

Phuket Island

LAYA RESORT

Phuket · Thailand



LAYA
— RESORT —



Thailand's Property Market Maintains Strong Momentum in 2025

CHAPTER ONE

- Thailand's New Cultural & Tourism Landmark
- A Fresh Icon of Southeast Asian Charm
- A New Benchmark for Wellness and Livable Living

The pandemic brought a global economic "Ice Age," yet some places experienced a stark contrast of "ice and fire." Phuket, Thailand, is a prime example. As a major tourist destination in Southeast Asia, the island was eerily deserted during the early days of the pandemic.

However, starting in 2021, the real estate market defied expectations and began to surge. According to data from renowned real estate consultancy CBRE Thailand, from 2021 to 2024, total real estate investment in Phuket grew by a staggering 500%.

As we enter 2025, Phuket's real estate market continues to thrive. CBRE forecasts that investment will keep growing this year.





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Visa-Free Access for 93 Countries and Regions

Revised 16 July 2024

VISA EXEMPTION (60 DAYS)

Effective on 15 July 2024, nationals of **93 countries and territories** are entitled to visa exemption for the purpose of tourism, business engagements or urgent work/ad-hoc work, for up to **60-day period of stay and can be extended for another period not exceeding 30 days**. Extension of stay is solely at the discretion of the immigration officer.

List of Countries and Territories:

Albania	Finland	Lithuania	San Marino
Andorra	France	Luxembourg	Saudi Arabia
Australia	Georgia	Macao	Singapore
Austria	Germany	Malaysia	Slovakia
Bahrain	Greece	Maldives	Slovenia
Belgium	Guatemala	Malta	South Africa
Bhutan	Hong Kong	Mauritius	Spain
Brazil	Hungary	Mexico	Sri Lanka
Brunei	Iceland	Monaco	Sweden
Bulgaria	India	Mongolia	Switzerland
Cambodia	Indonesia	Morocco	Taiwan
Canada	Ireland	Netherlands	Tonga
China	Israel	New Zealand	Trinidad and Tobago
Colombia	Italy	Norway	Türkiye
Croatia	Jamaica	Oman	Ukraine
Cuba	Japan	Panama	UAE
Cyprus	Jordan	Papua New Guinea	UK
Czechia	Kazakhstan	Peru	USA
Denmark	Korea (ROK)	Philippines	Uruguay
Dominica	Kosovo	Poland	Uzbekistan
Dominican Republic	Kuwait	Portugal	Vietnam
Ecuador	Laos	Qatar	
Estonia	Latvia	Romania	
Fiji	Liechtenstein	Russia	

The following countries have bilateral agreements for visa exemption with Thailand
 Argentina, Chile, Myanmar (International airports only)
 (The period of stay is based on respective bilateral agreements)

For Necessary or Urgent Work or Ad-hoc Work -

Foreigners are required to notify the registrar in person at any international airport or labour office in Thailand. The process takes one working day and can only be obtained after the foreigner has entered Thailand. The work shall be completed within 15 days.

16 Types of Necessary or Urgent Work or Ad-hoc Work :

• Organizing or setting up conferences, trainings, seminars, exhibitions, or trade fairs	• Machinery maintenance and installation
• Conducting special academic lectures	• Electric train technician
• Aviation superintendent	• Aircraft or aircraft equipment system technician
• Occasional internet audit	• Consulting work on machinery maintenance or machinery control system
• Follow-up and resolve technical issues	• Machinery demonstration and testing
• Quality control of products/goods or products/goods quality inspection	• Movie filming and slide photographing
• Inspection or improvement of production process	• Recruitment of job seeker for overseas job placement
• Machinery and electric generator equipment system inspection or maintenance	• Technical skill testing for overseas job placement

For more information, please contact the Thai Immigration Bureau or Department of Employment

As of 2024, Thailand offers visa-free entry for passport holders from 93 countries and regions. Travelers can enjoy up to 60 days in Thailand without needing a visa, making travel more seamless and convenient.

This forward-looking policy has greatly boosted Thailand's global appeal, especially among high-volume visitor countries. By easing entry restrictions for millions of potential tourists, Thailand is not only revitalizing its tourism industry but also attracting greater foreign investment, supporting local businesses, and reinforcing its status as one of the world's top travel destinations.



Visa-Free Access for 93 Countries and Regions

PHUKET

“Thailand Eases Visa Rules to Revive Tourism! Visitor Numbers Show Strong Recovery in 2024”

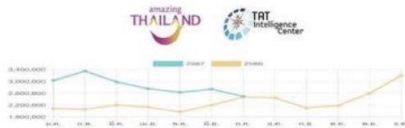
สถิตินักท่องเที่ยวระหว่างประเทศ
ที่เดินทางเข้าประเทศไทย
วันที่ 25 กรกฎาคม 2567
ที่มา สำนักงานการท่องเที่ยวและกีฬา 58 แลพมมา

จำนวนนักท่องเที่ยว สะสม 1 ม.ค. 67 - 25 ก.ค. 67
105,863 คน **20,001,405 คน**

จำนวนนักท่องเที่ยว จำแนกชายสัญชาติ 10 อันดับแรก
25 กรกฎาคม 2567 สะสม 1 ม.ค. 67 - 25 ก.ค. 67

China	23,894 คน
Malaysia	14,392 คน
REP. Korea	6,353 คน
India	5,302 คน
Vietnam	4,289 คน
Hong Kong	4,081 คน
Laos	3,696 คน
Singapore	3,309 คน
Japan	2,923 คน
United Kingdom	2,691 คน

China	3,994,343 คน
Malaysia	2,784,598 คน
India	1,170,419 คน
REP. Korea	1,053,077 คน
Russia	987,861 คน
Laos	714,564 คน
Taiwan	610,270 คน
Vietnam	597,695 คน
U.S.A	575,268 คน
United Kingdom	539,884 คน



จำนวนนักท่องเที่ยว ตลาดระยะใกล้ 5 อันดับแรก
25 กรกฎาคม 2567 สะสม 1 ม.ค. 67 - 25 ก.ค. 67

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จำนวนนักท่องเที่ยว ตลาดระยะไกล 5 อันดับแรก
25 กรกฎาคม 2567 สะสม 1 ม.ค. 67 - 25 ก.ค. 67

United Kingdom	2,691 คน
Russia	2,454 คน
U.S.A	2,315 คน
France	2,104 คน
Netherlands	1,732 คน

Russia	987,861 คน
U.S.A	575,268 คน
United Kingdom	539,884 คน
Germany	481,733 คน
France	420,446 คน

หมายเหตุ :
 1. ข้อมูลจำแนกชายสัญชาติ (Nationality) เป็นการนำข้อมูลนักท่องเที่ยวจำนวนนักท่องเที่ยวระหว่างประเทศ (สำหรับชายสัญชาติ) ที่อยู่ในระบบ
 2. ข้อมูลรวมเพศและสัญชาติรวมจากข้อมูลระบบสารสนเทศการตรวจทางอ้อมและสถิติผ่านระบบระยะ 1-3 เนื่องจากการ Clearing ข้อมูลชายแดน เหล่านี้ไม่รวมนักท่องเที่ยวที่เดินทางเข้าประเทศไทยโดย Border Pass

The Tourism Authority of Thailand (TAT) announced that from January 1 to December 27, 2024, over 35 million international tourists visited Thailand, surpassing the full-year target. Tourism revenue exceeded 1.8 trillion baht (approx. 53.79 billion USD). The top five source countries were China, Malaysia, India, South Korea, and Russia.

China remained the largest source of tourists, with over 6.3 million visitors in 2024. There is still strong growth potential, as numbers haven't yet reached pre-pandemic highs.

In 2025, Thailand's tourism sector is expected to grow further as more countries relax visa rules. Popular factors like the third season of *The White Lotus* (set in Thai luxury resorts) and the legalization of same-sex marriage are also expected to attract visitors. The World Bank predicts that Thailand's international tourist arrivals in 2025 may surpass pre-COVID records.



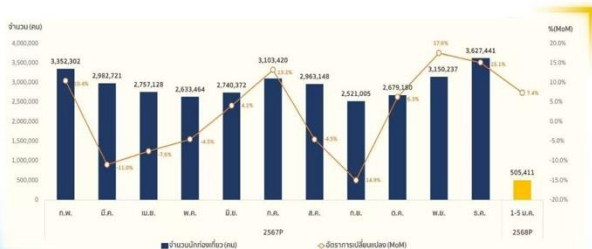
Visa-Free Access for 93 Countries and Regions

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“Chinese Tourists Remain the Largest Group! Over 500,000 Visitors Traveled to Thailand During 2025 New Year!”

On January 7, 2025, Thailand’s Minister of Tourism and Sports, Sudawan Wangsuphakijkosol, announced the latest tourism data. Between December 30, 2024, and January 5, 2025, a total of **729,533 foreign tourists** visited Thailand, generating approximately **25.299 billion baht** in revenue.

