asked the specialist's opinions. The specialists helped clarify some appropriateness of the analysis of the moves and steps of the homepages and the definitions of the moves and steps. Finally, the analysis was then refined based on the feedback received from the discussions with these experts.

The analysis of linguistic features of the homepages of serviced apartment in the corpus was checked by two linguist specialists. The validity of the study is established because the researcher has confidence that the conclusions drawn are warranted from the corpus collected. The purposive sampling design and the research instruments for data collection constituted the appropriate representative samples. The exploitation of two search engines represents the un-bias records of three accommodation web directories and the criteria to select the websites are appropriate. The researcher uses the related frameworks for the analysis of the linguistic features being investigated. The conclusions are checked by the specialists to ascertain the validity of the study.

CHAPTER IV

RESULTS AND DISCUSSION

This chapter contains three sections of research findings. The first section presents general observations of the studied homepages. The second section discusses the analysis of move structure of the homepages. The final section presents the linguistic features in one of the obligatory moves. The analysis mainly focuses on four aspects: personal pronouns, adjectives, imperatives, modal verbs and complex noun phrases.

General Observation of the Homepages

Objective

The homepage of serviced apartment websites in CBD (Central Business District) serves as a sales and marketing channel for serviced apartment providers. It is used for many reasons; to promote apartments, to establish interactive relationships with its customers, to build a presence over the web directly to prospective customers and to encourage online consumers to buy services directly from the serviced apartment serviced providers.

General Characteristics

The homepage is designed with a combination of verbal, visual and/or audiovisual elements such as images with vibrant colors, flash effects to attract the readers and make them stay on the site. Web designer uses a large amount of 'real life images' (Palmer, 1999) to stress the idea of the appropriateness of introducing images instead of words as the best way to get hold of possible customers. Hoffman *et al.* (2000) also suggest that the image-rich communication message has the ability to reach motivated customers as the consumer appeal is emotional rather than rational.

The homepage is used to introduce the website by presenting the general content of the website and providing navigational links into the site. It is fully optimized with links that allow the customer to grasp the information and click to view, inquire, or simply book a room such as **'make a reservation'**, **'book a room'**, or **'send us e-mail'**. The homepage is a promotional material to enhance the serviced apartment's image and drive consumer desire to make a reservation with a simple click.

Homepage Layout

The layout of serviced apartment homepages in this study is packed with descriptive copy, images, the navigational links, and graphics in the first screen that is visible without scrolling. This is to offer the readers exactly what they want on the first page and to encourage the customers to buy the service.

The homepages contain text, links, pictures, and splash, search box where the user can search the entire website for something specific. The text is normally displayed in the middle of the page while the top, left or right and lower part serve as a place for navigational links that are part of serviced apartment information such as **'accommodation'**, **'location'**, **'room rate'**, and **'map'**. The homepage acts as a stand-alone page. It is fully optimized with links that allow the reader to grasp the information and click to view, inquire or simply book the room.

The apartments have their logotypes as a landmark in the top position of the page. (see Figure 2)

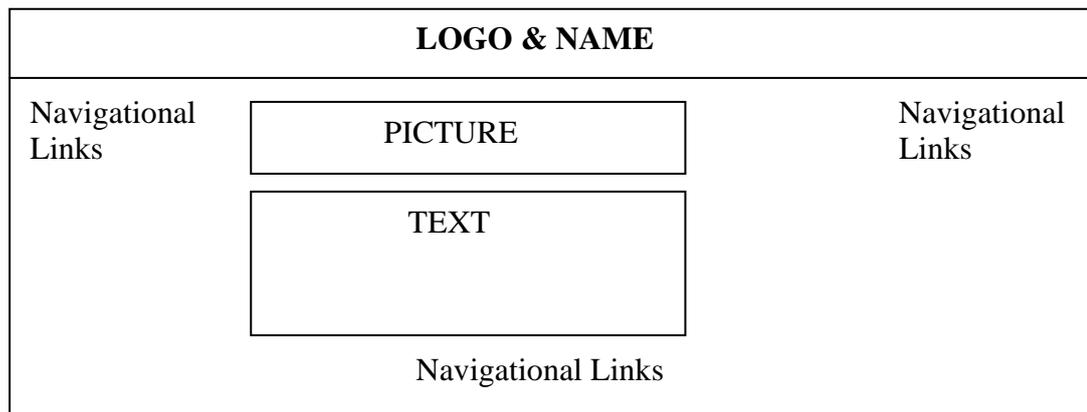


Figure2 Homepage Layout

Body Copy

In the homepage of serviced apartment websites, body copy plays an essential role in promoting the apartment to web customers. It describes the apartment's features by using language with key words and modifiers. It also tells the customers what they will get if they use their services such as *'Our 437 well- appointed and spacious studios and suites combine the comforts of home with the facilities and services of a superior hotel, and in today's security-conscious world we offer the ultimate in privacy and safety'*, Grand President Executive, home page #15. *'with Summerset Suwan Park View's personalized services and extensive facilities, you can experience Bangkok and enjoy the luxurious comforts of a private apartment.'* Somerset Suwan Park View, home page # 29. *'Exquisite Thai contemporary style interior decorating creates an exclusive luxury ambience that makes your home so inviting. Here, you will find an excellent combination of Thai style and state-of – the-art technology'*, Centre Point, Wireless Road, home page #9.

The copywriters use compelling text to motivate the users to make reservation online or to make a visit at the site such as **'ROOM SPECIALS & PACKAGES, CLICK HERE'**, **'Hot Price'** or **'Special Offer'**.

The home pages of serviced apartment web sites are well-constructed with multi-tiered navigation. Each tier helps layout the organization of the websites and facilitate web readers to go into a web page as they can scan the copy or jump from page to page in no particular order. The navigational links in the homepage is constructed in chunks or precise segments, such as *'Apartment Types'*, *'Facilities & Services'*, or *'Photo Gallery'*.

The body copy of the homepage introduces the readers the information of the serviced apartment. It describes apartment features, location, services, and facilities and also the benefits that customers will get if they use their services.

The copy writer focuses on the beauty of the site scenario such as *'Admiral Suites combines the convenience of home with the luxury of a Bangkok hotel and provides an oasis of relaxation against the backdrop of the bustling cosmopolitan city of Bangkok'* Admiral Suites, home page #1. Along with the copy, there are also pictures to back up the point of each claim.

The copy is clear, concise and related to the apartment or its service. In the body copy, the writer starts the first sentence with enticement. It proposes comfort, convenience, beauty to stimulate customers' motivations such as *'Centre point Langsuan is an absolutely unique location, the definition of welcoming warmth and comfort. Even With the convenience of living in the vital heart of town, here your home is surrounded by tranquil, restful greenery'* Centre Point Langsuan, home page#4. The writer also uses language showing promise to satisfy the readers such as. *'Our friendly, Well-trained staff is always on hand to ensure you receive unparalleled service, while stylish, customized rooms'*, Admiral Suites, home page#1 ,

The writer focuses on the customers' benefit in order to appeal to emotional needs by using personal pronouns like *'you'*, *'yours'*, and to make the customers and prospects feel special. The writer also communicates individually with the reader how

the service of the apartment or the accommodation will improve their quality of life and to drive action that is to click *'book'* or *'reservation'*.

Move Structure of the Homepage

This section discusses the move structure of the homepages in the corpus. First the moves found and prototypical moves are identified. Then percentages of occurrences of each move in each home page are determined. Finally, the definitions and examples of each prototypical move and steps found in each move are discussed.

Moves Found in the Homepages

Move1 Identify the Apartment

Step1 Stating the Name of the Apartment

And/or

Step2 Indicating Name of Chained apartment or Management

Move2 Greeting

Move3 Introducing the Apartment

Step1 Claiming Superiority, Supremacy or Uniqueness

And/or

Step2 Claiming Outstanding Point of the Location

And/or

Step3 Claiming Outstanding Characteristics

And/or

Step4 Highlighting Major Features

And/or

Step5 Indicating Target Customer

And/or

Step6 Inviting Readers to Experience or Do

Move 4 Calling for Action

Step1 Expressing Directive Intent

And/or

Step2 Providing Channel for Reservation

Move5 Giving Contact Information

Step1 Providing Address

And/or

Step2 Providing Links

Move 6 Giving Information

As shown above a total of 6 moves have been found;

Move Identify the Apartment

Move Greeting

Move Introducing the Apartment

Move Calling for Action

Move Giving Contact Information

Move Giving Information

Move structure of the homepages is shown in figure 3.

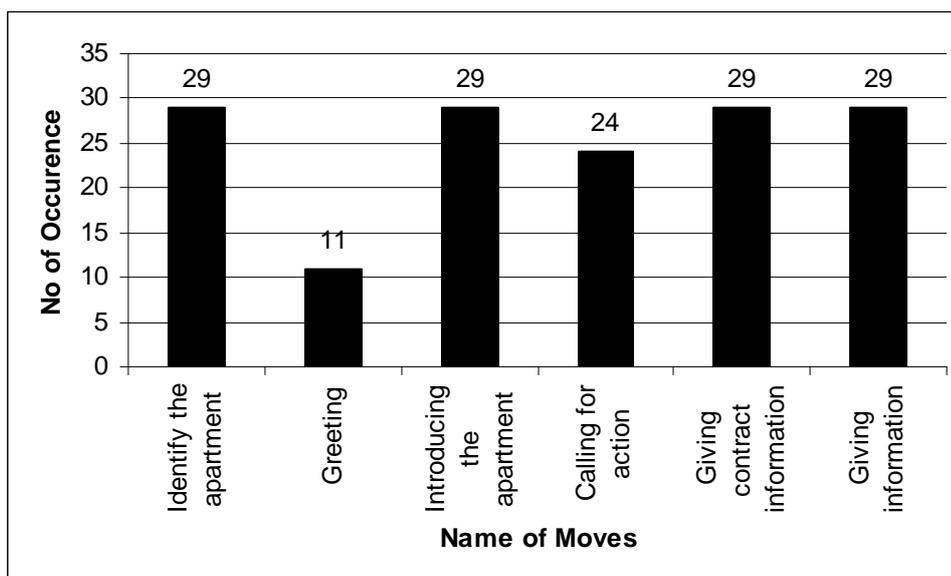


Figure 3 Moves Structure of the Homepages

Figure 3 shows the move structure of the homepage in the corpus. The six moves: ‘Identify the apartment’, ‘Introducing the apartment’, ‘Giving contact information’, and ‘Giving information’ occur 100 % and ‘Calling for action’ 82.8% respectively, hence they are prototypical since they are found in the majority of the homepages. The move ‘Greeting’ is not prototypical since it appears in only 11 home pages or 37.9% in the corpus. The move ‘Identify the apartment’, ‘Introducing the apartment’, ‘Giving contact information’, and ‘Giving information’ are obligatory (i.e., occurring 100% in the home pages in the corpus), whereas the move ‘Calling for action’ is optional. (See a corpus of the homepages in Appendix A).

Table 1 Frequency of occurrence of Moves found in each homepage

Home page	Move	Frequency (%)					
		1	2	3	4	5	6
1.		3.4	-	3.4	3.4	3.4	3.4
2.		6.9	-	6.9	6.9	6.9	6.9
3.		10.3	-	10.3	10.3	10.3	10.3
4.		13.8	-	13.8	13.8	13.8	13.8
5.		17.2	3.4	17.2	17.2	17.2	17.2
6.		20.7	-	20.7	20.7	20.7	20.7
7.		24.1	-	24.1	24.1	24.1	24.1
8.		27.6	-	27.6	27.6	27.6	27.6
9.		31.0	6.9	31.0	31.0	31.0	31.0
10.		34.5	-	34.5	34.5	34.5	34.5
11.		37.9	-	37.9	-	37.9	37.9
12.		41.4	-	41.4	-	41.4	41.4
13.		44.8	10.3	44.8	37.9	44.8	44.8
14.		48.3	13.8	48.3	41.4	48.3	48.3
15.		51.7	17.2	51.7	44.8	51.7	51.7
16.		55.2	-	55.2	-	55.2	55.2
17.		58.6	-	58.6	48.3	58.6	58.6
18.		62.0	20.7	62.0	-	62.0	62.0
19.		65.5	24.1	65.5	-	65.5	65.5
20.		69.0	-	69.0	51.7	69.0	69.0
21.		72.4	27.6	72.4	55.1	72.4	72.4
22.		75.9	31.0	75.9	58.6	75.9	75.9
23.		79.3	34.5	79.3	62.0	79.3	79.3
24.		82.8	37.9	82.8	65.5	82.8	82.8
25.		86.2	-	86.2	69.0	86.2	86.2
26.		89.7	-	89.7	72.4	89.7	89.7
27.		93.1	-	93.1	75.9	93.1	93.1
28.		96.6	-	96.6	79.3	96.6	96.6
29.		100		100	82.8	100	100

Table 1 shows that the most frequent pattern of five moves are 1, 3, 4, 5, 6 occur in 15 homepages and all six moves occur in 6 homepages which are HP# 13, 15, 21, 22, 23, and 24. Although those 15 homepages do not have all the six moves, all of them contain obligatory moves.

In the following section; each move will be discussed in details. Examples of each move and step will also be given.

Move 1 ‘Identifying the Apartment’

The purpose of Move1 ‘Identifying the apartment’ is to inform readers of the name of the apartment. The copy writers achieve such intention by stating the name of the apartment. The writer also uses adjectival modifiers to give a feeling of superiority to the name as in homepage # 1, and homepage #12

Step 1 ‘Stating the name of the apartment’

- Admiral Suites, Executive Serviced Apartment (hp#1)
- Emporium Suites, the Ultimate Serviced Residence (hp#12)

Step 2 ‘Indicating name of chained apartment or management’

- Ascott The Residence, Managed by Ascott International (hp#2)
- Marriott, Executive Apartment, Mayfair Bangkok (hp#17)
- Natural Ville Managed by Accor (hp#18)
- Somerset Serviced Residence, Somerset Park Suanplu Bangkok (hp#28)

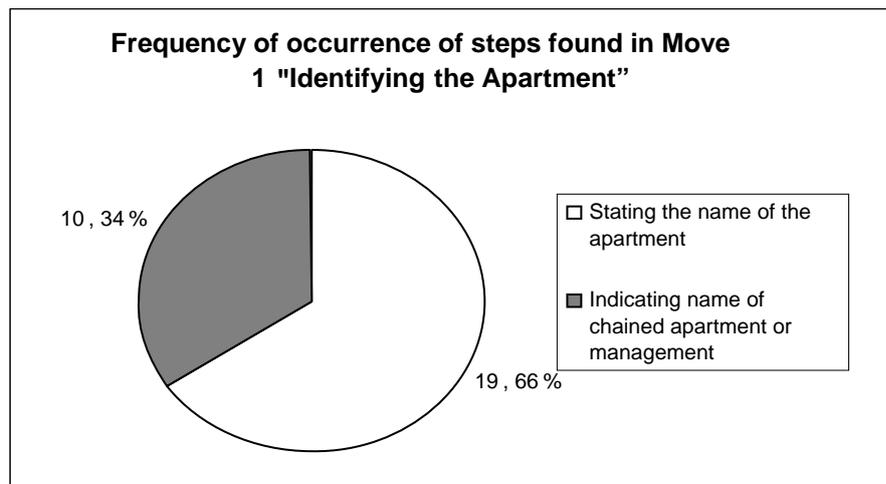


Figure 4 Frequency of occurrence of steps found in Move 1 ‘Identifying the Apartment’

According to figure 4, step1 ‘Stating the name of the apartment’ is usually in the form of a logo, which contains the name of the apartment, and appears at the top of the page. It occurs in 19 homepages or 66%. Step 2 ‘Indicating name of chained apartment or management’ is used to point out that the apartment is managed by an international hotel or serviced apartment management chain such as Ascott and Accor. Step 2 occurs in 10 homepages or 34%. In this corpus, the logo and brand name of the chain will appear at the top of the page.

Move 2 ‘Greeting’

The move ‘Greeting’, mainly aims to create a feeling of welcome to the visitors of the website. It is usually realized in one phrase which also contains the name of the apartment and appears on the top of the body copy. However, it is also possible to find move 2 expressed in a sentence with adjectival modifiers as a brief description of the apartment as in homepage#5 and #9 as shown in home page bellow.

‘Stating welcoming message’	
‘Welcome to a private secluded world...’	(hp# 5)
‘Welcome to the exclusive world of our Centre Point...’	(hp# 9)
‘Welcome to Grand President Executive Serviced Apartment’	(hp#15)
‘Welcome to Fraser place Bangkok’	(hp#13)

Table 2 Frequency of occurrence of welcoming message found in Move 2 ‘Greeting’

Name of move	Homepage#	No. of Occurrence	%	Corpus
1: Greeting	5, 9, 13, 14, 15, 18, 19, 21, 22, 23, 24	11	37.9%	29

Table 2 shows that there are 11 homepages which greet the site visitors with ‘welcome’ message. Greeting is not an obligatory move. Therefore, it may be the strategy of the web writer to create a human relationship with the customer.

Move 3 ‘Introducing the apartment’

Move 3 ‘Introducing the apartment’ aims to provide information about the apartment to the readers to motivate them to use the services of the apartment. This move covers a large space in the homepage in the corpus. Move 3 could be realized in six steps.

- Step1 Claiming Superiority, Supremacy or Uniqueness
and/or
- Step2 Claiming Outstanding Point of the Location
and/or
- Step3 Claiming Outstanding Characteristics
and/or
- Step4 Highlight Major Features
and/or

Step5 Indicating Target Customer

and/or

Step6 Inviting Readers to Experience or Do

Table 3 Frequency of occurrence of steps found in Move3 ‘Introducing the apartment’

Name of the step	home page#	No. of Occurrence	%	Corpus
1: Claiming superiority, Supremacy or uniqueness	2, 7, 8, 10, 11, 13, 15, 19, 20, 23, 24, 25, 27, 28, 29	15	51%	29
2: Claiming outstanding Point of the location	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29	27	93%	29
3: Claiming outstanding Characteristics	1, 2, 4, 5, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29	27	93%	29
4: Highlighting major Features	1, 2, 4, 5, 7, 8, 9, 13, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29	21	72%	29
5: Indicating target customer	11, 20, 27, 28, 29	5	17%	29
6: Inviting readers to Experience or do	3, 12, 16, 17, 20, 24, 27	7	24%	29

Table 3 shows that each step is used together in realizing move3 of serviced apartment homepages in the corpus, and step 2 and 3 are used most frequently with other steps. And there are only 2 homepages that used only one step in realizing move 3. Those homepages are homepages #6 that uses only step 2 and homepage #14 that uses only step 3.

Step 1 ‘Claiming superiority, supremacy or uniqueness’ is generally realized by using superlative statements, claiming that the apartment is unique or excellent in a certain aspect.

- *Centre Point Langsuan is an absolutely unique location.* (hp#4)
- *The Sukhumvit area is prestigious and the one most highly sought after by leading Thai Families and expatriates alike.* (hp#7)
- *The President Solitaire a prefect choice for discerning visitors wishing to enjoy high standards of excellence and the finest Thai hospitality.* (hp#23)
- *The residence is Bangkok’s leading luxury-serviced residence and is ideal for corporate housing.* (hp#2)

Step 1 of Move 3 ‘introducing the apartment’ does not directly contain factual information of the serviced apartment, but is more likely to claim the superiority of the site. So, it might be used as a strategy of the copy writer to promote the site.

Step 2 ‘Claiming outstanding point of the location’ is realized by claiming that the apartment is located in good a location. It describes the convenience and easy access of the apartments.

- *It provides the convenience of being located in the capital’s business and commercial district...* (hp#2)
- *One of the most fascinating cities in South East Asia, Bangkok vibrant, colorful, and at times even mind-boggling.* (hp#10)

- *Within walking distance to many business, cultural and tourist destinations. There is also convenient access (walking or shuttle service) to the BTS Skytrain Station and the Lumpini MRT underground station to get you around Bangkok efficiently.* (hp#28)

- *Natural ville Managed by ACCOR offers you luxurious living in the heart of the city, just ten minutes walk to the BTS.* (hp#18)

- *Conveniently located within walking distance from the famous Sukhumvit Road, the Asoke Sofitel residence provides easy access to all of Bangkok' exciting attractions...* (hp#26)

Step 3 'Claiming outstanding characteristics' is generally realized by presenting the main points of the apartment or things that represent the image of the apartment. This includes decoration (tangible), look and feel of the apartment (intangible) and also services provided.

- *Luxuriant in splendour, the Fraser Suites brand of residence embodies refinery, taste and elegance,...* (hp#14)

- *The apartments are contemporarily-styled and provide more living space and greater independence, catering to the needs and lifestyle of our guests.* (hp#13)

- *A welcome and refreshing alternative to a hotel, you can relax in the spacious comfort of these contemporary residences...* (hp#29)

- *Our friendly, well-trained staff is always on hand to ensure you receive unparalleled service, while stylish, customized rooms and attention to detail guarantee every stay with us is memorable and relaxing* (hp#1)

It's also possible to find Step 3 and 4 used together as shown in homepage #15 below:

- Our 437 well-appointed and spacious studios and suites (step4) combine the comforts of home with the facilities and services of a superior hotel, and in today's security-conscious world we offer the ultimate in privacy and safety. (step3).

(hp#15)

Step 4 'Highlighting major features' is realized by indicating the number and type of rooms provided in the apartment.

- Boasting 177 luxurious serviced residences ranging from studio, one, two and three-bedroom units,...

(hp#2)

- Spacious single room apartment with 1 queen-size bed, and 1 bathroom (integrated shower and bathtub)...

(hp#4)

- Fraser Place Langsuan features 36 floors ..., This Bangkok Apartment has 135 luxuriously appointed apartments from studio, one-, two-, three- four-bedroom penthouses.

(hp#13)

- A total of 184 units luxurious and modern decorated apartment with full daily service.

(hp#16)

- There are 350 residences varying in size from the spacious studio to the four-bedroom apartment.

(hp#27)

Step5 'Indicating target customer' is specifically realized by stating (or flattering) the target group of customers of the apartment. It is also possible to see step 5 in the form of emotive statement as shown in homepage #11. The following are examples of step 5:

- *To those who appreciate the art of living, little things in life bring great pleasure* (hp#11)

- *These spacious accommodations are designed for the International executive and family...* (hp#20)

- *Ideal corporate or service housing for the expatriate and International family...* (hp#27)

Step6 'Inviting readers to experience or do' refers to details of the things or services offered to customers at the apartment. This step is realized by using imperatives as its linguistic feature. Examples of step 6 are as follow.

- *Stay at this Emporium Suites, your wishes are always be fulfilled* (hp#12)

- *Take the opportunity to combine both business and leisure. Take advantage of Jasmines' service and features to make your meeting and accommodation experience unique and successful.* (hp#6)

- *Stay at the Mayfair Bangkok Marriott Executive Apartment and relish luxurious home-style living for short or extended stays.* (hp#17)

- *Indulge in the pleasures of Thailand while enjoying the comfort and convenience of these private residences.* (hp#20)

It is also possible to find step 1 and 6 overlapping as the writer may claim of supremacy instep 6 as following example.

- *Experience the ultimate in lifestyle and convenience during your trip to one of Asia's most vibrant cities with a stay at Royal President Bangkok* (hp#24)

Move 4 ‘Calling for Action’

Move ‘Calling for action’ in a homepage of serviced apartments aims to urge some actions from the site visitors or the potential customers. This move was particularly written in imperatives as direct commands that visitors should take a certain action. This move could be realized in 2 steps. The writers use the clickable Noun Phrases which indicate secondary navigational links to realize step 1 in this move and realize step 2 by providing a check box as online reservation for customers to tick information and submit to the web site owner. It also can be found that the reservation channel is provided in email pattern as shown in hp# 25.

Step1 ‘Expressing Directive Intent’

- **ROOM SPECIALS & PACKAGE *CLICK HERE*** (hp# 1)
- **Reservation** (hp# 4)
- **Read more** (hp# 3)
- **Request Now** (hp#19)

Step2 ‘Providing Channel for Reservation’ (hp#3)

Room Reservations (Dairy Rate)
Arrival Date: Day/ Month/ Year
Departure Date: Day/ Month/ Year
Number Nights:Night
<u>search / book now</u>

(hp#1)

Make Reservation	
Arrive (Date)	Depart (Date)
Nights:.... Room... Adults....	
<u>GO</u>	

- **email:** reservation@sirisathorn.com

(hp#25)

Table 4 Frequency of occurrence of steps found in Move4 ‘Calling for Action’

Name of the step	Homepage#	No. of Occurrence	%	Corpus
1: Expressing directive Intent	1, 4, 5, 7, 8, 9 15, 17, 21, 22, 23, 24, 25	13	45%	29
2: Providing channel For reservation	1, 2, 3, 6, 10, 13, 14, 15, 17, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29	19	65%	29

Note: There is no move 4 in home page# 11, 12, 16, 18, 19

Move5 ‘Giving Contact Information’

This move aims to give readers contact information, e.g. address, telephone number, fax number, email address and URL website so that they can contact the apartment for further information about things that may not be informed about on the website. The samples of contact information are as below:

Step 1 ‘Providing Address’

- Admiral suites

(hp#1)

38, 38/14 Sukhumvit Soi 22,

Bangkok 10110, Thailand

Tel: +66 2 663 4000

Fax: +66 2 663 5280

E-mail: enquiry@admiralsuites.com

Web site: www.admiralsuites.com

- Cape house Serviced Apartment, 43 Soi Langsuan, (hp#3)
Pleonchit Road, Lumpini, Pathumwan, Bangkok 10330
- Address: 27 Soi Saladaeng 1, Silom Road, Bangrak, Bangkok (hp#25)
10500. Phone +(662) 266-2345
- Step 2 ‘Providing Link’
- [contact us](#) (hp#4)

Table 5 Frequency of occurrence of steps found in Move5 ‘Giving Contact Information’

Name of the step	Homepage#	No. of Occurrence	%	Corpus
1: Providing address	1, 2, 3, 10, 13, 14, 15, 16, 17, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29	20	69%	29
2: Providing link	4, 5, 6, 7, 8, 9, 11, 12, 18	9	31%	29

According to Table 5, this move could be realized in 2 steps. In step 1, the writer provides addresses’ details of the apartment so that the customer could make further contact and the information also allows the customer to make decision if they would like to visit the site location. The writer realizes step 2 by providing navigational link for the customer to contact the serviced apartment serviced provider. The link contains imperative phrase or short noun phrase.

It is worth nothing that the email addresses given in Move 5 and that in move 4 contain different communicative purposes. The first one aims to give channels for visitors to make reservation which is shown up in the body copy while in move 5 which, usually appears on top of the page or at the lower part of the page.

Move 6 ‘Giving Information’

This move ‘Giving information’ usually appears around the body copy of the home page. This move mainly includes information concerning copyright, news, other projects of the same brand management and navigational links to website content.

Table 6 Frequency of occurrence of information found in move6 ‘Giving information’

Information	Homepage#	No. of Occurrence	%	Corpus
1. Copyright	2, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14, 16, 17, 18, 19, 20, 27, 28, 29	19	65%	29
2. New or Promotion	2, 3, 10, 13,14 20, 27, 28, 29	9	31%	29
3. Navigational Links	1, 2, 3, 4, 5 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16 17, 18, 19, 20, 21 22, 23, 24, 25, 26 27, 28, 29	29	100%	29

Table 6 shows that information on ‘providing navigational links’ and on ‘indicating copyright reserved’ is highly prototypical as the information is found in 100% and 65% respectively of all the homepages in the corpus.

1. Copyright

Copyright found in the serviced apartment homepages in the corpus is there mainly to inform visitors that copyright of the homepage content is reserved. This aims to protect their homepage content from being used by other parties besides the website owner.

