



The Greater
Phuket
Magazine
Vol.15 N°7

Home Sweet Home

A journey to Phuket

Vegetarian Festival

The China link

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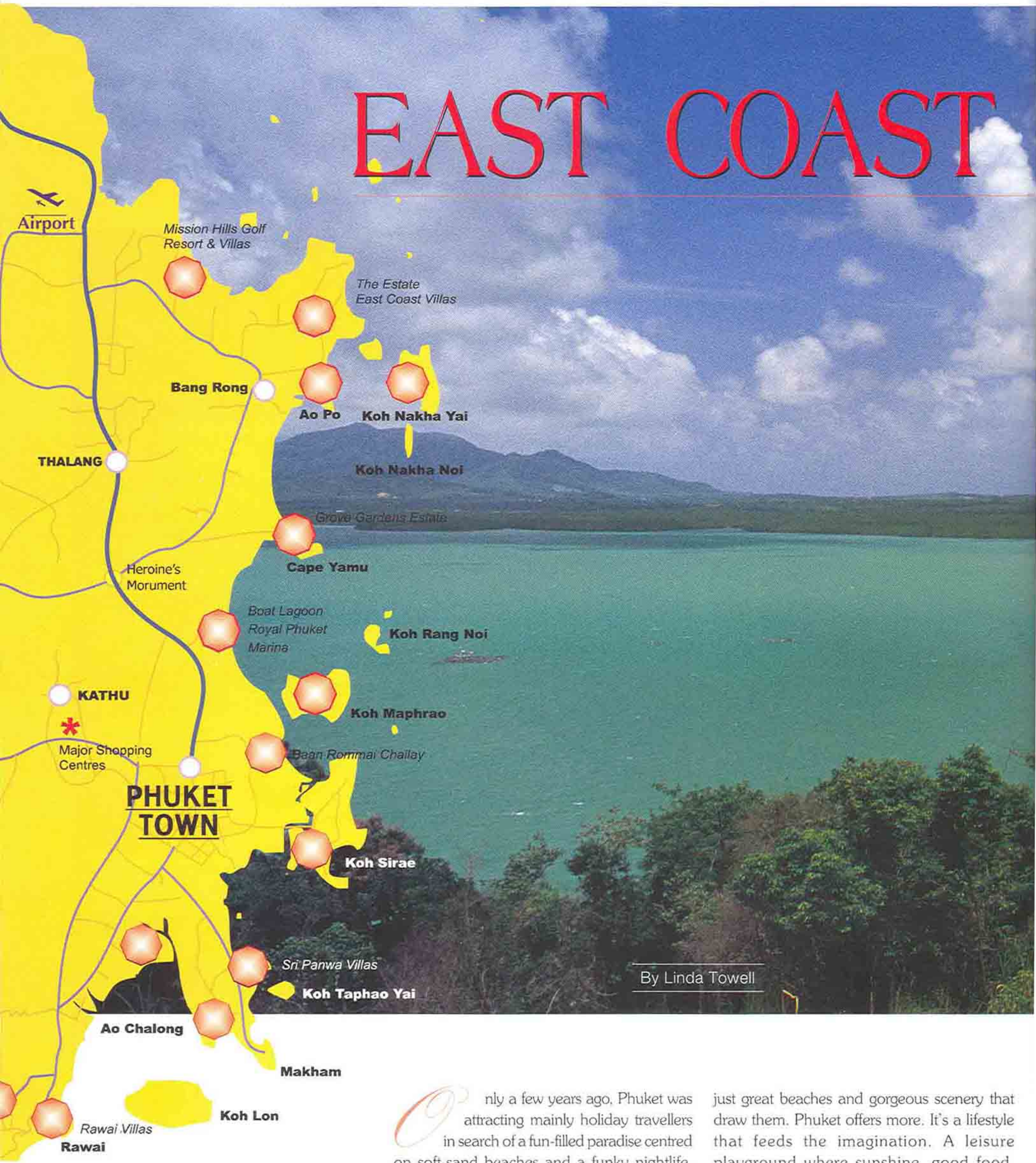
East Coast Hotspots

The view in vogue

Krabi Boom

A rush for eco-living

EAST COAST



By Linda Towell

Only a few years ago, Phuket was attracting mainly holiday travellers in search of a fun-filled paradise centred on soft-sand beaches and a funky nightlife. Tourists continue to arrive in increasing numbers, but today there's a new wave of visitors who see Phuket as the perfect place to live. It's not

just great beaches and gorgeous scenery that draw them. Phuket offers more. It's a lifestyle that feeds the imagination. A leisure playground where sunshine, good food, tropical sunsets, year-round sailing and the opportunity to play golf every day in great surroundings figure highly in life's priorities.

HOT SPOTS

Phuket's east coast is the new hot spot for residential projects on this island of international acclaim. The peaceful idyll and breathtaking views over Phang Nga Bay are now drawing a myriad of developers to the area.



For many, the good life has already been translated into reality, as Phuket continues to offer more ingredients to sustain a sophisticated lifestyle. Improved infrastructure, expanding international schools, regular international flights to Asia and Europe, plus a strong euro are attracting more wannabe

residents. Many are prompted by early retirement, relocation, the desire for a second home in paradise, or an escape to a healthy tropical lifestyle. All simply fall in love with the place.