จำนวนนักท่องเที่ยวสะสม 1 - 5 มกราคม 2568



จำนวนนักท่องเที่ยวสะสม (1 - 5 ม.ค. 2568)

505,411 คน
+19.20% (YoY)

จำนวนนักท่องเที่ยวสูงสุด 5 อันดับแรก

1. จีน	69,548 คน
2. มาเลเซีย	57,127 คน
3. รัสเซีย	46,752 คน
4. เกาหลีใต้	28,160 คน
5. อินเดีย	26,635 คน

ปัจจัยที่สำคัญในช่วงสัปดาห์ที่ผ่านมา

(+) นักท่องเที่ยวได้รับความเชื่อมั่นจากมาตรการยกเว้นวีซ่าและบัตร ตม.6

(*) การชะลอตัวด้านการเดินทางของนักท่องเที่ยวต่างชาติในทุกกลุ่มตลาด ซึ่งเป็นแนวโน้มปกติหลังสิ้นเทศกาลปีใหม่

The top five countries by number of visitors during this period were:

- 1.China:** 69,548 visitors
- 2.Malaysia:** 57,127 visitors
- 3.Russia:** 46,752 visitors
- 4.South Korea:** 28,160 visitors
- 5.India:** 26,635 visitors



“Thailand Finalizes Casino Legalization Draft! Location for First Casino Confirmed”



In August 2024, Thailand’s Royal Thai Turf Club announced a joint investment with partners from China, South Korea, the U.S., and others to develop the **Royal Siam Heaven** project at the Nang Loeng Racecourse. Backed by royal support, the project is valued at over **THB 200 billion (approx. USD 556 million)** and is set to begin construction by the end of **2025**, with a 7-year timeline.

In December 2024, the Ministry of Finance confirmed that legal preparations are complete and pending Cabinet approval. Once completed, the entertainment complex is expected to boost foreign tourist arrivals by **5–20%** and increase average tourist spending from **THB 40,000 to 60,000**.

THAILAND




กรม. มีมติเห็นชอบให้ปรับลดอัตราภาษีสรรพสามิต
สถานบริการในตึกคลับ ดิสโกเธค ผับบาร์
จาก 10% เหลือ 5% ออกไปอีก 1 ปี
 เพื่อช่วยกระตุ้นเศรษฐกิจ

 ศูนย์บริการข้อมูลภาครัฐเพื่อประชาชน (Government Contact Center) | 1111 พรี 24 ชม. | www.gcc.go.th |  GCC1111 |  |  |  GCC_1111

“Excise tax on entertainment venues reduced from 10% to 5%”

On December 24, 2024, to attract more tourists to Thailand, Deputy Finance Minister Paopong announced that the Cabinet has approved the extension of the reduced excise tax on entertainment venues from 10% to 5% for one more year. The policy will be in effect from January 1 to December 31, 2025, aiming to boost the national economy and tourism industry.



“Thai Prime Minister Paetongtarn Refutes Claims That Tourism in Thailand Is Unsafe”



On January 10, 2025, Thai Prime Minister Paetongtarn addressed concerns about tourist safety and the recent decline in Chinese tourist arrivals during an interview following a police commission meeting. She stated that over the past two to three years, **rumors about safety issues in Thailand** have circulated among Chinese tourists, but these claims are **unfounded**.

Paetongtarn emphasized that she has instructed the Ministry of Digital Economy and Society to closely monitor and counter such misinformation, as it negatively affects Thailand’s international image. She also mentioned that a Chinese actor was recently assisted and safely returned home with the help of Thai authorities.



“Air Transport Network Aims to Accommodate 200 Million Tourists by 2031”



Thailand is upgrading its air transport network to meet rising tourism demand. IATA projects 200 million annual visitors by 2031. In 2025, Thailand expects 40 million arrivals as recovery continues. The government is boosting investment in key airports like Suvarnabhumi, Don Mueang, Phuket, and U-Tapao.

Foreign Investment Support

“Top Destination for Industrial Expansion: Thailand Leads the Way”



ทุ่มทุนสร้างพันล้าน
BMW ลุยนมิตโรงงานแบตเตอรี่ ที่ระยอง พร้อมเริ่มผลิตรถอีวีในไทย ปี 2568

BMW Invests THB 1.6 Billion to Build High-Voltage Battery Plant



Tesla to Use 2,000 Rai of Land for New Factory in Thailand



GAC Aion Launches THB 2.3 Billion EV Plant Investment in Thailand



Amazon, Microsoft, and Google Invest Over THB 300 Billion in Thailand!

Foreign Investment Support

“Foreign Investment in Thailand Surpasses THB 160 Billion in 2024”

From January to October 2024, Thailand approved **786 foreign investment cases**, totaling **THB 161.17 billion**, according to the Ministry of Commerce. **Top 5 sources of investment:**

- 1. Japan** – 211 cases, THB 91.7B
- 2. Singapore** – 110 cases, THB 14.78B
- 3. China (Mainland)** – 103 cases, THB 13.81B
- 4. USA** – 103 cases, THB 4.55B
- 5. Hong Kong (China)** – 57 cases, THB 14.46B



Foreign investment in Thailand’s Eastern Economic Corridor (EEC) surged in the first 10 months of 2024, with **251 projects** (+128%) and **THB 45.74 billion** in value (+146%). The EEC is increasingly seen as a key driver of economic growth and a magnet for global capital.



Best Property Investment Destination in Asia

According to the latest data released by the authoritative real estate platform **Global Property Guide**, Thailand has been ranked the **best investment destination in Asia**.

Global Property Guide tracks rental yields from investment properties and rates countries based on key factors for successful investment. The long-term investment rating includes factors such as:

- Gross rental yield
- Income tax
- Capital gains tax
- Transaction costs (buying & selling)
- Potential landlord and tenant issues
- Long-term GDP growth and risk of oversupply



Country/City	Gross Rental Yield (% per annum)	Remarks on Yield	Long Term Investment Rating
Georgia	11.84%	Spectacular	
Hong Kong	2.78%	Very Poor	★★
India	4.57%	Moderate	★★
Indonesia	5.75%	Moderate	★★★
Japan	4.38%	Poor	★★
Malaysia	4.82%	Moderate	★★★★
Philippines	4.91%	Moderate	★★★
Singapore	4.74%	Moderate	★★
Taiwan	2.09%	Very Poor	★
Thailand	6.12%	Moderate to Good	★★★★★
Vietnam	4.31%	Poor	★★★





Rising Real Estate Market

“Thailand Ranks Among Top 5 Countries for Chinese Property Buyers”



According to data from Hefu Real Estate, Thailand ranks **5th among the most popular countries for Chinese property buyers**, following Australia, Canada, the UK, and the US.

Among Chinese buyers overseas, **31.8% purchase for short-term stays or holidays, 27.4% for investment, and 21.1% for education.**

Chinese buyers view Thai real estate as attractive due to its **political stability, investment-friendly policies, solid infrastructure, and legal clarity in property ownership.** Location, environment, safety, and property type are top considerations.



Rising Real Estate Market

PHUKET

“Foreigners Spent Over THB 51 Billion on Thai
Condos in First 9 Months of 2024”



On January 8, 2025, Thailand’s Government Housing Bank’s Real Estate Information Center (REIC) reported that from January to September 2024, a total of **11,036 condominium units** were transferred to foreign ownership nationwide, up **3.1% year-on-year**, with a total value of **THB 51.46 billion**.

During this period, **Chinese buyers ranked first** in both the number and value of condominium purchases, accounting for **39.7%** and **39.3%**, respectively. Myanmar ranked second (9.5% and 10.6%), followed by Russia (7.2% and 5.3%).



“Experts Predict: Thailand Property Prices to Rise 5–7% in 2025!”



Recently, Thailand’s Real Estate Information Center (REIC) announced that, according to Mr. Jitinsak, Chairman of the Thai Housing Business Association, the overall real estate industry is expected to grow in 2025.

Meanwhile, the CEO of property investment consultancy Property DNA stated that housing prices in 2025 are projected to rise by **5–7%** compared to 2024. The recovery of the tourism sector and new U.S. policies encouraging foreign investment in Thailand are expected to support this upward trend in the real estate market.



“Phuket Land Prices Soar to THB 300 Million per Rai (1600 sqm)”



Recently, Mr. Phattharachai, Director of Research and Communications at Colliers International Thailand, stated that Phuket’s real estate market continues to be driven by major developers from Bangkok and local companies. Most projects are concentrated in areas such as **Bang Tao, Choeng Thale, Patong, and Rawai Beach.**

Land prices in Phuket have been rising steadily each year. In Patong, **beachfront land** can reach as high as **THB 300 million per rai**, while other areas can go up to **THB 150 million per rai.**



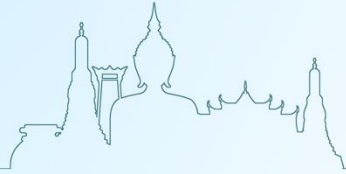
Why Choosing Phuket, Thailand

CHAPTER TWO



THAILAND

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Investment Hotspot

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Development



Investment Hotspot

“500% Growth in 3 Years! Phuket Real Estate Booming!”

According to CBRE Thailand, property demand in Phuket has surged since COVID-19, with both Thai and foreign investors actively entering the market.

From H1 2021 to H1 2024, investment in Phuket rose by **500%**, including a **45.8% increase in H1 2024** compared to the same period in 2023. Growth is expected to continue into 2025.