- 2007 The Ascott Group. All Rights Reserved (hp#2)
- Copyright 2005 Centre Point. All right reserved (hp#6)

2. News

This item aims to inform visitors about information on other properties under the same brand management and to present news of the apartments or apartment owners.

2.1 Other properties with under same brand management

In the corpus, this information was shown only in websites of a chained or international group management such as in Ascott Group or Somerset.

1) Other Ascott International Properties (hp# 2)

- Somerset Amar Garden, Bangkok
- Somerset Grand Sukhumvit, Bangkok
- Somerset park Suanplu, Bangkok

2) Other Somerset Properties (hp#27)

- Ascott Bangkok
- Citadines Bangkok Sukhumvit 11
- Citadines Bangkok Sukhumvit 16

2.2 News

1) Cape Spa, Phuket Now Open! Visit our **Cape Spas** Website today (hp#3)

2) **Singapore's Fraser adding two projects** 29 October 2005 (hp#13)

3. Navigational links

Navigational links in serviced apartment's home pages are clearly defined and well constructed. They are multi-tiered navigation and allow customers to scan the labels on the buttons of the navigation bar in order to determine which buttons are personally relevant. The navigation links help customers to move comfortably and easily toward a set of services such as the reservation process

The aim of navigational links is to lead visitors to their particular area of interest without confusion or misdirection. Each primary topic page also contains links to the other primary topic pages and to that topic's subsidiary pages (if there are any). As Jonoschka (2004) states websites not only contain promotional message which tries to attract consumer's attention, but are also embedded with hyperlinks. Names of those links such as; **Reservation, Photo Galley, Floor Plan, Apartment Types** and **About us**.

The next section will discuss the analysis of Linguistic Features observed in Move 3.

Analysis of Linguistic Features of Move 3 'Introducing the Apartment'

The corpus of move 3 consists of a total of 5,843 words. It is the major move containing the main information about the apartment and covers most of the space in the homepage. The linguistic analysis particularly focuses on four main aspects: personal pronouns, modal verbs, adjective, imperatives and complex noun phrases.

Personal Pronouns

Regarding the use of Personal Pronouns observed in the corpus, 'your' and 'you' are pronouns that appear in great numbers in move 3. Among these items, 'your' appears the most frequently, while 'Yourself' occurs least. (see figure 5)

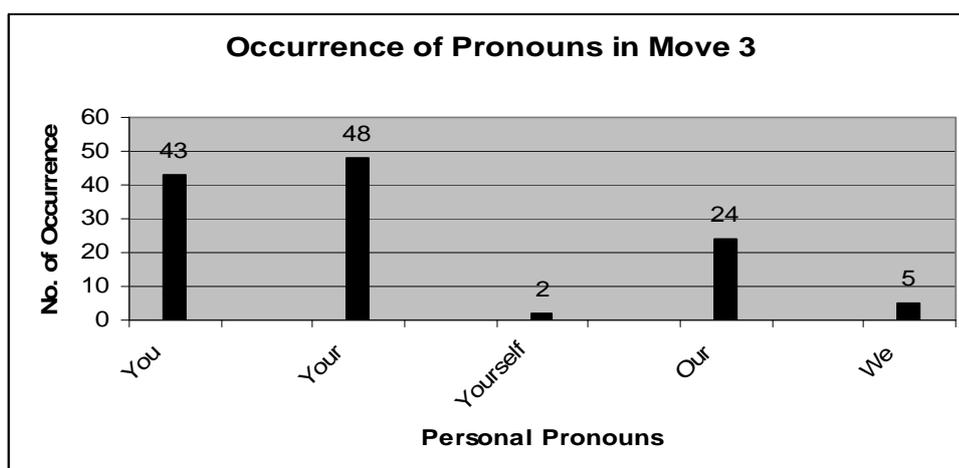


Figure 5 Occurrence of Pronouns in Move 3

Walter (2004) recommends that one extremely and highly effective way to make customers and prospects feel special is by using personal pronouns like ‘ You’, ‘Yours’, ‘We’ and ‘Ours’ in the marketing communication and sales efforts. She suggests that using personal pronouns especially can make the customers and prospects feel happy and keep them satisfied.

Modal Verbs

It is found that in move 3, the modal verb ‘can’ occurs more often than ‘could’ and ‘will’. And generally, ‘can’ occurs with ‘you’ in the corpus to mark the possibility that the readers may find from what the serviced providers offer at the serviced apartments. (see figure 6)

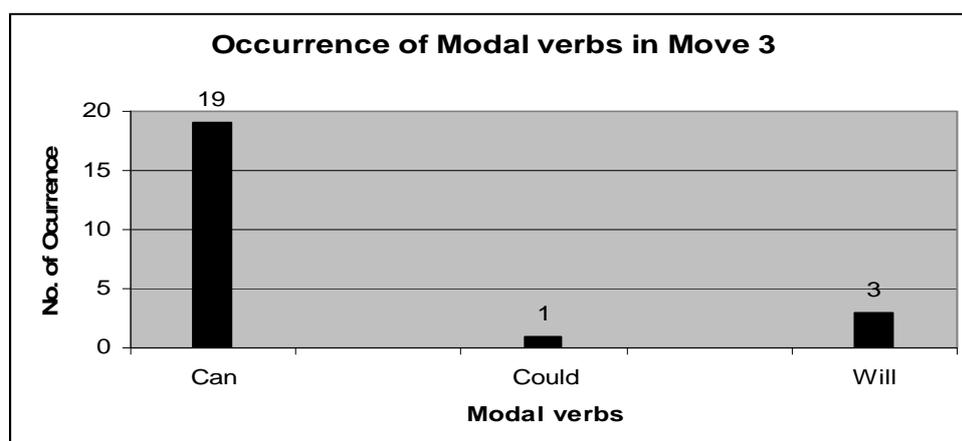


Figure 6 Occurrence of Modal Verbs in Move 3

Figure 6 shows that the modal verb ‘can’ is used most frequent for 19 times in the body copy. The writer uses ‘can’ in two different meanings that are when the main verb is a dynamic verb, describing an activity or event that can be controlled by the customers. (e.g. ‘*All suites feature individual kitchenettes, fully equipped with all the amenities necessary to ensure you **can** enjoy a “taste” of home.*’, ‘*All of these are just a stroll away or you **can** travel anywhere in Bangkok by fast from Chidlom Skytrain station.*’. The other meaning is used when the writer describes the ability of the serviced apartment serviced providers (e.g. ‘*Oakwood **can** also assist those hard to find temporary stay need.*’, ‘*Oakwood **can** meet your need.*’.

Adjectives

There are 162 adjectives with positive meanings in the corpus used as modifiers. The following table reveals some of the adjectives tend to be found quite frequently as pre-modifiers.

Table 7 The 23 adjectives most frequently occur found in move 3

	Adjective	Frequency of Occurrences
1.	serviced	52
2.	spacious	21
3.	international	20
4.	private	17
5.	close	16
6.	equipped	16
7.	ideal	15
8.	modern	15
9.	central	13
10.	perfect	11
11.	luxurious	10
12.	individual	10
13.	short	10
14.	easy	9
15.	major	9
16.	extensive	8
17.	furnished	7
18.	convenient	7
19.	walking	6
20.	comfortable	6
21.	leading	6
22.	personalised	6
23.	appointed	6

Table 7 shows there is a wide selection of adjectives used as pre-modifier. The word ‘serviced’ is the most frequently used adjective in the body copies of the serviced apartment homepages in the corpus to introduce the accommodation. (See details of pre-modified adjectives of the complex noun phrases in Appendix F)

Imperative Sentences

Another feature that is investigated in this research is Imperatives. One communicate purpose of homepage is to introduce the site, so that imperatives with hyperlink will lead the customer to a specific page of the full content of each topic. 33 Imperative Verbs found in the homepages which more involved with hyperlink or clickable object, as it is the main specific feature of homepage (Medina *et al.*, 2005). The writer uses these verbs in the form of hyperlink to instruct the reader to take action or find more information about the services. The following table shows the most frequent verbs.

Table 8 Examples of 13 Imperative Verbs most frequently found

Imperative Verbs	Occurrence	Examples
<i>contact</i>	30	<u><i>contact us</i></u>
<i>search</i>	19	<u><i>search, search Citadines, search apartment type</i></u>
<i>cancel</i>	15	<u><i>cancel reservation</i></u>
<i>go</i>	8	<u><i>Go, go</i></u>
<i>find</i>	7	<u><i>find, find & reserve, Find</i></u>
<i>email</i>	6	<u><i>Email a friend</i></u>
<i>amend</i>	6	<u><i>amend or cancel reservation</i></u>
<i>experience</i>	6	<u><i>Experience Bangkok with Our Gateway Packages</i></u> , Experience exquisite cuisine...
<i>make</i>	6	<u><i>Make reservation</i></u>
<i>review</i>	6	<u><i>review</i></u>
<i>modify</i>	6	<u><i>Modify</i></u>
<i>click</i>	6	<u><i>click here</i></u>
<i>print</i>	6	<u><i>print page</i></u>

Table 8 reveals that the imperatives found in the homepage are written mostly in short phrases. Those verbs involved with the customer's advantage that he/she will obtain if they take some actions.

Linking Verbs

The researcher observes several linking verbs which are verbs be, seem, appear, become, feel, look, prove, smell, sound, and taste (Biber *et al.*, 1999). The result shows that there are no other linking verbs found in this study except verb 'be'. Be is the most common verb taking an adjectival complement and also serves to link the subject noun phrase with a subject predicative (Biber *et al.*, 1999). In the corpus, the total of verb be occurring as linking verbs are 96 times. 'Is' is the most frequently used as linking verbs which occurs 63%, 'are' 34% and 'was' 3%. (see figure 7)

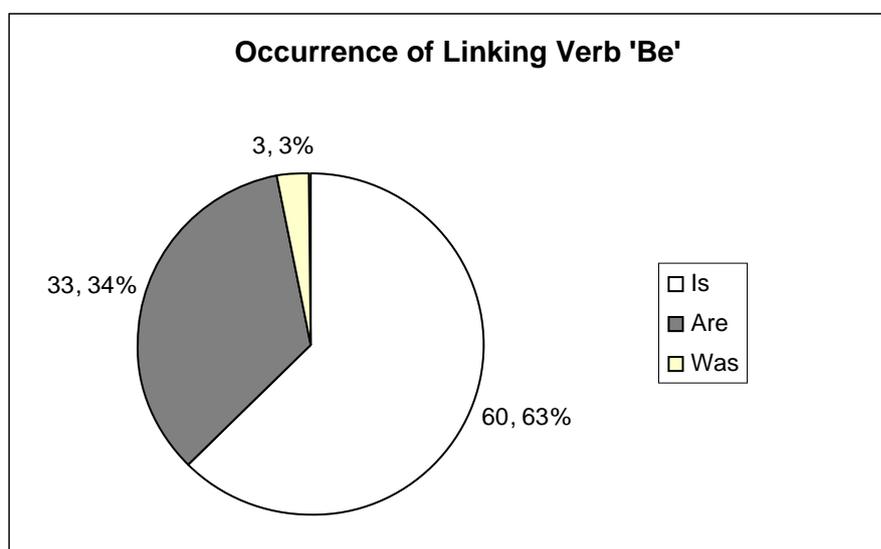


Figure 7 Occurrence of Linking Verb 'Be'

The verbs link a subject with a complement. There are several linking patterns found in this study such as adjective phrase complements which occur 50 times, noun phrase complements occur 20 times, adverbial phrase complements occur 21 times and Prepositional phrase complement occur 5 times. (see figure 8)

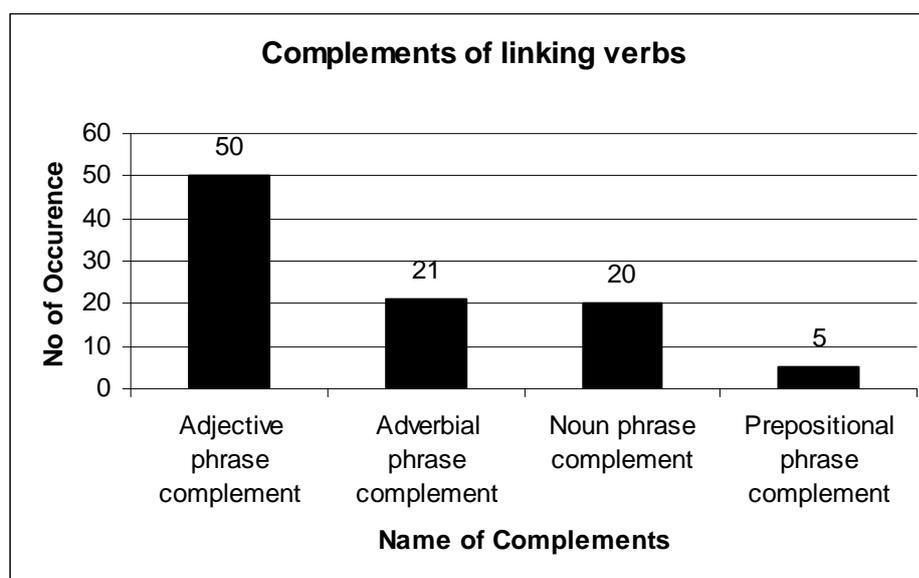


Figure 8 Complements of Linking Verbs

Adjective phrase complement

The adjective are used to associate some attribute, expressed by the subject predicative following the verbs.

- Bangkok **is** vibrant, colorful.
- Royal president Bangkok **is** unrivaled.
- The serviced residence **are** contemporarily- styled.
- The Sukhumvit area **is** prestigious.
- Our 111 suites **are** designed to reflect comforts.
- Fraser Suites residence **is** grace personified

Noun phrase complement

The noun phrases following 'be' provide either a descriptive characterization of the subject noun phrase, or some identifying information.

- Langsuan **is** a vital entertainment area.
- The residence **is** Bangkok's leading luxury-serviced residence.
- This Bangkok Apartment Hotel **is** the perfect hideout for guests.

Adverbial phrase complement

- And your individual privacy **is** unequivocally ensured.
- Fraser Place Langsuan **is** strategically located in the heart of town.
- Fraser Suites residences **are** currently located in key gate

The next linking pattern is prepositional phrase complement. Prepositional phrases occur rarely in the corpus.

Prepositional phrase complement

- Bangkok public transport network **is** at your convenience.
- It **is** in proximity of downtown.
- As it **was** in past, so it is today.

Alternatively, prepositional phrases can have an adverbial meaning and indicate when or where something existed (Biber *et al.*, 1999).

Complex Noun Phrases

The use of Complex noun phrases in this study is significant, as suggested by Bhatia, 1991:28 because they are used as facilitators for positive product descriptions. Table11 shows that in Move 3, the number of sentences containing complex noun phrases in 99%.

Table 9 Percentage of sentences containing complex noun phrases in move 3

HP#	Total No. of Sentences	No. of Sentences with Complex Noun Phrases	% Sentences with Complex Noun Phrases
1	12	12	100%
2	12	12	100%
3	3	3	100%
4	5	5	100%
5	9	7	77%
6	5	5	100%
7	8	8	100%
8	6	6	100%
9	6	6	100%
10	6	6	100%
11	4	4	100%
12	4	4	100%
13	10	10	100%
14	5	5	100%
15	8	8	100%
16	10	10	100%
17	6	6	100%
18	4	4	100%
19	7	7	100%
20	12	12	100%
21	9	9	100%
22	7	7	100%
23	5	7	100%
24	4	4	100%
25	4	4	100%
26	4	4	100%
27	13	13	100%
28	13	13	100%
29	11	11	100%
Total	212	210	99

Table 9 shows that a total of 604 occurrences of complex noun phrase have been found in move 3. Of all these occurrences, those with pre-modifiers only appear the most frequently at 371 times. Noun phrases with both pre-modifiers and post-modifiers occur 126 times and noun phrases with post-modifiers only occur 107 times. (See details of complex noun phrases including types of modifiers in Appendix G.)

Table 10 Frequency of occurrences of three groups of complex noun phrases

Types of complex Noun Phrases	No. of Occurrence	% of Occurrence
Noun Phrases with Pre-modifiers	371	61%
Noun Phrases with Post-modifiers	107	18%
Noun Phrases with Both modifiers	126	21%
Total	604	100%

Table 10 shows that the post-modifiers, prepositional phrases particularly those beginning with ‘of’ tend to be used quite often as post-modifiers in the complex noun phrases in move 3 (e.g. ‘*the comfort of a private serviced residence*’, ‘*the hidden treasures of Thailand*’). Past participle clauses are also found in great numbers (e.g. ‘*accommodation designed to suit your individual needs*’, ‘*space surrounded by lush natural garden*’, ‘*Apartment situated on the bank of the Chao Phraya River*’). In addition, some relative clauses and infinitive clauses could also be found (e.g. ‘*Spa where tailored massage therapies and treatments await to soothe your spirit*’, ‘*penthouse that combine the comforts of home with the facilities and services of a deluxe hotel*’).

The above findings of the study show that a homepage serves as a promotional genre in online advertising. It persuasively introduces the service being offered at the serviced apartment. The web copy writer uses each individual move to realize the communicative purpose which is to persuade the reader to stay at the website. The result of move structure in this study is obtained by following Bhatia’s frameworks. Bhatia (1993:56) suggests the sequence of move structure which the researcher finds

from the study that the sequence of moves is only partly applicable to homepage. Because homepage is a web text which sequence and linearity seem to be suspended (Askehave and Nielsen, 2003) ,so it is not necessary to read the entire text but rather scanned by the reader before he/she finally decide which elements to read. The moves shown in this study are not in the particular orders or positions as all the moves spread around in the homepages.

Regarding linguistics features, complex noun phrases are clearly dominant the body copy of the homepage. The writer uses noun phrases to describe very enticingly the service being offered and/or the features of serviced apartment. There are high frequencies of use of imperatives to urge the reader to take action immediately. As far as hyperlinks are concerned, results show that they are rather frequent, mostly composed of imperatives. The personal pronouns (“you” and “your”) are the most widely used to create a friendly atmosphere and a human touch between writers and readers. The majority of adjectives appear as pre-modifiers highlighting the qualities of services.

In conclusion, this chapter has presented three main sections of analysis: a general observation of the homepages in the corpus, an analysis of the move structure, and investigation of linguistic features of move 3. Several important issues of the analysis from move 3 and a conclusion of those analyses are discussed in the next chapter.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This chapter comprises two sections. The first section concludes the objective, the methodology, and the results of the present study. The second section is the pedagogical implications of the present study. The final part is a conclusion and a few recommendations for doing further research in genre analysis.

Objectives of the Study

The present research on genre analysis aims to characterize the representative samples of 29 homepages of serviced apartment websites in Bangkok. In addition, the study also aims to identify prominent linguistic features used in online advertising as a promotional genre.

Research Methodology

The sample copies were collected by purposive sampling. Firstly, the websites were selected from the 3 accommodation websites directories drawn up from two widely used search engines; Google and Yahoo. Secondly, the software “Offline explorer, Version 4.5” was used to download the homepages of the selected websites for offline use. 29 texts of the homepages were then tagged manually to find out the moves and steps in each homepage, and to identify the text structures of Adjectives and Noun Phrases used to introduce the serviced apartments. Meanwhile, the researcher made use of Wconcord (a computerized concordancer for Window, Version 3.0) to analyze and display the predominant attributive adjectives and the word frequencies of other linguistic features.

Two native English speakers who are experts in serviced accommodation serviced providers were asked to evaluate and discuss of the move structures to guarantee consistent and reliable results. Content validity was ascertained by the thesis committee checking and approving the results and the discussions.

Results

General Characteristics

The homepages provide an overview of the apartments and navigational links to the contents of the web sites. The homepage of a serviced apartment is a place where the apartment owner uses to provide service information and is a resource loaded with useful information for customers to know about the features and services of the apartment.

The website is organized around the homepage where all pages in the site contain navigational links as a direction back to the home page. The homepage designer formulates the page within an AIDA framework, and organizes precisely and enticingly each component of text, hypertext, and pictures.

Communicative Purpose

The overall communicative purpose of the 29 homepages is persuasive and informative. It aims to promote the serviced apartment by motivating their potential customers to use the services of the apartments and also providing useful information about the website to the customer. The homepage content was organized around 6 moves which are:

- | | |
|--------|---------------------------|
| Move 1 | Identify the apartment |
| Move 2 | Greeting |
| Move 3 | Introducing the apartment |
| Move 4 | Calling for action |

Move 5 Giving contact information

Move 6 Giving information

Moves ‘Identifying the apartment’, ‘Introducing the apartment’, ‘Giving contact information’, ‘Calling for action’ and ‘Giving information’ are prototypical moves. These five prototypical moves help to realize the communicative purposes of the home pages in the corpus, which is not only to give information about the serviced apartments, but also to persuade readers to use the services of the apartment.

Move 1 ‘Identifying the apartment’: the writer of the homepage uses this move to identify the web-owner. The identification is quite important for both web user and web-owner. It provides orientation to the web user. It plays an important role as part of the web-owners’ image creating strategy. This move is often realized by indicating names or claiming the chained management of the web-owners.

Move 2 ‘Greeting’, the writers aim to create a feeling of welcoming the site visitors.

Move 3 ‘Introducing the apartment’, this move is the most essential part of the promotional effort. The writers describe the tangible and intangible offers that the customers will get if they use the service. The first four parts of the move make claims about the outstanding points of the serviced apartment, the fifth part adopts a direct selling approach to its target customers, and the last part promotes the serviced apartment by inviting the customers to experience the offer.

The way that the writer uses to describe the apartment and the service offered in move 3 is similar to what Bhatia (1993:51) describes where the copy writer writes details of the products by using an image-building style to build customer’s desire for the service, as written in Home page #14: “*Luxuriant in splendor, the Fraser Suites brand of residence embodies refinery, taste, and elegance. It represents a lifestyle of unprecedented class comfort in an unassuming and cozy environment.*”, This result

also follows the A.I.D.A formula that is to build interest and create desire in the readers to use the service.

In the corpus, the writers intentionally write to their target customers who could benefit from the services being offered. As described in Home page #27:

“For the international executive and family, the personalized service and facilities offered in the security of a private apartment are a welcome alternative to a hotel while on business travel or leisure vacation”.

The writers also address the service to the interest and needs of their potential customers. Bhatia suggests that is the real secret of successful selling (Bhatia, 1993:51). As describe in Home page #20:

“The service and facilities are tailored to meet your individual needs whether on business travel, holiday, project assignment or relocation.” And also indicate how the service fulfills their needs by saying ***“They range from an innovative business centre to extensive recreational areas and they complement the Asia style décor of the spacious residences”.*** Here, the writer understands how the target customers think and gives them a reason to buy. The customers will decide to use the service because they want the service that meets their needs.

Move 4 “Calling for action” is the conclusion of the message. The writer convinces viewers to become customers, and then tells them what to do next. On the serviced apartment home page, the writer encourages customers to make reservations immediately by providing a link to click booking or a form to fill in for reservation.

Move 5 “Giving contact information” aims to give customer information of the address of the serviced apartment and also provide other channels to contact such as e-mail and URL of the web site. Even though there are some homepages in the corpus that do not provide the precise contact information in the content, they have

navigational links such as: **contact us** or **map** as channels for customers to contact or communicate with them.

Move 6 “Giving information” mainly gives additional information of the website content. In addition to stating copyright information and news, the writer realizes this move by using hypertext features in order to lead the reader to the whole content of the web site via navigational links.

In conclusion, although the main communicative purposes of each move are different and are included to persuade reader to use the service immediately, the overall purpose of the homepage of the serviced apartment is to promote the service and build the image of the serviced apartment to the reader.

Prominent Linguistic Features

The language used in this serviced apartment homepages has the characteristics of promotional advertising. It is informative and persuasive.

There are two types of text in the homepage regarding its functions. The first type is the text in the body copy that plays a persuasive role and realized by using complex sentences which are written by using adjective and /or noun as modifiers. The other type of the text is in the form of hyperlink and is realized by noun phrases or imperative phrases such as **make reservation**, **book a room**, or **apartment type**. Writing for the web is different from writing for a printed publication. Meeske (2003:91) suggests that the text should “be specific and be direct”. Thus, the whole page is alive with calls to action and the ability to allow the customer to act immediately to those calls. It is obvious from the text that this is something the customer can click on and the text is also encouraging the reader to take some action.

Attributive adjectives were used frequently as modifiers in the corpus. As Bhatia (1993:52) suggests the use of such modifiers is an essential part of product evaluation in the rhetoric of advertising.

Table 11 Summaries of moves of the homepages and the prominent linguistic features

Move	Main Linguistic Features
Move 1: Identifying the apartment	
Step 1: Stating the name of the apartment	- Phrases (e.g Center Point)
Step 2: Indicating name of chained apartment or Management	- Phrases (e.g Natural ville managed by Accor)
Move 2: Greeting	
Step1: Stating welcoming message	- Phrases (e.g Welcome to Fraser Suites)
Move 3: Introducing the apartment	
Step 1: Claiming superiority, Supremacy or uniqueness phrases	- Complete Sentences with complex noun - Comparison: superlatives (e.g. ‘most’, ‘Perfect’) and the word ‘unique’, ‘ideal’
Step 2: Claiming outstanding point of The location	- Complete Sentences with complex noun phrases
Step 3: Claiming outstanding characteristics	- Complete Sentences with complex noun phrases, adjective phrases
Step 4: Highlighting major features	- Complete Sentences with complex noun phrases, adjective phrases
Step 5: Indicating target customer	- Complete Sentences, adjective phrases
Step 6: Inviting readers to experience or do	- Imperatives, usually found with the verb: stay, take, experience (e.g. ‘Experience the ultimate in lifestyle and convenience.’.)
Move 4: Calling for action	
Step 1: Expressing directive intent	- Imperatives phrases in hypertext forms (e.g. ‘ reservation ’, ‘ book now ’)
Step 2: Providing channel for reservation	- Form to fill in and imperatives phrases, navigational links
Move 5: Giving contact information	- Numeric forms, noun phrases, hypertext forms

Table 11 (Continued)

Move	Main Linguistic Features
Move 6: Giving other information	
- Copyright	- Noun phrases
- News	- Noun phrases (e.g. ‘Other Accott International Properties’)
- Navigational links	-Noun phrases in hypertext forms (e.g. ‘ Photo Gallery ’, ‘ Floor plan ’)

Pedagogical Implications

The results obtained in this study have some implications for the teaching and learning of genre analysis. First, the present finding provides writers with a model for writing promotional materials especially for website designers. In addition, the findings could be a helpful guideline in teaching English in tourism courses and so on. Although the corpus in this study is limited to the homepages of serviced apartment websites in Bangkok, the following results of the study could serve as the foundation for copy writers of online advertisements:

1. *Organize the home page.* Homepage contains a mixture of promotional features such as content, form and lay-out that the writer must combine enticingly to make the user stay and explore the website.

2. *Begin with strength.* Start the first few sentences of the body copy in the homepage with the strong points of the product or service as this will gain the attention of the reader.

3. *Introduce the product/Service.* The use of complex noun phrases should be utilized in the body copy for product or service detailing. The web copy writer should be aware of how to use adjectives as pre-modifiers and noun as post modifiers to describe the service.

4. *Aim to interest the target customer.* The copywriters can tell about the benefits of using the service, and then show how using the service will make the customer's life more enjoyable, easier, or safer. It would be useful if the writer understand how the target customers think, behave, and make decisions, and then give them a reason to buy.