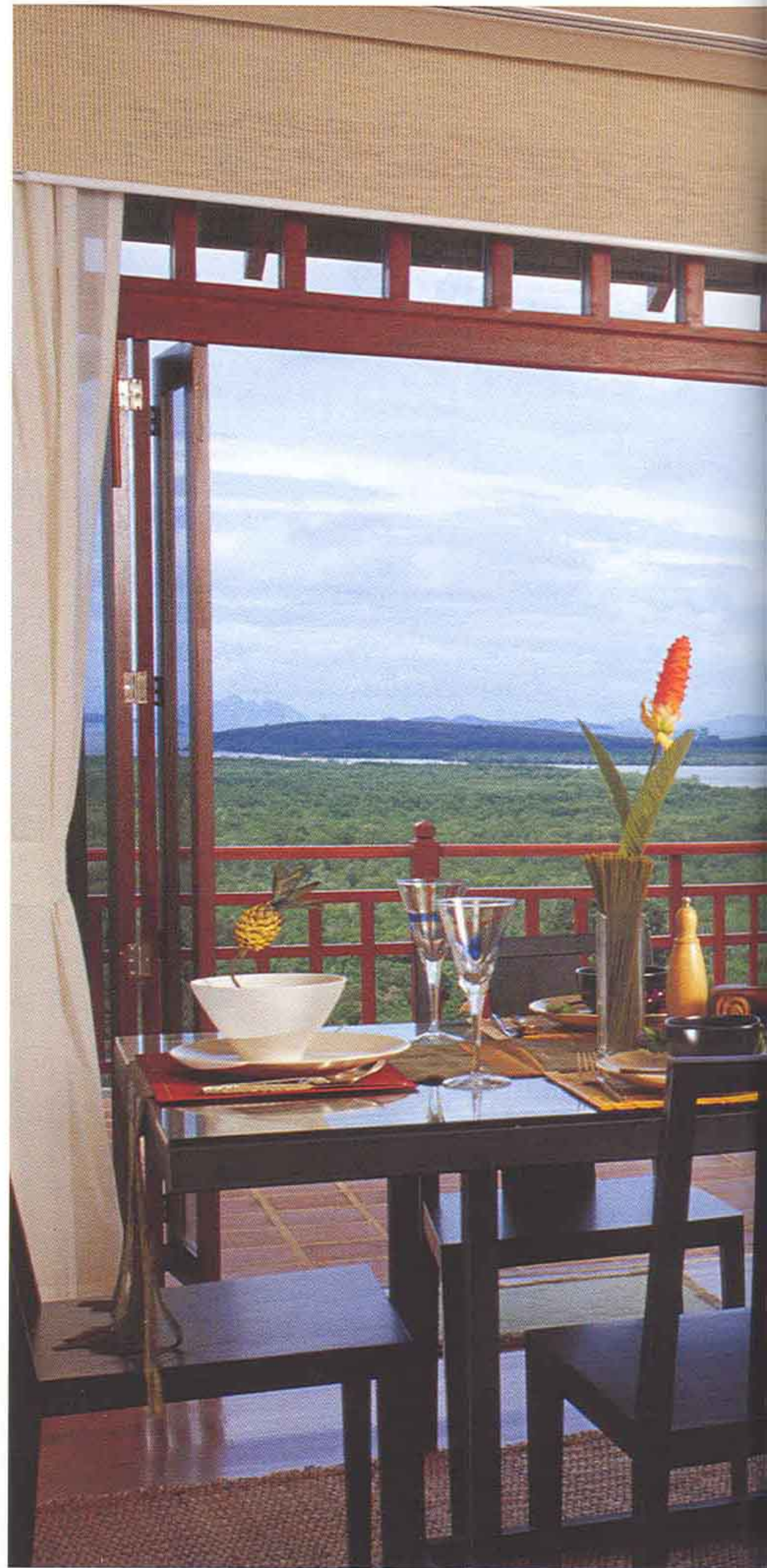
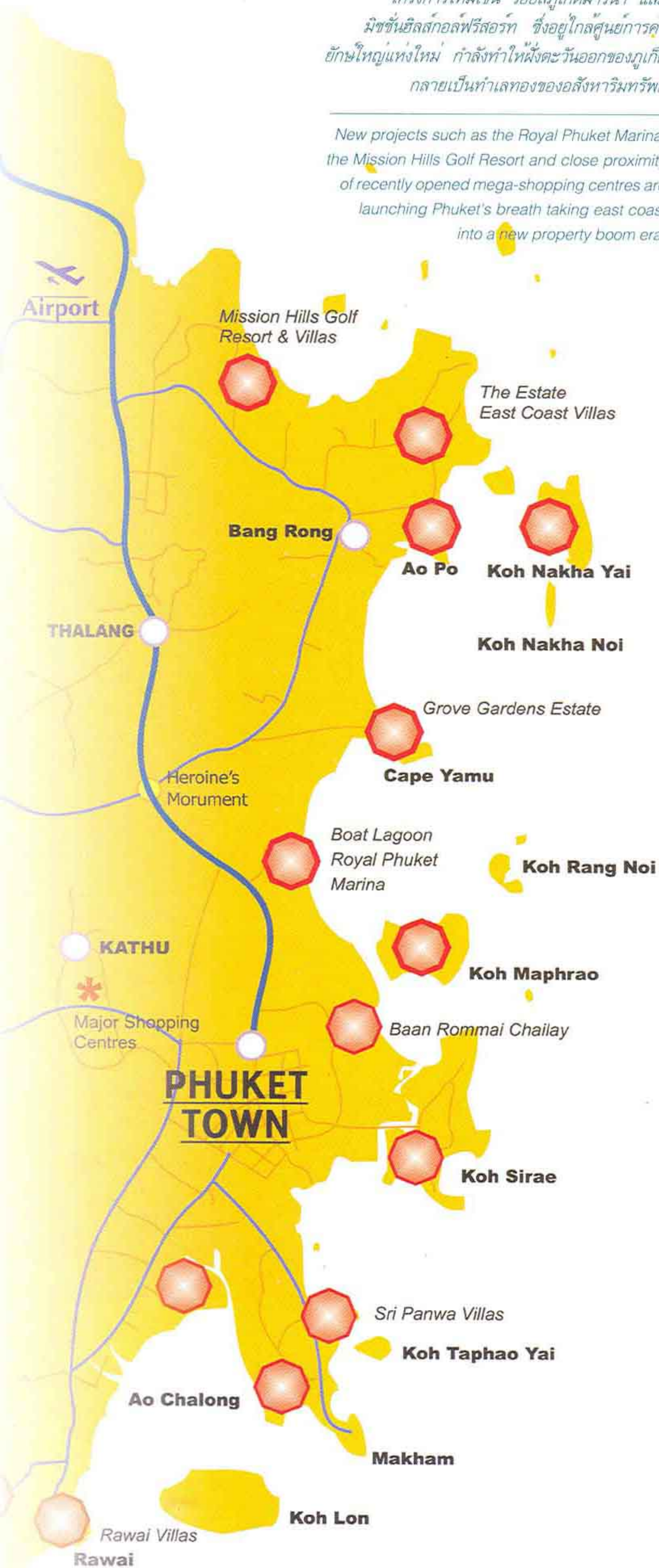
Until recently, most long-stay visitors and developers opted for the obvious charms of

*ด้วยราคาอสังหาริมทรัพย์แถบชายฝั่งตะวันตกที่สูงลิ่ว
โครงการฝั่งตะวันออกจึงน่าสนใจสำหรับผู้ซื้อที่อยากอยู่บ้าน
สวยสงบและใกล้สถานที่อำนวยความสะดวกต่างๆ*

With property prices rising on the west coast of Phuket, the east is now attracting discerning buyers who are looking for a beautiful and quiet environment close to amenities.

