

Let's be candid, Trisara is not your typical Phuket resort – it's what all other resorts want to be. Although only relatively young, this multi-award winning residential resort is already the crème de la crème of luxury Phuket accommodation. At Trisara your 'hotel room' is nothing but an opulent ocean-front pool villa with a private cook and maid. At this 'hotel' the GM welcomes each guest with a hand-written note; a luxurious massage is performed by not one or two, but three therapists; private dining is available at any time of day; daytrips are taken aboard private yachts or helicopter. No, Trisara is definitely not your typical Phuket destination.

EXTRAORDINARY TRISARA



The exceptional 40-acre ocean-front site boasts 1.2 km of stunning coastline encompassing two headlands, a crescent bay and a pristine, palm-lined reef-fringed beach. Views are breathtaking out over the Andaman Sea; the spectacular Phuket sunset is a daily bonus.

Essentially Trisara consists of the 39 ocean-front or ocean-view pool villas which make up the five-star Trisara hotel, plus 28 extraordinary private residences ranging from two to five bedrooms all with large swimming pools, spacious tropical gardens, separate luxury living and dining pavilions. All hotel and privately owned properties enjoy panoramic sea views and unlimited access to the full range of five-star Trisara services and amenities.

Only a Handful Remaining

Now five years since its conception in 2004, all building work is complete, with the final touches going on the last private residences. So sought after are these villas as investment properties, all but a handful have been sold.

Here's why. The owners of Trisara property are lucky folk; they get to enjoy their amazing ocean-front villas and the plethora of top-notch hotel services and facilities whenever they like. While in residence their personal cooks and maids see to all their needs and in the owner's absence the villa is expertly maintained. Additionally when the owner is not in residence the villa can become available to Trisara hotel guests and these guests involve the very high-end market including celebrities, high-ranking officials and dignitaries. For the privilege of renting your villa to their guests, Trisara management take only a small fee.



General manager, Anthony Lark explained the incentive-based management fee: "It's geared heavily towards the villa owner rather than us because I know that when someone stays in your villa they're going to visit my spa and my restaurants, they'll rent my cars, drink at my bar; all of the facilities of the hotel are at their disposal."