5. *Use a conversational style in the body copy.* To build an interpersonal relationship with the reader, the writer can direct the copy to 'one' viewer to hook his or her attention or interest. The use of personal pronouns helps the writer 'speak' with the reader. Use the word 'you' or 'your' will relate the service being offered to the reader's needs and desires and encourage the readers to see themselves enjoying that benefit.

6. *One idea per paragraph.* The rule is to separate each idea into a paragraph. This will make each paragraph short and easy for reader to read and to get the idea.

7. *Use hypertext links where needed.* To create links in the home page helps the user to move comfortably and easily toward a set of services, and especially to encourage the customer to complete the reservation process.

Recommendation for Further Research

The corpus of the study is limited to 29 home pages of serviced apartments in Bangkok. Thus, no generalizations regarding the online advertisement can be made. However the study has carried out an initial analysis of promotional genre in an online context. It would contribute to a better understanding of the online advertisement. The finding would be used at least as a guideline for a course syllabus design in teaching and learning of how to design a homepage.

Further research with greater numbers of samples would be helpful in order to support the results of the present study. Future research could also be devoted to other linguistic feature including some content units such as images. In addition, as the

present study focuses on some linguistic features such as personal pronouns, complex noun phrases, adjectives, imperatives and modals, further research on other prominent features such as use of verbs, use of tenses would be useful.

LITERATURE CITED

- Akkhakraisi, P. 2004. **A Corpus-Based Approach to the Genre Analysis of Marketing Copy Posted on the Hotel Chain Websites.**
Master Thesis, Kasetsart University.
- Askehave, I and A. E. Nielsen, 2003. **“Web-Mediated Genres- A Challenge to Traditional Genre Theory”**. Working paper (Online). <http://sprog.asb.dk/vv/cbcom/workingpapers/wp6.pdf> , October 7, 2007
- Bhatia, V. K. 1991. **A genre-based approach to ESP materials.** London: Pergamon Press plc.
- _____. 1993. **Analysis Genre: Language Use in Professional Settings.** London: Longman.
- _____. 2002 **“Applied genre analysis: a multi-perspective model”**. Documents (Online). <http://www.aelfe.org/documents/text4-Bhatia.pdf>, March 3, 2007.
- Biber, *et al.* 1999. **Longman Grammar of Spoken and Written English.** London: Pearson Education Limited.
- CB Richard Ellis. 2009. **“Market View”**. Thailand Property Research & Analysis (Online). <http://www.cbre.co.th/en/research-overview.asp>, October 22, 2007.
- Chandler, D. 1997. **“An Introduction to Genre Theory”**. Documents (Online). <http://www.aber.ac.uk/media/Documents/intgenre/intgenre1.html>, March 11, 2006
- Chung, T and R. Law. 2003. **“Developing a Performance Indicator for Hotel websites”**. **International Journal of Hospitality Management.** 22 (1): 119-125.

Dudley-Evans, T. and M. St John. 1998. **Developments in English for Specific Purposes : A Multi-Disciplinary Approach**. Cambridge: Cambridge University Press.

Dunn, S.W. *et al.* 1990. **Advertising in Modern Market**. New York: Prentice-Hall.

eMarketer. 2002. **“Online Holiday Shopping”**. Reports (Online). http://www.emarketer.com/Reports/All/Emarketer_2000380.aspx, May 11, 2007.

Gonzalez, R. A. 2005. **“Textual metadiscourse in commercial websites”**. Document (Online). <http://www.aelfe.org/documents/03-Ib9-Alejo.pdf>, May 30, 2007.

Hoffman, D.L. and T. Novak. 1995. "Commercial scenarios for the Web: opportunities and challenges". **Journal of Computer-Mediated Communication**. Vol. 1 No.3, 1 December 2004

Hospitality Net. 2004. **“Website Optimization- The Blueprints For A Robust Direct-To-Consumer Online Distribution Strategy”**. Industry News (Online). <http://www.hospitalitynet.org/new/4014686>, November 6, 2007.

Jarvie, G. 1993. **Grammar Guide**. London: Bloomsbury Publishing Plc.

Jones Lang LaSalle Hotel. 2005. **“Market Review”**. Business Research (Online). <http://www.joneslanglasalle.co.th/thailand/EN-GB/Pages/Research.aspx> , November 27, 2007.

Kleindl, B. A. 2003. **Strategic Electronic Marketing: Managing E-Business**. Ohio: South-Western College Publishing.

- Kunote, M. 2002. **“The Linguistic Mechanisms of English Newspaper Advertisement and Commercials”**. Advertisement Analysis (Online). <http://www.grin.com/en/fulltext/ani/22105html>, September 11, 2007.
- Kashima, E. S. and Y. Kashima. 1998. “Culture and Language: The case of cultural Dimensions and Personal Pronoun Use. **Journal of Cross Cultural Psychology**. 29: 461-486
- Leech, G. N. 1966. **English in Advertising: A Linguistic Study of Advertising in Great Britain**. London: William Clowes and Sons, Limited.
- Li, L. 2005. **“Theoretical Base and Problems in Business English Teaching in China” English For Specific Purposes World** (Online). http://www.esp-world.info/Articles_8/Li.htm, 6 October 2005
- Liang, K. 2003. **“A modified Functionality Performance Evaluation Model for evaluating the performance of China based hotel websites”**. **Journal of the Academy of Business and Economics** (Online). http://www.findarticles.com/p/articles/mi/m0ogt/is_2_2/ai_113563671/print, December 7, 2007.
- Marco, M.J. 2002. **“A Genre Analysis of corporate Home Pages”**. Abstract (Online). <http://www.dsff-lsp.dk/LSPVol2No12002/AbstractLuzon.htm>, April 1, 2004.
- Mauchlan, D. 2005. **“Using Genres and Genre Analysis as an Effective EFL Teaching Tool”**. **Bulletin**. [http://library.nakanishi.ac.jp/kiyou/gakugei\(1\)/06-Mauchlan.pdf](http://library.nakanishi.ac.jp/kiyou/gakugei(1)/06-Mauchlan.pdf), June 28, 2005.
- Medina *et al.* 2005. **“Analysing digital genres: function and functionality in corporate websites of computer hardware”**. Documents (Online). <http://www.aelfe.org/documents/07-Ib9-BolanosEtAl.pdf>, June 13, 2007.

National Electronic and Computer Center. 2006. **“Publications”**. The e-Commerce Resource Center (Online). <http://www.ecommerce.or.th/publications.html>, October 12, 2006.

Pollach, I. 2006. **“Electronic Word of Month: A Genre Analysis of Product Reviews on consumer Opinion Web Sites”** Conference paper (Online). <http://csdl2.computer.org/comp/proceedings/hicss/2006/2507/03/250730051c.pdf>., March 27, 2007.

Quirk, R. and S. Greenbaum. 1990. **A University Grammar of English**. Hong Kong: Longman Group (FE) Ltd.

Ruffini, M. F. 2001. **“Blueprint to Develop a Great Web Site”**. Journal (Online). http://www.thejournal.com/article/1534_1, November 11, 2007.

Simmons, P.A and M.L. Kelly. 2004. **“Effective Web Copy”**. Journal (Online). <http://www.webwiseconcepts.com/resources/articles/05-copy.html>, March 3, 2006.

Summers, D. 2000. **Longman Dictionary of English Language and Culture**. (4th ed). London: Longman

Swales, J. M. 1990. **Genre Analysis: English in Academic and Research Settings**. Cambridge: Cambridge University Press.

The Board of Investment. 2006. **“Thailand Advantages”**. Why Thailand (Online). http://www.boi.go.th/english/why/thailand_advantages.asp, November 30, 2007.

- Thompson, P. 2001. **“A pedagogically-motivated corpus-based examination of PhD theses macrostructure, citation practices and uses of modal verbs”**. Thesis (Online).. Available: <http://www.paulslals.org.uk/thesis.pdf>, November 27, 2006.
- Upton, T. A. 2001. **“Understanding Direct Mail Letters as a Genre”**. International Journal of Corpus Linguistics. 7 (1): 65-86.
- Walter, R. 2004. **“Monthly Marketing Tips”**. Free Articles & Marketing Tools (Online). http://www.mosaicmm.com/articles/Monthly_Marketing_Tips_June04.htm, May 11, 2007.

APPENDICES

Appendix A

Serviced apartment homepages in the corpus

HP#1



ADMIRAL SUITES
Executive Serviced Apartments

LOCAL TIME 18:26

Home
Location
Accommodation
Dining
Facilities
Offers
FAQ
Contact Us
Events

Admiral Suites
38, 38/14 Sukhumvit Soi 22,
Bangkok 10110, Thailand
Tel: +66 (0) 2 663 4000
Fax: +66 (0) 2 663 5280
E-mail: enquiry@admiralsuites.com
Web Site: www.admiralsuites.com

CHECK AVAILABILITY & RATES

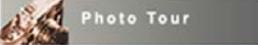
Arrive: Jun 09 5 Fri 26
 Depart: Jun 09 5 Sat 26
 Nights: 1
 Rooms: 1
 Adults: 1
 Children: 0

Rate from THB 1,799
with daily breakfast
and free Internet
near BTS Phrom Phrang

ROOM SPECIALS & PACKAGES
CLICK HERE



Photo Tour



Online Help



Video Tour





Admiral Suites are luxury, serviced apartments in Bangkok. Managed by Compass Hospitality, Admiral Suites combines the convenience of home with the luxury of a Bangkok hotel and provides an oasis of relaxation against the backdrop of the bustling, cosmopolitan city of Bangkok. Situated in the heart of Sukhumvit Road, Bangkok's prime commercial and residential street, these Bangkok serviced apartments are ideally located for business and / or leisure, and guarantee the highest level of personalized service.

Located minutes from major Bangkok tourist sites and next to numerous chic bars and restaurants, from Irish pubs to French wine bars, Admiral Suites offers its guests the convenience of fully serviced suites in an ideal Bangkok location.

Here at Admiral Suites, we truly believe in going the extra mile, serving every guest with personal attention. Our friendly, well-trained staff is always on hand to ensure you receive unparalleled service, while stylish, customized rooms and attention to detail guarantee every stay with us is memorable and relaxing.

The ultimate in luxury serviced apartments in Bangkok, Admiral Suites boasts a variety of on-site services such as a rooftop pool, jacuzzi, and health club with fully equipped gym - the perfect escape and a chance to rejuvenate and regenerate after a long day. For your safety and comfort we also have a 24-hour security service.

All suites feature individual kitchenettes, fully equipped with all the amenities necessary to ensure you can enjoy a "taste" of home. Admiral Suites's on-site Japanese restaurant, Tokujo, offers an array of sushi, maki, tempura, and other traditional favorites.

At Admiral Suites, we also offer convenient business facilities such as e-mail, fax, and message services. Corporate prices and our excellent, reliable staff make the Admiral Suites ideal for long stays or business accommodations in Bangkok.

Admiral Suites in Bangkok, your home away from home...

GDS Codes	
Amadeus	BKK849
Galileo	16589
Sabre/Abacus	50843
Worldspan	11849



Real Reviews by Real Travellers

TAXI Printable Location Map

 Airport Transfers

Bangkok Guide NEW Download Here

 Hotel Factsheet

 Subscribe to our Special Offers

May Specials
Stay 3 Pay 2!

ADMIRAL PREMIER

HP#2



THE ASCOTT GROUP
A Member of CapitalLand

[Home](#) | [Find a Residence](#) | [Southeast Asia](#) | [The Ascott Sathorn](#)

- [Find a Residence](#)
- [Why Stay with Us](#)
- [Reservations](#)
- [Members](#)
- Share Your Experience*
- [About Us](#)
- [Investor Information](#)
- [Contact Us](#)
- [\[X\]](#)

Our Residences in Bangkok

- The Ascott Sathorn*
- Somerset Lake Point*
- Somerset Park Suanplu*
- Somerset Suvan Park View*
- Omni Tower*





The Ascott Sathorn, Bangkok

The Ascott Sathorn, Bangkok

The Ascott Sathorn offers luxurious and spacious private apartments complemented with comprehensive services and facilities. The residence is Bangkok's leading luxury-serviced residence and is ideal for corporate housing with the convenience of being located in the capital's business and commercial district as well as offering extensive services, state of the art fitness and luxurious spa facilities and world-class dining and entertainment outlets on the premises.

The shopping and entertainment districts along Silom and Sukhumvit roads are just minutes away offering an extensive selection of local and international merchandise and culinary delights. Relax in the impeccably designed interiors knowing that there is 24-hour security and professional staff available to assist you during your stay. Enjoy your business trip, holiday or relocation in Bangkok while indulging in the pleasures of private accommodations with the benefits of personalized services and facilities.

Choice of Serviced Apartment

Boasting 177 luxurious serviced residences ranging from studio, one-bedroom, two-bedroom and three-bedroom units, The Ascott Sathorn provides all the comforts of a private home. Each residence offers a spacious and comfortable living and dining area, a fully equipped kitchen, and bedrooms furnished with plush fittings. To cater to the comfort and needs of business travelers, all residences are equipped with ultra modern conveniences such as wireless LAN access throughout the building.



Ideal Location

Indulge in the luxury, comfort and security of serviced apartments while being only minutes from the business and entertainment in Bangkok. Taxis and tuk-tuks are available for destinations throughout the city.



The Ascott Sathorn

Amenities

Location

Photo Gallery

General Information

» Transportation

» Airports

» Attractions

The Ascott Sathorn, Bangkok

N° 187, Sook Sathorn Road, Yanawa, Sathorn, Bangkok, Thailand 10120

T:(66-2) 676 6888
F:(66-2) 676 6888

[Click here to email us.](#)

▶ REQUEST FOR LONG-TERM RATES

▶ REQUEST TO VIEW

HP#3

CAPE HOUSE
CAROLAN
SERVICED APARTMENTS

HOME | ACCOMMODATION | FACILITIES | DINING | RATES & RESERVATION | PHOTO GALLERY | LOCATION | CONTACT US

Online Reservation

Arrival Date:

Departure Date:

Number Nights: 1 Night

English Thai Japanese
 German French

SEARCH / BOOK NOW !!

[Amend/Cancel Reservation](#)

Monthly rates available under
["Rates and Reservations"](#) link above.

Welcome

The Cape House Serviced Apartments enjoy one of the most prestigious locations in Bangkok. Located right in the heart of Ploenchit, Cape House provides easy access to Bangkok's major business and entertainment districts as well as several embassies and beautiful public parks.

Our elegantly appointed building offers luxury serviced apartments consisting of studios, one-bedroom and two-bedroom suites, all under hotel standard management. Cape House is also renowned for its Italian restaurant, No.43 as well as its executive lounge featuring a modern business center, relaxing lounge and meeting rooms. Cape house also boasts a full gym, pool and free hi-speed wireless internet access.

Suitable for both long and short term stays.

What they're saying..... press & customers

Promotions

- Special deals on all rooms including extras!
 Now until the 31st August [more info](#)

HP#4



English | 日本語

- ⌘ About Us
- ⌘ Locations
- Apartment Types
- Facilities & Services
- Apartment Rates
- View Map
- Download Brochure
- ⌘ Virtual Tour
- ⌘ Rooms & Facilities
- ⌘ Rate
- ⌘ Centre Point News
- ⌘ Centre Point Rewards
- ⌘ Living in Bangkok

Search Apartment Types

Location ▼

Apartment Type ▼

Rental Rate ▼

Search

⌘ Langsuan



"You'll call it home"



⌘ **Apartment Types**

Centre Point Langsuan is an absolutely unique location, the definition of welcoming warmth and comfort. Even with the convenience of living in the vital heart of town, here your home is surrounded by tranquil, restful greenery.

Langsuan is a vital entertainment area and you are adjacent to the best restaurants featuring the international cuisines, coffee shops and well-known nightspots. It is also in proximity of downtown department stores and the business district. All of these are just a stroll away or you can travel anywhere in Bangkok by fast from Chidlom Skytrain station.



Studio A 40 sq.m.

Spacious single room apartment with 1 queen-size bed, and 1 bathroom (integrated shower and bathtub).





Reservation



Hot Price



Special Packages

Apartment Types

-  **Studio A**
40 sq.m.
-  **Studio B**
40 sq.m.
-  **One-Bedroom**
85 sq.m.
-  **Two-Bedroom**
85 sq.m.
-  **Two-Bedroom**
106 sq.m.

HP#5



English | 日本語

- ⊗ About Us
- ⊗ Locations
- Apartment Types
- Facilities & Services
- Apartment Rates
- View Map
- Download Brochure
- ⊗ Virtual Tour
- ⊗ Rooms & Facilities
- ⊗ Rate
- ⊗ Centre Point News
- ⊗ Centre Point Rewards
- ⊗ Living in Bangkok

Search Apartment Types

Location

Apartment Type

Rental Rate

Search

⊗ Saladaeng



Apartment Types

Welcome to a private secluded world in the distinctive residential Saladaeng Road, just steps away from bustling Silom.

Here you can live life to the full. You can enjoy a lifestyle with all the advantages of a major city center. Cool modern decor reflects your personality in style. And your individual privacy is unequivocally ensured because the units are restricted to only 5 per floor. The central business district is right on your doorstep, along with, the major tourist entertainment areas, as well as, all the benefits of living downtown. And for the energetic, Lumpini Park is just a hop, step, skip and a jump a way. Centre Point Saladaeng is located in a prime location in Soi Saladaeng 1, near the junction of Silom, Sathorn and Rama IV Roads. You can travel anywhere in central Bangkok rapidly by Saladaeng Skytrain station and Silom Subway station.



Studio 30 sq.m.

Spacious single room apartment with one queen-size bed, 1 bathroom (integrated shower and bathtub).





Apartment Types

-  **Studio**
30 sq.m.
-  **Studio Deluxe**
43 sq.m.
-  **One-Bedroom**
50 sq.m.
-  **Two-Bedroom**
103 sq.m.

HP#6



English | 日本語

- ⊗ About Us
- ⊗ Locations
- Apartment Types
- Facilities & Services
- Apartment Rates
- View Map
- Download Brochure
- ⊗ Virtual Tour
- ⊗ Rooms & Facilities
- ⊗ Rate
- ⊗ Centre Point News
- ⊗ Centre Point Rewards
- ⊗ Living in Bangkok

Search Apartment Types

Location

Apartment Type

Rental Rate

Search

⊗ Silom



Centre Point
"You'll call it home."

⊗ **Apartment Types**

"The River of Kings" in times gone by was the focal point of Thai lifestyle. As it was in the past, so it is today. Silom Road was originally a tree-lined canal, one of many in old Bangkok which once was called "The Venice of the East". Thai riverside life is still celebrated and nowhere better than the Centre Point Silom Executive Serviced Apartments situated on the bank of the Chao Phraya River.

Doing business around town is a breeze as you are in the hub of business activity as well as the jewelry trade district, leading hotels, department stores, restaurants and entertainment venues. Best of all, you can travel quickly and easily throughout the city by taking the Saphan-Taksin Skytrain stations.



Studio A 45 sq.m.

Spacious single room apartment with 1 queen-size bed, and 1 bathroom (separated shower and bathtub), 1 washing machine, and 1 kitchen.





Apartment Types

- 

Studio A
45 sq.m.
- 

Studio B
66 sq.m.
- 

One-Bedroom
90 sq.m.
- 

Two-Bedroom
183 sq.m.



Reservation



Hot Price



Special Packages

HP#7



English | 日本語

⌘ About Us

⌘ Locations

- Apartment Types
- Facilities & Services
- Apartment Rates
- View Map
- Download Brochure

⌘ Virtual Tour

⌘ Rooms & Facilities

⌘ Rate

⌘ Centre Point News

⌘ Centre Point Rewards

⌘ Living in Bangkok

Search Apartment Types

Location

Apartment Type

Rental Rate

Search

⌘ Sukhumvit 10 / Garden Wing



⌘ Apartment Types

The Sukhumvit area is prestigious and the one most highly sought after by leading Thai families and expatriates alike. And Centre Point Sukhumvit 10 is right in the heart of it.

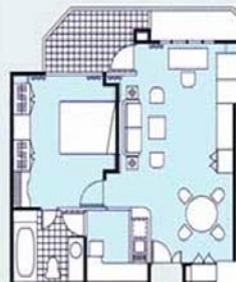
You are also surrounded by a popular shopping district and leading department stores, while the nearby Nana and Asoke Skytrain stations and Sukhumvit Subway station enable you to travel around Bangkok easily and quickly. Here, Our Executive Serviced Apartments are created in a contemporary style, yet with a warm inviting atmosphere for you to enjoy with your family. At Main Tower of Centre Point Sukhumvit 10, you'll experience that same warmth and privacy you used to enjoy at home.

If you are searching for a unique living space surrounded by lush natural garden, Centre Point Sukhumvit 10 Garden Wing is just what you are seeking. But more than that, you can choose from 4 different, yet superb, decorating styles- Boutique, Colonial, Oriental or Tropical. Each one offers a superior standard of living all within a City-Resort-style apartment.



One-Bedroom A
73 sq.m.

Luxurious apartment with 1 living room, 1 master bedroom (1 king-size bed), 1 bathroom (integrated shower and bathtub), 1 washing machine, and 1 kitchen.



Apartment Types

Main Tower

One-Bedroom A
73 sq.m.

One-Bedroom B
89 sq.m.

Two-Bedroom D
94 sq.m.

Two-Bedroom I
121 sq.m.

Three-Bedroom E
121 sq.m.

Garden Wing

Boutique
(50 sqm.)

Colonial
(50, 60 sqm.)

Oriental
(50, 60 sqm.)

Tropical
(50, 60 sqm.)

HP#8



English | 日本語

⊗ About Us

⊗ Locations

- Apartment Types
- Facilities & Services
- Apartment Rates
- View Map
- Download Brochure

⊗ Virtual Tour

⊗ Rooms & Facilities

⊗ Rate

⊗ Centre Point News

⊗ Centre Point Rewards

⊗ Living in Bangkok

Search Apartment Types

Location

Apartment Type

Rental Rate

Search



⊗ Apartment Types

Centre Point Sukhumvit-Thong Lo is the ultimate location of Sukhumvit. It is located in Soi Thong Lo (Sukhumvit 55), the most popular expatriate residential area.

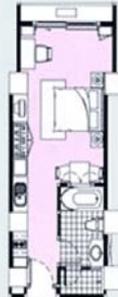
With easy to access to main Sukhumvit Road and New Petchburi road as well as within walking distance of the Thong Lo skytrain station, offers a welcoming and excellent environment. It has a wide range of shopping and entertainment facilities that much favored by expatriates such as Villa supermarket, Emporium Department Store, Major Cineplex Sukhumvit.

Here, you experience distinctive living that is exclusively superior. Centre Point Sukhumvit-Thong Lo elegant executive serviced apartments combines an elite traditional of Thai style with all the essentials of modern living that meet every lifestyle need.



Studio 38 sq.m.

Spacious single room apartment with 1 king-size bed, 1 bathroom (separated shower and bathtub).



Apartment Types

-  Studio 38 sq.m.
-  One-Bedroom C 68 sq.m.
-  One-Bedroom D 80 sq.m.
-  One-Bedroom E 87 sq.m.
-  Two-Bedroom F 131 sq.m.
-  Two-Bedroom G 142 sq.m.

HP#9



English | 日本語

⌘ About Us

⌘ Locations

- Apartment Types
- Facilities & Services
- Apartment Rates
- View Map
- Download Brochure

⌘ Virtual Tour

⌘ Rooms & Facilities

⌘ Rate

⌘ Centre Point News

⌘ Centre Point Rewards

⌘ Living in Bangkok

Search Apartment Types

Location

Apartment Type

Rental Rate

Search



⌘ Apartment Types

Welcome to the exclusive world of our Centre Point Wireless Road Executive Serviced Apartments. Luxurious elegance in Thai contemporary style on prestigious Wireless Road.

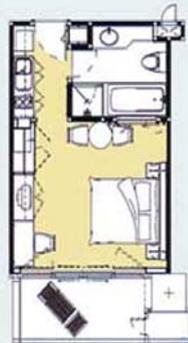
Exquisite Thai contemporary style interior decoration creates an exclusive luxury ambience that makes your home so inviting. Here, you will find an excellent combination of Thai style and state-of-the-art-technology.

Ideally situated in the heart of town, your home is close to your favorite department stores, Embassies, banks and the business community. You also have easy access to Ploenchit Skytrain station.



Studio A 38 sq.m.

Spacious single room apartment with one Queen-size bed, 1 bathroom (separated shower and bathtub).



Apartment Types

- Studio A 38 sq.m.
- Studio B 42 sq.m.
- One-Bedroom 75 sq.m.
- Two-Bedroom 96 sq.m.
- Three-Bedroom 132 sq.m.

HP#10

Corporate Area

Home
Our Properties
Promotions
What's New
E-Newsletter

Step 1: Find a Property
Thailand
Bangkok
Citadines Bangkok Sukhumvit 16
View

Reservation

Step 2: Make a Reservation

Select apartment type

No. of Apart. Adults Children

Arrival

Departure

Nights
 Reserve

View / Cancel Reservation



Citadines Bangkok Sukhumvit 16

38 Sukhumvit 16, Sukhumvit Road,
Klongtoey, Bangkok 10110,
Thailand

- [Printable Version](#)

Bookmark and Share

Overview

One of the most fascinating cities in South East Asia, Bangkok is vibrant, colourful, and at times even mind-boggling. Here, gleaming skyscrapers grace the skyline alongside historical temples. Past, present and future live harmoniously together. Bangkok has it all – it is a city that promises to fascinate and thrill.

Citadines Sukhumvit 16 is the ideal spot to start your explorations of Bangkok. Located in Bangkok's bustling Sukhumvit business, shopping and entertainment district, Citadines Sukhumvit 16 puts you in the thick of the action, while giving you the quiet comfort of a serviced residence.

High speed internet access
Air conditioning
Amenities for babies
Babysitting services
Breakfast
Business corner
Car park
Dry-cleaning
Laundrette
Safe
WiFi Zone

Promotions

- Enjoy 1 FREE night for every month's stay
- Enjoy 25% off Best Available Rates

Other properties in the same city | Other properties in the same country

OTHER CITADINES PROPERTIES

- Citadines Bangkok Sukhumvit 11
- Citadines Bangkok Sukhumvit 23
- Citadines Bangkok Sukhumvit 8

OTHER ASCOTT INTERNATIONAL PROPERTIES

- Ascott Bangkok Sathorn
- Somerset Sukhumvit Thonglor, Bangkok
- Somerset Park Suanplu, Bangkok
- Somerset Amar Garden, Bangkok
- Somerset Lake Point, Bangkok

About Citadines
News Centre
Contact Us
Sitemap

Go

HP#11



Home | Accommodation | Room Rates & Promotions | Facilities | Location & Map | News & Events | Contact



1 2 3 4

Luxury Executive Serviced Apartment: CNC Residence Group

To those who appreciate the art of living, little things in life bring great pleasure. A home to which the heart belongs not only provides a sanctuary for the mind, but also ensures physical comfort, which leads to the well-being of the soul.

Located in the central Sukhumvit area, the CNC RESIDENCE offers fully-furnished apartments, plus a wide range of first-class facilities and amenities.



CNC RESIDENCE
28 Soi Sukhumvit 33 (Dong-Udon) Sukhumvit Road.