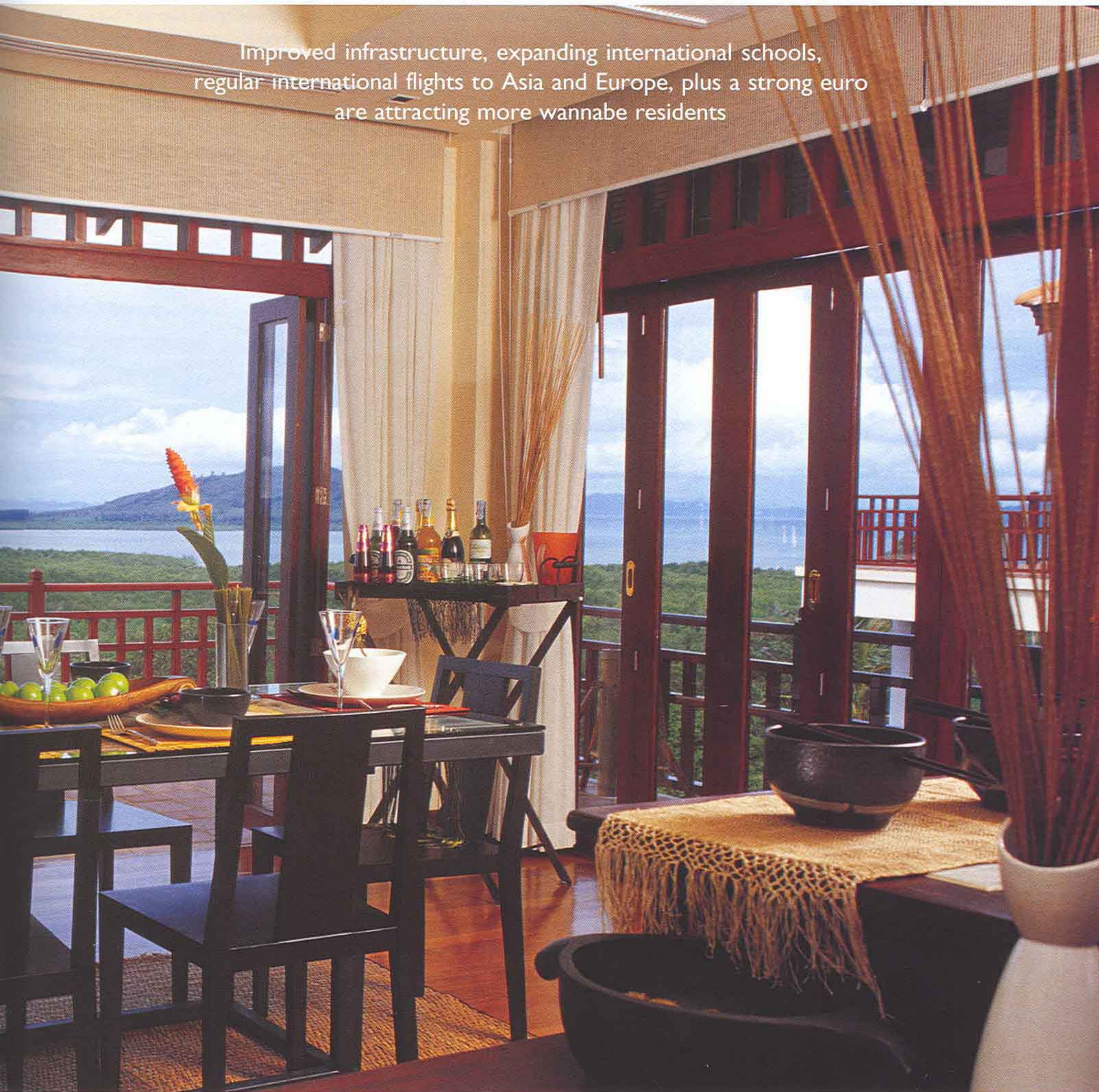
โครงการใหม่เช่น รอยัลภูเก็ตมารีน่า และ
มิชชั่นฮิลล์กอล์ฟรีสอร์ท ซึ่งอยู่ใกล้ศูนย์การค้า
ยักษ์ใหญ่แห่งใหม่ กำลังทำให้ฝั่งตะวันออกของภูเก็ต
กลายเป็นทำเลทองของอสังหาริมทรัพย์

New projects such as the Royal Phuket Marina,
the Mission Hills Golf Resort and close proximity
of recently opened mega-shopping centres are
launching Phuket's breath taking east coast
into a new property boom era.



the west coast, with its sweeping beaches, ocean views, stunning sunsets and access to Phuket's nightlife. But times are changing. With prices rising faster than a tropical sunrise, beachfront property on the west coast has soared increasingly out of reach to all but the occasional celebrity. High-priced beachfront land, higher property density and less available land have all helped to steer developers in another direction — the eastern side of the island.

Improved infrastructure, expanding international schools, regular international flights to Asia and Europe, plus a strong euro are attracting more wannabe residents



While the east coast doesn't have the unsurpassed beaches of the west coast, it does offer masses of green space, good roads, easy access to the centre of the island and great beauty. Luxuriant and tranquil, with a welcoming sunrise aspect, it still offers a sense of the undiscovered. And the views

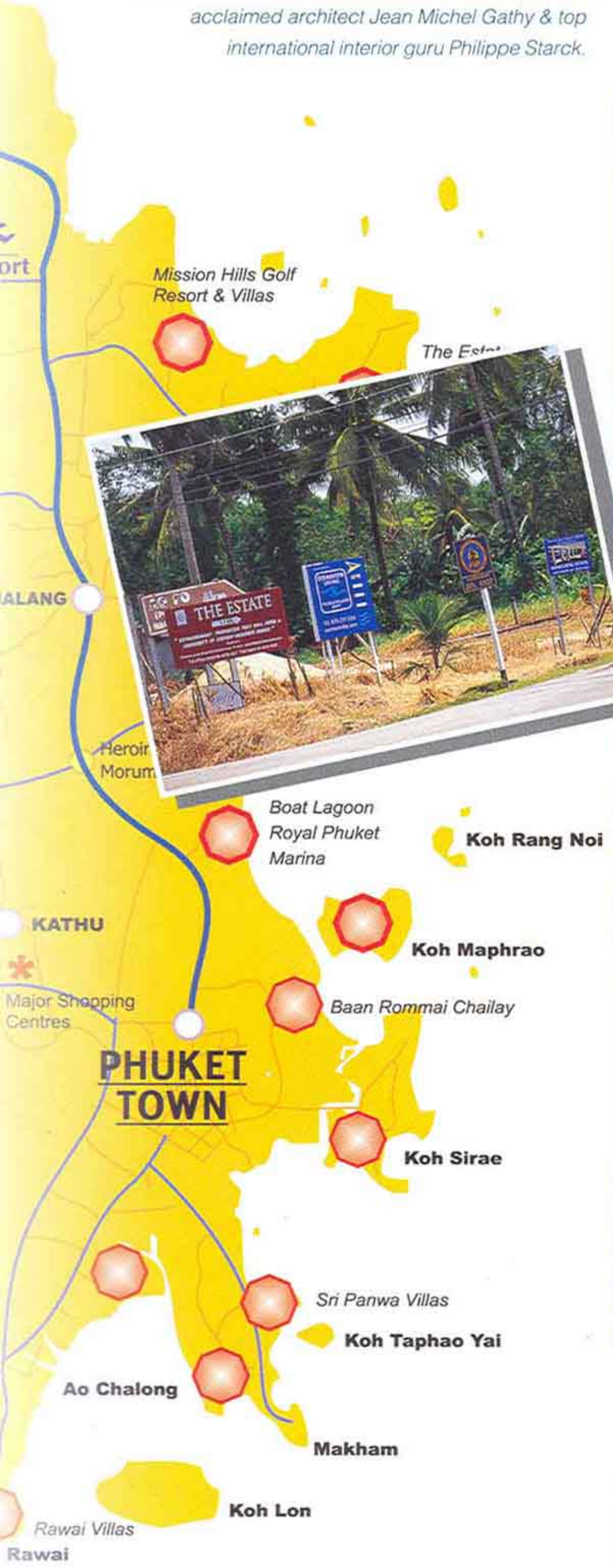
are simply gorgeous. Virtually any spot on the coast presents a vista of islands. With views over Phang Nga's dramatic seascape to the north and a string of pretty islands stretching south, it's easy to understand why the sheltered bays and impressive headlands from Ao Po to Cape Panwa are

