

THAILAND CALENDAR

MARCH-APRIL 2009



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ASTUDO
HOTEL & RESORT GROUP



Away Tusita Chumphon

It is often said, "It takes one to know one." There are many hotel management groups offering various services, but few are also hotel owners. In introducing Astudo Hotel and Resort Group, it is important to note that being a hotel owner as well as an international hotel management services company, Astudo is uniquely positioned to know what is important to hotel owners and how best to meet owners' objectives.

Long-term investments generally yield the greatest returns. Because Astudo Hotel and Resort Group is a long-term investor in the hotel industry and believes in long term planning, it achieves the greatest possible benefits for all concerned. Owned and operated by both international and local executives, Astudo combines experience in all areas of the hotel industry with a large resource pool enabling the company not only to provide more and better resources but also to be involved during every phase of a project – conceptualization, feasibility, design, fund raising/financing, construction coordination, pre-opening consulting, recruitment, sales and marketing, and hotel management. Astudo's job is twofold: relieving the owner of workload and improving the success of the project.

The services offered by Astudo Hotel and Resort Group must also be introduced as not always traditional. Unlike non-private companies, Astudo has the flexibility to customize its services to the exact needs of the client while maintaining its core principal of transparent and honest business practices along with thorough attention to professionalism, detail and diligence. Specializing in providing hotel management and consulting to boutique and mid-sized hotels (50 to 200 rooms), Astudo Hotel and Resort Group maximizes the long-term results for all contributing parties. The advantages of using Astudo are many: lower costs, lower risk, no headaches, easier financing, higher revenues and, most importantly, an increased value of the hotel.

X2 Designed for the Spirit Astudo Hotel and Resort Group managed X2 Resorts are a 5 Star design intended to satisfy the spirit. The first X2 Resort, X2 Kui Buri, opened in Prachuap Khiri Khan in December

2007. June 2008 saw the opening of X2 Koh Samui. Two further X2 Resorts are scheduled to open in 2010, one in Koh Kood, Trat Province, and one in Bangkok.

X2 (pronounced "Cross to") Resorts are designer resorts that offer simplicity, tranquility and freedom. Many factors contribute to this unique persona but foremost is the natural beauty of the location. Combined with architectural design and a meshing of structures and nature, these carefully selected locations become resorts that provide sensual pleasures and thoughtfulness while being completely understated, allowing guests the freedom to set their own agendas. The architectural design incorporates simplicity and invisibility, offering guests privacy without isolation. They truly satisfy the spirit.

X2 Kui Buri is located just south of Hua Hin in a peaceful seaside village near Kui Buri. In keeping with the X2 Resort philosophy of building in a location of natural beauty, X2 Kui Buri occupies four acres of virgin beachfront land. The only communities in the immediate vicinity are local fishing villages. At present, X2 Kui Buri is the only designer resort in Prachuap Khiri Khan Province.

The villas of X2 Kui Buri, designed by Bangkok-based architect Duangrit Bunnag, range in size from 70 square meters to 255 square meters. This Astudo X2 Resort keeps its promise of "an exceptional vacation experience in a spectacular natural setting." And as promised, the natural setting extends to the structures themselves, the walls of each semi-private villa being sculpted in mountain rock. A sense of expanse is created through large glass paneled doors and spacious bedrooms and bathrooms. The pre-existing landscape





is well developed with carefully preserved trees, large open spaces and unique natural horticulture.

This award winning, leading designer resort has been accepted as a member of the exclusive European "Design Hotels" group, now representing the resort throughout the region. Many factors contribute to the bestowing of these deserved accolades including furnishings and fixtures consistent with the X2 concept of luxury in design and function combined with execution that is homogenous with the environment. Features include pool villas with a private plunge pool ranging from 20 square meters to 30 square meters, private terraces and garden courtyards, bathrooms with both indoor and outdoor showers, and a full range of home theatre and entertainment options - LCD satellite televisions; movie, music and magazine library and complimentary internet access. X2 Kui Buri has 1 Owner's Villa, 1 Suite Pool Villa, 2 Deluxe Pool Villas, 15 Pool Villas and 4 Garden Villas.