HP#12



622 SUKHUMVIT ROAD
 BANGKOK 10110, THAILAND
 TEL: 66(0) 2664-9999
 EMAIL: INFO@EMPORIUMSUITES.COM

- [HOME](#)
- [LOCATION](#)
- [SUITES & SERVICES](#)
- [FACILITIES](#)
- [MEETINGS & EVENTS](#)
- [DINING & DRINKING](#)
- [PHOTO GALLERY](#)



RATES & RESERVATION

Check In:	<input type="text" value="Jun 07, 2009"/>	Check Out:	<input type="text" value="Jun 09, 2009"/>	Room Types:	<input type="text" value="One Bedroom Suite Deluxe"/>	Rooms:	<input type="text" value="1"/>	Book Now
-----------	---	------------	---	-------------	---	--------	--------------------------------	---



PROMOTION PACKAGES
 Executive Super Saver
 Health & Beauty Package



HOT DEAL RATES



BEST AVAILABLE RATES

HP#13

home our properties about us the difference corporate contact us

Langsuan, Bangkok

Fraser Place Urbana Langsuan

Accommodation & Features

Location

News & Promotions

Facilities & Services

reservations

City: Property:

Arrival Date:

Departure Date: Adults Per Unit: Children:

Preferred partners code?

[More Options](#) [Cancel Reservation](#)

sign up for updates

contact us

55 Langsuan Road,
Lumpini, Pathumwan,
Bangkok 10330
Thailand

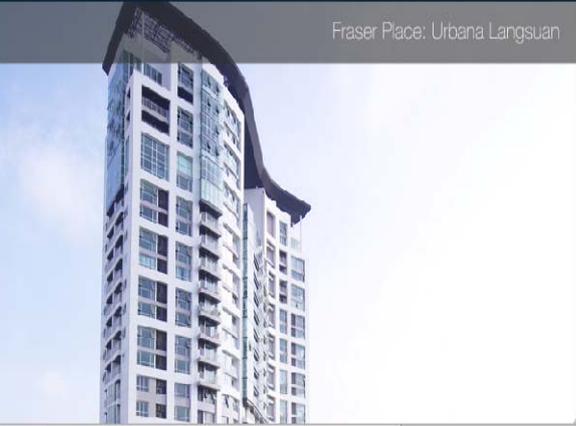
Tel: +66 2 250 6666
Fax: +66 2 250 6699

Email: sales.bangkok@frasershospitality.com

Reservations Hotline:
Tel: +66 2 227 9900
Fax: +66 2 250 6664

[Find on Google Maps](#)

Fraser Place: Urbana Langsuan



Welcome to Fraser Place Bangkok

Fraser Place Langsuan, Bangkok captures the essence of modern and stylish living. The apartments are contemporarily-styled and provide more living space and greater independence, catering to the needs and lifestyle of our guests.

Fraser Place Langsuan features 36 floors of spacious living overlooking the surrounding greenery. This Bangkok Apartment has 129 luxuriously appointed apartments from studio, one-, two-, three- four-bedroom penthouses. Leading into this Bangkok Apartment Hotel is an exclusive 45 metre driveway from the main road providing guests with greater privacy. Fraser Place Langsuan offers services equivalent to any premier serviced apartment and hotel in Bangkok, making it conducive for business and total relaxation.

Fraser Place Langsuan is strategically located in the heart of Bangkok city. Not only is the apartment close to Lumpini Park, which is the largest public park in central Bangkok, it is also in close proximity to a selection of shopping centres like Central Chidlom Department Store, Gaysorn Plaza, and the Central World Plaza. Great entertainment and eating outlets are also a stone's throw away at Silom, Ratchadamri and Surawong.

This Bangkok Apartment Hotel is the perfect hideout for guests who admire natural scenery and yet do not want to compromise on the convenience of city living.

latest news

01 June 2009: Fraser Place Urbana Langsuan, Bangkok supports World Environment Day - 5 June 2009 [read more...](#)

01 June 2009: Terra Cotta Spa - June 2009 promotions [read more...](#)

HP#14



[English](#) - [Français](#) - [Español](#) - [русский](#) - [中文](#) - [日本語](#)









home
our properties
about us
the difference
corporate
promotions
contact us

Fraser Suites: Locations

- Australia - Sydney
- Bahrain
- China - Beijing
- China - Hong Kong SAR
- China - Nanjing
- China - Shanghai
- England - London, Kensington
- France - Paris, Champs-Élysées
- France - Paris, La Défense
- Korea - Seoul, Insadong
- Scotland - Edinburgh
- Scotland - Glasgow
- Singapore
- Thailand - Bangkok, Sathorn
- Thailand - Bangkok, Sukhumvit
- Vietnam - Hanoi



Fraser Suites: Sydney

Welcome to Fraser Suites

Luxuriant in splendour, the Fraser Suites brand of residence embodies refinery, taste and elegance. It represents a lifestyle of unprecedented class and comfort in an unassuming and cosy environment.

Distinctive in decor with the cultural and historical flavour of its destination location, Fraser Suites residence is grace personified, offering a haven of serenity for the well-travelled and deserving executive and his family.

With plush interiors and stylish furnishings, and complemented by exquisite detailing, Fraser Suites is one of life's finer indulgences.

reservations

Property:

Arrival Date:

Departure Date:

Adults Per Unit: Children:

Preferred partners code?

[check availability](#)

[More Options](#) | [Cancel Reservations](#)

fraser locations:



promotions:

Long Stay Specials with Fraser's Hospitality



promotions:

Fraser Resort Pattaya Opening Specials



Fraser Suites Edinburgh
Opening in
Early Spring 2009
[Click here for more information](#)

HP#15



GRAND PRESIDENT

[Home](#) | [Location](#) | [Accommodation](#) | [Dining](#) | [Facilities](#) | [Offers](#) | [Tours](#) | [FAQ](#) | [Contact Us](#)

Grand President
 14, 16 Sukhumvit Soi 11, Bangkok 10110,
 Thailand
 Tel: +66 (0) 2 651 1200
 Fax: +66 (0) 2 651 1200-1
 E-mail: gcps@grandpresident.com
 Web Site: www.grandpresident.com

MAKE A RESERVATION

Arrive: Jun 09 5 PM
 Depart: Jun 09 6 Sat PM
 Nights: 1
 Apartments: 1
 Adults: 1
 Children: 0



ROOM SPECIALS & PACKAGES
[CLICK HERE](#)

[Photo Tour](#)

[Virtual Tour](#)

[Online Help](#)

[Video Tour](#)

GDS Codes	
Amadeus	BKX000
Galileo	54208
Sabre / Abacus	17667
Worldspan	17667


 Real Reviews by Real Travellers

 [Printable Location Map](#)

 [Airport Transfers](#)

 [Download Here](#)

[Click for Factsheet & Brochure](#)

 [Subscribe to our Special Offers](#)



Welcome to Grand President Bangkok

Life at the Grand President, Executive Serviced Apartments in Bangkok brings comfort, convenience, and class to the busy executive and leisure traveler wishing to stay in the heart of downtown Bangkok. Our 437 well-appointed and spacious rooms and suites combine the comforts of home with the facilities and services of a superior hotel, and in today's security-conscious world we offer the ultimate in privacy and safety.

A prime position on Bangkok's famous Sukhumvit Road means the city's best shopping, dining, leisure, and entertainment venues are conveniently close at hand. This major avenue is also one of Bangkok's largest commercial centers, with modern office towers housing the regional headquarters of the world's leading brands.

Many of Bangkok's attractions lie close to the city's safest and fastest methods of transportation: the SkyTrain and subway. With a SkyTrain station only five minutes' walk away, Bangkok's public transport network is at your convenience, connecting you to all of the city's most visited sites or ensuring that you reach your business meetings on time and unfustered. For activities and travel in and around Bangkok, or further away from the city center, Sukhumvit Road links to the expressway bringing golf courses, industrial estates, and beach resorts all within a two-hour drive.

The perfect location, unsurpassed comfort, and unrivaled facilities and services make Grand President the preferred choice in Bangkok serviced apartments.

 [Print Page](#)

HP#16



Long Stay

Promotions

Location

Contact Us

Last Minutes

MENU

- Home
- Apartments
- Offices
- Meetings
- Shopping
- Location
- Reservations
- Contact

 LEARN MORE	 LEARN MORE	 LEARN MORE	 LEARN MORE
Executive Apartments	Office Suites	Meetings Rooms	Shopping Plaza



For Better Living

A City within the City - The Jasmine City complex has the perfect combination of luxurious serviced apartments, premier executive office space, and a shopping plaza. Jasmine city residents can share the resources and facilities, including the business center with meeting room and function rooms for conference and Banquet for up to 400 persons. [more ->](#)

For Better Business

Jasmine City combines architectural elegance, automated facilities, advanced building technologies and professional property management tailor-made to satisfy the stringent requirements of international companies in Bangkok... [more ->](#)



For Better Meetings & Events

Our dedicated and creative team will work alongside you, offering flexible options, responsive service and attention to detail to ensure the success of your next meeting, banquet or incentive event. [more ->](#)

For Better Shopping

Tailored to meet the need in mind, Jasmine City presents the most comfortable recreational space with an endless pleasure mix of food, fun, fashion, and ambience. [more ->](#)



Sukhumvit Life...

Activites, Nightlife, Restaurants, etc.

Doing Business...

About Thailand, Business, Laws, etc

Traveling Around...

Tours, Places to see and things to do

About Thailand...

Country Profile, Culture, Do's & Dont's

Get a Chance to Win 2 Free Nights & Dinner for 2 by submitting your info

Name :

E-mail :

Business

Pleasure

HP#17

Home | International Sites | Help | Site Map
Change/Cancel Reservations | My Marriott Rewards Account | Sign In



[Find & Reserve](#) | [Deals](#) | [Destinations](#) | [Shop Marriott](#) | [Events & Meetings](#) | [Marriott Rewards](#)

Find a Hotel | [Search by Keyword](#) | [Upcoming Reservations](#)

Our Best Rates, Guaranteed [plus more](#) +++

City or Airport Code

State (USA only) Country

Check-in date (m/m/d/yyyy) Check-out date (m/m/d/yyyy)

No. of rooms Guests/room Marriott Rewards number

Use Marriott Rewards points

Special Rates
 AAA | Senior discount | Government & Military | Corporate/promotional code

[More search options](#) | [Select a brand](#) | **Find**

Give the Dads & Grads in your life
The keys to a great getaway.

Receive a \$50 Hertz voucher with every Marriott GiftCard purchase of \$150 or more.




My Marriott Rewards Account | [Quick To Go](#)

Email or Marriott Rewards No. Password **Sign In**

Remember me - Recommended for private computers only

[Forgot password?](#)
[Set up online password](#)
[Join Marriott Rewards](#)

News

"Marriott's Commitment to Diversity and Inclusion"
[Bill Marriott's Blog](#)

"Tourism for Tomorrow Award for Sustainability"

New Requirements for Travel to the US from Visa Waiver Program Countries

Timeshare Vacations
Enjoy a lifetime of family vacations.
[See a world of vacations](#)



Vacations by Marriott

QuickGroupSM
Fast and easy way to book up to 25 rooms online

Marriott Business
Solutions for meetings and corporate travel

Quick Deals

Shop Marriott Sale: Big savings on gifts for dad

Horseshoe Bay, TX: \$200 resort credit

Orlando: Theme Park packages from \$179

[View all hotel deals](#)

Get last minute weekend hotel deals by email.
[Sign up for eBreaks](#)

Marriott Rewards

Register by June 30 to earn extra Marriott Rewards for your own dream getaway.

Marriott Rewards Credit Card
20,000 bonus points, Free Night Stay, plus 3 points per \$1 spent at Marriott
[Learn More & Apply](#)

Marriott Rewards Premier Credit Card
Annual Free Night Stay, 20,000 bonus points, plus 5 points per \$1 spent at Marriott
[Learn More & Apply](#)

The Latest Marriott Rewards Information
See what's new anytime on our Program News page

Our calendar is wide open. What about yours?
Effective January 15, 2009, enjoy no blackout dates from Marriott Rewards.

[Company News & Info](#) | [Careers](#) | [Global Diversity](#) | [Sustainability](#) | [Innovative Rewards](#) | [Our Brands](#) | [Travel Agents](#) | [Group Partners](#) | [Affiliates](#) | [Contact Us](#)

[Anaheim hotels](#) | [Atlanta hotels](#) | [Boston hotels](#) | [Chicago hotels](#) | [Dallas hotels](#) | [Denver hotels](#) | [Hawaii hotels](#) | [Houston hotels](#) | [Las Vegas hotels](#) | [London hotels](#) | [Los Angeles hotels](#)
[Miami hotels](#) | [New York hotels](#) | [Orlando hotels](#) | [Philadelphia hotels](#) | [Phoenix hotels](#) | [San Diego hotels](#) | [San Francisco hotels](#) | [Seattle hotels](#) | [Washington DC hotels](#)

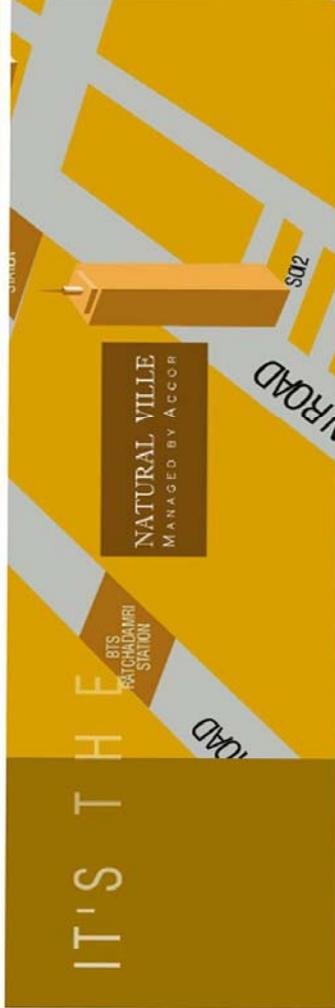
© 1996 - 2009 Marriott International, Inc. All rights reserved. Marriott proprietary information.

[Terms of Use](#) | [Internet Privacy Statement](#) | [Stop Internet Fraud](#)

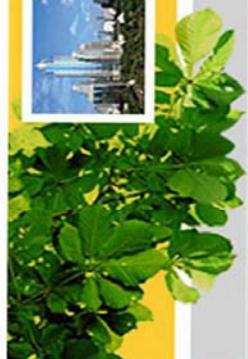
NATURAL VILLE MANAGED BY ACCOR

Natural Ville Executive Residences

- Home
- Location
- Accommodation
- Room rate
- Our facilities and amenities
- Contact us
- Residences photo tour



IT'S THE



Natural Ville Managed by Accor | Live with Style

Natural Ville Managed By ACCOR offers you luxurious living in the heart of the city, just ten minutes walk to the BTS Skytrain. With modern, elegant, spacious and above all comfortable apartments, Natural Ville is designed around your lifestyle with a fully-equipped business centre, fitness centre, swimming pool and the world-famous Lenotre Parisian Café at your convenience. Managed by Accor, this well-appointed residence enjoys renowned standards of international style and service. Stunning views across Bangkok CBD day and night make it easy to see why Natural Ville is the refined solution for city living.

Managed by Accor

Copyright © 2007 Natural Ville | All rights reserved.

HP#19

The most trusted name in temporary housing. sm
[Press Room](#) | [FAQ](#) | [Contact Us](#) | [Careers](#) | [Sign In](#)

WORLDWIDE

[My Account](#)[About Oakwood](#)[Need Help?](#)[Find & Reserve](#)[Housing Solutions](#)[International](#)

Find & Reserve

Modify Your Search

Search Within:

Move-In Date:

Move-Out Date:

 Furnished Unfurnished

Room Type:

 Pet Friendly

Need Help?

Our Customer Service Representatives are standing by.



Video Walk Through

Take a moment to experience an Oakwood Signature Apartment.



Temporary, Serviced & Unfurnished Apartments



The World's Finest
Temporary Furnished Apartments

Original Photography by Oakwood Chairman, Howard Ruby

The finest furnished & unfurnished apartments throughout the United States (U.S.) Beautifully appointed furnished corporate and serviced apartments in the United States (U.S.), United Kingdom (U.K.), and Asia, specializing in stays of 30 days and longer.

Approximate daily rates for 1, 2 & 3 bedrooms.

30 day minimum stay required at many U.S. locations.

Shorter stays of 2 days or more available in select vacation destinations and locations throughout Asia.

Actual rate will depend on location & availability.

[Home](#) | [Contact Us](#) | [Site Map](#) | [Privacy Policy](#) | [Properties](#)

© 2004 - 2009 Oakwood Worldwide / The most trusted name in temporary housing.

SM

Equal Housing Opportunity

HP#20



Accommodation

Studios and suites at Omni Tower Bangkok are the perfect retreat whether for short or long stays. Rooms are ample in size, overlook the Bangkok skyline, with all the amenities expected from today's savvy traveler and more.

Studios

Measuring 33 square meters, the Studio is a comfortable room furnished in soft, neutral tones with a sofa corner, work area and a table for two at which to enjoy a small meal. Additional amenities include a TV with satellite channels, in-room safe deposit box, in-room Internet access and a fully-equipped kitchenette complete with microwave oven, refrigerator and toaster.



One Bedroom Suites

There is a choice of a One Bedroom Deluxe measuring 55 square meters, a One Bedroom Executive measuring 65 square meters and One Bedroom Premier at 80 square meters. Spacious rooms decorated in warm, calm colours with the added luxury of a walk-in closet. The One Bedroom Suites have the full complement of modern amenities which include TVs with satellite channels, safe deposit box, in-room Internet access and a well-appointed ensuite bathroom. The fully-equipped kitchenette is fitted with a microwave oven, refrigerator, toaster and an electric stove from which to prepare a culinary feast.



Two Bedroom Suites

Perfect for families or those staying for an extended period with a master bedroom fitted with a king-sized bed and an adjacent twin bedded room. The Two Bedroom Deluxe measures 80 square meters, the Two Bedroom Executive 100 square meters and the Two Bedroom Premier 150sqm, whatever your choice, ample space to relax and unwind.



Standard amenities designed for comfort and convenience

- In-room broadband Internet service
- IDD telephone
- TV with satellite channels
- Private electronic safe
- Hairdryer
- Ensuite bathroom with shower over bath
- Fully-equipped kitchenette with refrigerator, microwave oven, toaster and coffee / tea making facilities
- Air-conditioning with individually controlled thermostat
- CD / DVD player (available for rent)



HP#21



Pantip Court
SERVICED RESIDENCE

LOCAL TIME 17:23

[Home](#)[Location](#)[Accommodation](#)[Dining](#)[Recreation](#)[Facilities](#)[Offers](#)[FAQ](#)[Contact Us](#)

MAKE A RESERVATION

Arrive: 26
 Depart: 26
 Nights: 1
 Suites: Adults: Children:

SPECIAL PROMOTION!

ROOM SPECIALS & PACKAGES

CLICK HERE



Photo Tour



Virtual Tour



GDS Codes

Amadeus	UI BKK848
Galileo	UI 12259
Sabre / Abacus	UI 73702
Worldspan	UI 11848

Utell

HOTELS & RESORTS

a member of PENTAGON

[Click here for our Global Reservation Offices](#)
[Subscribe to our Special Offers](#)



Welcome to Pantip Court Serviced Residence

Located in Bangkok's prime business district of Sathorn Road, Pantip Court Serviced Residence combines the convenience of home with the luxury of a five-star hotel - all within a short distance from the Bangkok's premier office buildings, embassies, entertainment, and shopping zones. Surrounded by lush tropical gardens, Pantip Court is also close to Lumpini Park, the largest park in the central business district of Bangkok.

Each of Pantip Court's 148 elegantly appointed executive suites caters for the convenience and comfort of modern living in Bangkok, whether for a holiday or on a short business trip. All the suites offer the convenience of a kitchenette ideal for preparing your own meals and snacks. More appropriate for an extended stay than many hotels in Bangkok, Pantip Court's extra special two- and three-bedroom Penthouse Suites offer all the comforts of home including a daily housekeeping service.

With all the amenities of a luxury Bangkok hotel, Pantip Court Serviced Residence offers the convenience of a fully equipped Business Center, a large outdoor swimming pool, a Fitness Center with professional trainers, and a restaurant, Café Pantip, as well as 24-hour Room Service. Meanwhile, the comforts of a home away from home can be found with the in-house convenience store and our bakery, which offers freshly baked breads and pastries.

Business travelers wanting to meet clients can take advantage of Pantip Court's two meeting rooms. Our attractive meeting packages with optional lunch breaks, tea breaks and outdoor catering could be the perfect solution to your Bangkok business meeting.

HP#22



PRESIDENT PARK

LOCAL TIME 17:25

Home Location Accommodation Dining Spa Meetings Facilities Offers Tours FAQ Contact Us
日本語

President Park
95 Sukhumvit Soi 24, Bangkok 10110,
Thailand
Tel: +66 (0) 2 661 1000
Fax: +66 (0) 2 661 1070-71
E-mail: enquiry@presidentpark.com
Web Site: www.presidentpark.com

MAKE A RESERVATION

Arrive: Jun 09 5 Fri 28
Depart: Jun 09 6 Sat 28

Nights: 1
Apartments: 1
Adults: 1
Children: 0

[Review](#) | [Cancel](#) | [Modify](#)

BOOK2WIN

Book online direct now
to enter lucky draw

ROOM SPECIALS & PACKAGE
CLICK HERE







Photo Tour



Virtual Tour



Online Help



Video Tour

Welcome to President Park Bangkok

It is situated in a verdant and tranquil oasis yet perfectly placed at the heart of Bangkok's business district, President Park. Executive Serviced Apartments offers state-of-the-art amenities and services, and spectacular view of the city skyline.

The President Park Bangkok apartments comprise of 228 elegantly furnished, spacious suites and rooms perfectly designed to meet the needs of the business or leisure traveler, providing a feeling of comfort and warmth during your overseas travel. A contemporary lifestyle demands the ultimate in health facilities, and the Capitol Club - our in-house recreation and leisure center - offers the ideal opportunity to work out and maintain your physical wellbeing while traveling. For a more relaxing moment, unwind and pamper yourself at Ananda Spa where tailored massage therapies and treatments await to soothe your spirit.

President Park lies between two of Bangkok's major thoroughfares, bringing the city's expressway network within easy reach for access to tourist attractions, business, shopping, and entertainment districts, or onward to the beach resorts or industrial zones of the eastern seaboard.

For convenient access to city center destinations, President Park Bangkok Apartments offers a free shuttle service to the nearby SkyTrain station - Bangkok's ultra-modern public transport system, providing a swift and congestion-free way to explore the city. For those wishing to explore the nearby streets and enjoy the atmosphere of life in modern Bangkok, both the skytrain and new underground (or MRT) are comfortably close enough for those who like to take in the sights of the local neighborhood while on a pleasant stroll.

GDS Codes	
Amadeus	BKX003
Galileo	12216
Sabre / Abacus	19033
Worldspan	11846



Real Reviews by Real Travellers


Printable Location Map


Airport Transfers


Download Here

[Click for Factsheet & Brochure](#)

[Subscribe to our Special Offers](#)

HP#23



**PRESIDENT
SOLITAIRE**

LOCAL TIME 17:27

Home Location Accommodation Solitaire Club Dining Spa Facilities Offers Tours FAQ Contact Us

🇯🇵 日本語

President Solitaire
Sukhumvit Soi 11, Bangkok 10110,
Thailand
Tel: +66 (0) 2 253 7200
Fax: +66 (0) 2 253 2330
E-mail: enquiry@presidentsolitaire.com
Web Site: www.presidentsolitaire.com

MAKE A RESERVATION

Arrive: Jun 09 5 PM Pri: Sat Sun
 Depart: Jun 09 6 PM Sat Sun Mon
 Nights: 1 Rooms: 1 Adults: 1 Children: 0

BOOK NOW

Premier Suite only THB 2,400

ROOM SPECIALS & PACKAGES

CLICK HERE



Photo Tour

Virtual Tour

Online Help

Video Tour



Welcome to President Solitaire

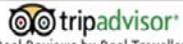
Located within the heart of one of Bangkok's most exclusive residential and business districts, the President Solitaire Bangkok Hotel offers a luxurious oasis of exclusive and elegant accommodations within the bustling city streets. A warm welcome from our friendly and caring staff awaits as you are swiftly transported to the sumptuous surroundings of your pristine suite - your home away from home for the duration of your stay.

134 elegantly appointed suites, coupled with the latest in high-tech entertainment and business facilities, make the President Solitaire a perfect choice for discerning visitors wishing to enjoy high standards of excellence and the finest in Thai hospitality. Indulge yourself at our lavish Ananda Spa, which offers a sanctuary of total relaxation and privacy in which to gently ease away the pressures and demands of your day.

Moments from the thriving shopping, business, and entertainment districts surrounding Sukhumvit Road, and a stone's throw from Nana BTS SkyTrain station, President Solitaire is a fine Bangkok hotel accommodation option for busy travelers. Wider travel is effortless, with major highways, business districts, and the airport all easily accessible from our prime location.

GDS Codes

Amadeus	BKK844
Galileo	11447
Sabre / Abacus	73623
Worldspan	11844



GET YOUR OWN
PERSONAL BUTLER
at THB 1,199 per day only

Ananda Spa






Wotif.com
Customer's
Preferred Choice
Award 2007/08

TAXI

Printable Location Map



Airport Transfers

Bangkok Guide

Download Here



Book online direct now
to enter lucky draw



Print Page

HP#24



ROYAL PRESIDENT

LOCAL

[Home](#)
[Location](#)
[Accommodation](#)
[Dining](#)
[Facilities](#)
[Offers](#)
[Tours](#)
[FAQ](#)
[Contact Us](#)

Royal President
43 Sukhumvit Soi 15, Bangkok 10110,
Thailand
Tel: +66 (0) 2 253 9451
Fax: +66 (0) 2 253 8959
E-mail: enquiry@royalpresident.com
Web Site: www.royalpresident.com

MAKE A RESERVATION

3 Fri 26

1 Apartments

Depart Jun 09

Adults Children

[Review](#) | [Cancel](#)

Stay 3 Pay 2
in ONE Bedroom Suite

ROOM SPECIALS & PACKAGES
CLICK HERE



[Photo Tour](#)

[Virtual Tour](#)

[Online Help](#)

[Video Tour](#)

GDS Codes	
Amadeus	BKK006
Galileo	34216
Sabre / Abacus	18083
Worldspan	18083


Real Reviews by Real Travellers

 [Printable Location Map](#)

 [Airport Transfers](#)

[Bangkok Guide](#) NEW [Download Here](#)

[Corporate Appreciation Party](#)


 Wotif.com
 Customer's Preferred Choice
 Award 2006/7

[+ Click for Factsheet & Brochure](#)

 [Subscribe to our Special Offers](#)



Welcome to Royal President Bangkok

A perfect blend of contemporary living and old-world charm greets every guest at the Royal President Bangkok Serviced Apartments, where the warm ambience of our executive apartments provides a haven of tranquility that belies our location at the heart of the bustling city streets in Bangkok. This serviced apartment complex consists of 186 spacious rooms, suites and rooftop penthouses that combine the comforts of home with the facilities and service of a deluxe hotel.

Located within easy access to business districts, shopping and entertainment venues, convention and exhibition centers, as well as adjacent to Bangkok's clean, safe, and swift SkyTrain and subway public transport network, Royal President Bangkok is unrivaled when it comes to making your stay in Bangkok both memorable and stress-free.

Experience the ultimate in lifestyle and convenience during your trip to one of Asia's most vibrant cities with a stay at Royal President Bangkok Serviced Apartments.

 [Print Page](#)

HP#25



SIRI SATHORN
A Beaufort Serviced Residence

 日本語
 [reservations](#) [concierge](#)



suites
services & features
spa & fitness
destination

In the heart of Bangkok's vibrant business and shopping district lies Siri Sathorn, a luxury boutique serviced residence. Our residence provides guests convenient access to skytrain and airport to explore Bangkok and the rest of Asia.