attracting some of the most exclusive developments on the island.

Two years ago, the area east of Heroines Monument was a quiet, unfashionable backwater. Ao Po, on the coast, was a small fishing village where local boats and eco-tours departed for Phang Nga Bay. The rickety jetty

วิลล่าหรูกำลังมาแรง ตั้งแต่บริเวณโบ้ทลากูน จนถึงทางเหนือของอ่าวปอ รวมทั้งเคปยามู (ภาพขวา) ออกแบบโดย จีน ไมค์เคิล การ์ดี และภายในออกแบบโดยฝีมือนักออกแบบระดับนานาชาติ ชื่อ ฟิลลิป สตาร์ค

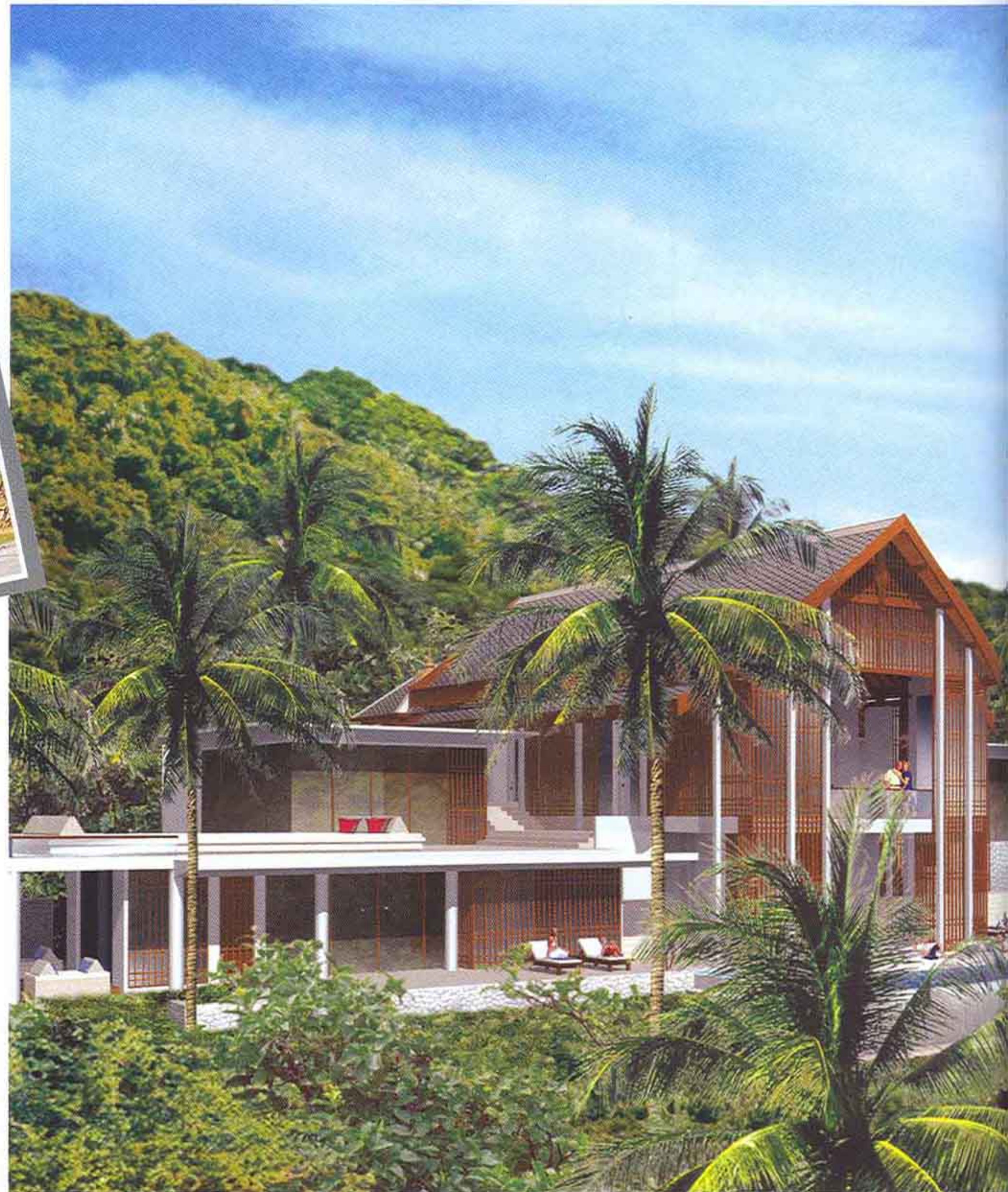
Luxury villa projects are among the rise of development from the Boat Lagoon to north of the Ao Po area — including Cape Yamu (right) designed by acclaimed architect Jean Michel Gathy & top international interior guru Philippe Starck.



that still forms a picturesque part of the scene will soon be no more. Work is due to start soon on a brand-new departure point, one that looks set to place Ao Po as a future hub for Phuket, Phang Nga and Krabi.

The new jetty will complement a quiet expansion in infrastructure that has occurred

The realization that the airport, Phuket Town, Dulwich International School, and shopping centres such as Tesco Lotus, Big C and Central all lie within easy reach, has opened wider possibilities, especially for the growing residential market. While the west coast has developed through tourism, the east coast



over the last couple of years. Road improvement has been steadily increasing all over Phuket Island, but with new roads opening up more remote places around the northeast, and diggers already widening the main road from Heroines Monument to Ao Po, this sleepy area is beginning to beckon.

looks more focused on property development, fulfilling the dream of a home in the sun.

