

SOCIAL CONTRIBUTION

CENTEL prioritizes supporting the development of potential and enhancing the quality of life for people in communities and society across all areas where it operates. In 2024, we implemented a variety of support projects focused on the community's economic development, employment, education, social equality, and the preservation of community arts and culture. These initiatives included financial support, products, and services, totaling 116,755,583 Baht.

Additionally, we encouraged employees to participate in volunteer projects, as well as social and environmental activities both within and outside the organization. In 2024, employees contributed 9,749 hours to volunteer activities, with an estimated value of 1 million Baht.



9,749 volunteering hours, with 43% of employees participating.



2024 Performance



CENTARA
HOTELS & RESORTS