Rental yields average **6–8%**, with most buyers being vacationers or long-term relocating foreigners.

Bang Tao Beach and Choeng Thale are now key hubs for **luxury villa development**, attracting global interest with their peaceful beaches, lively entertainment, and dining options.

One of the most sought-after real estate markets in Phuket has shown consistent growth in Bang Tao

According to CBRE—the leading international property consultant, since the COVID-19 pandemic, Phuket villa for sale listings have surged due to

strong buyer interest, resulting in a remarkable 500% increase from H1 2021 to H1 2024. In H1 2024 alone, the market experienced a 45.8% Y-o-Y growth compared to H1 2023.



Ms. Prakaipeth Meechoosarn, Head of Phuket Property Sales at CBRE Thailand, revealed that projections from both Thai and foreign buyers indicate high demand for both personal living and investment purposes. Rental properties are yielding impressive returns, reaching up to 6%-8%*, driven by Thai buyers, returning tourist and expatriates with families seeking short-term and long-term rentals. This makes the area promising for generating rental income and achieving capital appreciation.

Bang Tao and Chergntalay are rapidly becoming the epicenters of luxury real estate development, renowned for its expansive beaches that blend tranquility with vibrant beachside activities.

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Charinya Youngprapakorn

Head of Marketing and Communications, Thailand

Phone Email

ET

CHANGING



Investment Hotspot

“Phuket Condo Market Booms! Rental Yields Surpass Bangkok! ”

กรุงเทพมหานคร

4 ส.ค. 2567

คอนโดภูเก็ตฮอต!
คนนิยมซื้อปล่อยเช่า
ผลตอบแทนสูงกว่ากทม. 8-10%

PHUKET

The Thai government plans to expand Phuket Airport to handle 18 million passengers and invest in a new Andaman Airport in Phang Nga with a 22.5 million capacity. Phuket now has 16 international schools, with student numbers up 17% from 2023.

These developments enhance Phuket’s growth potential. It remains one of the world’s top tourist destinations, especially among travelers from Russia, China, India, Kazakhstan, and Germany—Bang Tao Beach is particularly popular.

Phuket offers strong condo rental yields of **8–10%**, compared to **7.9–8%** in Bangkok.

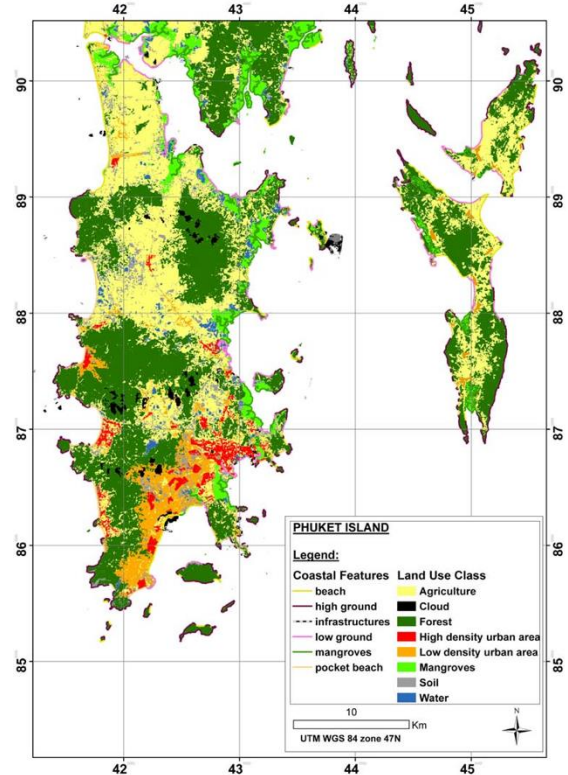
THAILAND

“Less Than 30% of Phuket Land is Available for Development”

Phuket has a total area of around 540 km², but 70% is covered by mountains and forests. Only 30% consists of usable flat land, mainly concentrated in the central and southern regions, with limited availability in the north.

- ◆ Limited land supply
- ◆ Rare geographic locations
- ◆ Scarce freehold property opportunities

https://en.wikipedia.org/wiki/Phuket_Province



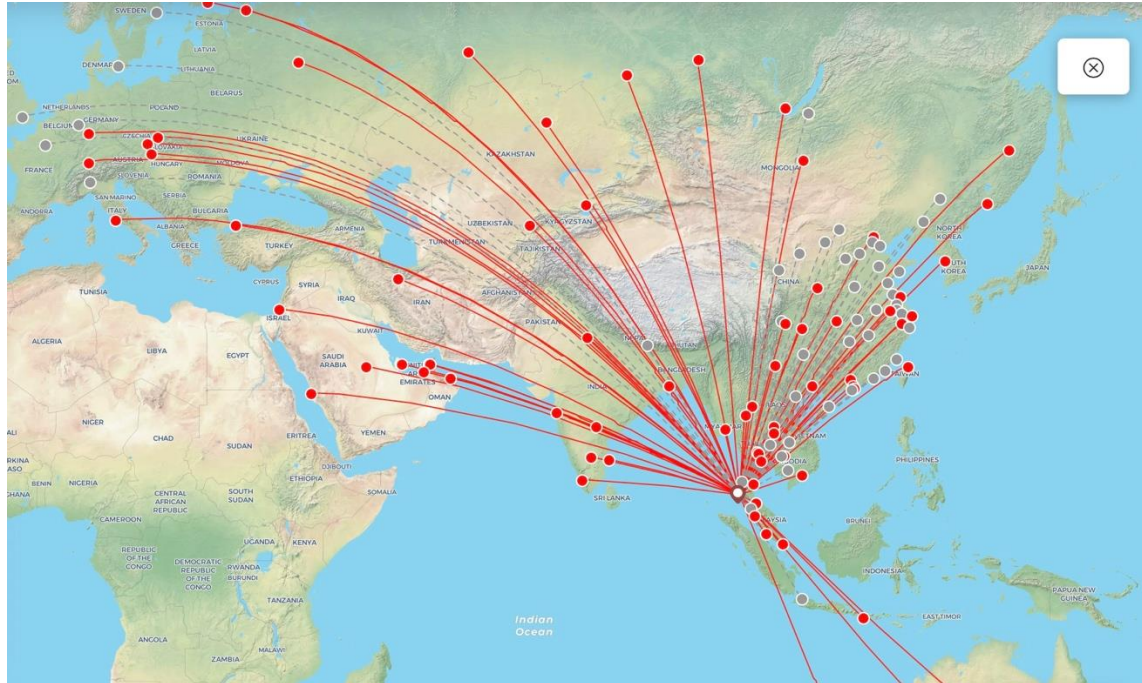
Geological Map of Phuket Island











Regional Accessibility

"77 Direct Flight Destinations Worldwide"

Phuket International Airport (IATA: HKT, ICAO: VTSP) is a medium size airport and the third largest airport in Thailand. There are on average 163 passenger flights scheduled to take-off from Phuket every day to 77 non-stop destinations in 30 countries and 3 U.S states.



PHUKET

-  Bangkok: 1h 15m
-  Ho Chi Minh City: 1h 45m
-  Ching Mai: 2h
-  Guangzhou: 3h 30m
-  Beijing: 5h 30m
-  Seoul: 6h 10m
-  Abu Dhabi: 6h 30m
-  Moscow: 10h

-  Kuala Lumpur: 1h 30m
-  Singapore: 1h 45m
-  Kolkata: 3h 10m
-  Hong Kong: 3h 40m
-  Shanghai: 5h 40m
-  Dubai: 6h 15m
-  Sydney: 8h 45m
-  Istanbul: 10h 45m



High Demand, Limited Hotel Supply

“Millions of Tourists Flock to Phuket – The Top Choice for Island Getaways”

Phuket’s warm climate and comfortable environment attract visitors from around the world. Each winter, there is a strong demand for vacation and long-stay living. Many middle-class families from Europe, the U.S., and China can afford to buy a second home in Thailand for holidays, retirement, or their children’s education.

The globally renowned magazine *Destin Asian* released its list of the “Best Islands in Asia 2024.” Two Thai islands made it into the top 10, with **Phuket ranking third**.

On average, Phuket welcomes **25,452 tourists per day**. According to a report by travel insurance agency Columbus Direct, Phuket has the **highest number of tourists per square mile** in the world.