Savvy investors have already begun to recognize the potential, fuelled by comparatively cheap land prices and clear land titles. Much of the initial investment has focused on the high-end market, with the headlands

and bays around Ao Po and Cape Yamu already earmarked for upscale projects. Available land around the coastal area has allowed developers to offer generous plots with unparalleled sea views.

Mission Hills Golf Course, a superb 18-hole course with an additional 9-hole floodlit course designed by Jack Nicklaus, is also expected to provide an impetus to the area around the northeast coast. Khun Suraphan Ngamjitsuksri, the enigmatic driving force behind



Mission Hills, and his aptly named son, Golf, are aiming to provide an experience that will clinch Phuket's place as one of Asia's premier golf destinations. Cradled by hills on one side and scenic coastal views along the rolling fairways, Mission Hills will also provide top-class resort facilities.

The impressive Thai-style clubhouse including restaurants, a business centre, spa and swimming pool will complement 72 deluxe

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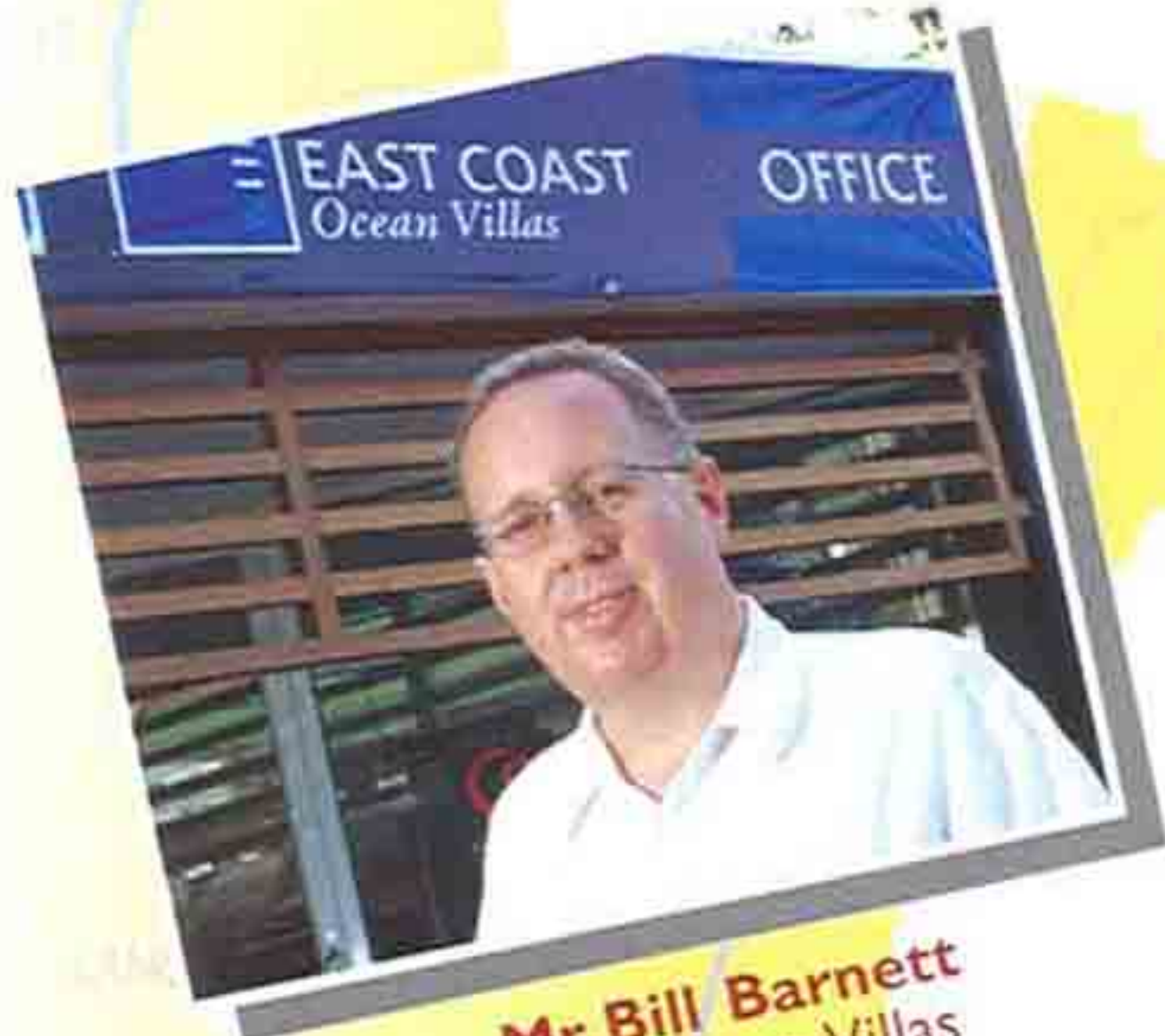
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Shopping