This cozy residence is a perfect home for business and leisure travellers who are working aboard or seeking a weekend escape. Our 111 suites are designed to reflect comforts and conveniences of a private residence, with impeccable services and modern facilities.

Check In Date:

Jun ▾ 4 ▾ ▾

Nights: 1 ▾

Adults: 1 ▾ en: 0 ▾

Access code/IATA code:

[Check Now](#)

[special offers](#) [press](#) [photos](#) [concept](#)

address 27 Soi Saladaeng 1, Silom Road, Bangrak, Bangkok, 10500 [map](#)

phone +(662)266-2345 email reservation@sirisathorn.com

HP#26

SIGN IN REGISTER

SOFITEL

HOME EMAIL EXCLUSIVES LANGUAGES

SEARCH & RESERVE | OFFERS & PACKAGES | DISCOVER SOFITEL | A|CLUB | MEETINGS & EVENTS

FIND A HOTEL

Or Search By

OPTIONAL INFORMATION

Check-In Date Night(s)

Promotional Code

Card Owner

[▶ More Search Options](#)
[▶ Your Reservation](#)

CHIC *Paris* FROM :

> SYDNEY AU\$194/NIGHT

> LOS ANGELES \$221/NIGHT

> BRUSSELS €109/NIGHT

> MONTREAL CA\$139/NIGHT



DISCOVER SOFITEL

Enjoy the charm of French style, savoir-faire and refinement at some of the world's finest luxury hotels. Whether you are planning to travel to Paris, New York, London or Bangkok, book your stay at one of our four or five-star hotels, famous for their beautiful interiors, gourmet restaurants, spas and golf facilities. Welcome to the fabulous world of Sofitel.

**Sofitel, refined luxury hospitality,
the privilege of unique addresses throughout the world.**

HP#27

www.somerset.com



SOMERSET
SERVICED RESIDENCE

Celebrating **25** Years of Defining Global Living

Home
Our Properties
Specials
E-Newsletter
What's New
Member Login

Rates and Availability

Thailand Bangkok

Somerset Lake Point Bangkok

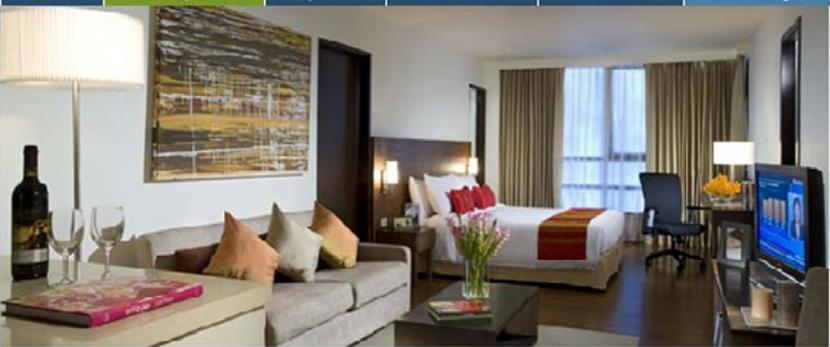
Optional

Arrive
DD MM YYYY

Depart
DD MM YYYY

Nights

Amend or Cancel Reservation Find



Bookmark and Share 

Related Information

Overview Amenities

Photo Gallery Floor Plan

Location

General Information

- Transportation
- Airports
- Attractions

Contact Us



SOMERSET
LAKE POINT
BANGKOK

Address
No 41 Sukhumvit Soi 16,
Sukhumvit Road, Klongtoey,
Bangkok 10110, Thailand

Telephone
(66-2) 663 1234

Fax
(66-2) 663 1250

Email
enquiry.bangkok@the-ascott.com

Request for Long Stay Rates

Home > Countries > Thailand > Bangkok > Somerset Lake Point, Bangkok

Somerset Lake Point, Bangkok

Overview

The culture and excitement of Thailand can be enjoyed whilst indulging in the comforts and security of a private Bangkok serviced residence. These modern and superbly appointed serviced apartments are nestled in a private garden, just minutes from the business district of Silom and Sathorn Road. Ideal for corporate housing and interim accommodation, each residence is designed for the discerning individual with contemporary designs and modern technological conveniences. Within walking distance to many business, cultural and tourist destinations, there is also convenient access (walking or shuttle service) to the Skytrain Station and the Sukhumvit subway station to get you around Bangkok efficiently. For the international executive and family, the personalised services and facilities offered in the security of a private apartment are a welcome alternative to a hotel while on business travel or leisure vacation.

Choice of Serviced Residence

The 432 serviced residences, ranging from studio to three-bedroom units are designed for the distinguishing tastes and needs of the international traveller. Providing the comforts of a private home, each spacious air-conditioned apartment offers a comfortable living and dining area, kitchen facilities, a balcony, and bedrooms furnished with contemporary fittings. Modern conveniences such as broadband Internet access and DVD players are available in every apartment.

Ideal Location

Centrally located these serviced apartments in Bangkok's city centre let you experience the vibrant city of Bangkok while indulging in the comfort and security of a serviced residence. Stroll at your leisure to the many destinations just walking distance from the residence. The Asok Skytrain and Sukhumvit Subway stations are conveniently close. Shuttle services, taxis and tuk-tuks are available for destinations throughout the city.

- Asok Skytrain Station
- Sukhumvit MRT Station
- Exchange Tower
- Interchange Tower
- Ocean Tower
- CTI Tower
- Column Tower

HP#29



THE ASCOTT GROUP
A Member of CapitalLand

[Home](#) | [Find a Residence](#) | [Southeast Asia](#) | [Somerset Suwan Park View](#)

[Find a Residence](#)

[Why Stay with Us](#)

[Make a Reservation](#)

[Members](#)

[Share Your Experience](#)

[About Us](#)

[Investor Information](#)

[Contact Us](#)



Somerset Suwan Park View, Bangkok

Somerset Suwan Park View, Bangkok

Somerset personalized services and extensive facilities, you can experience Bangkok and enjoy the luxurious comforts of a private apartment. Ideal for corporate housing, the extensive business services are designed for executives on project assignment or relocation. The Business district is located conveniently close to the residence as are a wide range of shops, restaurants, entertainment and city attractions. A welcome and refreshing alternative to a hotel, you can relax in the spacious comfort of these contemporary residences while enjoying the services and facilities designed for international executives and families in Thailand .

Choice of Serviced Residence
There are 152 spacious serviced residences with a choice of one, two and three-bedroom layouts. Along with many other amenities to make your stay convenient and enjoyable, each apartment is custom-designed with contemporary decor and fitted with a fully equipped kitchen, home entertainment system, and broadband Internet access.



152 spacious serviced apartments



Ideal Location
Whether on business travel or a leisure vacation, the residence offers convenient access to shopping and business districts of the city. The public transport system is close for immediate access to the various attractions and activities throughout Bangkok. Destinations within walking distance of the residence are:

- Chidlom BTS Skytrain station
- Soi Langsuan (restaurants and entertainment)
- Central World Plaza (formally World Trade Center)
- Market Place (supermarket)
- Central Chidlom Department



SOMERSET
SUWAN PARK VIEW
BANGKOK

[Somerset Suwan Park View](#)

[Amenities](#)

[Location](#)

[Virtual Tour](#)

[Photo Gallery](#)

[General Information](#)

[» Transportation](#)

[» Airports](#)

[» Attractions](#)

Somerset Suwan Park View, Bangkok
N° 8 Soi Tsouan Ploechair Road
Lunapini, Padkumwan,
Bangkok,
Thailand
10330
T:(662) 6587979
F:(662) 6587999
[Click here to email us.](#)

▶ REQUEST FOR LONG-TERM RATES

▶ REQUEST TO VIEW

Our Residences in Bangkok

[The Ascott Sathorn](#)

[Somerset Lake Point](#)

[Somerset Park Suwanplu](#)

[Somerset Suwan Park View](#)

[Omni Tower](#)

Appendix B

A Summary of Moves and Steps and Sample Homepages Used on the Reliability
Assurance

A Summary of Moves and Steps Found in the Leaflets in the Corpus

‘**Moves**’ refer to segments of a text. Each move aims to accomplish a particular intention while contributing to the overall communicative purpose of the genre.

‘**Steps**’ refer to rhetorical options from which writers of a text can choose to realize the communicative intentions of a move.

Move 1: Identifying the apartment

Step 1 ‘Stating the name of the apartment’

and/or

Step 2 ‘Indicating name of chained apartment or management’

Examples

Step1

- Admiral Suites, Executive Serviced Apartment (hp# 1)

Step2

- Ascott The Residence, Managed by Ascott International (hp#2)

Move 2: Greeting (aiming to create a feeling of welcome to the visitors of the website)

Example

‘Welcome to Fraser place Bangkok’ (hp#13)

Move 3: Introducing the apartment (providing information about the apartment to the readers to motivate them to use the services of the apartment)

Step1 Claiming superiority, supremacy or uniqueness (claiming that the apartment is unique or excellent in a certain aspect)

and/or

Step2 Claiming outstanding point of the location (claiming that the apartment is located in good a location)

and/or

Step3 Claiming outstanding characteristics (presenting the main points of the apartment or things that represent the image of the apartment)

and/or

Step4 Highlight major features (by indicating the number and type of rooms provided in the apartment)

and/or

Step5 Indicating target customer (stating or flattering the target group of customers of the apartment)

and/or

Step6 Inviting readers to experience or do (referring to details of the things or services offered to customers at the apartment)

Examples

Step 1

- *Centre Point Langsuan is an absolutely unique location.* (hp#4)

- *The residence is Bangkok's leading luxury-serviced residence* (hp#2)

and is ideal for corporate housing.

Step 2

- *One of the most fascinating cities in South East Asia,...* (hp#10)

- *Natural ville Managed by ACCOR offers you luxurious living* (hp#18)

in the heart of the city, just ten minutes walk to the BTS.

Step 3

- *Luxuriant in splendour, the Fraser Suites brand of residence embodies refinery, taste and elegance,...* (hp#14)

- *A welcome and refreshing alternative to a hotel, you can relax in the spacious comfort of these contemporary residences...* (hp#29)

Step 4

- *A total of 184 units luxurious and modern decorated apartment with full daily service.* (hp#16)

- *There are 350 residences varying in size from the spacious studio to the four-bedroom apartment.* (hp#27)

Step 5

- *To those who appreciate the art of living, little things in life bring great pleasure* (hp#11)

- *These spacious accommodations are designed for the International executive and family...* (hp#20)

Step 6

- *Stay at this Emporium Suites, your wishes are always be* (hp#12)
Fulfilled
- *Indulge in the pleasures of Thailand while enjoying the* (hp#20)
comfort and convenience of these private residences.

Move 4 : Calling for action (aiming to urge some actions from the site visitors or the potential customers)

Step 1: Expressing directive intent (indicating secondary navigational links)
and/or

Step 2: Providing channel for reservation (providing a check box as online reservation)

Examples

Step 1

- **ROOM SPECIALS & PACKAGE *CLICK HERE*** (hp# 1)

Step 2

- 'Providing channel for reservation'
(hp#3)

Room Reservations (Dairy Rate)
Arrival Date: Day/ Month/ Year
Departure Date: Day/ Month/ Year
Number Nights:Night
<u>search / book now</u>

Move 5 : Giving contact information (aiming to give readers contact information)

Step 1:Providing address (give readers contact information, e.g. address, telephone number, fax number, email address and URL website)

And/or

Step 2: Providing link (by providing navigational link for the customer to contact with the serviced apartment)

Example

Step 1

- Admiral suites (hp#1)

38, 38/14 Sukhumvit Soi 22,

Bangkok 10110, Thailand

Tel: +66 2 663 4000

Fax: +66 2 663 5280

E-mail: enquiry@admiralsuites.com

Web site: www.admiralsuites.com

Step 2

- contact us (hp#4)

Move 6: Giving other information (including information concerning copyright, news, other projects of the same brand management and navigational links to website content)

1. **Copyright** (informing visitors that copyright of the homepage content is reserved)
2. **News** (aiming to inform visitors about information on other properties under the same brand management and to present news of the apartments or apartment owners)
3. **Navigational links** (aiming to lead visitors to their particular area of interest without confusion or misdirection)

Examples

1. Copyright

- 2007 The Ascott Group. All Rights Reserved (hp#2)

2. News

- Other properties with under same brand management

Other Somerset Properties (hp#27)

- Ascott Bangkok

- Citadines Bangkok Sukhumvit 11

- Citadines Bangkok Sukhumvit 16

- News

Cape Spa, Phuket Now Open! Visit our **Cape Spas** (hp#3)

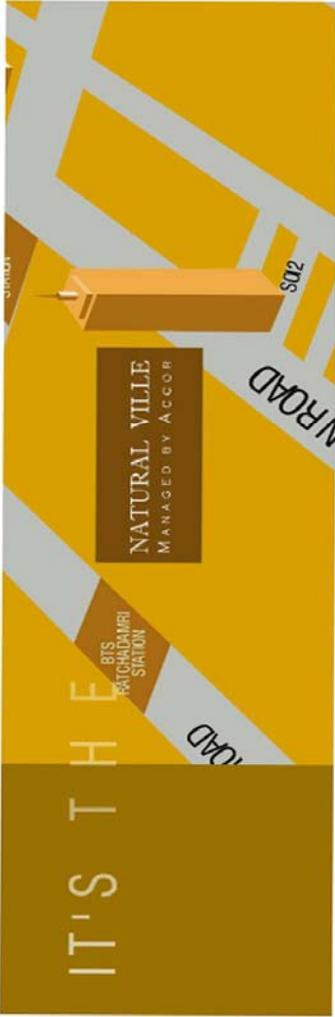
Website today

3. Navigational links

- **Reservation**, **Photo Galley**, **Floor Plan**, **Apartment Types** and **About us**

NATURAL VILLE MANAGED BY ACCOR

Natural Ville Executive Residences



Home
Location
Accommodation
Room rate
Our facilities and amenities
Contact us
Residences photo tour



Natural Ville Managed by Accor | Live with Style

Natural Ville Managed By ACCOR offers you luxurious living in the heart of the city, just ten minutes walk to the BTS Skytrain. With modern, elegant, spacious and above all comfortable apartments, Natural Ville is designed around your lifestyle with a fully-equipped business centre, fitness centre, swimming pool and the world-famous Lenotre Parisian Café at your convenience. Managed by Accor, this well-appointed residence enjoys renowned standards of international style and service. Stunning views across Bangkok CBD day and night make it easy to see why Natural Ville is the refined solution for city living.



Long Stay ▪ Promotions ▪ Location ▪ Contact Us
▪ Last Minutes ▪

MENU

- Home
- Apartments
- Offices
- Meetings
- Shopping
- Location
- Reservations
- Contact

 <small>LEARN MORE</small>	 <small>LEARN MORE</small>	 <small>LEARN MORE</small>	 <small>LEARN MORE</small>
Executive Apartments	Office Suites	Meetings Rooms	Shopping Plaza



For Better Living

A City within the City - The Jasmine City complex has the perfect combination of luxurious serviced apartments, premier executive office space, and a shopping plaza. Jasmine city residents can share the resources and facilities, including the business center with meeting room and function rooms for conference and Banquet for up to 400 persons. [more ->](#)

For Better Business

Jasmine City combines architectural elegance, automated facilities, advanced building technologies and professional property management tailor-made to satisfy the stringent requirements of international companies in Bangkok. [more ->](#)



For Better Meetings & Events

Our dedicated and creative team will work alongside you, offering flexible options, responsive service and attention to detail to ensure the success of your next meeting, banquet or incentive event. [more ->](#)

For Better Shopping

Tailored to meet the need in mind, Jasmine City presents the most comfortable recreational space with an endless pleasure mix of food, fun, fashion, and ambience. [more ->](#)



Sukhumvit Life...

Activites, Nightlife, Restaurants, etc.

Doing Business...

About Thailand, Business, Laws, etc

Traveling Around...

Tours, Places to see and things to do

About Thailand...

Country Profile, Culture, Do's & Dont's

Get a Chance to Win 2 Free Nights & Dinner for 2 by submitting your info

Name :

E-mail :

Business

Pleasure



The most trusted name in temporary housing. sm

[Press Room](#) | [FAQ](#) | [Contact Us](#) | [Careers](#) | [Sign In](#)

WORLDWIDE

[My Account](#)

[About Oakwood](#)

[Need Help?](#)

[Find & Reserve](#)

[Housing Solutions](#)

[International](#)

Find & Reserve

Modify Your Search

Search Within:

Move-In Date:

Move-Out Date:

 Furnished **Unfurnished**
Room Type:

 Pet Friendly

Need Help?

Our Customer Service Representatives are standing by.

[Call Now ▶](#)



Video Walk Through

Take a moment to experience an Oakwood Signature Apartment.

[Step Inside ▶](#)



Temporary, Serviced & Unfurnished Apartments



The finest furnished & unfurnished apartments throughout the United States (U.S.) Beautifully appointed furnished corporate and serviced apartments in the United States (U.S.), United Kingdom (U.K.), and Asia, specializing in stays of 30 days and longer.

Approximate daily rates for 1, 2 & 3 bedrooms.
 30 day minimum stay required at many U.S. locations.
 Shorter stays of 2 days or more available in select vacation destinations and locations throughout Asia.
 Actual rate will depend on location & availability.

[Home](#) | [Contact Us](#) | [Site Map](#) | [Privacy Policy](#) | [Properties](#)

© 2004 - 2009 Oakwood Worldwide / The most trusted name in temporary housing.

SM

Equal Housing Opportunity



Pantip Court
SERVICED RESIDENCE

LOCAL TIME 17:23

Home
Location
Accommodation
Dining
Recreation
Facilities
Offers
FAQ
Contact Us

Pantip Court Serviced Residence
68 South Sathorn 1 Road, Bangkok 10120,
Thailand
Tel: +66 2 285 0222
Fax: +66 2 285 0223
E-mail: enquiry@pantipcourt.com
Web Site: www.pantipcourt.com

MAKE A RESERVATION

Arrive: Jun 09 5 Fri Depart: Jun 09 6 Sat

Suites: 1 Adults: 1 Children: 0

Nights: 1

[Review](#) | [Cancel](#) | [Modify](#)

SPECIAL PROMOTION!

ROOM SPECIALS & PACKAGES
[CLICK HERE](#)



[Photo Tour](#)

[Virtual Tour](#)

GDS Codes

Amadeus	UI BKK848
Galileo	UI 12239
Sabre / Abacus	UI 73702
Worldspan	UI 11848

Utell[®]
HOTELS & RESORTS
a member of PEXGENUS

[Click here for our Global Reservation Offices](#)

[Subscribe to our Special Offers](#)

Welcome to Pantip Court Serviced Residence

Located in Bangkok's prime business district of Sathorn Road, Pantip Court Serviced Residence combines the convenience of home with the luxury of a five-star hotel - all within a short distance from the Bangkok's premier office buildings, embassies, entertainment, and shopping zones. Surrounded by lush tropical gardens, Pantip Court is also close to Lumpini Park, the largest park in the central business district of Bangkok.

Each of Pantip Court's 148 elegantly appointed executive suites caters for the convenience and comfort of modern living in Bangkok, whether for a holiday or on a short business trip. All the suites offer the convenience of a kitchenette ideal for preparing your own meals and snacks. More appropriate for an extended stay than many hotels in Bangkok, Pantip Court's extra special two- and three-bedroom Penthouse Suites offer all the comforts of home including a daily housekeeping service.

With all the amenities of a luxury Bangkok hotel, Pantip Court Serviced Residence offers the convenience of a fully equipped Business Center, a large outdoor swimming pool, a Fitness Center with professional trainers, and a restaurant, Café Pantip, as well as 24-hour Room Service. Meanwhile, the comforts of a home away from home can be found with the in-house convenience store and our bakery, which offers freshly baked breads and pastries.

Business travelers wanting to meet clients can take advantage of Pantip Court's two meeting rooms. Our attractive meeting packages with optional lunch breaks, tea breaks and outdoor catering could be the perfect solution to your Bangkok business meeting.



English | 日本語

⌘ About Us

⌘ Locations

- Apartment Types
- Facilities & Services
- Apartment Rates
- View Map
- Download Brochure

⌘ Virtual Tour

⌘ Rooms & Facilities

⌘ Rate

⌘ Centre Point News

⌘ Centre Point Rewards

⌘ Living in Bangkok

Search Apartment Types

Location

Apartment Type

Rental Rate

Search



⌘ Langsuan

⌘ Apartment Types

Centre Point Langsuan is an absolutely unique location, the definition of welcoming warmth and comfort. Even with the convenience of living in the vital heart of town, here your home is surrounded by tranquil, restful greenery.

Langsuan is a vital entertainment area and you are adjacent to the best restaurants featuring the international cuisines, coffee shops and well-known nightspots. It is also in proximity of downtown department stores and the business district. All of these are just a stroll away or you can travel anywhere in Bangkok by fast from Chidlom Skytrain station.



Studio A 40 sq.m.

Spacious single room apartment with 1 queen-size bed, and 1 bathroom (integrated shower and bathtub).



Apartment Types

-  **Studio A**
40 sq.m.
-  **Studio B**
40 sq.m.
-  **One-Bedroom**
85 sq.m.
-  **Two-Bedroom**
85 sq.m.
-  **Two-Bedroom**
106 sq.m.



Reservation



Hot Price



Special Packages

Appendix C

List of Move 3 with Steps

HP #1 Admiral Suites

Admiral Suites are luxury, serviced apartments in Bangkok. Managed by Compass Hospitality, Admiral Suites combines the convenience of home with the luxury of a Bangkok hotel and provides an oasis of relaxation against the backdrop of the bustling, cosmopolitan city of Bangkok. (s3)

Situated in the heart of Sukhumvit Road, Bangkok's prime commercial and residential street, these Bangkok serviced apartments are ideally located for business and / or leisure,(s2) and guarantee the highest level of personalized service.(s4)

Located minutes from major Bangkok tourist sites and next to numerous chic bars and restaurants, from Irish pubs to French wine bars, Admiral Suites offers its guests the convenience of fully serviced suites in an ideal Bangkok location.(s2)

Here at Admiral Suites, we truly believe in going the extra mile, serving every guest with personal attention.(s4)

Our friendly, well-trained staff is always on hand to ensure you receive unparalleled service, while stylish, customized rooms and attention to detail guarantee every stay with us is memorable and relaxing.(s4)

The ultimate in luxury serviced apartments in Bangkok, Admiral Suites boasts a variety of on-site services such as a rooftop pool, jacuzzi, and health club with fully equipped gym - the perfect escape and a chance to rejuvenate and regenerate after a long day. For your safety and comfort we also have a 24-hour security service.(s6)

All suites feature individual kitchenettes, fully equipped with all the amenities necessary to ensure you can enjoy a "taste" of home. (s6)

Admiral Suites's on-site Japanese restaurant, Tokujo, offers an array of sushi, maki, tempura, and other traditional favorites. (s6)

At Admiral Suites, we also offer convenient business facilities such as e-mail, fax, and message services. Corporate prices and our excellent, reliable staff make the Admiral Suites ideal for long stays or business accommodations in Bangkok. (s4)

Admiral Suites in Bangkok, your home away from home... (s3)

HP#2 Ascott Bangkok Sathorn

Ascott Bangkok Sathorn offers luxurious and spacious private apartments complemented with comprehensive services and facilities.(s3)

The residence is Bangkok's leading luxury-serviced residence and is ideal for corporate housing.(s1)

It provides the convenience of being located in the capital's business and commercial district(s2) and offers extensive services, state of the art fitness and luxurious spa facilities, world-class dining and entertainment outlets on the premises (s4).

The shopping and entertainment districts along Silom and Sukhumvit roads are just minutes away, offering an extensive selection of local and international merchandise and culinary delights. (s2)

Relax in the impeccably designed interiors knowing that there is 24-hour security and professional staff available to assist you during your stay.(s4)

Enjoy your business trip, holiday or relocation in Bangkok while indulging in the pleasures of private accommodations with the benefits of personalised services and facilities.(Move 4s1)

Choice of Serviced Residence (s1)

Boasting 177 luxurious serviced residences ranging from studio, one, two and three-bedroom units (s4), Ascott Bangkok Sathorn provides all the comforts of a private home. (s3)

Each residence offers a spacious and comfortable living and dining area, a fully-equipped kitchen, and bedrooms furnished with plush fittings. (s4)

To cater to the comfort and needs of business travellers, all residences are equipped with ultra modern conveniences such as wireless LAN access throughout the building.(s4)

Ideal Location (s1)

Indulge in the luxury, comfort and security of serviced apartments while being only minutes from the business and entertainment in Bangkok. (s2)

Taxis and tuk-tuks are available for destinations throughout the city.(2)

- * Empire Tower
- * Standard Chartered
- * Sathorn City Tower
- * Bangkok City Tower
- * Royal Sports Club
- * Chao Phraya River
- * Rajanakarn Building
- * Sathorn Thani Complex
- * Chong Nonsi BTS Skytrain Station
- * Surasak BTS Skytrain Station

Spacious Comfort & Personalised Service (s3)

The services and facilities are designed to meet your individual needs whether on business travel, project assignment, leisure vacation or relocation. (s3)

- * 24-hour security & closed-circuit TV surveillance (s4, same as following list)
- * 24 hour concierge & reception
- * Restaurant / bar
- * Business Centre services
- * Fitness centre
- * Spa & beauty salon
- * Steam & sauna room
- * Conference room
- * Meeting room
- * Swimming pool
- * Telephone with IDD & voicemail facilities
- * Tour desk
- * Wireless Internet (WiFi) access
- * Children's playroom
- * Residents' lounge

HP# 3 Cape House

Cape House enjoys one of the most prestigious locations in Bangkok. (s2)

Located right in the heart of Ploenchit, Cape House also provides an easy access to Silom and Sathorn business districts by BTS Sky Train (Chit Lom Station). (s2)

Bangkok's main shopping and entertainment centres are also only a short drive away. (s2)

HP# 4 Centre Point Langsuan

Centre Point Langsuan is an absolutely unique location, the definition of welcoming warmth and comfort. (s2)

Even with the convenience of living in the vital heart of town, here your home is surrounded by tranquil, restful greenery.(s3)

Langsuan is a vital entertainment area and you are adjacent to the best restaurants featuring the international cuisines, coffee shops and well-known nightspots. (s2)

It is also in proximity of downtown department stores and the business district. (s2)

All of these are just a stroll away or you can travel anywhere in Bangkok by fast from Chidlom Skytrain station. (s2)

HP#5 Centrepoint Saladaeng

Here you can live life to the full. (s3)

You can enjoy a lifestyle with all the advantages of a major city center. (s2)

Cool modern decor reflects your personality in style. (s3)

And your individual privacy is unequivocally ensured because the units are restricted to only 5 per floor. (s3)

The central business district is right on your doorstep, along with, the major tourist entertainment areas, as well as, all the benefits of living downtown. (s2)

And for the energetic, Lumpini Park is just a hop, step, skip and a jump a way. (s2)

Centre Point Saladaeng is located in a prime location in Soi Saladaeng 1, near the junction of Silom, Sathorn and Rama IV Roads.(s2)

You can travel anywhere in central Bangkok rapidly by Saladaeng Skytrain station and Silom Subway station. (s2)

HP#6 Centrepoint Silom

"The River of Kings" in times gone by was the focal point of Thai lifestyle. (s1 telling uniqueness buy comparing this area as river of king

As it was in the past, so it is today. S1 community center and unique

Silom Road was originally a tree-lined canal, one of many in old Bangkok which once was called "The Venice of the East". S1,unique

Thai riverside life is still celebrated and nowhere better than the Centre Point Silom Executive Serviced Apartments situated on the bank of the Chao Phraya River.(s1 unique)

Doing business around town is a breeze as you are in the hub of business activity as well as the jewelry trade district, leading hotels, department stores, restaurants and entertainment venues. (s2)

Best of all, you can travel quickly and easily throughout the city by taking the Saphan-Taksin Skytrain stations. (s2)

HP#7 Centre Point Sukumvit 10

The Sukhumvit area is prestigious and the one **most highly sought after by leading Thai families and expatriates alike.** S1 And Centre Point Sukhumvit 10 is right in the heart of it. S2

You are also surrounded by a popular shopping district and leading department stores, while the nearby Nana and Asoke Skytrain stations and Sukhumvit Subway station enable you to travel around Bangkok easily and quickly. **S2**

Here, Our Executive Serviced Apartments are created in a contemporary style, yet with a warm inviting atmosphere for you to enjoy with your family. **S3**

At Main Tower of Centre Point Sukhumvit 10, you'll experience that **same warmth and privacy you used to enjoy at home**. **S3, intangible**

If you are searching for a unique living space surrounded by lush natural garden, Centre Point Sukhumvit 10 Garden Wing is just what you are seeking. **S3 intangible**

But more than that, you can choose from 4 different, yet superb, decorating styles- Boutique, Colonial, Oriental or Tropical. **S3,notice , tangible style**

Each one offers a superior standard of living all within a City-Resort-style apartment. **S3 intangible, feeling, giving character.**

HP#8 Centre Point Sukhumvit-Thong Lo

Centre Point Sukhumvit-Thong Lo is the ultimate location of Sukhumvit. **(s1) not explain but describe itself.**

It is located in Soi Thong Lo (Sukhumvit 55), the most popular expatriate residential area.**(s2)**

With easy to access to main Sukhumvit Road and New Petchburi road as well as within walking distance of the Thong Lo skytrain station, offers a welcoming and excellent environment. **(s2)**

It has a wide range of shopping and entertainment facilities that much favored by expatriates such as Villa supermarket , Emporium Department Store, Major Cineplex Sukhumvit.(s2)

Here, you experience distinctive living that is exclusively superior. (s1)

Centre Point Sukhumvit-Thong Lo elegant executive serviced apartments combines an elite traditional of Thai style with all the essentials of modern living that meet every lifestyle need. (s3)intangible, feeling of the room, impact of room to readers.