PHUKET

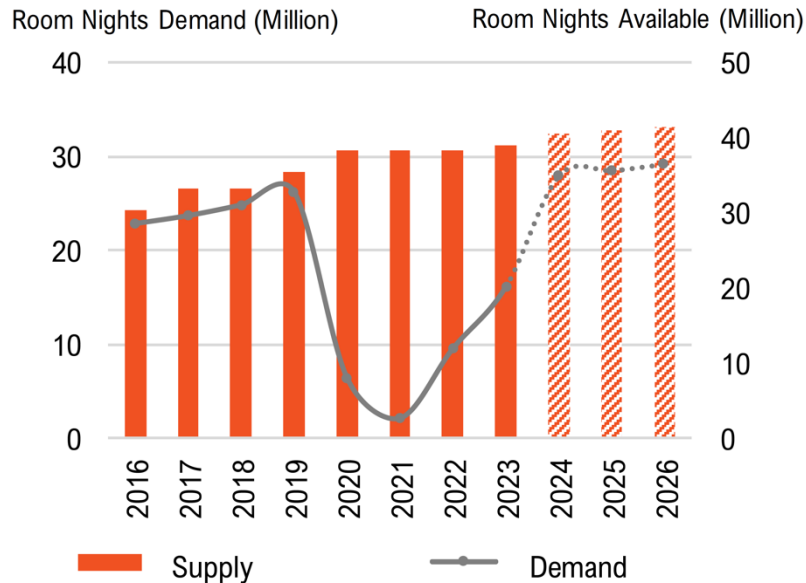




High Demand, Limited Hotel Supply

PHUKET

“Peak Season Hotel Occupancy Reaches 90%,
Annual Average at 70%”



Source: C9 Hotelworks Market Research & MOTS

Phuket’s unique geography, rich tourism resources, and international travel offerings attract tourists from around the world. Hotel occupancy during peak season can reach 90%, with an average annual occupancy rate of around 70%.

Since Thailand reopened in 2022, tourism demand in Phuket has rebounded rapidly. Hotel room nights surged by 371%, from 2.2 million to 9.56 million.

Tourism in Phuket remains vibrant, with strong demand for early hotel bookings. Seaside 4- and 5-star hotels now report booking rates of over 90%.

An aerial photograph of a tropical coastline. The foreground shows a rugged, dark limestone karst cliffside with patches of green vegetation. Below the cliff is a shallow, turquoise lagoon with a sandy beach. The water transitions to a deep, vibrant blue as it extends into the distance. In the middle ground, there are several large, rounded limestone islands and smaller rock formations. A few small boats are visible on the water. The sky is clear and bright, suggesting a sunny day.

"Average Stay of 3.7 Days —
Longest in Thailand"

Tourists visiting Thailand stay an average of 1.5 days in major cities like Bangkok, Pattaya, and Chiang Mai, while in Phuket, the average stay is 3.7 days — the longest among Thailand's top tourist destinations.



Clustered Hotel Development

PHUKET

“Join the Ranks of the World's Top Five-Star Hotels in a Premier Lineup”

World-Class Hotel Brands Choose Phuket
A Truly Deserved Global Island Paradise

Banyan Tree Holding (2)

Hilton Hotels & Resort (2)

Marriott International (5)

Hyatt Hotels Corporation (2)

InterContinental Hotels Group (4)

Novotel Hotels (2)

Aman Resorts

Rosewood Hotels & Resorts

Anantara Hotels, Resorts & Spas (2)

Trisara Villas





Why Choosing LAYA Resort

CHAPTER THREE



THAILAND



The Location of LAYA Resort, Phuket

“Located in the Northern Luxury Resort Area – Bang Tao Beach”

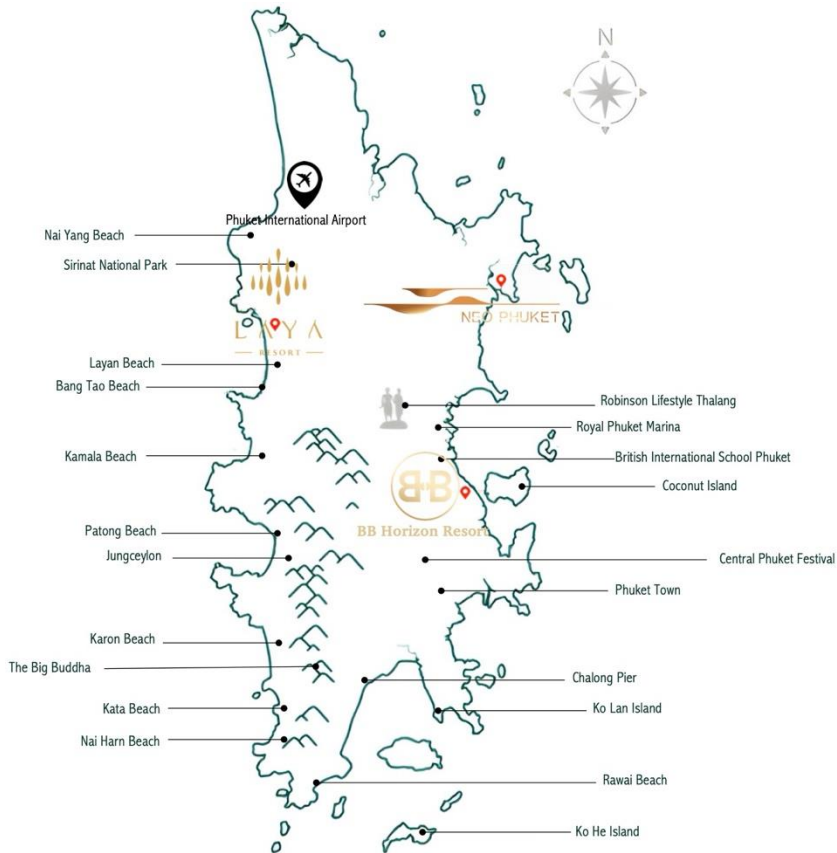
Area	Highlights
Phuket Town	Rich in culture, restaurants, bars, museums, night markets, temples
Karon Beach	Affordable stays, local markets, beaches, nature exploration, snorkeling
Patong Beach	Vibrant nightlife, many attractions, convenient shopping, crowded, older hotels
Kata Beach	Trendy Phuket district, stylish bars, snorkeling hotspot, beachfront spa resorts, peaceful beaches
Kamala Beach	Family-friendly, quiet beaches, marine parks, surfing lessons
Bang Tao Beach	Wide beaches, long coastline, peaceful and less crowded, away from the city, next to Sirinat National Park

PHUKET





The Location of LAYA Resort, Phuket





Sirinat
National Park

Trisara Hotel

Laya Resort

Layan Beach

350 m

Laguna
Golf Phuket

Lagoons



Project Positioning: A Rare Upper-Midscale Resort Hotel in Phuket

PHUKET

Phuket has a moderate number of hotels, but there is a shortage of boutique options. With a continuous influx of tourists, many international hotel groups have entered the market.

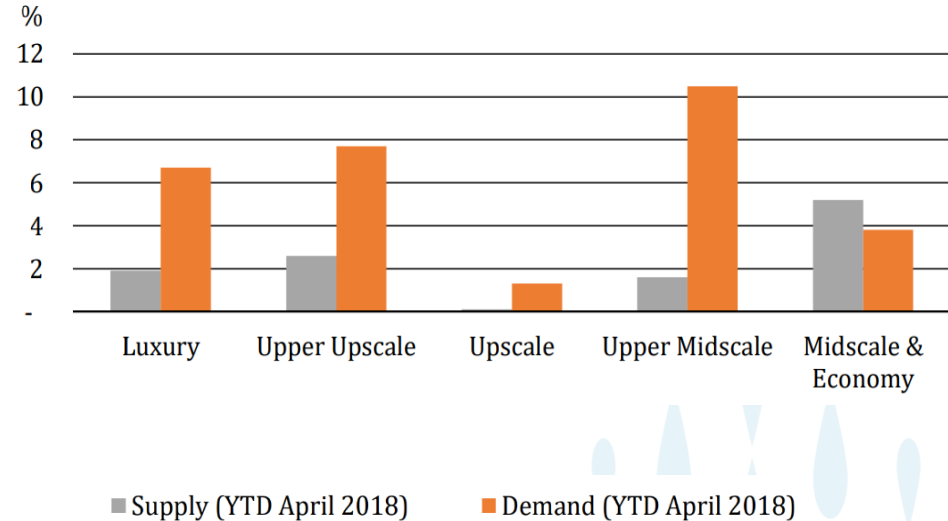
The LAYA Resort project aims to capitalize on Phuket's broad hotel market.

According to STR Global, Phuket's hotels can be categorized as: economy, upper-midscale, upscale, upper-upscale, and luxury.

There is a clear oversupply of economy hotels, while **upper-midscale and above are significantly undersupplied.**

As a result, LAYA Phuket Resort positions itself as a much-needed **upper-midscale resort** in Phuket.

Hotel Demand and Supply Growth - By Tier





Well-Developed Surroundings with Exceptional Lifestyle Offerings

PHUKET

PRU Restaurant

- *Phuket's only MICHELIN-starred restaurant (since 2019)
- *Awarded the MICHELIN Green Star for sustainability



3km; 5 min drive

Laguna Golf Phuket

- *Voted *Thailand's Best Golf Course* by World Golf Awards
- *Host of major tournaments including *Asian Tour* events



2.5km; 6 min drive

Porto de Phuket by Central Group

- *Features *Tops Fine Food*, specialty restaurants, local boutiques & wellness centers
- Pet-friendly, family-oriented, and community-driven



5.3km; 12 min drive

Phuket Medical Clinic by Bangkok Hospital

- *Multilingual staff and international patient services center



4.4km; 10 min drive

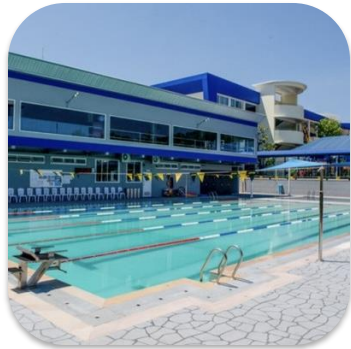


Well-Developed Surroundings with Exceptional Lifestyle Offerings

PHUKET

HeadStart International School, Cherngtalay Campus

- *Leading British-curriculum international school
- *Modern facilities, experienced international staff



8km; 15 min drive

UWC International School Thailand

- *Prestigious international school in Phuket, offering the IB curriculum from early years to diploma level.



