

LUXURY PHUKET RESORT THE NAI HARN GAINS EXCLUSIVE MEMBERSHIP TO LEADING HOTELS OF THE WORLD

For Immediate Release

21 September, 2015

PHUKET, THAILAND: Luxury beachfront resort THE NAI HARN in Phuket has been accepted by pioneering hospitality consortium Leading Hotels of the World (LHW) to join its exclusive collection of hotels and resorts around the world.



New additions recently unveiled at THE NAI HARN Phuket include a generous sun deck with comfortable loungers and breathtaking sea views complemented by an enticing range of culinary experiences.

Representing more than 400 elite hotels and resorts in 80 countries worldwide, LHW is the recognized standard bearer for luxury hospitality experiences and membership of its distinguished network will provide THE NAI HARN with access to its global sales offices and the high end, discerning travellers who are loyal to the LHW brand.

Due to open on 28th of December 2015, the resort is the only hotel in Phuket, Asia's thriving resort island destination, to have been accepted to become a member of what is recognized as the most prestigious collection of hotels in the world.

"We are absolutely delighted," said THE NAI HARN General Manager Frank Grassmann. "It is a great honour to belong to LHW and rub shoulders with the best of the best in the industry as we seek to set new levels of luxurious and unique experiences in Phuket.

"It is a perfect fit for us as the hotels in their collection truly and genuinely embrace their destinations and this is at the absolute root of our philosophy," he said.

Located on beautiful Nai Harn beach near the southern tip of the island, THE NAI HARN will offer 130 luxurious guest rooms and suites with panoramic views over the Andaman Sea, a bespoke luxury spa and a stunning new pool and food and beverage spaces.

The resort will provide authentic destination experiences, extraordinary culinary happenings and expertly curated connections to the best of island life and southern Thai culture.

Leading Hotels of the World Vice President, Membership, Ms Deniz Omurgonulsen said: "We offer a collection of hotels around the world that are defined by luxury but also by an ability to offer a guest experience that is remarkable, unusual and compelling".

"With this commitment we feel that The Nai Harn fits perfectly and we are delighted to welcome them to the LHW family and look forward to promoting them to discerning travellers across the globe."

Originally launched in 1986 and most recently named the Royal Phuket Yacht Club, THE NAI HARN has undergone an extensive remodeling programme to restore the legendary resort to the pinnacle of the luxury resort hospitality.

High profile guests over the years have included Her Majesty Queen Sirikit, Prince Albert of Monaco, Prince Henrik of Denmark, former French president Jacques Chirac, the late actor Sir Peter Ustinov, dance legend Rudolph Nureyev, US actor Forest Whittaker and Roger Moore, who once fought Dr No on his famously eponymous James Bond Island off the coast of Phang Nga, a short speedboat hop away.

THE NAI HARN is the only hotel on Phuket selected to become a member of the elite Leading Hotels of the World (LHW). Originally launched in 1986, high profile guests over the years have included Her Majesty Queen Sirikit, Prince Albert of Monaco, Prince Henrik of Denmark, former French president Jacques Chirac, the late actor Sir Peter Ustinov, dance legend Rudolph Nureyev, US actor Forest Whittaker and Roger Moore.

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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 show 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. Offering guest rooms at least as capacious as the generous terraces and suites best described as sublime, THE NAI HARN has been reborn to maximize its exceptional vistas and elevate the luxury escape on Phuket. 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. 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 once occupied by Roger Moore himself? *As voted by readers of TripAdvisor, 2014.

About The Leading Hotels of the World, Ltd.

Comprised of more than 400 hotels in over 80 countries, Leading Hotels is one of the largest luxury independent hotel collections in the world. Rooted in the locations in which they are found, our members embody the very essence of their destination. Through varied styles of architecture and design and distinct cultural experiences enhanced by passionate people, our collection is for curious travelers looking for their next discovery. Established in 1928 by several influential and forwardthinking European hoteliers, Leading Hotels has an eight-decade-long commitment to providing remarkable, authentic travel experiences. We select only hotels that meet our high standards for quality and distinctiveness, offering a curated portfolio of hotels united not by what makes them the same, but the details that make them different. Leaders Club is the company's exclusive two-tiered guest loyalty program that provides members with personalized service and exclusive travel benefits to enhance their stays at any Leading Hotel around the world. For more information visit: www.lhw.com and follow us on Facebook at www.facebook.com/LeadingHotels and Instagram @theleadinghotelsofworld