



**THE ONE**  
CONDOMINIUM & HOTEL

**BURASARI GROUP**

PROFESSIONAL MANAGEMENT AND WORLD-CLASS SERVICE

**THE 1**  
CONDOMINIUM

Experience of International Level in Hotel Business

# BURASARI GROUP

**OVER 20 YEARS OF MANAGING HOTELS,  
SPAS, AND RESTAURANTS IN ASIA**

Burasari Group is a leading operator of premium hotels, resorts, and spas in Thailand and Laos.

The company manages and develops hospitality assets, providing a full range of services: marketing, sales, operations, and staff training.

Each project is created with a unique concept and a high level of service, reflecting the local culture and atmosphere.

Burasari Group also develops boutique hotel and premium residence concepts from the ground up.

All managed properties are ensured with transparent financial reporting and guaranteed profitability.



# PROJECTS MANAGED BY BURASARI GROUP

## 1. HOTELS & RESORTS

- Burasari Phuket (Phuket)
- Shanghai Mansion (Bangkok)
- Island Escape Burasari (Phuket)
- Villa Escape Burasari (Phuket)
- W22 by Burasari (Bangkok)
- The ONE NaiHarn (Phuket)
- Misty Bar (Phuket)
- Burasari Heritage (Laos, Luang Prabang)
- Sunset Villa (Laos, Luang Prabang)
- La Siene Hotel (Laos, Vientiane)

## 2. RESIDENCES / APARTMENTS

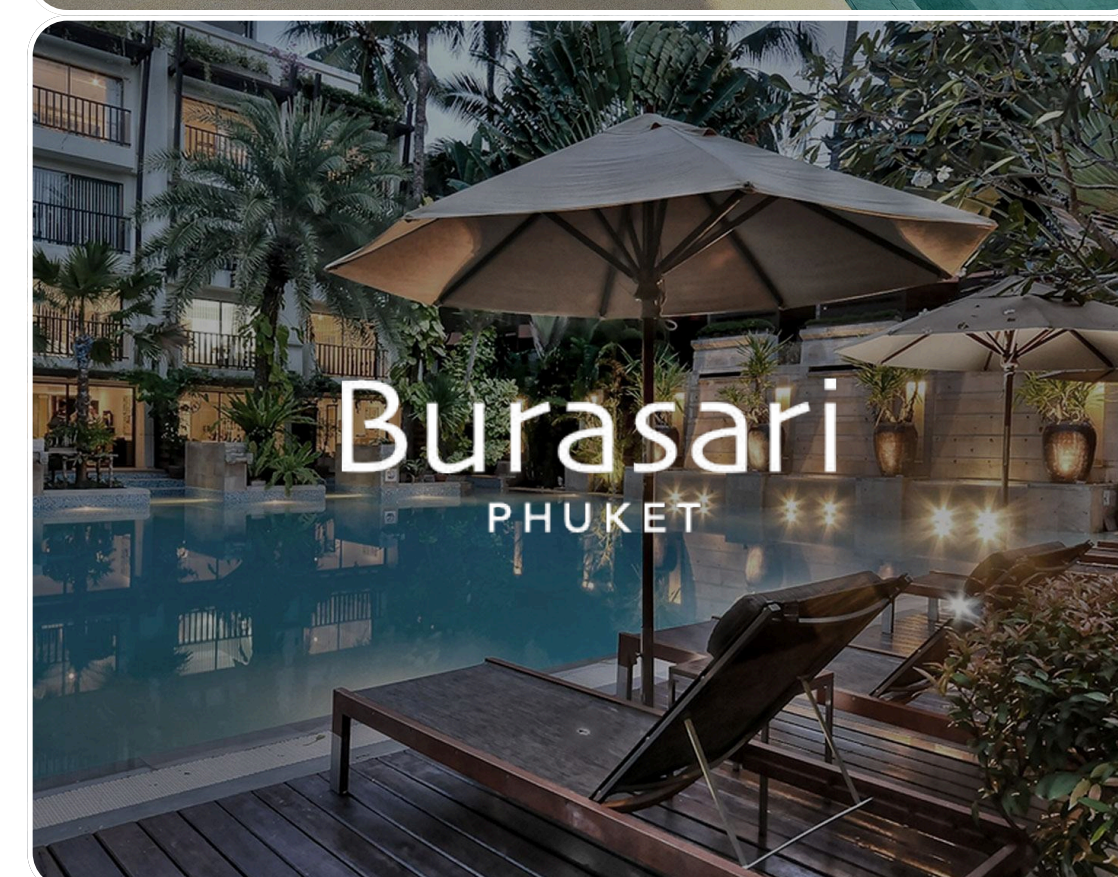
- Villa Escape, Phuket (Thailand)
- The Ocoy (Philippines)

## 3. RESTAURANTS & BARS

- Red Rose (Bangkok)
- Kantok (Phuket)
- Misty Bar (Phuket)
- Red Rose (Laos, Luang Prabang)
- Café de Laosi (Laos, Luang Prabang)