10.5km; 18 min drive

Robinson Lifestyle Shopping Mall Thalang

- *Featuring a wide range of fashion brands, restaurants, a modern supermarket, and a cinema and kids' zone



12km; 20 min drive

Phuket Boat Lagoon Marina

- *One of Phuket's premier full-service luxury yacht marinas, nestled on the island's east coast.



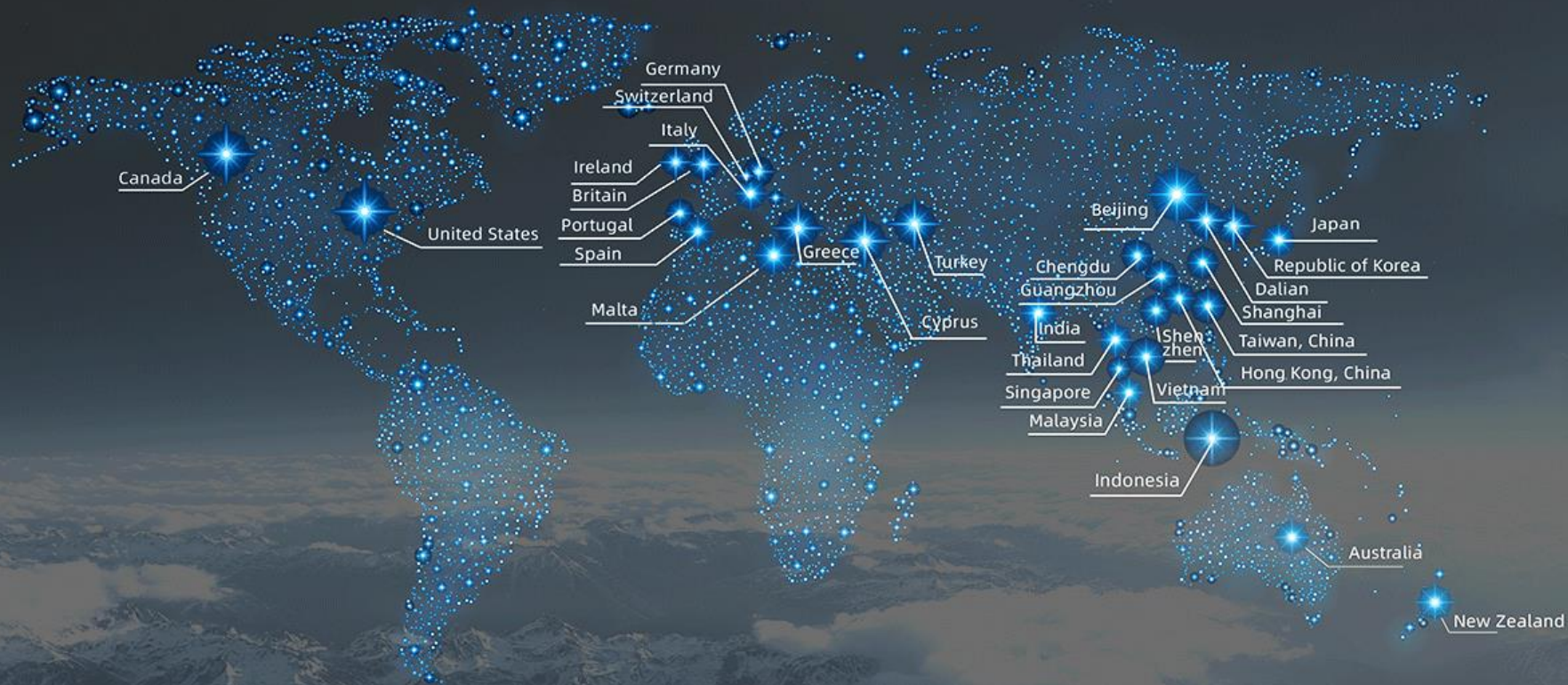
17km; 22 min drive

DEVELOPER- JWP Real Estate

JWP's real estate development business covers diverse real estate categories such as cultural tourism hotels, villas and residences, commercial elderly care properties, and student housing under the growing needs of high-net-worth individuals for cross-border property purchases and overseas asset allocation.



BUSINESS DISTRIBUTION



Shaping the Future of Phuket: JWP Global 's Vision and Achievements

Asia | Europe | America | Oceania

Global Developer, Cross-Border Assets and Overseas Service Providers

3

8

Radisson Hotel Group seals dual signing of Radisson & Radisson Blu resorts in Phuket



Radisson Hotel Group

5 min read · 29 November 2024

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PHUKET

Radisson Hotel Group announces an important new dual signing in Phuket that will introduce Radisson and Radisson Blu branded resorts to Layan Beach, a beautiful stretch of sand on this idyllic island's sunset coast. The launch of Radisson Resort Layan Phuket and Radisson Blu Resort, Layan Phuket will introduce a total of 812 rooms & suites and fantastic facilities to this tropical paradise under two distinct brands, reaffirming the Group's commitment to the future of Thailand's hospitality industry.

“

We are delighted to announce the signing of these two resorts in Phuket, one of Asia's most desirable destinations. With its warm, year-round climate, breath-taking natural beauty and world-class infrastructure, it is no surprise that international travellers are flocking to this island paradise. By introducing two more outstanding hotels, comprising 812 keys under two of our industry-leading brands – upscale Radisson and upper-upscale Radisson Blu – we will be contributing to the bright and sustainable future of Phuket's tourism industry.

– Ramzy Fenianos, Chief Development Officer, Asia Pacific, Radisson Hotel Group





Radisson



LICENSE AGREEMENT

BETWEEN

RADISSON HOTELS ASIA PACIFIC INVESTMENTS PTE. LTD.

AND

JWP02 MANAGEMENT CO., LTD.

FOR THE

RADISSON RESORT LAYAN PHUKET

Radisson



LICENSE AGREEMENT

This License Agreement ("Agreement") is dated 10th Nov 2024. ("Signing Date") and is by and between Radisson Hotels Asia Pacific Investments Pte. Ltd., a company incorporated and existing under the laws

("Licensor"), and

JWP02 Management Co., Ltd., a private limited company incorporated and existing under the laws of Kingdom of Thailand ("Licensee"), bearing company registration and VAT number 0105561151346 and having its registered office at No. 8/5, 2nd floor, Soi Sukhumvit 16 (Sammitr), Khlong Toei Sub-District, Khlong Toei District, Bangkok, 10110, Thailand.

BACKGROUND:

A. Licensee partially owns and otherwise has leasehold rights (pursuant to Recital B(i) below) in the land and existing 6-building hotel property located at 48, Moo. 6, Choeng Thale Sub-District, Thalang District, Phuket 83110, and currently operating and trading as "Wanda Vista Resort Phuket Island Laya".

C. Licensee would like the existing hotel property to be converted and to operate as a "Radisson Blu" hotel. Licensee would like to (a) engage Licensor, and Licensor would like to be engaged, to provide certain design and/or conversion services regarding the Renovation of the Hotel, and (b) obtain a license from Licensor to Renovate and Operate the Hotel under the "Radisson Blu" brand.

D. Contemporaneous to the execution of this Agreement, parties will enter into another license agreement in relation to the adjacent land owned by the Licensee and located at 49, Moo. 6, Choeng Thale Sub-District, Thalang District, Phuket 83110, for a hotel which will be operated by the Licensee as a "Radisson" hotel ("Radisson Resort Layan Phuket").

PHUKET

Radisson



IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first set forth above.

EXECUTED by Radisson Hotels Asia Pacific Investments Pte. Ltd.

Signature of Authorised Representative

Name:

Designation: Chief Development Officer

EXECUTED by JWP02 Management Co., Ltd.

Signature of Authorised Representative

Name: Ms. Zhao Jia



PHUKET

Radisson Resort Layan Phuket

Radisson



Radisson Hotel Group's Radisson brand is a distinctive part of the group's portfolio. The brand's philosophy is straightforward and pure, dedicated to treating guests as one would wish to be treated. Upholding the **"Yes I Can!"** hospitality spirit, Radisson offers bright, functional, and welcoming spaces, creating a perfectly balanced environment for owners. This aligns seamlessly with LAYA's operational philosophy. Encompassing luxury, upscale, premium, and upper midscale segments, Radisson provides comprehensive, systematic, and professional hotel asset management and brand solutions for owners.



Radisson Hotel Group is a dynamic international hospitality company, recognized as one of the world's largest hotel groups.

