

ELITE HAVENS

EXOTIQ.ONLINE – NAAM SAWAN

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ELITE HAVENS IN THE EAST

IT STARTED IN THE 1990s AS EXPATRIATES WORKING IN ASIA'S CAPITAL CITIES BUILT HOLIDAY HOMES ON SOUTHEAST ASIA'S TOP HOLIDAY ISLANDS. AS FRIENDS AND FAMILY USAGE OF THESE VILLAS GRADUALLY DECLINED, OWNERS LOOKED TO THE PRIVATE VACATION RENTAL MARKET TO PROVIDE SOME FINANCIAL PAYBACK



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The explosion in Asia's private vacation rental market started 20 years ago in two of the region's most glamorous destinations: Phuket in Thailand, and Bali in Indonesia. The sector really took off in the 1990s as private individuals, who were enjoying huge bonuses from the thriving financial markets in Hong Kong, Singapore and Tokyo, were looking around for ways to invest their new wealth.

If you had a highly stressful job in an Asian capital city, and a young growing family, you needed to escape several times a year to recharge the batteries. The holiday island destinations of Southeast Asia were in easy reach, and they all offered direct flights and amazing resorts. Brands such as *Four Seasons*, *Aman*, *Six Senses* and *Ritz-Carlton* specialised in catering to these millennium millionaires looking for some quality r&r.

But what made the private vacation rental market viable was technology. In the 1970s and 80s global distribution systems (booking platforms to you and me) were extremely expensive to create, only a handful of large airlines and hotel companies could afford to

develop them, so their partner travel agents could offer customers real time availability, with instant confirmation, on flights and hotel stays.

However, in the 90s, the internet really took off, and technologies became available for tourism providers to simply build their own reservation system and embed it into their website. All of a sudden private individuals who owned a holiday home, and the local management companies who looked after their assets, could offer the consumer an instant booking and payment experience. The 'direct' capability of these technologies had a devastating effect on traditional high street travel agents; they weren't needed anymore. Unless they became online technology companies, and quickly, they would become dinosaurs.

At the forefront of this revolution was *Elite Havens*. Starting off as *Bali Homes Management* 25 years ago, their primary function was to look after people's private holiday homes, but as online technologies gave them direct access to holiday customers via the internet they rapidly became marketing organisations, as well as asset managers.

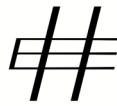


Today, *Elite Havens* offers more than 300 private luxury villas and chalets across Asia's most awe inspiring locations, including Bali, Nusa Lembangan, Lombok, Phuket, Koh Samui, Niseko, India, Sri Lanka and the Maldives. From beautiful spaces, with highly trained staff providing 5-star hotel standard services, *Elite Havens* offers independently-minded travellers a luxurious, bespoke holiday experience, which takes-in amazing local cultures from a private home-away-from-home.

Here we take a look at two of their most stunning residences on Phuket's east coast.



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NAAM SAWAN

Within the exclusive award-winning *Cape Yamu Estate*, the stunningly designed *Naam Sawan* occupies a prime slice of absolute waterfront land on the north-east coast of Phuket on what is considered one of the island's most unspoilt peninsulas. This luxurious, four/five-bedroom, five bathroom, three powder room multi-level masterpiece is the product of world-renowned architectural design team, Philippe Starck and Jean-Michel Gathy.

Naam Sawan enjoys unparalleled views of Phang Nga Bay, a naturally preserved region with its rolling emerald hills blanketed by lush tropical landscape, tall coconut groves and fast access from nearby marinas to beautiful islands with pristine white sand beaches and dramatic limestone cliffs.

Naam Sawan is just 20 minutes from Phuket International Airport, and near to four full-service marinas and two boating piers. A favourite with corporate groups, it is nestled in an exclusive gated community and guests enjoy access to the nearby award-winning five-star *COMO Point Yamu Resort*, with its



state-of-the-art sports and wellness facilities and superb dining options. For nature lovers, the Khao Phra Thaeo National Park with Gibbon Rehabilitation Centre and eye-catching Bang Pae waterfall are within close reach, while the beautiful beaches of BangTao and the bustling streets of Patong and Phuket Town are a mere 30-minute drive away.

However, with all that *Naam Sawan* has to offer, any urge to venture further afield is likely to be put aside. A team of welcoming staff

provides five-star service to ensure a pleasurable stay. Included are the professionally trained chef, villa manager, service staff, housekeeping and 24-hour security. Be their guest in this remarkable seaside villa.



WEBSITE



LOCATION



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THE EAST COAST