HP# 9 Centre Point Wireless

Luxurious elegance in Thai contemporary style on prestigious Wireless Road. (s1 unique)

Exquisite Thai contemporary style interior decoration creates an exclusive luxury ambience that makes your home so inviting.(s3)

Here, you will find an excellent combination of Thai style and state-of-the-art-technology. (s3)

Ideally situated in the heart of town, your home is close to your favorite department stores, Embassies, banks and the business community. (s2)

You also have easy access to Ploenchit Skytrain station. (s2)

HP# 10 Citadines

One of the most fascinating cities in South East Asia, Bangkok is vibrant, colourful, and at times even mind-boggling. (S1)

Here, gleaming skyscrapers grace the skyline alongside historical temples. (S2)

Past, present and future live harmoniously together. Bangkok has it all – it is a city that promises to fascinate and thrill. (S1)

Citadines Sukhumvit 16 is the ideal spot to start your explorations of Bangkok. (S1)

Located in Bangkok's bustling Sukhumvit business, shopping and entertainment district, Citadines Sukhumvit 16 puts you in the thick of the action, while giving you the quiet comfort of a serviced residence. (S2)

HP# 11 CNC Residence

To those who appreciate the art of living, little things in life bring great pleasure. (s5)

A home to which the heart belongs not only provides a sanctuary for the mind, but also ensures physical comfort, which leads to the well-being of the soul. (s1)

Located in the central Sukhumvit area, the CNC Residence offers fully-furnished apartments, plus a wide range of first-class facilities and amenities. (s3)

With the walking distance BTS Station, getting around Bangkok has never been easier. (s2)

HP# 12 Emporium Suites

Stays at the Emporium Suites, your wishes are always be fulfilled. (s6)

We thrive on the philosophy of exceptional services. (s3)

Guests enjoy the perfect blend of elegance and our five star quality. (s1)

Our authentic Thai approach continues to attract quests from around the world. (S3)

It's an experience... the Emporium Suites Way. (s1: Uniqueness)

HP# 13 Fraser Place Langsuan,

Fraser Place Langsuan, Bangkok captures the essence of modern and stylish living.

(s3)

The apartments are contemporarily-styled and provide more living space and greater independence, catering to the needs and lifestyle of our guests. (s3)

Fraser Place Langsuan features 36 floors of spacious living overlooking the surrounding greenery. (s4)

This Bangkok Apartment has 135 luxuriously appointed apartments from studio, one-, two-, three- four-bedroom penthouses. (s4)

Leading into this Bangkok Apartment Hotel is an exclusive 45 metre driveway from the main road providing guests with greater privacy. (s3)

Fraser Place Langsuan offers services equivalent to any premier serviced apartments and hotels in Bangkok, making it conducive for business and total relaxation. (s3)

Fraser Place Langsuan is strategically located in the heart of Bangkok city. (s2)

Not only is the apartment close to Lumpini Park, which is the largest public park in central Bangkok, it is also in close proximity to a selection of shopping centres like Central Chidlom Department Store, Gaysorn Plaza, and the Centre World Plaza. (s2)

Great entertainment and eating outlets are also a stone's throw away at Silom, Ratchadumri and Surawong. (s2)

This Bangkok Apartment Hotel is the perfect hideout for guests who admire natural scenery and yet do not want to compromise on the convenience of city living. (s1)

HP# 14 Frasersuites

Luxuriant in splendour, the Fraser Suites brand of residence embodies refinery, taste and elegance. (s3)

It represents a lifestyle of unprecedented class and comfort in an unassuming and cosy environment. (s3)

Distinctive in décor with the cultural and historical flavour of its destination location, Fraser Suites residence is grace personified, offering a haven of serenity for the well-travelled and deserving executive and his family. (s3)

With plush interiors and stylish furnishings, and complemented by exquisite detailing, Fraser Suites is one of life's finer indulgence. (s3)

(Move 6s1) Fraser Suites residences are currently located in key gateway cities of:

Bangkok - Sathorn

Bangkok - Sukhumvit

China - Nanjing

London - Kensington

Paris - La Defense

Paris - Le Claridge Champs-Élysées

Scotland - Glasgow

Seoul - Insadong

Singapore

Sydney

HP# 15 Grand President

Life at the Grand President Executive Serviced Apartments brings comfort, convenience, and class to the busy executive and leisure traveler wishing to stay in the heart of downtown Bangkok. (s3)

Our 437 well-appointed and spacious studios and suites (s4) **combine the comforts of home with the facilities and services of a superior hotel, and in today's security-conscious world we offer the ultimate in privacy and safety.** (s3, it's not real service but describe apt character, homelike feeling, not type of service)

A prime position on Bangkok's famous Sukhumvit Road means the city's best shopping, dining, leisure, and entertainment venues are conveniently close at hand. (s2)

This major avenue is also one of Bangkok's largest commercial centers, (s2) with modern office towers housing the regional headquarters of the world's leading brands. (s2)

Many of Bangkok's attractions lie close to the city's safest and fastest methods of transportation: the SkyTrain and subway. (s2)

With a SkyTrain station only five minutes' walk away, Bangkok's public transport network is at your convenience, connecting you to all of the city's most visited sites or ensuring that you reach your business meetings on time and unflustered. (s2)

For activities and travel in and around Bangkok, or further away from the city center, Sukhumvit Road links to the expressway bringing golf courses, industrial estates, and beach resorts all within a two-hour drive. (s2)

The perfect location, unsurpassed comfort, and unrivaled facilities and services make Grand President the preferred choice in serviced apartments. (s1)

HP# 16 Jasmine City

Jasmine City offers an all-inclusive meeting and accommodation experience package.

(s3)

Take the opportunity to combine both business and leisure. (s6)

Take advantage of Jasmine's services and features to make your meeting and accommodation experience unique and successful. (s6)

Guest services include; Pantry Shopping, Breakfast packs, Restaurant Chargeback, Valet dry cleaning and Secretarial.(s4)

Property facilities include swimming pool, massage service and gym.(s4)

More space and comfort (s3)

Each Jasmine City apartment features a fully equipped kitchen and a living-room. (s4)

Our signature furnishings add a touch of style to the properties. (s3)

Location specific

You will normally be able to book a downtown apartment close to your area of interest. (s2)

Freedom and flexibility

The flexibility and independence of apartment living combined with the service and benefits of a luxury hotel. (s3)

24 Hour reception and full security elevators. (s4)

HP# 17 Mayfair, Bangkok- Marriott Executive Apartment

Located in the heart of Bangkok, the "All Suite" Mayfair Marriott Bangkok Executive Apartments and Hotel is near shopping, global businesses, embassies, sky train stations, numerous restaurants, markets and the Lumpini Park. (s2)

Choose from elegant 1-, 2- or 3-bedroom apartments, ranging from 54 to 186 sqm, with all first-class services you expect from a Marriott hotel and Serviced Apartment in Bangkok. (s4)

Apartment amenities include fully equipped kitchens, dedicated office area, safe, large flat-screen TV, DVD player and high-speed Internet access. (s4)

Whether traveling alone or with the family, accommodations feature incredible services for relaxation and rejuvenation: 24-hour health club, rooftop swimming pool, spa and kids' area. (s4)

Enjoy a cocktail at the 25th floor lounge with sensational panoramic city views. (s4)

Stay at the Mayfair Bangkok Marriott Executive Apartments (s6) and relish luxurious home-style living for short or extended stays. (s3)

Hotel Highlights (s4)

- Serviced apartments with kitchens, office & living area for business traveler and family vacation (s4)
- Fully equipped fitness, rooftop swimming pool, Kid's play room. All in the home like atmosphere. (s4)
- Located in centre Bangkok close to shopping mall, major embassies companies, Lumpini Park (s2)

Guest Rooms in Detail >> (s4)

- Bangkok Marriott serviced apartments with housekeeping, grocery delivery & laundry services (s4)
- Perfect for short or extended stays when looking for Bangkok hotels and serviced apartments (s1)
- Dedicated home-office area with voice mail and high-speed Internet and cosy separate living area (s4)
- Fully equipped kitchen with refrigerator and microwave, stove/ oven, dishwasher (s4)
- Hair dryer, flat-screen TV, clock radio and individual climate control (s4)
- Other room amenities include coffee/tea service, iron, ironing board, DVD player and stereo (s4)

High-speed Internet access (s4)

Locations Connectivity

Public Areas Wireless

Guest Rooms Wired

Meeting Rooms Wired Wireless

HP# 18 Natural Ville

Natural Ville Managed By ACCOR offers you luxurious living in the heart of the city, just ten minutes walk to the BTS Skytrain. (s2)

With modern, elegant, spacious and above all comfortable apartments (s3), Natural Ville is designed around your lifestyle with a fully-equipped business centre, spa, fitness centre, swimming pool and the world-famous Lenotre Parisian Cafe at your convenience. (s4)

Managed by Accor , this well-appointed residence enjoys renowned standards of international style and service. (s3)

Stunning views across Bangkok CBD day and night make it easy to see why Natural Ville is the refined solution for city living. (s2)

HP# 19 Oakwood City Residence

Oakwood City Residence is Bangkok's best serviced apartment complex for nightly or extended stays (s1), providing beautiful, spacious accommodations with wireless internet, and refined service at prices that are an incredible value. (s3)

Oakwood City Residence is located near the central business area of Sathorn and Silom Roads, yet is peacefully tucked into a quieter residential setting. (s2)

Oakwood City Residence offers an luxurious array of facilities and amenities, including: (s4)

Beautiful Studio, One, Two, Three and Four Bedroom Serviced Apartments

24 Hour Front Desk

Daily Maid Service

Broadband Internet

Health club and gym

Genesis Business Center with serviced offices and meeting space

Freeform resort swimming pool

Oak Leaf Restaurant (Thai, Continental and Japanese Cuisine)

Residents' Lounge / Lobby Bar

Green Leaf Spa (www.greenleafspa.com/)

Outdoor & indoor children's playgrounds

Onsite convenience store

T-Zone indoor golf driving and putting range

Billiards room

Shuttle service to BTS Skytrain - Chong Nonsi Station

Oakwood is located on Soi Naradhiwas Rajanagarindra 24 (also known as Chong Nonsi or New Sathorn Road). (s2)

This new, wide boulevard connects Sathorn and Silom with Rama III Road and the Third Stage Expressway. (s2)

The Chong Nonsi station of the Bangkok Skytrain is a short drive.(s2)

Oakwood is close to the Central Department store and shopping mall on Rama III Road, providing residents with easy access to supermarkets, shops, and a multi-screen movie theatre, which plays predominantly English-language films. (s2)

HP # 20 Omni Tower, Bangkok

These spacious accommodations are designed for the international executive and family while on business or leisure in Bangkok. (s5)

It is the ideal **corporate** housing (s1) or city **retreat** (s3) (for convenient sometimes) conveniently close to the city's business, entertainment and shopping districts. (s2)

The services and facilities are tailored to meet your individual needs whether on business travel, holiday, project assignment or relocation. (s3)

They range from an innovative business centre to extensive recreational areas and they complement the Asian style decor of the spacious residences. (s3)

Indulge in the pleasures of Thailand while enjoying the comfort and convenience of these private residences. (Move4s1)

Choice of Serviced Residence (s1)

The spacious Asian style decor and impeccable design(s3) are incorporated into each of the 127 apartments. (s4)

Each of the self-contained apartments varies in size, from the studio to the 2-bedroom apartment, and has a fully-equipped kitchen, television with satellite channels and telephone with IDD facility. (s4)

Modern amenities complement the Asian decor to create the comfortable residential ambiance desired while on a business trip or vacation in Bangkok. (s3)

Ideal Location (s1)

Indulge in the security and comfort of these serviced apartments(s3) while being only minutes from the business and entertainment in Bangkok. (s2)

Stroll at your leisure to the many restaurants, colourful shops, cultural attractions and spectacular towers that are close to the residence. (s2)

Taxis and tuk-tuks are available for destinations throughout the city.(s2) and also the following list (telling customers that the apartment is located in the city and easy to travel)

- * Central Business District
- * Queen Sirikit National Convention Centre
- * Stock Exchange
- * Landmark Plaza
- * Nana Skytrain Station

Spacious Comfort & Convenience (s3)

The services and facilities are designed to meet your individual needs whether on business travel, project assignment, leisure vacation or relocation.(s3 intangible)

* 24-hour security & guest services (s4 and also the following list)

* Fully-equipped gymnasium

* Meeting rooms

* Aerobics room

* Telephone with IDD facility

* Outdoor swimming pool

* High speed Internet access

* Sauna

* Restaurant

* Squash court

* Internet cafe

* Snooker room

* Room delivery service

* Children's playroom

* Laundry & dry cleaning services

* Hair & beauty salon

* Fully-equipped kitchen

* Limousine service

* Television with satellite channels

* Tuk-tuk shuttle service

* Convenience store

* Sheltered carpark

* Massage service

HP# 21 Pantip Court

Located in Bangkok's prime business district of Sathorn Road (s2), Pantip Court Serviced Residence combines the convenience of home with the luxury of a five-star hotel(s3) - all within a short distance from the Bangkok's premier office buildings, embassies, entertainment, and shopping zones.(s2)

Surrounded by lush tropical gardens, Pantip Court is also close to Lumpini Park, the largest park in the central business district of Bangkok.(s2)

Each of Pantip Court's 148 elegantly appointed executive suites caters for the convenience and comfort of modern living in Bangkok, whether for a holiday or on a short business trip. (s4)

All the suites offer the convenience of a kitchenette ideal for preparing your own meals and snacks. (s4)

More appropriate for an extended stay than many hotels in Bangkok, Pantip Court's extra special two- and three-bedroom Penthouse Suites(s4) offer all the comforts of home including a daily housekeeping service. (s4)

With all the amenities of a luxury Bangkok hotel, Pantip Court Serviced Residence offers the convenience of a fully equipped Business Center, a large outdoor swimming pool, a Fitness Center with professional trainers, and a restaurant, Caf? Pantip, as well as 24-hour Room Service. (s4)

Meanwhile, the comforts of a home away from home can be found with the in-house convenience store and our bakery, which offers freshly baked breads and pastries.(s4)

Business travelers wanting to meet clients can take advantage of Pantip Court's two meeting rooms. (s4)

Our attractive meeting packages with optional lunch breaks, tea breaks and outdoor catering could be the perfect solution to your Bangkok business meeting.(s4)

HP# 22 President Park

Situated in a verdant and tranquil oasis yet perfectly placed at the heart of Bangkok's business district (s2), President Park Executive Serviced Apartments offers state-of-the-art amenities and services, and spectacular view of the city skyline.(s3)

228 elegantly furnished, spacious suites and studios perfectly meet the needs of the business or leisure traveler (s4), providing a feeling of comfort and warmth during your overseas travel. (s3)

A contemporary lifestyle demands the ultimate in health facilities, and The Capitol Club - our in-house recreation and leisure center - offers the ideal opportunity to work out and maintain your physical well-being while traveling.(s4)

For a more relaxing moment, unwind and pamper yourself at Ananda Spa where tailored massage therapies and treatments await to soothe your spirit. (s4)

President Park lies between two of Bangkok's major thoroughfares, bringing the city's expressway network within easy reach for access to tourist attractions, business, shopping, and entertainment districts, or onward to the beach resorts or industrial zones of the eastern seaboard.(s2)

For convenient access to city center destinations, President Park offers a free shuttle service to the nearby SkyTrain station - Bangkok's ultra-modern public transport system, providing a swift and congestion-free way to explore the city.(s4)

For those wishing to explore the nearby streets and enjoy the atmosphere of life in modern Bangkok, both the skytrain and new underground (or MRT) are comfortably close enough for those who like to take in the sights of the local neighborhood while on a pleasant stroll.(s2)

HP# 23 President Solitaire

Located within the heart of one of Bangkok's most exclusive residential and business districts, the President Solitaire offers a luxurious oasis of exclusive and elegant accommodations within the bustling city streets (s2).

A warm welcome from our friendly and caring staff awaits as you are swiftly transported to the sumptuous surroundings of your pristine suite - your home away from home for the duration of your stay. (s3)

134 elegantly appointed suites, coupled with the latest in high-tech entertainment and business facilities (s4), make the President Solitaire a perfect choice for discerning visitors wishing to enjoy high standards of excellence and the finest in Thai hospitality. (s1)

Indulge yourself at our lavish Ananda Spa, which offers a sanctuary of total relaxation and privacy in which to gently ease away the pressures and demands of your day.(s4)

Moments from the thriving shopping, business, and entertainment districts surrounding Sukhumvit Road, and a stone's throw from Nana BTS SkyTrain station, President Solitaire offers you convenience and comfort. Wider travel is effortless, with major highways, business districts, and the airport all easily accessible from our prime location. (s2)

HP# 24 Royal President

A perfect blend of contemporary living and old-world charm greets every guest at the Royal President,(s1) where the warm ambience of our executive apartments provides a haven of tranquillity that belies our location at the heart of the bustling city streets in Bangkok. (s1)

This serviced apartment complex consists of 186 spacious studios, suites and rooftop penthouses (s5) that combine the comforts of home with the facilities and service of a deluxe hotel.(s3)

Located within easy access to business districts, shopping and entertainment venues, convention and exhibition centers, as well as adjacent to Bangkok's clean, safe, and swift SkyTrain and subway public transport network,(s2) Royal President Bangkok is unrivaled when it comes to making your stay in Bangkok both memorable and stress-free.(s1)

Experience the ultimate in lifestyle and convenience during your trip to one of Asia's most vibrant cities with a stay at Royal President Bangkok. (s1, unique)

HP# 25 Sirisathorn

In the heart of Bangkok's vibrant business and shopping district lies Siri Sathorn, a luxury boutique serviced residence. (s2)

Our residence provides guests convenient access to skytrain and airport to explore Bangkok and the rest of Asia. (s2)

This cozy residence is a perfect home (s1) for business and leisure travellers who are working aboard or seeking a weekend escape (s5).

Our 111 suites (s4) are designed to reflect comforts and conveniences of a private residence, with impeccable services and modern facilities.(s3)

HP# 26 Sofitel

Conveniently located within walking distance from the famous Sukhumvit Road, the Asoke Sofitel Residence provides easy access to all of Bangkok's exciting attractions (s2) with the comforts of a luxurious home away from home. (s3)

In addition to the gourmet restaurant, wine bar and roof top swimming pool with stunning views of the skyline, the residence features executive services and a professional staff to make sure your stay is perfect in every way, whether you need to relax or get down to business. (s4)

SPECIAL FEATURES (s4)

Experience exquisite cuisine at "Le Beaulieu", voted Best New French-Mediterranean restaurant in 2007. (s4)

Enjoy a steam, sauna, Jacuzzi or massage at the exquisite fitness center. (s4)

Rest assured with 24 hr security. Let the concierge take care of the rest. (s4)

FITTINGS (s4 and the rest of the lists)**Services at hotel**

- * WiFi wireless Internet access
- * Car hire service desk
- * Concierge
- * Dry cleaning / Ironing
- * Porter
- * Tourist information desk
- * Currency exchange

Parking (s4)

- * Private indoor parking
 - * Private outdoor parking
 - * Valet parking
- Facilities for disabled (s4)
- * Comply w/ Americ. Disability Act
 - * Ramp access
 - * Reduced mobility facilities
- Security features (s4)
- * 24 hour security staff
 - * Complies w. Htl Safety Act 1990
 - * Video camera at bldg entrance
 - * Video surveillance in hallways
 - * Smoke alarm in public areas
- Leisure facilities (s4)
- * Fitness centre
 - * Jacuzzi
 - * Massage
 - * Outdoor unheated pool
 - * Sauna
 - * Tanning salon
- Other sports activities (s4)
- * Jogging track
 - * WiFi wireless Internet access
 - * Business center with support staff
 - * Computer hire facilities
 - * Copy/print service available
 - * Fax machine
 - * Internet connectivity
 - * Mobile phone hire facilities
 - * Secretarial service (typing)
 - * Translating/interpreting service

HP# 27 Somerset Lake Point, Bangkok

Live in the epicentre of Bangkok's thriving shopping and business centre (s2) while indulging in the comfort of a private serviced apartment.(s3)

With elegant decor and a scenic view of Lake Rajada, the spacious apartments provide a relaxing and comfortable atmosphere while the extensive services and facilities offer the convenience and security desired while on international assignment. (s3)

Ideal corporate or serviced housing for the expatriate and international family on project assignment or relocation (s5), the residence is near the Queen Sirikit National Convention Centre, diplomatic and business centre. (s2)

It is also close to international schools and a wide choice of cafes, bookshops, stores and restaurants and entertainment. (s2)

Discover the treasures of Thailand while living in the comfort of a private serviced apartment. (s6)

Choice of Serviced Residence (s1)

The contemporary Asian decor and modern amenities along with the choice of residence, gives you the opportunity to relax in comfortable accommodations designed to suit your individual needs. (s3)

There are 350 residences varying in size from the spacious studio to the four-bedroom apartment. (s4)

Each is furnished with a fully-equipped kitchen, home entertainment system and contemporary fittings. (s4)

Ideal Location (s1)

Relax in the security and privacy of these serviced apartments while being only minutes from the business district, shopping, international schools and restaurants.

(s2)

The Asoke Skytrain Station and Sukhumvit MRT Station are a 10-minute walk away and provides access for destinations throughout the city. (s2)

Suvarnabhumi international airport is 45 minutes away as there is convenient access to major expressways nearby.(s2)

- * Asoke Skytrain Station
- * Sukhumvit MRT Station
- * Queen Sirikit National Convention Centre
- * Royal Bangkok Sports Club (Polo Club)
- * Emporium Shopping Centre
- * Robinson Shopping Centre
- * Lake Rajada

Spacious Comfort & Convenience (s3)

The extensive and personalised services and facilities are tailored to meet the individual needs of the international executive and family while on business travel, holiday or relocation. (s5)

Experience and enjoy the culture of Thailand while living in the security and comfort of private residential apartments.(s6)

- * 24-hour reception (s4 and also the following list)
- * 24-hour security & closed-circuit TV surveillance
- * 2 fully-equipped gymnasiums

- * Business Centre services
- * 2 swimming pools
- * Conference room
- * Jacuzzi
- * Broadband Internet access
- * Sauna
- * Residents' lounge with library
- * 2 squash courts
- * Daily maid service
- * Children's playground
- * Babysitting service
- * Restaurants & bar
- * Shuttle service
- * Home delivery service
- * Carpark

HP# 28 Somerset Park Suanplu

The culture and excitement of Thailand can be enjoyed whilst indulging in the comforts and security of a private serviced residence. (s1, uniqueness)

These modern and superbly appointed serviced residences are nestled in a private garden, (s1) just minutes from the business district of Silom and Sathorn Road. (s2)

Ideal for corporate housing and interim accommodation (s1), each residence is designed for the discerning individual with contemporary designs and modern technological conveniences. (s3)

Within walking distance to many business, cultural and tourist destinations, there is also convenient access (walking or shuttle service) to the BTS Skytrain Station and the Lumpini MRT underground station to get you around Bangkok efficiently. (s2)

For the international executive and family(s5), the personalised services and facilities offered in the security of a private apartment are a welcome alternative to a hotel while on business travel or leisure vacation. (s3)

Choice of Serviced Residence (s1)

The 235 serviced residences, ranging from one-bedroom to three-bedroom units and penthouses, are designed for the distinguishing tastes and needs of the international traveller. (s4)

Providing the comforts of a private home(s3), each spacious air-conditioned apartment offers a comfortable living and dining area, kitchen facilities, a balcony, and bedrooms furnished with contemporary fittings. (s4)

Modern conveniences such as broadband Internet access and DVD players are available in every apartment. (s4)

Ideal Location (s1)

Centrally located, you can experience the vibrant city of Bangkok (s2) while indulging in the comfort and security of a serviced residence.(s3)

Stroll at your leisure to the many destinations just walking distance from the residence. (s2)

The BTS Skytrain station and Lumpini underground MRT are conveniently close. (s2)

Shuttle services(s4), taxis and tuk-tuks are available for destinations throughout the city. (s2)

- * Tesco Lotus
- * Thai Wah I & II
- * Mitsubishi Bank
- * Australian Embassy

- * Singapore Embassy
- * Empire Tower
- * Silom Complex shopping centre
- * Suan Lum Night Bazaar
- * Chao Phraya River
- * Lumpini Boxing Stadium
- * Lumpini Park
- * Sala Deang BTS Station
- * Lumpini MRT (underground)
- * Located in the embassy & financial district

Spacious Comfort & Convenience (s3)

The comprehensive services and facilities are designed to meet your individual needs whether on business travel, project assignment, leisure vacation or relocation. (s3)

HP# 29 Somerset Suwan Park View

With Somerset Suwan Park View's personalised services and extensive facilities, you can experience Bangkok and enjoy the luxurious comforts of a private apartment. (s3)

Ideal for corporate housing, the extensive business services are designed for executives on project assignment or relocation. (s5)

The business district is located conveniently close to the residence as are a wide range of shops, restaurants, entertainment and city attractions. (s2)

A welcome and refreshing alternative to a hotel, you can relax in the spacious comfort of these contemporary residences (s3) while enjoying the services and facilities designed for international executives and families in Thailand. (s5)

Choice of Serviced Residence (s1)

There are 152 spacious serviced residences with a choice of one, two and three-bedroom layouts. (s4) Along with many other amenities to make your stay convenient and enjoyable, each apartment is custom-designed with contemporary decor and fitted with a fully-equipped kitchen, home entertainment system, and broadband Internet access. (s4)

Ideal Location (s1)

Whether on business travel or a leisure vacation, the residence offers convenient access to shopping and business districts of the city (s2).