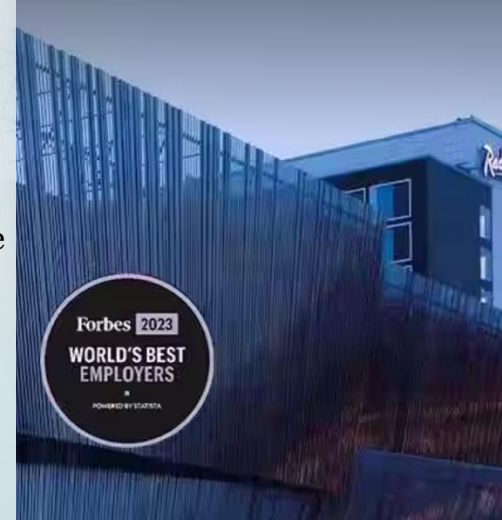
Forbes has ranked it as the third top employer in the "Travel and Leisure" industry.

The group boasts a diverse portfolio of **10** distinctive brands, has garnered **26** international awards, and operates in over **95** countries.

In Europe, the Middle East, and the Asia-Pacific region, Radisson Hotel Group has more than **1,380 hotels** either in operation or under development, encompassing over **227,310 rooms**.

With over **75 years** of hotel management experience, the group is renowned for its attentive service and exceptional accommodation experiences.

Each team member, regardless of their role, serves as a brand ambassador dedicated to creating memorable moments and transforming every guest into a loyal advocate of the brand.





A Legacy of Milestones – Stories from the Golden Era

- **Origins (1960):** Opened the world's first designer hotel in Copenhagen, Denmark, establishing the brand's foundation.
- **International Expansion (1986):** Introduced the Radisson brand to Europe.
- **Brand Growth (1994):** Began managing the Radisson brand through franchise agreements, later developing it into Radisson Blu.
- **Industry Recognition (2010):** Radisson Blu became the largest upscale hotel brand in Europe; the group was recognized as one of the world's most ethical companies.
- **Brand Revamp (2018):** Rebranded as Radisson Hotel Group and launched a new brand architecture including Radisson Collection.
- **Global Influence (2019):** A consortium led by Jin Jiang International Holdings acquired the group, strengthening its global presence.
- **Sustainability (2021):** Became the first hotel group to offer 100% carbon-neutral meetings, showcasing industry leadership.
- **Future Goals (2022):** Set a target to achieve net-zero emissions by 2050, promoting industry sustainability standards.
- **Today:** Radisson Hotel Group and PPHE Hotel Group have expanded the art'otel brand, now managing 10 distinct hotel brands under the group.



Remarkable Achievements – Winner of 26 International Awards

PHUKET

Radisson Hotel Group stands out in the global hospitality industry with its exceptional service and innovation, earning 26 major awards. These include the “**Hospitality Leader Award**” in the Middle East, Sweden’s “**Best Hotel Chain**,” and **Forbes’ ranking as the world’s 3rd best employer** in the travel and leisure industry. These honors highlight its leadership in service, design, sustainability, and innovation, and reinforce its strength and global brand influence.





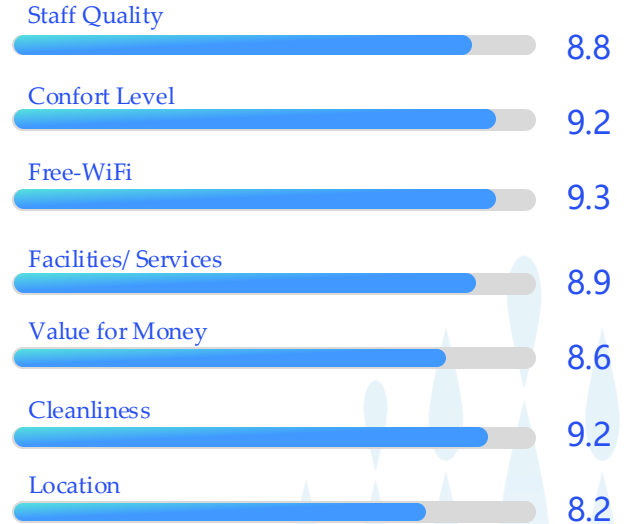
Radisson's Hall of Fame: Award-Winning Properties

PHUKET

Radisson Hotel Budapest BudaPart



Category Rating





Radisson's 10 Signature Brands

Radisson Hotel Group – A World of Distinct Hospitality. Tailored Stays. Unforgettable Moments. Radisson Hotel Group offers a diverse and vibrant portfolio of hotel brands, each with its own unique charm. We create warm, comfortable, and memorable stays for every traveler, everywhere.



PHUKET

Radisson Group's Operating Philosophy



“Yes, I Can!” –
Radisson’s Iconic Service
Philosophy That
Empowers Staff, Solves
Problems Proactively,
and Ensures Every Guest
Leaves Satisfied



Sustainability at Heart:
Radisson Hotel Group
Champions Eco-Friendly
Operations and
Community Growth



Innovation & Excellence:
Radisson Hotel Group
Delivers Unique
Experiences Through
Creative Vision and
Operational Mastery



Open & Transparent
Communication: Radisson
Hotel Group fosters a
culture of openness to
build trust and empower
teamwork.

These principles collectively form the operational philosophy of Radisson Hotel Group, guiding its business practices across the globe.



About LAYA Resort, Phuket

CHAPTER FOUR



THAILAND

The word "THAILAND" is written in a large, elegant, serif font with a metallic, copper-like texture. It is positioned at the bottom of the page, partially overlapping a dark blue background that features a pattern of wavy, light-colored lines.



Overview of LAYA Resort / Radisson Resort Layan Phuket



Suitable for both investment and self-use



Project General Layout



General Info.	
Project Name	LAYA Resort / Radisson Resort Layan Phuket
Location	Thalang District, Phuket
General Floor Area	26666.88m²
Land Area	11521.6m²
Building	3 Buildings
Floors	7 Floors
Construction	Alliance Corp Co.,Ltd.

Amenities Plan of LAYA Resort

LAYA Resort / Radisson Resort Layan Phuket consists of 3 buildings, including G#, H# and I#
Pet-friendly residence — your pets are welcome too!

**Building G includes
Guest Rooms and
Fitness Center**

**Building H includes
Guest Rooms and
Pool Bar**

**Building I includes Guest Rooms
and Restaurant**







Lobby Area At
Building I



Pool Bar Area At
Building H





Ground Floor Pool Access at Building
G



TYPE *A1*

Studio apartment



TYPE *A1m*

Studio apartment



- 0.6m X 2.5m Sofa
- 0.6m X 1.75m Closet
- 0.5m X 0.8m Washbasin

Room Viewing
Type A/C_ 25m²

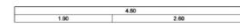
Waterproof Latex Paint

Lighting Equipment, Oppl: The use of designer lamps provides multiple lighting options

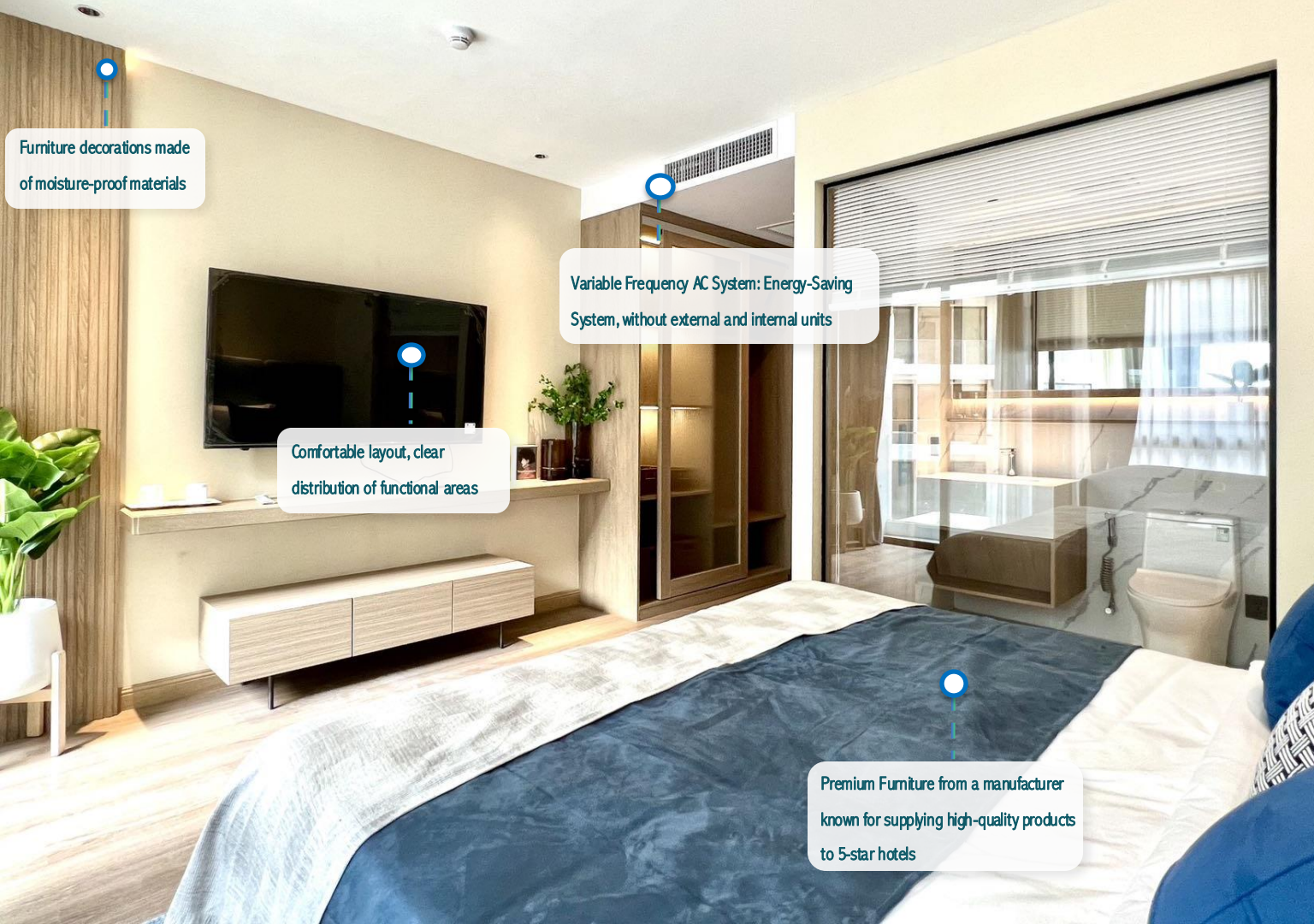
Furniture decorations made of moisture-proof materials