X2 Koh Samui, the second in Thailand's first chain of designer resorts, is located on 100 meters of private beachfront land on the island of Koh Samui, Thailand's third largest island and one of its most famous beach destinations. In conjunction with LIFE STYLE HOTELS and Design Hotels, Astudo Hotel and Resort Group, management team and owner, deliver a unique experience of "luxury by design". The general area is underdeveloped with only a few high-end residential villa projects sharing the beach. The 50 year-old trees, the tranquil beach of Hua Thanon and the view over the Gulf of Thailand create a true X2 experience. The 5-star service and private villas create a relaxing, spacious oasis that one could liken to a 21st century temple experience. By design, it satisfies the spirit.

At the 4K (pronounced "fork") Restaurant the menu is dominated by organic ingredients and local produce. Offering eastern, western and fusion dishes, there is always something to delight the palate. X2 Samui emphasizes location. Thailand is known for its unique massage and spa treatments and X2 Spa does not disappoint. Situated on 30 meters of beachfront land, this impressive outdoor pavilion offers a range of traditional Thai massage and spa treatments.

On five acres of land and consisting of 27 designer villas, X2 Samui's private villas feature every luxury. Each has a spacious terrace, a garden patio, a home theatre, an entertainment library and free high speed WiFi internet access. The private pools are approximately 30 square meters while the villas range from 110 square meters to 225 square meters. X2 Koh Samui consists of 1 Owner's Villa, 1 Suite Pool Villa, 21 Pool Villas and 4 Garden Villas. Why would anyone ever want to leave?

AWAY Resorts, Escaping the "Age of Rage" It is time to chill, to stop watching the clock and to just breathe in nature and relax. Away Resorts, managed by Astudo Hotel and Resort Group, offer guests the chance to "Get Away" from 21st century stress, take a well-deserved break and to enjoy a vacation in paradise at an island tempo. Away's philosophy can be encompassed in the word 'slow', slowing the pace of life without forgoing all of life's luxuries. The positioning of Away Resorts is such that guests can opt for a gradual slowdown of lifestyle rather than forcing one. Away Resorts are purpose designed to be simple yet comfortable amid a Polynesian décor and traditional island hospitality.



Away Maerim, Chiang Mai is the latest Astudo managed Away Resort. Located on 40,000 square meters of land in the peaceful Maerim Valley, one can choose to explore the Maerim Valley itself or the city of Chiang Mai, the most important city in northern Thailand. The rooms are understated with views over the surrounding mountains. Amid sub-tropical vegetation, this Away Resort offers a sense of calmness and a perfect place to slow down, relax and rejuvenate. These 4-star hotels and resorts are a true get Away and a must people who need a real change of pace.

Astudo Hotel and Resort Group is an international hotel management group based in Thailand. It manages four brands with several properties in a growing portfolio.

Currently, there are three Away Resorts in the Kingdom – Away Koh Kood, Away Tusita Chumphon and Away Maerim, Chiang Mai – with two more scheduled to open this calendar year – Away Koh Pha Ngan and Away Koh Samui.

Koh Kood, "The Maldives of Thailand", with its stunning natural scenery and picture perfect beaches, affords Away Koh Kood the ideal island hideaway location. This, the fourth largest of Thailand's islands, lies off the coast of Trat Province on the Gulf of Thailand. It is little wonder then that almost every room in each villa of Away Koh Kood features a sea view. Outstanding to this Away Resort is the dive center. It is the only dive center and diving school on the island. True to its philosophy, guests at Away Koh Kood can enjoy all the island has to offer while winding down from their normal lifestyle and finding that perfect balance.

Away Tusita Chumphon, formerly know as Tusita Resort and Spa, lies on the unspoiled beach of Had Arunothai with a view of stunning limestone islands rising from the sea. Chumphon's landscape alternates between plains, mountains and beaches with numerous islands, forests and caves. Chumphon is renowned for its abundant seafood and tropical fruits. Of particular interest at this Away Resort is the proximity of Paknam Tako estuary that is home to a fishing village, and Koh Tao, the premier diving area in the Gulf of Thailand.



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