The public transport system and sky bridge between Chitlom and Siam is closeby for immediate access to the various attractions and activities throughout Bangkok.

Destinations within walking distance of the residence are: (s2)

- Chitlom BTS Skytrain station
- Soi Langsuan (restaurants & entertainment)
- Shopping centres (accessible via the sky bridge from Chitlom BTS Skytrain station):
 - Central Chitlom Department Store
 - Central Food Hall
 - Amarin Plaza
 - Erawan Shrine
 - Gaysorn Plaza
 - Central World Plaza
 - Siam Paragon & Ocean World
 - Siam Square
 - Siam Centre
 - Siam Discovery Centre
 - MBK Centre

Spacious Comfort & Convenience (s3)

The Somerset Suwan Park View offers many extensive business and recreational facilities as well as the personalised services for the discerning executive and international family. (s3) A refreshing alternative to a hotel, you can relax in the comfort of private accommodations while exploring the hidden treasures of Thailand. (s3)

Appendix D

Concordance Lines for Personal Pronouns

1 y, well-trained staff is always on hand to ensure you receive
 unparalleled service, while stylish, custo
 2 upped with all the amenities necessary to ensure you can
 enjoy a "taste" of home. (s6) Admiral Suite
 3 curity and professional staff available to assist you during
 your stay. (s4) Enjoy your business trip,
 4 (s3) Langsuan is a vital entertainment area and you are
 adjacent to the best restaurants featuring the
 5 ct. (s2) All of these are just a stroll away or you can
 travel anywhere in Bangkok by fast from Chidlo
 6 steps away from bustling Silom.(Move 2s1) Here you can live
 life to the full. (s3) You can enjoy a
 7 2s1) Here you can live life to the full. (s3) You can
 enjoy a lifestyle with all the advantages of a
 8 ction of Silom, Sathorn and Rama IV Roads.(s2) You can
 travel anywhere in central Bangkok rapidly by
 9 .(s2) Doing business around town is a breeze as you are in
 the hub of business activity as well as the
 10 nts and entertainment venues. (s2) Best of all, you can
 travel quickly and easily throughout the city
 11 Point Sukhumvit 10 is right in the heart of it. You are also
 surrounded by a popular shopping district
 12 rain stations and Sukhumvit Subway station enable you to
 travel around Bangkok easily and quickly. He
 13 ry style, yet with a warm inviting atmosphere for you to enjoy
 with your family. At Main Tower of Cen
 14 y. At Main Tower of Centre Point Sukhumvit 10, you'll
 experience that same warmth and privacy you use
 15 0, you'll experience that same warmth and privacy you used to
 enjoy at home. If you are searching for
 16 armth and privacy you used to enjoy at home. If you are
 searching for a unique living space surrounded
 17 entre Point Sukhumvit 10 Garden Wing is just what you are
 seeking. But more than that, you can choose
 18 just what you are seeking. But more than that, you can
 choose from 4 different, yet superb, decoratin
 19 ment Store, Major Cineplex Sukhumvit.(s2) Here, you
 experience distinctive living that is exclusively
 20 nce that makes your home so inviting.(s3) Here, you will
 find an excellent combination of Thai style a
 21 mbassies, banks and the business community. (s2) You also
 have easy access to Ploenchit Skytrain statio
 22 tertainment district, Citadines Sukhumvit 16 puts you in the
 thick of the action, while giving you the q
 23 puts you in the thick of the action, while giving you the
 quiet comfort of a serviced residence. (S2)
 24 nsport network is at your convenience, connecting you to all
 of the city's most visited sites or ensurin
 25 of the city's most visited sites or ensuring that you reach
 your business meetings on time and unfluster
 26 style to the properties. Location specific You will
 normally be able to book a downtown apartment
 27 from 54 to 186 sqm, with all first-class services you expect
 from a Marriott hotel and Serviced Apartmen
 28 Natural Ville Managed By ACCOR offers you
 luxurious living in the heart of the city, just te
 29 corporate housing and serviced temporary housing You do not
 need an apartment finder for your corporate

30 ur website and relocation specialists will assist **you** with any
 short term or temporary housing questions
 31 hort term or temporary housing questions. Whether **you** are
 looking for a studio apartment, 1 bedroom apar
 32 dly apartment or dog friendly apartment. Whether **you** are
 looking for corporate short term housing, a mo
 33 come from our friendly and caring staff awaits as **you** are
 swiftly transported to the sumptuous surroundi
 34 BTS SkyTrain station, President Solitaire offers **you**
 convenience and comfort. (s2) Wider travel is ef
 35 the ultimate in lifestyle and convenience during **you** trip to
 one of Asia's most vibrant cities with a s
 36 e sure your stay is perfect in every way, whether **you** need to
 relax or get down to business. SPECIAL F
 37 t. HOTEL MANAGER Mr Olivier M BERRIVIN welcomes **you** HOTEL
 CONTACT DETAILS 50-5 Sukhumvit soi 19 Watt
 38 enities along with the choice of residence, gives **you** the
 opportunity to relax in comfortable accommodat
 39 on and the Lumpini MRT underground station to get **you** around
 Bangkok efficiently. For the internationa
 40 apartment. Ideal Location Centrally located, **you** can
 experience the vibrant city of Bangkok while i
 41 s personalised services and extensive facilities, **you** can
 experience Bangkok and enjoy the luxurious com
 42 A welcome and refreshing alternative to a hotel, **you** can
 relax in the spacious comfort of these contemp
 43 mily. (s3) A refreshing alternative to a hotel, **you** can
 relax in the comfort of private accommodations

Language patterns for the pronoun 'you'

1 ephone numbers). Marriott Rewards members, view **your** account
 for elite-only contact numbers. Printable
 2 lly be able to book a downtown apartment close to **your** area of
 interest. Freedom and flexibility The fle
 3 outdoor catering could be the perfect solution to **your** Bangkok
 business meeting. Spacious Comf Ó X
 4 y's most visited sites or ensuring that you reach **your**
 business meetings on time and unflustered. For act
 5 f available to assist you during your stay. Enjoy **your**
 business trip, holiday or relocation in Bangkok wh
 6 t find temporary housing or corporate housing for **your**
 company's corporate relocation or as a hotel alter
 7 lk away, Bangkok's public transport network is at **your**
 convenience, connecting you to all of the city's m
 8 ool and the world-famous Lenotre Parisian Caf? at **your**
 convenience. Managed by Accor, this well-appointed
 9 y housing You do not need an apartment finder for **your**
 corporate relocation requests. Our website and rel
 10 nt, Oakwood can meet your needs. Oakwood can help **your**
 corporate travel department find temporary housing
 11 to gently ease away the pressures and demands of **your** day.
 Moments from the thriving shopping, business
 12 floor. The central business district is right on **your**
 doorstep, along with, the major tourist entertainm
 13 Citadines Sukhumvit 16 is the ideal spot to start **your**
 explorations of Bangkok. Located in Bangkok's bus
 14 a warm inviting atmosphere for you to enjoy with **your** family.
 At Main Tower of Centre Point Sukhumvit 10
 15 uated in the heart of town, your home is close to **your**
 favorite department stores, Embassies, banks and t
 16 playroom * Residents' lounge Promotions * Refer **Your** Friends
 and Be Rewarded * Experience Bangkok with
 17 hidden treasures of Thailand. Promotions * Refer **Your** Friends
 and Be Rewarded * Experience Bangkok with
 18 ed carpark * Massage service Promotions * Refer **Your** Friends
 and Be Rewarded * Experience Bangkok with
 19 e sumptuous surroundings of your pristine suite - **your** home
 away from home for the duration of your stay.
 20 mmodations in Bangkok. Admiral Suites in Bangkok, **your** home
 away from home... * * *
 21 echnology. Ideally situated in the heart of town, **your** home is
 close to your favorite department stores,
 22 nience of living in the vital heart of town, here **your** home is
 surrounded by tranquil, restful greenery.
 23 n creates an exclusive luxury ambience that makes **your** home so
 inviting. Here, you will find an excellent
 24 sive services and facilities are designed to meet **your**
 individual needs whether on business travel, proje
 25 The services and facilities are designed to meet **your**
 individual needs whether on business travel, proje
 26 The services and facilities are tailored to meet **your**
 individual needs whether on business travel, holid
 27 The services and facilities are designed to meet **your**
 individual needs whether on business travel, proje
 28 ax in comfortable accommodations designed to suit **your**
 individual needs. There are 350 residences varying
 29 ern decor reflects your personality in style. And **your**
 individual privacy is unequivocally ensured becaus

30 t and security of a serviced residence. Stroll at **your** leisure
 to the many destinations just walking dist
 31 business and entertainment in Bangkok. Stroll at **your** leisure
 to the many restaurants, colourful shops,
 32 able apartments, Natural Ville is designed around **your**
 lifestyle with a fully-equipped business centre, s
 33 antage of Jasmine's services and features to make **your** meeting
 and accommodation experience unique and su
 34 nth lease or a short term lease, Oakwood can meet **your** needs
 in locations from New York City furnished ap
 35 partment, or serviced apartment, Oakwood can meet **your** needs.
 Oakwood can help your corporate travel depa
 36 providing a feeling of comfort and warmth during **your**
 overseas travel. A contemporary lifestyle demands
 37 convenience of a kitchenette ideal for preparing **your** own
 meals and snacks. More appropriate for an exte
 38 f a major city center. Cool modern decor reflects **your**
 personality in style. And your individual privacy
 39 rs the ideal opportunity to work out and maintain **your**
 physical well-being while traveling. For a more re
 40 ftly transported to the sumptuous surroundings of **your**
 pristine suite - your home away from home for the
 41 o rejuvenate and regenerate after a long day. For **your** safety
 and comfort we also have a 24-hour security
 42 massage therapies and treatments await to soothe **your** spirit.
 President Park lies between two of Bangko
 43 layouts. Along with many other amenities to make **your** stay
 convenient and enjoyable, each apartment is c
 44 dent Bangkok is unrivaled when it comes to making **your** stay in
 Bangkok both memorable and stress-free. E
 45 ve services and a professional staff to make sure **your** stay is
 perfect in every way, whether you need to
 46 te - your home away from home for the duration of **your** stay.
 134 elegantly appointed suites, coupled wit
 47 professional staff available to assist you during **your** stay.
 Enjoy your business trip, holiday or relocat
 48 Stays at the Emporium Suites, **your** wishes
 are always be fulfilled. We thrive on the p

Language patterns for the pronoun 'your'

1 ke advantage of Pantip Court's two meeting rooms. **Our**
 attractive meeting packages with optional lunch br
 2 fect blend of elegance and our five star quality. **Our**
 authentic Thai approach continues to attract quest
 3 be found with the in-house convenience store and **our** bakery,
 which offers freshly baked breads and past
 4 Welcome to the exclusive world of **our** Centre
 Point Wireless Road Executive Serviced Apar
 5 , fax, and message services. Corporate prices and **our**
 excellent, reliable staff make the Admiral Suites
 6 t the Royal President, where the warm ambience of **our**
 executive apartments provides a haven of tranquill
 7 o travel around Bangkok easily and quickly. Here, **Our**
 Executive Serviced Apartments are created in a con
 8 s. Guests enjoy the perfect blend of elegance and **our** five
 star quality. Our authentic Thai approach con
 9 in the bustling city streets. A warm welcome from **our** friendly
 and caring staff awaits as you are swiftl
 10 ile, serving every guest with personal attention. **Our**
 friendly, well-trained staff is always on hand to
 11 riends and Be Rewarded * Experience Bangkok with **Our** Getaway
 Packages * Other properties in the same ci
 12 riends and Be Rewarded * Experience Bangkok with **Our** Getaway
 Packages * Other properties in the same ci
 13 riends and Be Rewarded * Experience Bangkok with **Our** Getaway
 Packages * Other properties in the same ci
 14 ependence, catering to the needs and lifestyle of **our** guests.
 Fraser Place Langsuan features 36 floors
 15 mate in health facilities, and The Capitol Club - **our** in-house
 recreation and leisure center - offers th
 16 e finest in Thai hospitality. Indulge yourself at **our** lavish
 Ananda Spa, which offers a sanctuary of tot
 17 ents provides a haven of tranquillity that belies **our** location
 at the heart of the bustling city streets
 18 ricts, and the airport all easily accessible from **our** prime
 location. free shu > X K k k
 19 ri Sathorn, a luxury boutique serviced residence. **Our**
 residence provides guests convenient access to sky
 20 tures a fully equipped kitchen and a living-room. **Our**
 signature furnishings add a touch of style to the
 21 o are working aboard or seeking a weekend escape. **Our** 111
 suites are designed to reflect comforts and co
 22 nt finder for your corporate relocation requests. **Our** website
 and relocation specialists will assist you
 23 wishing to stay in the heart of downtown Bangkok. **Our** 437
 well-appointed and spacious studios and suites
 24 l 1-800-228-9290 in the USA and Canada (or any of **our**
 worldwide reservation telephone numbers). Marrio

Language patterns for the pronoun 'our'

1 ate after a long day. For your safety and comfort **we** also have a
24-hour security service. All suites f
2 d other traditional favorites. At Admiral Suites, **we** also offer
convenient business facilities such as
3 or hotel, and in today's security-conscious world **we** offer the
ultimate in privacy and safety. A prime
4 rium Suites, your wishes are always be fulfilled. **We** thrive on
the philosophy of exceptional services.
5 n ideal Bangkok location. Here at Admiral Suites, **we** truly
believe in going the extra mile, serving eve

Language patterns for the pronoun 'we'

1 ng. For a more relaxing moment, unwind and pamper **yourself** at
Ananda Spa where tailored massage therapies and
2 lence and the finest in Thai hospitality. Indulge **yourself** at
our lavish Ananda Spa, which offers a sanctuary

Language patterns for the pronoun 'yourself'

Appendix E

Concordance Lines for Modal Verbs

1 lternative at a government per diem rate. Oakwood **can** also
 assist those hard to find temporary stay need

2 Overview The culture and excitement of Thailand **can** be enjoyed
 whilst indulging in the comforts and se

3 Meanwhile, the comforts of a home away from home **can** be found
 with the in-house convenience store and o

4 ust what you are seeking. But more than that, you **can** choose
 from 4 different, yet superb, decorating st

5 ed with all the amenities necessary to ensure you **can** enjoy a
 "taste" of home. Admiral Suites's on-site

6 ng Silom. Here you can live life to the full. You **can** enjoy a
 lifestyle with all the advantages of a maj

7 ado (CO), and Minneapolis Minnesota (MN). Oakwood **can** even
 provide furnished serviced apartments in Hawa

8 rsonalised services and extensive facilities, you **can** experience
 Bangkok and enjoy the luxurious comfort

9 apartment. Ideal Location Centrally located, you **can** experience
 the vibrant city of Bangkok while indul

10 d apartment, Oakwood can meet your needs. Oakwood **can** help your
 corporate travel department find tempora

11 ad, just steps away from bustling Silom. Here you **can** live life
 to the full. You can enjoy a lifestyle w

12 nth to month lease or a short term lease, Oakwood **can** meet your
 needs in locations from New York City fu

13 luxury apartment, or serviced apartment, Oakwood **can** meet your
 needs. Oakwood can help your corporate t

14 family. A refreshing alternative to a hotel, you **can** relax in
 the comfort of private accommodations whi

15 elcome and refreshing alternative to a hotel, you **can** relax in
 the spacious comfort of these contemporar

16 ries. Business travelers wanting to meet clients **can** take
 advantage of Pantip Court's two meeting rooms

17 trict. All of these are just a stroll away or you **can** travel
 anywhere in Bangkok by fast from Chidlom Sk

18 junction of Silom, Sathorn and Rama IV Roads. You **can** travel
 anywhere in central Bangkok rapidly by Sala

19 urants and entertainment venues. Best of all, you **can** travel
 quickly and easily throughout the city by t

1 requests. Our website and relocation specialists **will** assist
 you with any short term or temporary housin

2 ience that makes your home so inviting. Here, you **will** find an
 excellent combination of Thai style and st

3 style to the properties. Location specific You **will** normally
 be able to book a downtown apartment clos

1 nal lunch breaks, tea breaks and outdoor catering **could** be the
 perfect solution to your Bangkok business m

Language patterns for the modal verbs

Appendix F

Concordance Lines for Adjectives

ts in Bangkok. (s2) This serviced apartment complex consists of
y Residence is Bangkok's best serviced apartment complex for nightly
ect from a Marriott hotel and serviced Apartment in Bangkok. Ap
artment, luxury apartment, or serviced apartment, Oakwood can meet yo
g in the comfort of a private serviced apartment. (s2) With ele
g in the comfort of a private serviced apartment.(s3) Choice o
looking for Bangkok hotels and serviced apartments Dedicated hom
, Two, Three and Four Bedroom serviced Apartments 24 Hour Front Des
e to President Park Executive serviced Apartments 24 Hour Front Des
me to Royal President Bangkok serviced Apartments (Move 3s1) Move
iced apartments and temporary serviced Apartments (Move3s1) A perf
ces equivalent to any premier serviced apartments / Unfurnished servi
ide.SM Furnished corporate serviced apartments and hotels in Bangk
ly. Here, Our Executive serviced apartments and temporary servi
dential street, these Bangkok serviced Apartments are created in a co
it-Thong Lo elegant executive serviced apartments are ideally located
Oakwood manages Asia's finest serviced Apartments brings comfort, con
Admiral Suites are luxury, serviced apartments for business and le
The ultimate in luxury serviced apartments in Bangkok. Managed
od can even provide furnished serviced apartments in Bangkok, Admiral
ict, President Park Executive serviced apartments in Hawaii, London,
Centre Point Silom Executive serviced Apartments offers state-of-the
xury, comfort and security of serviced Apartments situated on the ban
security and comfort of these serviced apartments while being only mi
security and privacy of these serviced apartments while being only mi
in Detail >> Bangkok Marriott serviced apartments while being only mi
ents.com Hotel Highlights serviced apartments with housekeeping,
using, temporary housing, and serviced apartments with kitchens, offi
ident the preferred choice in serviced apartments. The company
iced apartments / Unfurnished serviced apartments.(s1)
t.(s4) Ideal corporate or serviced corporate housing and serviced
Genesis Business Center with serviced housing for the expatriate and
re vacation. Choice of serviced offices and meeting space Fr
idences.(s3) Choice of serviced Residence The 235 serviced
ilities.(s3) Choice of serviced Residence (s1) The spac
artment.(s3) Choice of serviced Residence (s1) Boasting 177
hailand.(s4) Choice of serviced Residence (s1) The contempo
e is Bangkok's leading luxury serviced Residence (s1) There are 15
thorn Road (s2), Pantip Court serviced residence and is ideal for cor
Welcome to Pantip Court serviced Residence combines the conveni
y Bangkok hotel, Pantip Court serviced Residence Move(3s1) Locate
ri Sathorn, a luxury boutique serviced Residence offers the convenien
the comfort and security of a serviced residence. Our residence
rts and security of a private serviced residence. Stroll at you
ng you the quiet comfort of a serviced residence. These modern
modern and superbly appointed serviced residence. (S2) A U }
s1) Boasting 177 luxurious serviced residences are nestled in a pr
s1) There are 152 spacious serviced residences ranging from studio
Serviced Residence The 235 serviced residences with a choice of on
ests the convenience of fully serviced residences, ranging from one-b
erviced corporate housing and serviced suites in an ideal Bangkok loc
temporary housing You do not

ove 1s1) Overview These spacious accommodations are designed fo
d stays, providing beautiful, spacious accommodations with wireless i
forts of a private home, each spacious air-conditioned apartment offe
Each residence offers a spacious and comfortable living and din

clients, and others seeking a spacious and cost-saving alternative to
 enic view of Lake Rajada, the spacious apartments provide a relaxing
 ced Residence (s1) The spacious Asian style decor and impeccab
 entre * Lake Rajada Spacious Comfort & Convenience (s3(
 * Nana Skytrain Station Spacious Comfort & Convenience (s3)
 & financial district Spacious Comfort & Convenience The c
 Centre o MBK Centre Spacious Comfort & Convenience (s3)
 BTS Skytrain Station Spacious Comfort & Personalised Service
 a hotel, you can relax in the spacious comfort of these contemporary
 angsum features 36 floors of spacious living overlooking the surroun
 Sathorn offers luxurious and spacious private apartments complemente
 the Asian style decor of the spacious residences. (s3) Indulge
 sidence (s1) There are 152 spacious serviced residences with a cho
 nces varying in size from the spacious studio to the four-bedroom apa
 Our 437 well-appointed and spacious studios and suites combine the
 tment complex consists of 186 spacious studios, suites and rooftop pe
 228 elegantly furnished, spacious suites and studios perfectly m

city. (s2) Suvarnabhumi international airport is 45 minutes
 away as
 and security desired while on international assignment.(s4) Ideal
 corp
 est restaurants featuring the international cuisines, coffee shops
 and wel
 odations are designed for the international executive and family
 while on
 t the individual needs of the international executive and family
 while on
 gkok efficiently. For the international executive and family, the
 pers
 s and facilities designed for international executives and families
 in Tha
 ousing for the expatriate and international family on project
 assignment o
 the discerning executive and international family. (s3) A
 refreshing
 ensive selection of local and international merchandise and culinary
 delig
 ew, Bangkok Other Ascott International Properties * Ascott
 Bangkok
 mvit, Bangkok Other Ascott International Properties Bangkok *
 Ascot
 glor, Bangkok Other Ascott International Properties (Move 6 3)
 Bangkok
 glor, Bangkok Other Ascott International Properties (Move 6 s3)
 * As
 this city Other Ascott International Properties (Move7s3) *
 Some
 hbors include the New Sathorn International School and a Starbucks
 Coffee
 s2) It is also close to international schools and a wide choice
 of c
 business district, shopping, international schools and restaurants.
 (s6)
 enjoys renowned standards of international style and service.
 Stunn
 shing tastes and needs of the international traveller.
 Providing the

u can relax in the comfort of private accommodations while exploring
 indulging in the pleasures of private accommodations with the benefi
 offered in the security of a private apartment are a welcome altern
 y the luxurious comforts of a private apartment. (s3) Ideal for
 offers luxurious and spacious private apartments complemented with c
 d residences are nestled in a private garden, just minutes from the
 Providing the comforts of a private home, each spacious air-condit
 rovides all the comforts of a private home. (s3) Each residence
 ncy exchange Parking * Private indoor parking * Private out
 * Private indoor parking * Private outdoor parking * Valet park
 omforts and conveniences of a private residence, with impeccable ser
 fort and convenience of these private residences.(s3) Choice
 n the security and comfort of private residential apartments.(s3)
 Welcome to a private secluded world in the distinct
 indulging in the comfort of a private serviced apartment. (s2)
 le living in the comfort of a private serviced apartment.(s3)
 he comforts and security of a private serviced residence. Thes

rs the convenience of a fully equipped Business Center, a large outdo
 d your lifestyle with a fully-equipped business centre, spa, fitness
 d family vacation Fully equipped fitness, rooftop swimming pool
 i, and health club with fully equipped gym - the perfect escape and a
 the following list) * Fully-equipped gymnasium * Meeting rooms
 t TV surveilliance * 2 fully-equipped gymnasiums * Business Centre
 Hair & beauty salon * Fully-equipped kitchen * Limousine service
 ty apartment features a fully equipped kitchen and a living-room.
 arate living area Fully equipped kitchen with refrigerator and
 ving and dining area, a fully-equipped kitchen, and bedrooms furnishe
 ach is furnished with a fully-equipped kitchen, home entertainment sy
 decor and fitted with a fully-equipped kitchen, home entertainment sy
 rtment (sa5), and has a fully-equipped kitchen, television with satel
 tment amenities include fully equipped kitchens, dedicated office are
 ndividual kitchenettes, fully equipped with all the amenities necessa
 ravellers, all residences are equipped with ultra modern conveniences

nment venues are conveniently close at hand. (s2) This major
 ound (or MRT) are comfortably close enough for those who like to t
 entral Bangkok, it is also in close proximity to a selection of sh
 erground MRT are conveniently close. Shuttle services, taxis
 centre.(s2) It is also close to international schools and a
 gardens, Pantip Court is also close to Lumpini Park, the largest p
 Not only is the apartment close to Lumpini Park, which is the
 Located in centre Bangkok close to shopping mall, major embass
 short drive. Oakwood is close to the Central Department stor
 is a short drive. Oakwood is close to the Central Department stor
)or city retreat conveniently close to the city's business, enter
 of Bangkok's attractions lie close to the city's safest and faste
 trict is located conveniently close to the residence as are a wide
 d spectacular towers that are close to the residence. (s2) Taxi
 to book a downtown apartment close to your area of interest.
 e heart of town, your home is close to your favorite department st

contemporary Asian decor and modern amenities along with the choic
 with IDD facility. (s6) Modern amenities complement the Asian
 ngkok captures the essence of modern and stylish living. The
 rvised residence. These modern and superbly appointed service
 joy the atmosphere of life in modern Bangkok, both the skytrain and

ences are equipped with ultra modern conveniences such as wireless contemporary fittings. Modern conveniences such as broadband r city center. (s2) Cool modern decor reflects your personalit the BTS Skytrain. With modern, elegant, specious and above a with impeccable services and modern facilites. Check In Date: he convenience and comfort of modern living in Bangkok, whether for le with all the essentials of modern living that meet every lifesty ggest commercial centers, with modern office towers housing the regi ain station - Bangkok's ultra-modern public transport system, provi with contemporary designs and modern technological conveniences.

f fully serviced suites in an ideal Bangkok location.(s2) H Bangkok. (s3) It is the ideal corporate housing (s1)or city rnational assignment.(s4) Ideal corporate or serviced housing ury-serviced residence and is ideal for corporate housing.(s1) Silom and Sathorn Road. Ideal for corporate housing and inte private apartment. (s3) Ideal for corporate housing (s1), th staff make the Admiral Suites ideal for long stays or business acc convenience of a kitchenette ideal for preparing your own meals a le in every apartment. Ideal Location Centrally located, cation in Bangkok.(s6) Ideal Location (s1) Indulge i hout the building.(s4) Ideal Location (s1) Indulge in emporary fittings.(s6) Ideal Location (s1) Relax in the d Internet access.(s6) Ideal Location (s1) Whether on bu d leisure center - offers the ideal opportunity to work out and ma Citadines Sukhumvit 16 is the ideal spot to start your exploration You can travel anywhere in central Bangkok rapidly by Saladaeng S is the largest public park in central Bangkok, it is also in close p Residence is located near the central business area of Sathorn and S throughout the city.(s2) * Central Business District * Queen Si ly 5 per floor. (s3) The central business district is right on Park, the largest park in the central business district of Bangkok.(tion of shopping centres like Central Chidlom Department Store, Gays om BTS Skytrain station): o Central Chitlom Department Store o C rive. Oakwood is close to the Central Department store and shopping Oakwood is close to the Central Department store and shopping Chitlom Department Store o Central Food Hall o Amarin Plaza o l. Located in the central Sukhumvit area, the CNC Reside Shrine o Gaysorn Plaza o Central World Plaza o Siam Paragon &

ced Apartments (Move3s1) A perfect blend of contemporary living a vices. Guests enjoy the perfect blend of elegance and our five ake the President Solitaire a perfect choice for discerning visitors with fully equipped gym - the perfect escape and a chance to rejuven relax and unwind... making it perfect for extended stay business tra very & laundry services Perfect for short or extended stays wh angkok Apartment Hotel is the perfect hideout for guests who admire This cozy residence is a perfect home for business and leisure aff to make sure your stay is perfect in every way, whether you need two-hour drive.(s2) The perfect location, unsurpassed comfort, outdoor catering could be the perfect solution to your Bangkok busin