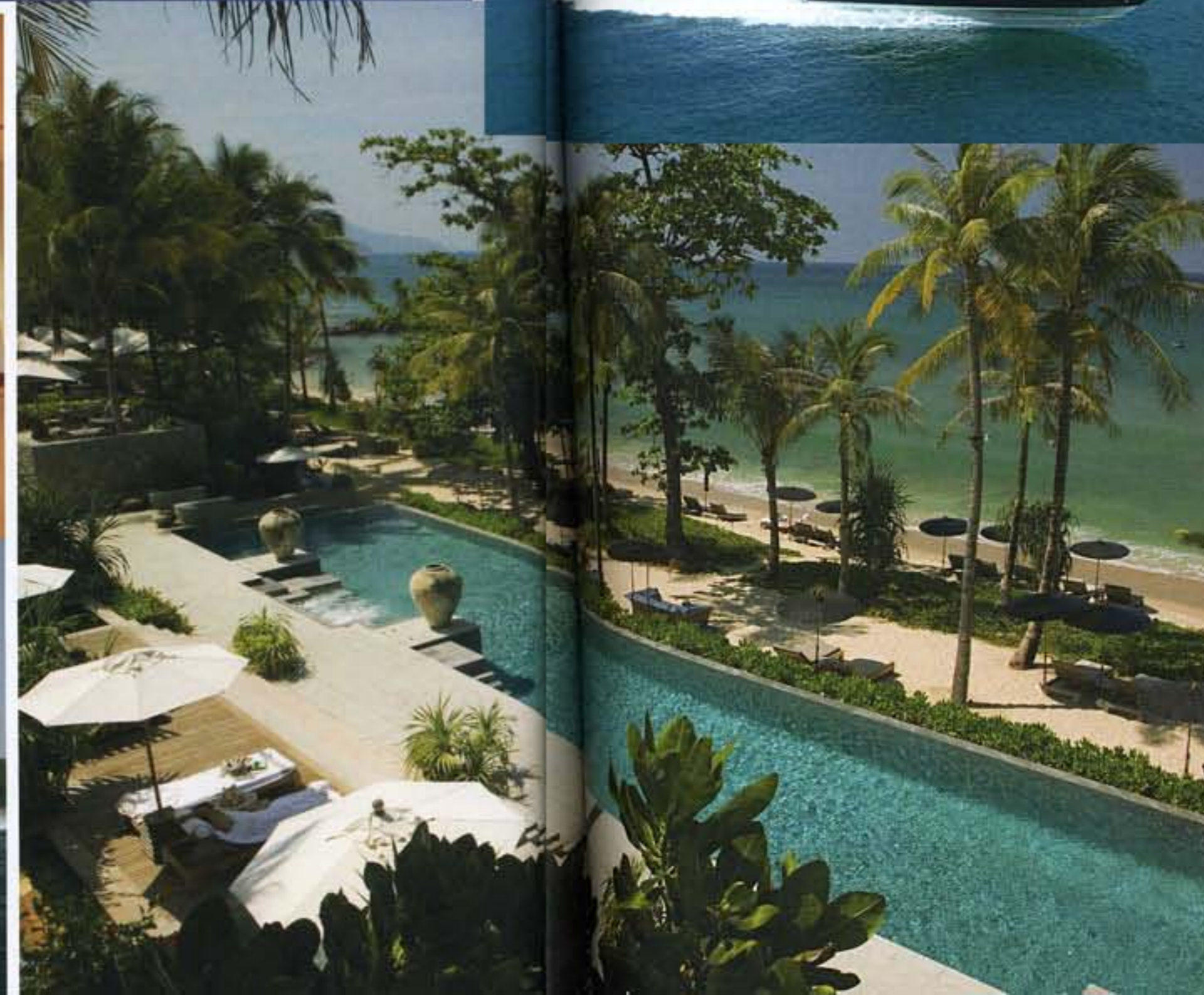
Room to Move

"Essentially we had 40 acres of land, but we only needed 15 to build the hotel, so we sold 28 privately owned residences to people who mostly live overseas. It's a very similar concept to what we did when we opened the Amanpuri. In other words I sell you a villa on some of the 1.2 km of ocean frontage that we have here, you come and go as you please and we manage your villa all year long in terms of maintenance, housekeeping, landscaping, engineering, everything."



Trisara villas have been rented for gala corporate dinners, special anniversaries and perfect tropical weddings. "We have beautiful, beautiful weddings in these villas. It's because of the privacy and the ocean views. The sunset behind the marriage, in the tropics with all the white flowers, you can imagine what we can do here."

While the hotel villas are remarkable with one or two bedrooms and either direct ocean-frontage, or at the bare minimum, a spectacular sea view, some of the private villas are as Anthony said, "monsters" with up to 7000 sq m on dramatic headland locations. "When we were building the big USD 12 million villas around the northern headland we realised that there were a lot of people who were saying 'it's just me and my wife and up to two friends - I don't need a place that big - I just want one of your hotel rooms.' So we built a beautiful two-bedroom version of our hotel room and these constituted 75% of the second phase of our private residences. We sold 16 of the 19 villas just like that! We've spent this year building, finishing and refining them and we're just finishing the landscaping on the last five villas now."



Serving Excellence

The facilities and levels of service at Trisara are second to none on Phuket. Basically whatever you can imagine of the tropical island lifestyle is possible. Fancy a private helicopter or yacht charter around Phang-Nga Bay? Decadent spa treatments in an extraordinary ocean-front spa pavillion, intimate private dining, lessons or excursions can be arranged for sailing, diving, golf, tennis, snorkelling, Thai boxing, and yoga with a resident yoga master. The high-tech kids' club has something for all the young ones from dress up costumes, games and toys to Nintendo Wiis, DVDs and brain teasers. A 110 m floating jetty and swimming pontoon face back to the pure white beach and 45 m salt-chlorinated swimming pool. A library has hundreds of books and DVDs to borrow. All guests are given mini iPods that can be filled with their preference of music. They have just thought of everything!

Such excellence has earned the resort a number of accolades; it's in the top 10 Most Romantic Destinations in the World according to Travel & Leisure, the Best Boutique Hotel in Thailand 2007 by World Travel Awards UK and Condé Nast Traveller readers singled out Trisara twice on it's Hot List and Hot Spa list. The list goes on as Trisara's popularity grows and no doubt the resort will be awarded many more honours in years to come.

With only a handful of the extraordinary private villas remaining, interested parties should waste no time in inspecting a Trisara residence before they are all snapped up!

www.trisara.com