

THAI GEM FOR GROWN-UPS

DISCERNING TRAVELLERS WHO VALUE THE LUXURY OF A TOP HOTEL BUT THE PRIVACY OF THEIR OWN SPACE WILL LOVE ANDARA RESORT AND VILLAS IN PHUKET

Andara Resort and Villas was established just two years ago but it is already gaining a reputation as one of the top luxury holiday destinations in Thailand.

Located on the stunning west coast of Phuket, it has won accolades in the TripAdvisor's Traveller's Choice 2012 Awards and also gained a coveted position in the prestigious *Conde Nast* Traveler's 2010 Hot List.

General manager Daniel Meury believes that its success lies in the fact that the resort really understands, and delivers, what the modern traveller wants. Top of his list are spectacular scenery and views, spacious accommodation, and the warm, friendly service that Thailand is known for.

SUITES AND VILLAS

The resort offers a combination of luxury suites and villas, ranging in size from a generous 150 sq m for the smallest suite to 2,500 sq m for the largest villa. The villas also come with their own personal chef and attendant and have private gardens, swimming pools and large living areas. So guests benefit from all the luxury of staying at a top hotel, while enjoying complete privacy in their own living quarters.

This means the resort has become popular with families, but Daniel says the combination of privacy and hotel service is equally attractive to couples and groups of adult guests, particularly those celebrating a special occasion.

'We do events such as birthday parties and wedding parties,' says Daniel. 'Having a big villa works perfectly for that. You can hold your 50th or 60th birthday and invite your children and grandchildren. It gives you plenty of space to spend time together.'



But, although the accommodation is spacious, the resort prides itself on not being so big it feels anonymous. 'We have 37 hotel suites and 26 pool villas,' adds Daniel. 'So it can really be quite personal. The staff remember the guests, so you feel like you've been here for a long time.'

And while guests have the option of completely getting away from it all in the seclusion of their villa or suite, for those who are feeling a bit more active there's plenty on offer both at the hotel and nearby.

The beach is just a few minutes' walk away, or three minutes by buggy. All beaches in Thailand

are public but Andara provides both a private beach club and beach lounge for its guests. A range of watersports are available at the former while the latter caters to those who prefer to enjoy the beach from the comfort of a sunlounger.

PAMPERING AND MORE

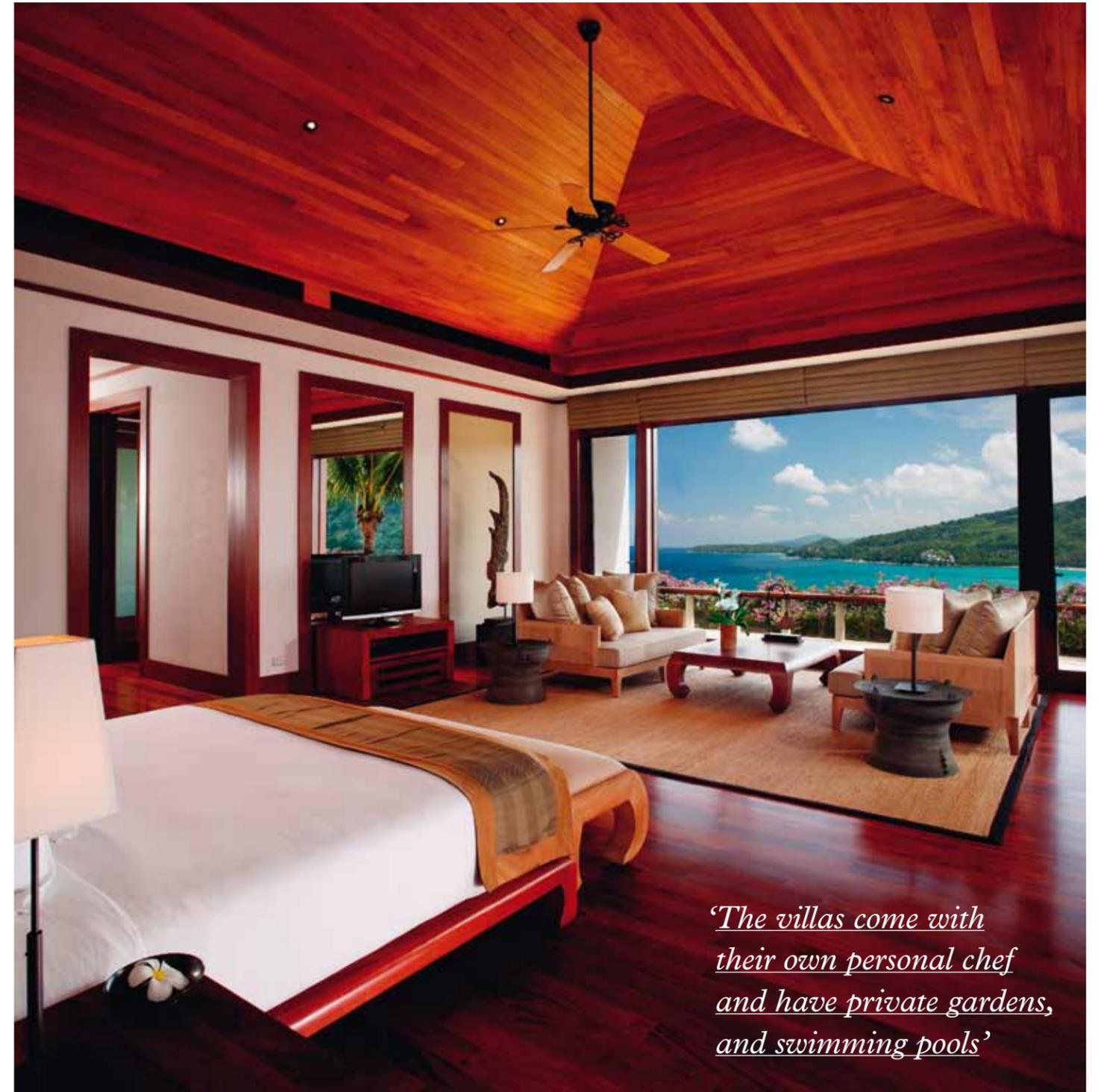
And if they tire of the sun, sea and sand guests can retreat to Andara's spa for a traditional Thai massage or, for the more culinary-minded, try their hand at Thai cooking with a lesson from the hotel's acclaimed chef. The resort is also just 10 minutes from a range of shops and restaurants so guests can explore what the island has to offer with ease.

The hotel attracts guests who enjoy the finer things in life and appreciate the space and privacy of Andara, but who also want a more active holiday. According to Daniel, many guests may have visited Phuket to enjoy themselves in their youth and return because they love the location, but now have different priorities.

'Lots of visitors keep on coming back to Phuket,' he says. 'People came when they were very young, had fun on the beach, now people have got older, got married and have kids.'

For the discerning guest with an adventurous spirit Andara is the perfect option, offering as it does an authentic taste of Thailand alongside the luxury and service they expect.

www.andaraphuket.com



'The villas come with their own personal chef and have private gardens, and swimming pools'