



# Phuket's Most Lavish Branded Villas Underway at Shangri-La's New Resort & Spa

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*Phuket's most lavish branded villa development is underway at Shangri-La's new landmark resort. Construction of the 50 exclusive private pool villas promising unsurpassed service is about to start, following a site clearance which began in April.*

PR9.NET June 26, 2007 - Bangkok, Thailand - Phuket's most lavish branded villa development is underway at Shangri-La's new landmark resort. Construction of the 50 exclusive private pool villas promising unsurpassed service is about to start, following a site clearance which began in April.

The villas will be located amid lagoons and tropical gardens at the new Shangri-La's Phuket Resort and Spa which is scheduled for completion in early 2009.

Property agency CB Richard Ellis is reporting visits by potential buyers from around the world to the on-site sales office which opened in mid-May. The construction of a show-villa will also commence in the near future.

A third of the exclusive development at the resort at Bang Tao beach, positioned as one of Asia's top resorts, has already been snapped-up following a highly successful sales launch and exhibition in Hong Kong earlier this year.

"Buyers from across Asia and worldwide are already spotting a great investment opportunity with the private villas," said David Simister, Chairman of CB Richard Ellis Thailand.

The 360 square metre residences are exquisitely designed for a luxurious tropical lifestyle in lush landscaped gardens with private swimming pools. Each villa features indoor and outdoor living areas that blend harmoniously, large terraces, a sala pavilion and outdoor showers making it one of Phuket's most substantial branded pool villas.

The development also features a waterway system connecting each residence, an architectural design which was taken from the Dubai Hotel Al Qsar Madinat Jumeirah

"Owners will benefit from an outstanding design and the integrity of Shangri-La as the property manager and hotel operator", said Mr Simister. They will also earn rental revenue when not staying at their homes.

The villas are being sold on a leasehold basis in accordance with both current and proposed foreign ownership laws in Thailand.

Shangri-La's Phuket Resort and Spa is located at the Layan end of Bang Tao beach on Phuket's prestigious west coast. This area is a 'hidden gems' in Phuket and considered as one of the best beaches in Bang Tao bay. The resort is also conveniently located just 25 minutes from Phuket International Airport.

Villa owners will benefit from the resort's wide selection of restaurants and recreational facilities such as health club, tennis courts, water sports, kids' club, entertainment centre, three swimming pools and Shangri-La's signature spa brand 'CHI'. This will be located in its own spa village with private residential spa treatment villas. Inspired by the legend of Shangri-La, CHI offers treatments based on ancient Chinese and Himalayan healing rituals and traditions.

CBRE estimates that well-managed rental properties in Phuket produce annual returns of 6-8 per cent a year. In addition, Phuket also continues to offer buyers the potential for capital appreciation. Although there is often a small risk associated with an off-plan purchase, the risk in this case, given the operation and management by the Shangri-La brand and the endorsement of a reputable developer would not appear to be significant.

"Early buyers can secure a great value substantial villa, competitive in all respects including specification, brand and price, compared to anything on the market," said Mr Simister.

Phuket is Asia's premium residential resort market and attracts increasing global buyers in search of stunning properties, exceptional locations and guaranteed privacy.

International hospitals and schools enhance the island's appeal. Within half an hour of Shangri-La's Phuket Resort and Spa are three marinas and six golf courses, including Blue Canyon Country Club, ranked amongst the best in Asia.

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