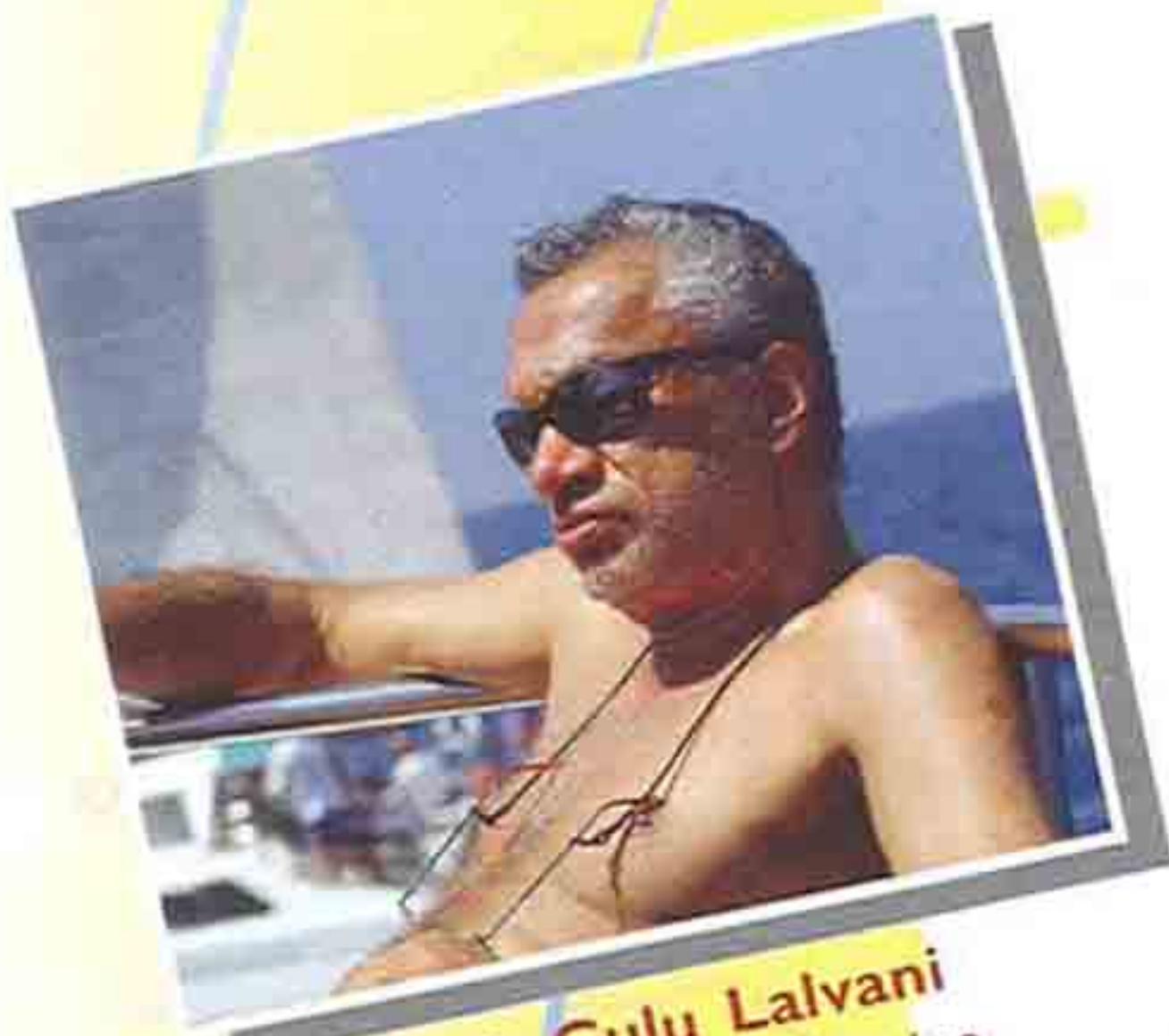
44 Minutes, 10 Minutes
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บ้านร่มไม้ชายเล (ภาพขวา) ใกล้ตัวเมืองภูเก็ต
ราคาปานกลาง ตั้งอยู่บนเนินเขา
และมีวิวทัศน์ ของอ่าวพังงา

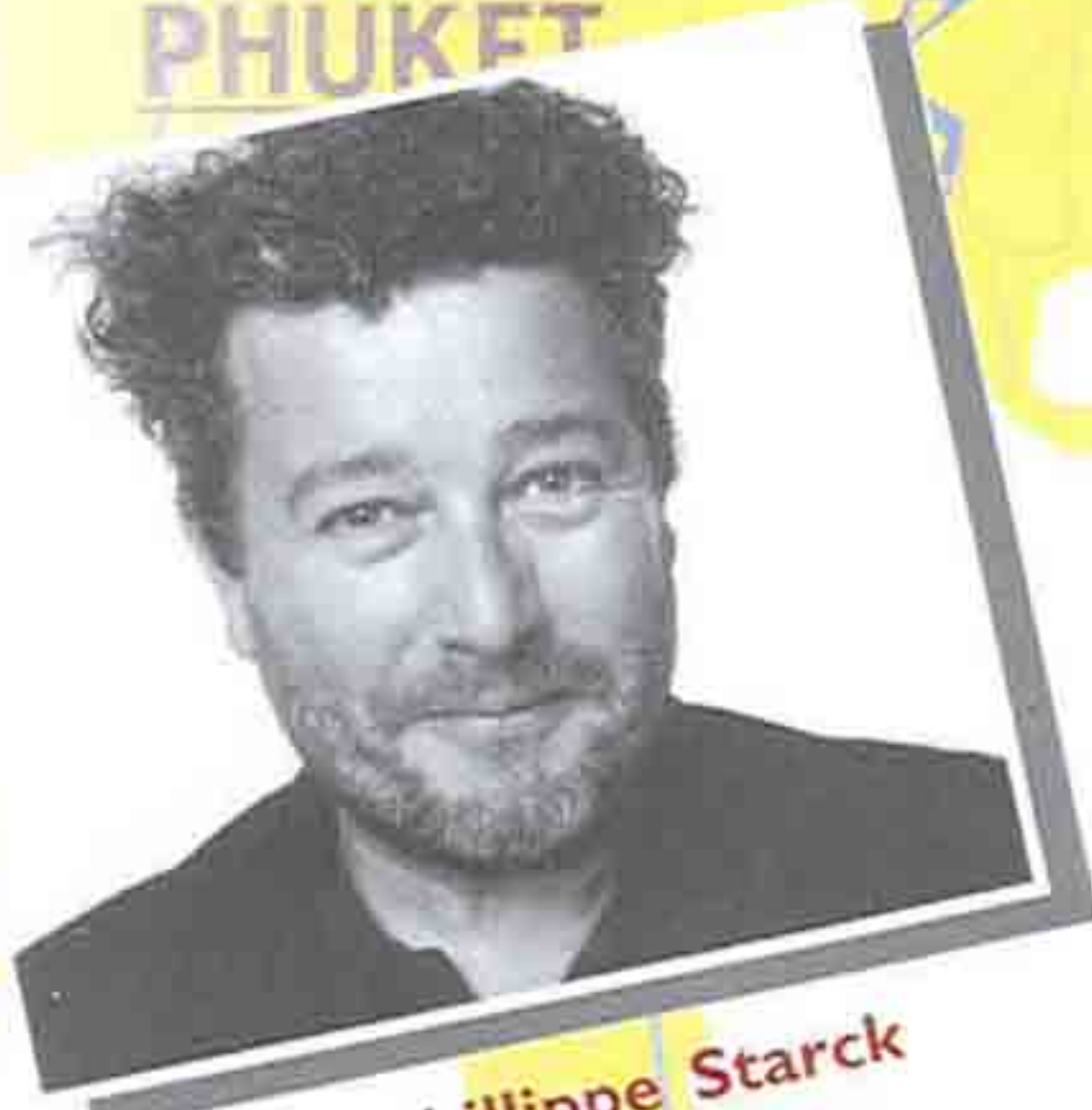
Close to Phuket Town, the mid range
Baan Rommai Chailay estate (right) overlooks
the local waters of Phang Nga Bay.