Ascott Bangkok Sathorn offers luxurious and spacious private apartment
wood City Residence offers an luxurious array of facilities and amenit
erience Bangkok and enjoy the luxurious comforts of a private apartmen

viced Apartments.(Move2s1) Luxurious elegance in Thai contemporary
 ctions with the comforts of a luxurious home away from home. In
 ecutive Apartments and relish luxurious home-style living for short
 or
 e Managed By ACCOR offers you luxurious living in the heart of the
 cit
 President Solitaire offers a luxurious oasis of exclusive and
 elegant
 esidence (s1) Boasting 177 luxurious serviced residences ranging
 fr
 state of the art fitness and luxurious spa facilities, world-class
 di

at-screen TV, clock radio and individual climate control Other
 ro
 s6) All suites feature individual kitchenettes, fully equipped
 w
 ties are tailored to meet the individual needs of the international
 exe
 ies are tailored to meet your individual needs whether on business
 trav
 ies are designed to meet your individual needs whether on business
 trav
 ies are designed to meet your individual needs whether on business
 trav
 ies are designed to meet your individual needs whether on business
 trav
 dations designed to suit your individual needs. (s3) There are
 350
 ty in style. (s3) And your individual privacy is unequivocally
 ensur
 s designed for the discerning individual with contemporary designs
 and

whether for a holiday or on a short business trip. (s5) All t
 star hotel(s3) - all within a short distance from the Bangkok's pr
 nment centres are also only a short drive away + ,
 of the Bangkok Skytrain is a short drive. Oakwood is close
 of the Bangkok Skytrain is a short drive. Oakwood is close to the
 ry services Perfect for short or extended stays when looking
 xurious home-style living for short or extended stays. Reserv
 you are looking for corporate short term housing, a month to month
 , a month to month lease or a short term lease, Oakwood can meet y
 ists will assist you with any short term or temporary housing ques
 close at hand. (s2) This major avenue is also one of Bangkok'
) Located minutes from major Bangkok tourist sites and next
 , Emporium Department Store, Major Cineplex Sukhumvit.(s2) H
 with all the advantages of a major city center. (s2) Cool mo
 ngkok close to shopping mall, major embassies companies, Lumpini P
 there is convenient access to major expressways nearby.(s2) * A
 er travel is effortless, with major highways, business districts,
 lies between two of Bangkok's major thoroughfares, bringing the ci
 our doorstep, along with, the major tourist entertainment areas, a

ke Sofitel Residence provides easy access to all of Bagnkok's exc
 otel.(s4) Located within easy access to business districts,
 munity. (s2) You also have easy access to Ploenchit Skytrain s
 , Cape House also provides an easy access to Silom and Sathorn bu

oad, providing residents with easy access to supermarkets, shops,
 oad, providing residents with easy access to supermarkets, shops,
 y's expressway network within easy reach for access to tourist at
 sidential area.(s2) With easy to access to main Sukhumvit Ro
 kok CBD day and night make it easy to see why Natural Ville is th

ort & Convenience (s3(The extensive and personalised services and
 t Suwan Park View offers many extensive business and recreational
 faci
 r corporate housing (s1), the extensive business services are
 designed
 w's personalised services and extensive facilities, you can
 experience
 innovative business centre to extensive recreational areas and they
 co
 ust minutes away, offering an extensive selection of local and
 interna
 able atmosphere (s3)while the extensive services and facilities offer
 ommercial district and offers extensive services(s2), state of the
 art

t destinations, there is also convenient access (walking or shuttle
 ser
 astern seaboard.(s2) For convenient access to city center
 destinat
 s 45 minutes away as there is convenient access to major expressways
 ne
 acation, the residence offers convenient access to shopping and
 busines
 Our residence provides guests convenient access to skytrain and
 airport
 r amenities to make your stay convenient and enjoyable, each
 apartment
 Admiral Suites, we also offer convenient business facilities such as
 e-

artment, corporate apartment, furnished apartment, unfurnished
 apartme
 he CNC Residence offers fully-furnished apartments, plus a wide range
 ing is included in an Oakwood furnished rental, from designer
 furnitur
 yline.(s2) 228 elegantly furnished, spacious suites and studios
 p
 apartment. (s5) Each is furnished with a fully-equipped
 kitchen,
 ties, a balcony, and bedrooms furnished with contemporary fittings.
 quipped kitchen, and bedrooms furnished with plush fittings. (s6)

and amenities. With the walking distance BTS Station, getting
 Conveniently located within walking distance from the famous Sukhu
 to the many destinations just walking distance from the residence.
 (s2) Destinations within walking distance of the residence are:
 chburi road as well as within walking distance of the Thong Lo skytr
 cal conveniences. Within walking distance to many business, cul
 re is also convenient access (walking or shuttle service) to the BTS

odations with the benefits of personalised services and

facilities.(s3)
 on Spacious Comfort & Personalised Service (s3) The
 services
 nce (s3(The extensive and personalised services and facilities
 are ta
 nal executive and family, the personalised services and facilities
 offere
 th Somerset Suwan Park View's personalised services and extensive
 facilit
 nal facilities as well as the personalised services for the
 discerning ex
 u the opportunity to relax in comfortable accommodations designed to
 sui
 egant, spacious and above all comfortable apartments, Natural Ville
 is d
 tments provide a relaxing and comfortable atmosphere (s3)while the
 exten
 sidence offers a spacious and comfortable living and dining area, a
 full
 onditioned apartment offers a comfortable living and dining area,
 kitche
 the Asian decor to create the comfortable residential ambiance
 desired w

l headquarters of the world's leading brands.(s2) Many of Bangk
 popular shopping district and leading department stores, while the n
 s the jewelry trade district, leading hotels, department stores, res
 four-bedroom penthouses. Leading into this Bangkok Apartment Ho
 The residence is Bangkok's leading luxury-serviced residence and
 e most highly sought after by leading Thai families and expatriates

ngkok. (s3) Our 437 well-appointed and spacious studios and
 suite
 Apartment has 135 luxuriously appointed apartments from studio, one-,
 Pantip Court's 148 elegantly appointed executive suites caters for
 th
 Managed by Accor, this well-appointed residence enjoys renowned
 stan
 These modern and superbly appointed serviced residences are
 nestle
 stay.(s3) 134 elegantly appointed suites (s5), coupled with the

e offers a luxurious oasis of exclusive and elegant accommodations
 wit
 nterior decoration creates an exclusive luxury ambience that makes
 you
 Bangkok Apartment Hotel is an exclusive 45 metre driveway from the
 mai
 eart of one of Bangkok's most exclusive residential and business
 distr
 Welcome to the exclusive world of our Centre Point
 Wire

location at the heart of the bustling city streets in Bangkok. (s2)
 ant accommodations within the bustling city streets. (s3) A warm
 n against the backdrop of the bustling, cosmopolitan city of Bangkok.
 ng Road, just steps away from bustling Silom.(Move 2s1) Here you
 S1) Located in Bangkok's bustling Sukhumvit business, shopping a

3s1) Located in Bangkok's prime business district of Sathorn R of Sukhumvit Road, Bangkok's prime commercial and residential str int Saladaeng is located in a prime location in Soi Saladaeng 1, n ll easily accessible from our prime location.(s2) : _ t H _ H ivacy and safety. (s4) A prime position on Bangkok's famous S

A warm welcome from our friendly and caring staff awaits as you mporary stay needs with a pet friendly apartment or dog friendly apar pet friendly apartment or dog friendly apartment. Whether you are al attention.(s4) Our friendly, well-trained staff is always

In the heart of Bangkok's vibrant business and shopping district ou trip to one of Asia's most vibrant cities with a stay at Royal Pr cated, you can experience the vibrant city of Bangkok while indulgin n South East Asia, Bangkok is vibrant, colourful, and at times even

enue is also one of Bangkok's largest commercial centers, with moder wide (www.Oakwood.com) is the largest global provider of corporate h so close to Lumpini Park, the largest park in the central business d to Lumpini Park, which is the largest public park in central Bangkok

ng and cosy environment. Distinctive in d?cor with the cultural and s2) Here, you experience distinctive living that is exclusively sup private secluded world in the distinctive residential Saladaeng Road,

Language patterns for the adjectives

Appendix G

List of Imperatives and Frequency of Occurrences

Imperatives	Frequency of Occurrence	Instance and Collocation
<i>contact</i>	30	<u><i>contact us</i></u>
<i>search</i>	19	<u><i>search, search Citadines</i></u>
<i>cancel</i>	15	<u><i>cancel reservation</i></u>
<i>go</i>	8	<u><i>Go</i></u>
<i>find</i>	7	<u><i>find</i></u>
<i>make</i>	6	<u><i>Make reservation</i></u>
<i>experience</i>	6	<u><i>Experience Bangkok with Our Gateway Packages</i></u>
<i>review</i>	6	<u><i>review</i></u>
<i>modify</i>	6	<u><i>Modify</i></u>
<i>click</i>	6	<u><i>click here</i></u>
<i>print</i>	6	<u><i>print page</i></u>
<i>Tell</i>	6	<u><i>tell your friend</i></u>
<i>email</i>	6	<u><i>Email a friend,</i></u>
<i>amend</i>	3	<u><i>reserve</i></u>
Enjoy	3	Enjoy a team.... Enjoy your business trip,...
Indulge	3	Enjoy the delicious gourmet pasta,...
Relax	2	Indulge your self at our lavish Anada Spa,...
interiors...		Indulge in the security and comfort of... Indulge in the pleasures of Thailand... Relax in the impeccably designed
Take	2	Relax in the security and privacy of ... Take the opportunity to combine... Take advantage of jasmine's services...
Visit	2	<u><i>visit our Photo Gallery, Visit our Cape Spas website today</i></u>
refer	2	<u><i>Refer Your Friend an Be Rewarded</i></u>
view	2	<u><i>view , view reservation</i></u>
select	2	<u><i>Select Apartment Type, please Select</i></u>
submit	2	<u><i>submit</i></u>
Check	2	<u><i>check rate & availability, check now</i></u>
book	1	<u><i>book now</i></u>
Find	1	<u><i>find&reserve</i></u>
Reserve	1	<u><i>reserve</i></u>
Sign in	1	<u><i>sign in</i></u>
Get	1	<u><i>get more info</i></u>
Request	1	<u><i>request now</i></u>
Email	1	<u><i>email a friend</i></u>
Sign up	1	<u><i>Sign up now</i></u>
Receive	1	<u><i>receive Marriott Specials & Packages by email,...</i></u>
Find	1	<u><i>Find</i></u>
Reset	1	<u><i>reset</i></u>
Download	1	<u><i>download ebook</i></u>
Experience	1	Experience exquisite...,
Rest	1	Rest assure with...
Stay	1	Stay at the Emporium Suites, your wishes are always be fulfilled
Scroll	1	Scroll at your leisure to the many restaurant...
Discover	1	Discover the treasures of Thailand...

Frequency of Occurrences of Imperatives

Appendix H

List of Complex Noun Phrases Found in Move 3 and Grouped by the Type of
Modifiers

Noun Phrases with Pre-modifiers

- <u>Bangkok's prime commercial and residential</u> street	HP#1
- <u>Bangkok serviced</u> apartments	HP#1
- <u>numerous chic</u> bars	HP#1
- <u>Irish</u> pubs	HP#1
- <u>French wine</u> bars	HP#1
- <u>major Bangkok tourist</u> sites	HP#1
- <u>extra</u> miles	HP#1
- <u>personal</u> attention	HP#1
- <u>Our friendly, well-trained</u> staff	HP#1
- <u>unparalleled</u> service	HP#1
- <u>stylish, customized</u> rooms	HP#1
- <u>a rooftop</u> pool	HP#1
- <u>a 24-hour</u> security service	HP#1
- <u>Admiral Suites's on-site Japanese</u> restaurant	HP#1
- <u>convenient business</u> facilities	HP#1
- <u>message</u> services	HP#1
- <u>Corporate</u> prices	HP#1
- <u>our excellent, reliable</u> staff	HP#1
- <u>Bangkok's leading luxury-serviced</u> residence	HP#2
- <u>corporate</u> housing	HP#2
- <u>extensive</u> services	HP#2
- <u>state of the art</u> fitness	HP#2
- <u>luxurious spa</u> facilities	HP#2
- <u>the impeccably designed</u> interiors	HP#2
- <u>24-hour</u> security	HP#2
- <u>your business</u> trip	HP#2
- <u>a spacious and comfortable living and dining</u> area	HP#2
- <u>a fully-equipped</u> kitchen	HP#2
- <u>ultra modern</u> conveniences	HP#2
- <u>wireless LAN</u> access	HP#2
- <u>Ideal</u> Location	HP#2
- <u>Empire</u> Tower	HP#2
- <u>Sathorn City</u> Tower	HP#2
- <u>Bangkok City</u> Tower	HP#2
- <u>Royal Sports</u> Club	HP#2
- <u>Chao Phraya</u> River	HP#2
- <u>Rajanakarn</u> Building	HP#2
- <u>Sathorn Thani</u> Complex	HP#2
- <u>Chong Nonsi BTS Skytrain</u> Station	HP#2
- <u>Surasak BTS Skytrain</u> Station	HP#2
- <u>Spacious Comfort & Personalised</u> Service	HP#2
- <u>your individual</u> needs	HP#2
- <u>business</u> travel	HP#2
- <u>project</u> assignment	HP#2
- <u>leisure</u> vacation	HP#2
- <u>24-hour</u> security	HP#2

- <u>closed-circuit TV</u>	HP#2
- <u>24 hour concierge</u>	HP#2
- <u>Business Centre services</u>	HP#2
- <u>Fitness centre</u>	HP#2
- <u>Spa & beauty salon</u>	HP#2
- <u>Steam & sauna room</u>	HP#2
- <u>Conference room</u>	HP#2
- <u>Meeting room</u>	HP#2
- <u>Swimming pool</u>	HP#2
- <u>voicemail facilities</u>	HP#2
- <u>Tour desk</u>	HP#2
- <u>Wireless Internet (WiFi) access</u>	HP#2
- <u>Bangkok's main shopping and entertainment centres</u>	HP#3
- <u>a vital entertainment area</u>	HP#4
- <u>the best restaurants</u>	HP#4
- <u>the international cuisines</u>	HP#4
- <u>coffee shops</u>	HP#4
- <u>well-known nightspots</u>	HP#4
- <u>Chidlom Skytrain station</u>	HP#4
- <u>Cool modern décor</u>	HP#5
- <u>individual privacy</u>	HP#5
- <u>The central business district</u>	HP#5
- <u>central Bangkok</u>	HP#5
- <u>Saladaeng Skytrain station</u>	HP#5
- <u>Silom Subway station</u>	HP#5
- <u>Silom Road</u>	HP#6
- <u>Thai riverside life</u>	HP#6
- <u>the jewelry trade district</u>	HP#6
- <u>leading hotels</u>	HP#6
- <u>department stores</u>	HP#6
- <u>entertainment venues</u>	HP#6
- <u>the Saphan-Taksin Skytrain stations</u>	HP#6
- <u>The Sukhumvit area</u>	HP#7
- <u>a popular shopping district</u>	HP#7
- <u>leading department stores</u>	HP#7
- <u>the nearby Nana and Asoke Skytrain stations</u>	HP#7
- <u>Sukhumvit Subway station</u>	HP#7
- <u>Our Executive Serviced Apartments</u>	HP#7
- <u>the most popular expatriate residential area</u>	HP#8
- <u>main Sukhumvit Road</u>	HP#8
- <u>New Petchburi road</u>	HP#8
- <u>a welcoming and excellent environment</u>	HP#8
- <u>Centre Point Sukhumvit-Thong Lo elegant executive serviced apartments</u>	HP#8
- <u>Exquisite Thai contemporary style interior decoration</u>	HP#9
- <u>your favorite department stores</u>	HP#9
- <u>the business community</u>	HP#9
- <u>gleaming skyscrapers</u>	HP#10

- Bangkok's bustling Sukhumvit business, shopping and entertainment district HP#10
- the central Sukhumvit area HP#11
- fully-furnished apartments HP#11
- the walking distance BTS Station HP#11
- the Emporium Suites HP#12
- our five star quality HP#12
- Our authentic Thai approach HP#12
- the Emporium Suites Way HP#12

Noun Phrases with Post-modifiers

- the convenience of home with the luxury of a Bangkok hotel HP#1
- an oasis of relaxation HP#1
- the heart of Sukhumvit Road HP#1
- the convenience of fully serviced suites in an ideal Bangkok location HP#1
- The ultimate in luxury serviced apartments in Bangkok HP#1
- a variety of on-site services HP#1
- an array of sushi, maki, tempura, and other traditional favorites HP#1
- ideal for long stays or business accommodations in Bangkok HP#1
- the convenience of being located in the capital's business and commercial district HP#2
- relocation in Bangkok HP#2
- the pleasures of private accommodations with the benefits of personalised services and facilities HP#2
- Choice of Serviced Residence HP#2
- the comforts of a private home HP#2
- bedrooms furnished with plush fittings HP#2
- the comfort and needs of business travelers HP#2
- security of serviced apartments HP#2
- the business and entertainment in Bangkok HP#2
- destinations throughout the city HP#2
- Telephone with IDD HP#2
- one of the most prestigious locations in Bangkok HP#3
- the heart of Ploenchit HP#3
- the convenience of living in the vital heart of town, here your home is surrounded by tranquil, restful greenery HP#4
- proximity of downtown department stores and the business district HP#4
- a lifestyle with all the advantages of a major city center HP#5
- personality in style HP#5
- doorstep, along with, the major tourist entertainment areas, as well as, all the benefits of living downtown HP#5
- "The River of Kings" HP#6
- the hub of business activity HP#6
- the one most highly sought after by leading Thai families and expatriates alike HP#7
- the heart of it HP#7
- the heart of town HP#9
- One of the most fascinating cities in South East Asia, Bangkok is vibrant, colourful, and at times even mind-boggling HP#10
- the skyline alongside historical temples HP#10
- a city that promises to fascinate and thrill HP#10
- the thick of the action HP#10
- those who appreciate the art of living, little things in life bring great pleasure HP#11
- A home to which the heart belongs not only provides a sanctuary for the mind, but also ensures physical comfort, HP#11

- which leads to the well-being of the soul.
- the philosophy of exceptional services HP#12
- Noun Phrases with Both Pre-modifiers and Post-modifiers**
- luxury serviced apartment in Bangkok HP#1
 - the highest level of personalized service HP#1
 - health club with fully equipped gym HP#1
 - individual kitchenettes, fully equipped with all the amenities necessary to ensure you can enjoy a "taste" of home HP#1
 - luxurious and spacious private apartments complemented with comprehensive services and facilities HP#2
 - world-class dining and entertainment outlets on the premises HP#2
 - The shopping and entertainment districts along Silom and Sukhumvit roads HP#2
 - professional staff available to assist you during your stay HP#2
 - 177 luxurious serviced residences ranging from studio, one, two and three-bedroom units HP#2
 - wireless LAN access throughout the building HP#2
 - an easy access to Silom and Sathorn business districts by BTS Sky Train (Chit Lom Station) HP#3
 - an absolutely unique location, the definition of welcoming warmth and comfort HP#4
 - a private secluded world in the distinctive residential Saladaeng Road, just steps away from bustling Silom HP#5
 - a prime location in Soi Saladaeng 1, near the junction of Silom, Sathorn and Rama IV Roads HP#5
 - the focal point of Thai lifestyle HP#6
 - a tree-lined canal, one of many in old Bangkok which once was called "The Venice of the East" HP#6
 - the Centre Point Silom Executive Serviced Apartments situated on the bank of the Chao Phraya River HP#6
 - a contemporary style, yet with a warm inviting atmosphere for you to enjoy with your family HP#7
 - Main Tower of Centre Point Sukhumvit 10 HP#7
 - that same warmth and privacy you used to enjoy at home HP#7
 - a unique living space surrounded by lush natural garden HP#7
 - 4 different, yet superb, decorating styles-Boutique, Colonial, Oriental or Tropical HP#7
 - a superior standard of living all within a City-Resort-style apartment HP#7
 - the ultimate location of Sukhumvit HP#8
 - walking distance of the Thong Lo skytrain station HP#8
 - a wide range of shopping and entertainment facilities that much favored by expatriates such as Villa supermarket, Emporium Department Store, Major Cineplex Sukhumvit HP#8
 - distinctive living that is exclusively superior HP#8
 - an elite traditional of Thai style with all the essentials of modern living that meet every lifestyle need HP#8

- the exclusive world of our Centre Point Wireless Road Executive Serviced Apartments HP#9
- an exclusive luxury ambience that makes your home so inviting HP#9
- an excellent combination of Thai style and state-of-the-art-technology HP#9
- easy access to Ploenchit Skytrain station HP#9
- the ideal spot to start your explorations of Bangkok HP#10
- the quiet comfort of a serviced residence HP#10
- a wide range of first-class facilities and amenities HP#11
- the perfect blend of elegance and our five star quality HP#12

Appendix I

Concordance Line for Linking Verb 'Be'

friendly, well-trained staff is always on hand to ensure you r guarantee every stay with us is memorable and relaxing.(s4)
 ties.(S3) The residence is Bangkok's leading luxury-servi luxury-serviced residence and is ideal for corporate housing.(s interiors knowing that there is 24-hour security and professio
 Centre Point Langsuan is an absolutely unique location, heart of town, here your home is surrounded by tranquil, restfu l greenery.(s3) Langsuan is a vital entertainment area and nown nightspots. (s2) It is also in proximity of downtown And your individual privacy is unequivocally ensured because The central business district is right on your doorstep, along r the energetic, Lumpini Park is just a hop, step, skip and a j) Centre Point Saladaeng is located in a prime location in As it was in the past, so it is today. Silom Road was or t". Thai riverside life is still celebrated and nowhere b Doing business around town is a breeze as you are in the hub The Sukhumvit area is prestigious and the one most h And Centre Point Sukhumvit 10 is right in the heart of it. oint Sukhumvit 10 Garden Wing is just what you are seeking. ntre Point Sukhumvit-Thong Lo is the ultimate location of Sukhu on of Sukhumvit. (s2) It is located in Soi Thong Lo (Sukhu ience distinctive living that is exclusively superior. (s1) the heart of town, your home is close to your favorite departm s in South East Asia, Bangkok is vibrant, colourful, and at tim ther. Bangkok has it all - it is a city that promises to fascin) Citadines Sukhumvit 16 is the ideal spot to start your e this Bangkok Apartment Hotel is an exclusive 45 metre driveway n. Fraser Place Langsuan is strategically located in the h Bangkok city. Not only is the apartment close to Lumpini close to Lumpini Park, which is the largest public park in cen c park in central Bangkok, it is also in close proximity to a s This Bangkok Apartment Hotel is the perfect hideout for guests tion, Fraser Suites residence is grace personified, offering a site detailing, Fraser Suites is one of life's finer indulgence . (s2) This major avenue is also one of Bangkok's largest ok's public transport network is at your convenience, connectin xecutive Apartments and Hotel is near shopping, global business City Insider >> All there is to see and do-local events, ma ble apartments, Natural Ville is designed around your lifestyle easy to see why Natural Ville is the refined solution for city Oakwood City Residence is Bangkok's best serviced apartm Oakwood City Residence is located near the central busin Sathorn and Silom Roads, yet is peacefully tucked into a quiet ng Nonsi Station Oakwood is located on Soi Naradhiwas Raja ation of the Bangkok Skytrain is a short drive. Oakwood i a short drive. Oakwood is close to the Central Departmen guage films. Oakwood is located on Soi Naradhiwas Raja ation of the Bangkok Skytrain is a short drive. Oakwood is clos ain is a short drive. Oakwood is close to the Central Departmen d Worldwide (www.Oakwood.com) is the largest global provider of rldwide, Oakwood Asia Pacific is based from a regional headquar native to hotels. Everything is included in an Oakwood furnish sure in Bangkok. (s3) It is the ideal corporate housing (s ropical gardens, Pantip Court is also close to Lumpini Park, th mfort. (s2) Wider travel is effortless, with major highway ,(s2) Royal President Bangkok is unrivaled when it comes to mak ia. This cozy residence is a perfect home for business an

staff to make sure your stay is perfect in every way, whether
 elocation (s1), the residence is near the Queen Sirikit Nationa
 business centre.(s2) It is also close to international sc
 oom apartment. (s5) Each is furnished with a fully-equippe
 nabhumi international airport is 45 minutes away as there is co
 t is 45 minutes away as there is convenient access to major exp
 accommodation, each residence is designed for the discerning in
 d tourist destinations, there is also convenient access (walkin
 (s4) The business district is located conveniently close to
 and enjoyable, each apartment is custom-designed with contempor
 idge between Chitlom and Siam is closeby for immediate access t
 e 3 Admiral Suites are luxury, serviced apartments in
 e Bangkok serviced apartments are ideally located for business a
 ong Silom and Sukhumvit roads are just minutes away, offering an
 ss travellers, all residences are equipped with ultra modern con
 k. (s2) Taxis and tuk-tuks are available for destinations thr
 The services and facilities are designed to meet your individu
 er Ascott Properties There are no other Ascott properties in
 ing and entertainment centres are also only a short drive away
 al entertainment area and you are adjacent to the best restauran
 trict. (s2) All of these are just a stroll away or you can
 lly ensured because the units are restricted to only 5 per floor
 round town is a breeze as you are in the hub of business activit
 in the heart of it. You are also surrounded by a popular s
 Executive Serviced Apartments are created in a contemporary styl
 to enjoy at home. If you are searching for a unique living
 Garden Wing is just what you are seeking. But more than tha
 Emporium Suites, your wishes are always be fulfilled. We t
 living. The apartments are contemporarily-styled and prov
 ertainment and eating outlets are also a stone's throw away at S
 Fraser Suites residences are currently located in key gatew
 ure, and entertainment venues are conveniently close at hand. (s
 efined service at prices that are an incredible value. Oak
 ousing questions. Whether you are looking for a studio apartment
 dly apartment. Whether you are looking for corporate short te
 These spacious accommodations are designed for the international
 The services and facilities are tailored to meet your individu
 e decor and impeccable design are incorporated into each of the
 s and spectacular towers that are close to the residence. (s2)
 e. (s2) Taxis and tuk-tuks are available for destinations thr
 The services and facilities are designed to meet your individu
 and new underground (or MRT) are comfortably close enough for t
 nd caring staff awaits as you are swiftly transported to the sum
 ss and leisure travellers who are working aboard or seeking a we
 nd escape. Our 111 suites are designed to reflect comforts a
 vidual needs. (s3) There are 350 residences varying in size
 ion and Sukhumvit MRT Station are a 10-minute walk away and prov
 lised services and facilities are tailored to meet the individua
 appointed serviced residences are nestled in a private garden, j
 curity of a private apartment are a welcome alternative to a hot
 bedroom units and penthouses, are designed for the distinguishin
 ternet access and DVD players are available in every apartment.
 n and Lumpini underground MRT are conveniently close. Shut
 services, taxis and tuk-tuks are available for destinations thr
 nsive services and facilities are designed to meet your individu
 e extensive business services are designed for executives on pro
 tly close to the residence as are a wide range of shops, restaur
 viced Residence (s1) There are 152 spacious serviced residenc

ing distance of the residence are:(s2) * Chitlom BTS Skytrain s
 sd of Kings" in times gone by was the focal point of Thai lifest
 e first three lines) As it was in the past, so it is today.
 it is today. Silom Road was originally a tree-lined canal,

Language patterns for linking verb 'be