

THE NAI HARN

PHUKET

LUXURY PHUKET RESORT THE NAI HARN THE ONLY THAILAND HOTEL TO BE SELECTED FOR THE DESTINASIAN LUXE LIST 2016

For Immediate Release

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PHUKET, THAILAND – Luxury beachfront resort THE NAI HARN in Phuket, has been named as the sole representative of Thailand in the prestigious DestinAsian Luxe List 2016, recognized for excellence in design, exceptional service standards and unparalleled location.

The Luxe List is award-winning travel magazine DestinAsian’s annual roundup of luxury hotels and resorts in the Asia-Pacific region. Now in its 13th edition, the Luxe List has become the ‘go-to’ collection by many well-heeled discerning travellers and the unofficial hospitality “Hot List” for the region.

This year, 33 properties in Asia Pacific are showcased, with THE NAI HARN in illustrious company befitting the unique qualities of the resort. Other notable hotels include The Four Seasons Hotel Kyoto, The Parisian Macao and Primus Hotel Sydney.

DestinAsian publisher Ronald Liem said: “We hope to share the best of our home region, whilst keeping readers up-to-date on the most exciting developments in the hospitality sector.”

Having previously been accepted into the pioneering hospitality consortium Leading Hotels of the World (LHW), and now taking its place in the prestigious Luxe List 2016, THE NAI HARN is quietly establishing itself as an icon for independent luxury hospitality in Thailand.

“We are truly delighted to take our place in DestinAsian’s Luxe List 2016, especially as the only hotel from Thailand,” said THE NAI HARN General Manager Frank Grassmann. “It is particularly pleasing to see our hard work recognised by such a prestigious publication”

Originally launched in 1986, but having recently undergone an extensive 18-month remodelling programme. THE NAI HARN offers 130 luxurious guest rooms and suites with panoramic views over the Andaman Sea, with immediate access to Thailand’s Best Beach, as voted by TripAdvisor users. The luxury hotel is home to signature dining outlet Rock Salt and also offers glamorous quirks such as the ‘Press For Champagne’ button on balconies.



THE NAI HARN PHUKET

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About THE NAI HARN

THE NAI HARN offers the perfect blend of romance, adventure, indulgence and a genuine sense of heritage, perched above Thailand's best beach*, ranged along a lush hillside at the southern tip of Phuket. Only THE NAI HARN offers dress circle seats to the greatest shown on earth – the spectacle of an Andaman sunset set against the dramatic promontory of Cape Promthep, best viewed from the four-poster day bed on your private 40sq m terrace, or from the reborn Rooftop Deck at our bucket list-worthy daily Magic Hour and Sunset Salutation Ritual. Phuket's only hotel with a real sense of history has hosted luminaries from royals to heads of state to stars of stage and screen – where else but at THE NAI HARN can you take a luxury speedboat island hopping to James Bond Island ... while staying in the suite occupied by Roger Moore or Christopher Lee during filming of The Man with the Golden Gun? Offering guest rooms at least as capacious as the generous terraces and suites best described as sublime, THE NAI HARN has been completely redesigned to maximize its exceptional vistas. Minimally elegant with lavish touches and 'ah' moments, this comprehensive reimagining of Phuket's first luxury resort infuses contemporary style with a Southern Thai aesthetic, setting the scene for destination experiences informed by authenticity and local knowledge, new adventures on roads less travelled, and culinary experiences that define excellence as we seek to restore THE NAI HARN to its former glory as a not-to-be-missed dining destination. **As voted by readers of TripAdvisor, 2014.*



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