Premium Furniture from a manufacturer known for supplying high-quality products to 5-star hotels

Wear-Resistant Anti-Slip Flooring



Room Viewing
Type A/C_ 25m²



Furniture decorations made of moisture-proof materials

Variable Frequency AC System: Energy-Saving System, without external and internal units

Comfortable layout, clear distribution of functional areas

Premium Furniture from a manufacturer known for supplying high-quality products to 5-star hotels



Room Viewing
Type A/C_ 25m²



Bathroom Wet and dry separation

Spacious countertops provide ample space for your personal grooming

Equipped with an efficient and energy-saving flushing system



TYPE *B1*

1-bedroom apartments



TYPE *B1m*

1-bedroom apartments



- Open Kitchen
- 2 m X 2 m Double Bed
- 0.9 m X 1.8 m Sofa
- 0.6 m X 1.2 m Closet
- 0.6 m X 1.3 m Washbasin
- 0.7 m X 1.8 m Bathtub

Room Viewing
Type B_ 35m²



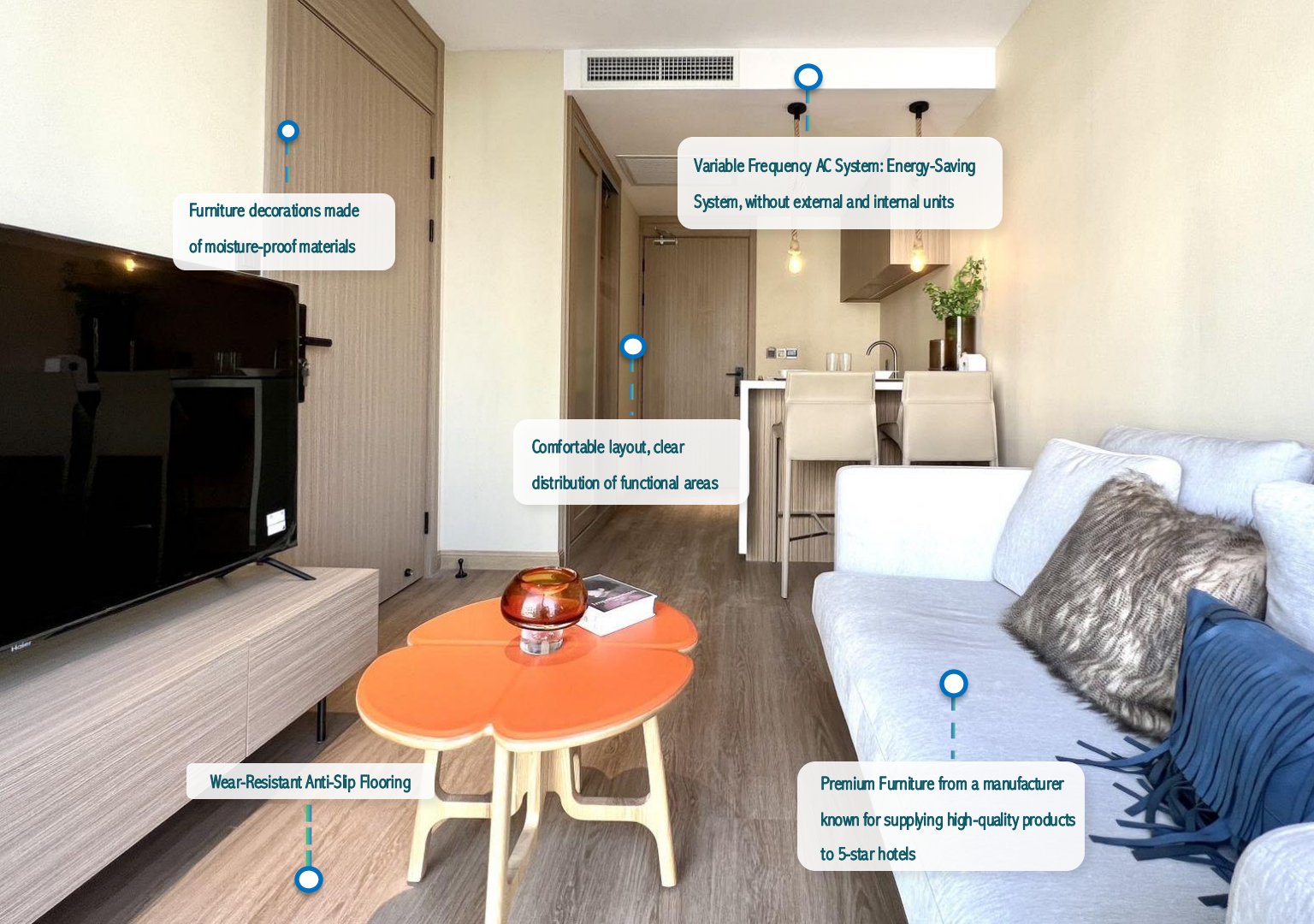
Waterproof Latex Paint

Furniture decorations made
of moisture-proof materials

Premium Furniture from a manufacturer
known for supplying high-quality products
to 5-star hotels



Room Viewing Type B_ 35m²



Furniture decorations made of moisture-proof materials

Variable Frequency AC System: Energy-Saving System, without external and internal units

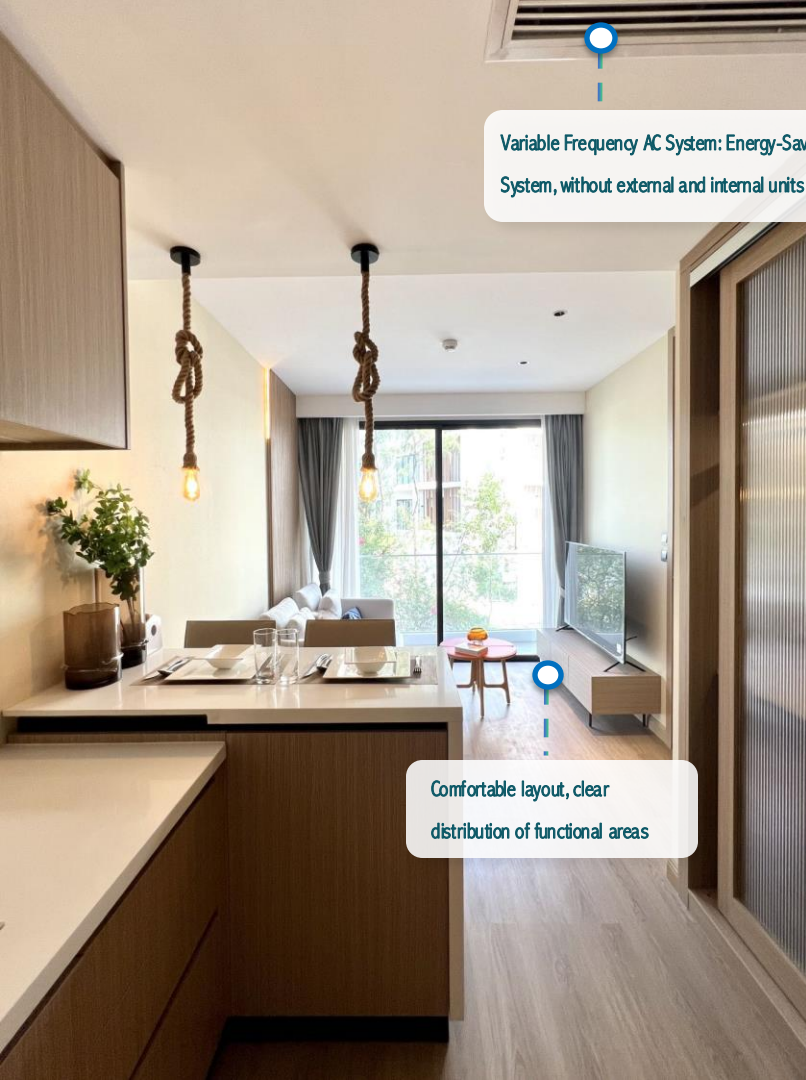
Comfortable layout, clear distribution of functional areas