## 4. SPA

- Spa Burasari (Phuket, Bangkok, Luang Prabang)
- Spa Sunyata (Phuket)



# BURASARI GROUP QUALITY STANDARDS

01	<b>UNIQUE CONCEPTS</b> <ul style="list-style-type: none"><li>• Individual design reflecting local culture</li><li>• For investors: high demand</li></ul>	
02	<b>PREMIUM-CLASS SERVICE</b> <ul style="list-style-type: none"><li>• Staff training and quality control</li><li>• For investors: satisfied guests and repeat visits</li></ul>	
03	<b>TECHNOLOGY AND MARKETING</b> <ul style="list-style-type: none"><li>• Online promotion, digital platforms</li><li>• For investors: stable profitability</li></ul>	
04	<b>TRANSPARENT FINANCES</b> <ul style="list-style-type: none"><li>• Regular reporting and KPIs</li><li>• For investors: minimized risks</li></ul>	
05	<b>INTERNATIONAL RECOGNITION</b> <ul style="list-style-type: none"><li>• Brand awards and honors</li><li>• For investors: prestige and asset value growth</li></ul>	

## CONCLUSION

Burasari Group standards turn every property into a benchmark of premium hospitality, ensuring high demand and sustainable profitability.

# THE ONE NAIHARN MANAGED BY BURASARI

The complex will be operated by the international hotel operator Burasari Group, guaranteeing 5★ service and high investment appeal.

## GUEST INFRASTRUCTURE:

- Panoramic pools (rooftop and ground floor)
- Pool bar and rooftop garden
- Modern fitness center
- SPA complex and sauna
- Restaurant with sea view
- Children's pool and VR club
- Underground parking

## FOR INVESTORS:

- Maximum attractiveness for rental and resale
- Rental Pool: 60% income to investor / 40% to management company, contract term up to 8 years and beyond



# RENTAL POOL PROGRAM

## 1. CONTRACT AND PERSONAL STAY

The owner signs an agreement and can use the apartment: **10 days in high season and 20 days in low season** — for themselves, family, or friends.

## 2. POOL FORMATION AND RENTAL

The management company groups apartments of the same type into a pool and rents them out. Income is distributed among all owners.

## 3. PROFIT DISTRIBUTION

After deducting expenses, the management company transfers **60% of net profit** to the owner.

## CONCLUSION

The Rental Pool program provides owners with personal usage and stable rental income without the need for self-management.



# BURASARI GROUP

## ASSETS

### RELATED ASSETS OF BURASARI GROUP

The founders of Burasari also hold shares in strategically important Thai retail brands: **HomePro**, the country's largest DIY chain, and **Robinson Lifestyle**, one of the leading shopping and entertainment mall networks.



*These assets create strong consumer demand and confirm the scale and financial reliability of Burasari.*



# WHY IS A HOTEL LICENSE IMPORTANT?

## DAILY RENTAL BY LAW

In Thailand, daily rentals without a license are illegal. For stays under 30 days, a hotel license is required.

## HIGHEST RETURNS

Income from daily rentals is 2.5 times higher than long-term. From 8% per year — even with conservative estimates.

## OFFICIALLY ON BOOKING, AIRBNB, AGODA

A new bill is under discussion — online platforms will be required to request a hotel license from properties offering daily rentals.

## SHORTAGE OF LICENSED PROJECTS

With tighter controls on daily rentals, demand for legal properties will rise — along with their value.

## HOTEL MANAGEMENT 5★

Licensed projects are usually managed by professional hotel operators, not standard property management companies.

## NO FACE ID RESTRICTIONS

Many condos use Face ID systems to block daily rentals. **At The ONE NaiHarn there are no such restrictions — rentals are fully legal thanks to the hotel license.**

# WHY IS A HOTEL OPERATOR MORE ADVANTAGEOUS?

	<b>REGULAR MANAGEMENT COMPANY</b>	<b>HOTEL OPERATOR BURASARI GROUP ★★★★★</b>
<b>Apartment Condition</b>	Minimal maintenance, worn furniture and equipment	Maintained in perfect condition: updated furniture, working equipment, cosmetic repairs
<b>Profitability</b>	Often lower prices to attract clients → dumping ▼	Stable nightly rate, balanced occupancy, focus on brand and service
<b>Guest Acquisition</b>	Only listings on aggregators (Booking, Airbnb, etc.)	Full marketing: brand, loyal client base, partnerships with tour operators
<b>Investor Benefit</b>	Unstable returns, property loses value	Stable income, preservation of property value, strong demand in the premium segment



# THE ONE

CONDOMINIUM & HOTEL

## INVESTMENT IN A PREMIUM FUTURE

The ONE NaiHarn managed by Burasari Group —  
high standards of hospitality and investor confidence



+66 6 1172 1926



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