Mr. Bill Barnett
East Coast Villas



Mr. Gulu Lalvani
Royal Phuket Marina



Mr. Phillippe Starck
Cape Yamu

hotel rooms, further enhancing the image of Phuket as a lifestyle destination. Beyond the golf course, residential developments are also under way and more are anticipated. The aptly named Lersuan (Thai for “paradise”), an apartment complex located opposite the 18th hole, has already sold out — and it hasn’t even been built yet.

Matt Rayner, president of Tactical Capital Company — developers of The Estate, a 28-rai (45,000 square metres) site at Laem Yang, near Ao Po — sees the northeast coast, in the long term, becoming one of the best property locations in Phuket. Sparked by a desire to “exit from corporate life” and move to a

of this exclusive peninsula, Cape Yamu is destined to become a unique gated residential and resort community with over 40 residential villas on large ocean front lots, a five-star resort, hotel villas and luxury cabanas. What makes this project particularly interesting is the teaming of international design superstar Philippe Starck, on interiors, with the architectural eminence of Jean Michel Gathy, famed for the luxury Aman Resorts. The villas will retain elements of Thai traditional architecture, yet offer fresh and inspiring spatial and visual approaches to ocean front living.

“Developments like Cape Yamu are driving the interest in the east coast,” says Red



location with views, space and beautiful surroundings, Rayner found his perfect spot. Occupying a hillside location with splendid views of Phang Nga Bay and year-round breezes, the Estate will offer custom-designed homes on spacious plots averaging 2.3 rai, (3,750 square metres) close to a headland where further high-end development is planned.

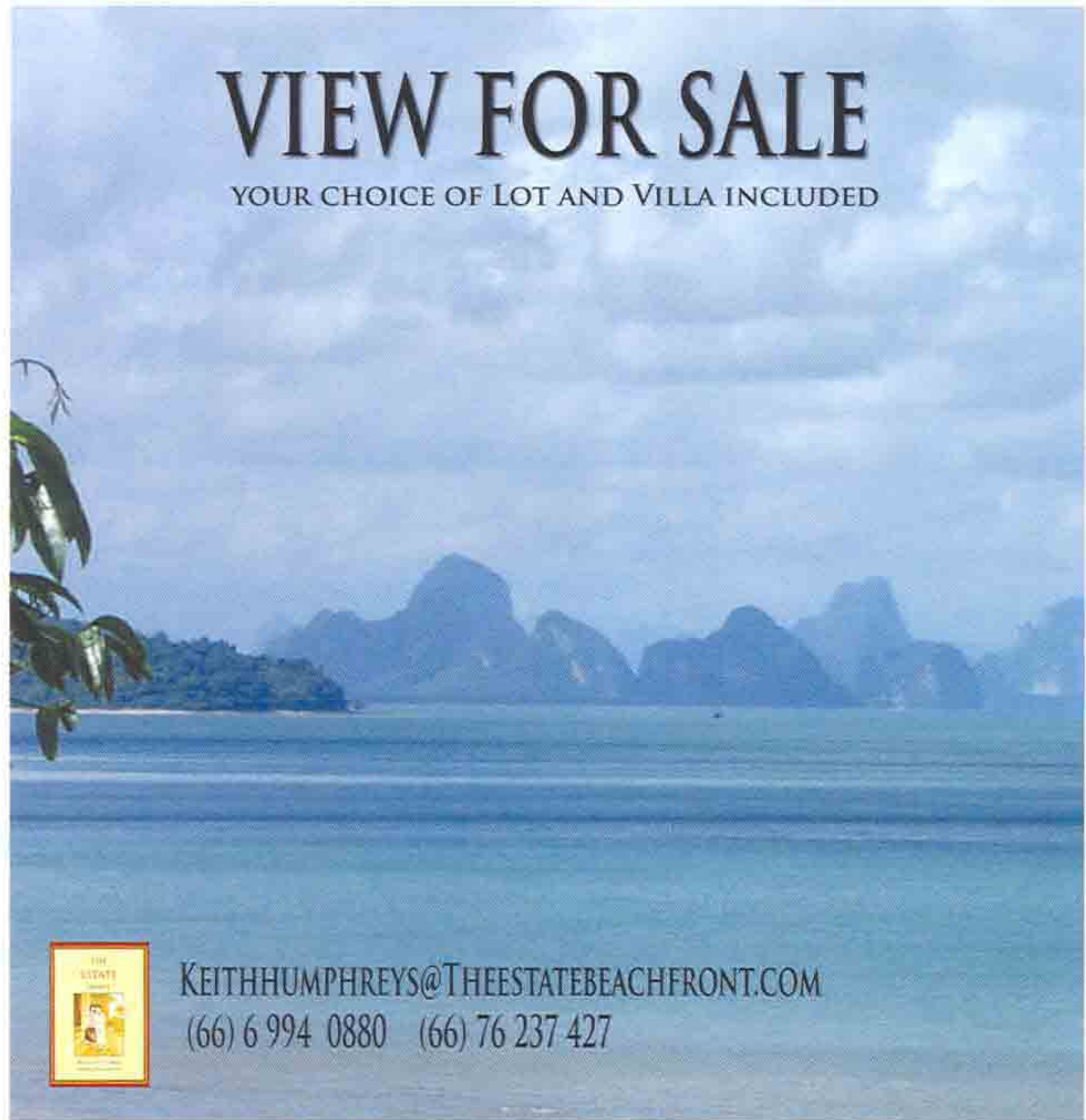
Around Cape Yamu, developments such as Baan Nem Khao are offering spacious upscale villas on plots of up to 2,000 square metres. Then there is the Cape Yamu resort enclave itself. Spanning the kilometre-long tip

Graham of East West Properties. “In the same way as Amanpuri made west coast developments so desirable for both mid- to high-end buyers.”

While many of the east-coast projects aim at the seemingly inexhaustible supply of high rollers, local companies such as Tri Asia believe that the market is changing towards more affordable property in the 4-12 million baht range. One of their projects, Grove Gardens, on Cape Yamu, offers apartments starting at 5 million baht, with many of them having already been snapped up. Apartments are a relatively new item in Phuket’s inventory,

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but the market is diversifying with an increasing number of new buyers interested in low-maintenance apartment-style or townhouse property, which offers the opportunity to generate rental income. This developing market, along with rapidly rising land prices, may help to increase the range of property on Phuket, attracting even more buyers.

Bill Barnett, developer of East Coast Villas, an apartment complex close to Ao Po, shares this view. With a winning combination of ocean views and prices starting at 5 million baht, this apartment complex sold out its first phase within the first few weeks. A second phase will be starting soon, and is expected to sell similarly fast. Larry Cunningham, of Phuket One Real Estate, also sees demand shifting to more affordable property as buyers from South Africa, eastern Europe and Russia enter the market.