Wear-Resistant Anti-Slip Flooring

Premium Furniture from a manufacturer known for supplying high-quality products to 5-star hotels



Room Viewing Type B_ 35m²



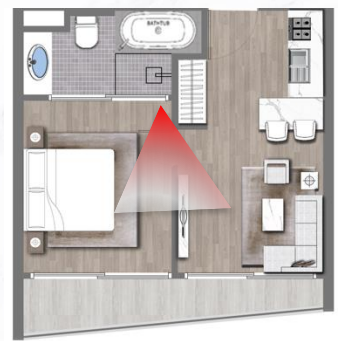
Variable Frequency AC System: Energy-Saving System, without external and internal units



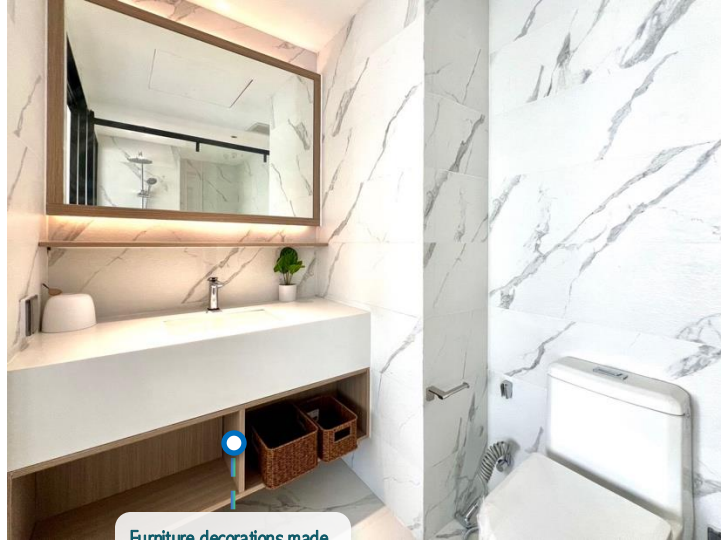
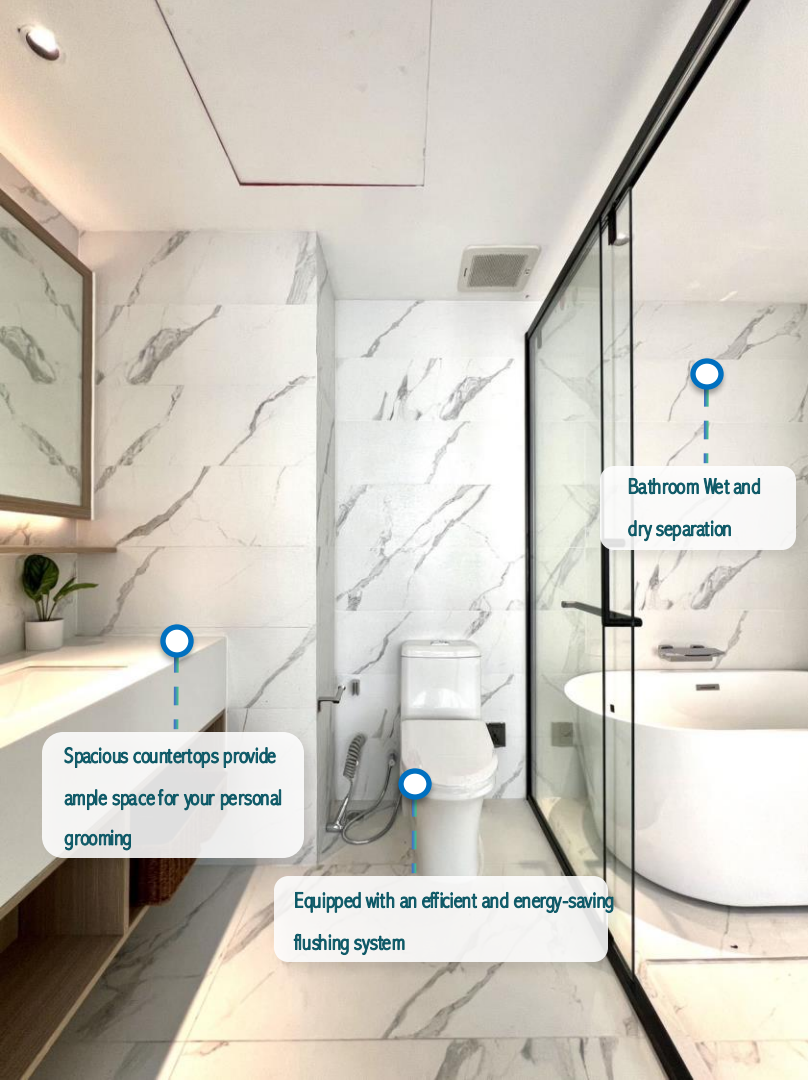
Furniture decorations made of moisture-proof materials



Comfortable layout, clear distribution of functional areas



Room Viewing Type B_ 35m²



Room Floorplan

TYPE **A**

50m² 1-Bedroom



TYPE **B**

74m² 2-Bedroom



Room Type A
Located at: Building I



Room Type B
Located at: Building I

Room Floorplan

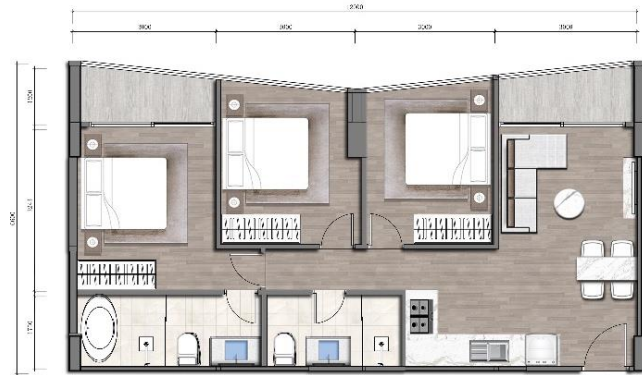
TYPE *C1*

71m² 2-Bedroom



TYPE *C2*

71m² 3-Bedroom



Room Type C1
Located at: Building I



Room Type C2
Located at: Building I





B R A N D



Global boutique home furnishings



Global boutique home furnishings



Porcelain manufacturer



Italian high-end ceramic tile brand



Food service equipment



Plastic products



Large central air conditioning enterprises



Professional cleaning products



Energy saving lighting products

Stable Investment Returns · Operated by a Renowned
International Hotel Management Group

PHUKET

15-Year Long-Term Management Contract

Guaranteed Rental for 5 Years with **6%** Fixed Return

Afterwards, **80%** of Hotel Net Profit Returned to Owner

Enjoy 30 Days of Free Stay During Low Season (May–October)

or 15 Days During High Season (November–April) Each Year

CHAILAND

Rental Income (Year 6-15) – LAYA Resort (Radisson Resort Layan Phuket)

25sqm Type Studio

Unit: G407 Selling Price: THB 4456000.00

Long-Term Lease One-year lease contract at THB 35,000/month, totaling THB 420,000/year.

Annual yield = Income / Total property price = **9.42%**

Short-Term Lease

Occupancy Rate

Low Season THB 2000 per Night 6 Months

50%

Income - THB 180,000.00

High Season THB 4000 per Night 4 Months

60%

Income - THB 288,000.00

Peak Season THB 5000 per Night 2 Months

70%

Income - THB 210,000.00

Short-term rental costs account for approximately 30% of total income, with total rental income of THB 474,600.00.

Owner's rental income is 80% after deducting costs, with actual earnings of THB 379,680.00.

Actual annualized return = Customer's actual income / Total property price = **8.52%**.

**Total Income –
THB 678,000.00**

Rental Income (Year 6-15) – LAYA Resort (Radisson Resort Layan Phuket)

35sqm Type Studio

Unit: H304 Selling Price: THB 6984300.00

Long-Term Lease One-year lease contract at THB 55,000/month, totaling THB 660,000/year.

Annual yield = Income / Total property price = **9.45%**

Short-Term Lease

Occupancy Rate

Low Season THB 2800 per Night 6 Months

50%

Income - THB 252,000.00

High Season THB 5600 per Night 4 Months

60%

Income - THB 403,200.00

Peak Season THB 7000 per Night 2 Months

70%

Income - THB 294,000.00

Short-term rental costs account for approximately 30% of total income, with total rental income of THB 664,440.00.

Owner's rental income is 80% after deducting costs, with actual earnings of THB 531,552.00.

Actual annualized return = Customer's actual income / Total property price = **7.61%**.

**Total Income –
THB 949,200.00**

LAYA Resort Payment Plan



	1 st Payment	2 nd Payment	3 rd Payment
Construction Progress	Structural Topping-out	Façade Completion	Handover
Payment Ratio	40%	15%	15%

Phuket Island

Welcome to Phuket

Phuket · Thailand



LAYA
RESORT