Secluded beaches islands and sheltered anchorages have drawn yachties to Phuket for years, but sweeping tax changes announced last February, removing a hefty import tax on boats, are likely to give a kick-start to the boating industry and the east coast. Protected from the monsoon winds, the east coast offers sheltered anchorages and one of the most beautiful areas

It's easy to understand why the sheltered bays and impressive headlands from Ao Po to Cape Panwa are attracting some of the most exclusive developments on the island

in Asia for sailing. As boating becomes an increasingly important part of Phuket's image, the outlook for marina and associated property development looks promising.

Gula Lalvani's decision to build Royal Phuket Marina in the middle of the east coast already heralds the start of a new era. The Binatone chairmans' vision of creating a unique marina has marked a coming of age on Phuket. Whether you're a yachtie or simply yearn for the image, Royal Phuket Marina will provide all the ingredients of a luxury lifestyle by the sea. At a cost of 6 billion baht, the completed project will have berths for 350 yachts, a mix of 400 luxury apartments and villas starting with price tags from around 10 million to 68 million baht. A promenade will feature restaurants and bars, shops, essential services and an exclusive Ayurvedic spa facility. No yacht? Don't let that cramp your style. Yacht charter options will be moored at your doorstep, along with some of the best scenery

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and lifestyle in Asia. The project looks set to provide the focal point for yachting around Phuket.

Down in the southeast of the island, activity has been less hectic, developing quietly over the last few years in the hillsides around Ao Yon and Panwa. Greater distance to the airport and international schools have tended to push the southeast coast out of the limelight, although major road widening should improve communications. The ambience, views and seclusion are factors for developers and residents choosing this part of the island. Better beaches have also influenced more hotels to locate here.

Near the port at Ao Makham, Conrad is putting the final touches to an exclusive hotel resort overlooking the bay. Sri Panwa, a deluxe villa project designed to blend into the hillside above Cape Panwa, will offer upscale villas. Sri Panwa offers privacy, style and a unique setting, with some villas overlooking both the east and west coasts, capturing both the sunset and the sunrise. By The Sea's 41 beachfront apartments, close to Cape Panwa Resort, at Khao Kad, are priced between 4-10 million and are attracting interest, supporting the view that not everyone wants, or can afford, luxury villas.

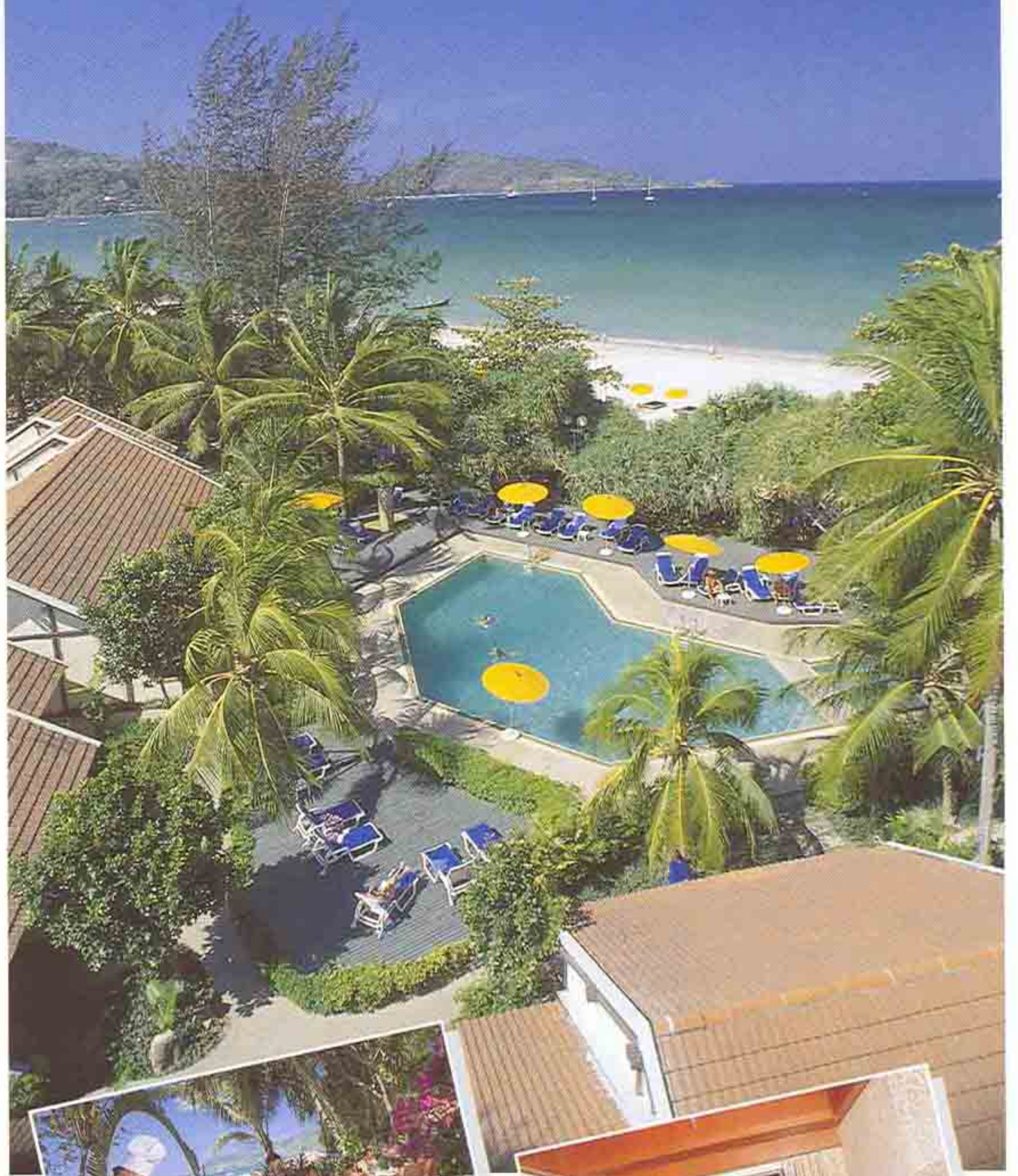
Phuket has all the ingredients to take it to the next level of development as a sophisticated lifestyle destination. The east coast has already attracted high-quality projects that are pointing the island away from the mass tourism that once threatened to engulf it. However, new development will put increasing pressure on local government to ensure implementation of sensible zoning laws, curb piecemeal building, address security issues, conserve local water supplies and make strenuous efforts to preserve the environment. Garbage disposal remains a looming issue.

Although Phuket is still evolving, the political will appears to be in place. A new zoning plan, part of a nationwide initiative, will help to map a coherent planning strategy designed to protect Phuket's natural heritage and to coordinate utilities such as electricity, water supply, wastewater treatment, waste disposal and telecommunications. The east coast could provide the perfect opportunity to establish a new blueprint for Phuket's future development.

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