



Sri panwa
PHUKET



BACKGROUND

Sri panwa is one of the top properties in Thailand, perched high atop Cape Panwa and commanding breathtaking views of the Southeastern tip of Phuket, occupying the Cape Panwa peninsula in its entirety. Sri panwa is an oasis of calm and luxury set in one of the finest locations on Phuket.

The villas sit 40-60 meters above sea level along the Eastern & Western ridges at the very tip of the cape, commanding breathtaking views of the surrounding islands and Andaman Sea. Our villas offer panoramic ocean views, while some boast full and uninterrupted 300° ocean views. The interiors embrace the essence of Tropical Contemporary design by integrating its natural jungle and ocean surroundings with the modern comforts of luxury living.

The 52 villas and the Estate's public areas have stunning panoramic views and feature Tropical Contemporary interiors with signature terra cotta exteriors. The villas are designed to feel like private homes, incorporating the finest bed linens, customized toiletries, gourmet mini-bars and traditional handcrafted furnishings. Designed to offer both a chilled out and party ambience, all the villas and the surrounding common areas have top quality surround sound entertainment systems and iPods preloaded with music to suit any vibe.

Sri panwa is a family owned and managed estate. It is the first resort by one of Thailand's most established developers, the Charm Issara Group, who are known for developing some of Thailand's well known landmarks, both residential and commercial.

Their first estate is run and managed by owner Songkran Issara's 31 year old son Vorasit "Wan" Issara, along with his young and energetic team.

Sri panwa's restaurant concept, Baba, has three locations. Soul Food @ Baba Dining Lounge offers an intimate Thai dining experience with stunning sunset views. The Estate's second restaurant and 5,000+ sq. meter entertainment outlet, Baba Poolclub has a big selective menu to match its size. Your days start here with a freshly made a la carte breakfast to you leave you stuffed - guaranteed! All day

dining follows breakfast with an extensive range of Japanese, Italian, BBQ, delicious Thai & Hotpot cuisine. The most recent addition is Baba Nest, located high in the sky, it's the ultimate space for sunset cocktails - the views have to be seen in person for you to believe!

Baba Poolclub also features a 25-meter infinity-edge lap pool, game room, Baba Hot Pot, Cooking School, the Pool Bar to quench your thirst day and night and Baba's fun & creative meeting/function Spaces. Baba88 disco is located in the belly of the building, just steps from the bar. You never know when a party will start, but they always seem to be happening without notice!

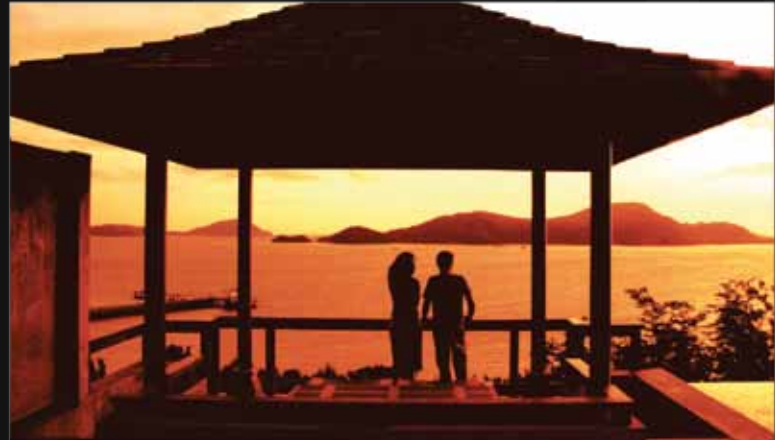
If you are looking for a relaxing escapade, Sri panwa also offers the tranquil Cool Spa retreat for indulgent pampering. Offering holistic varieties from the traditional Thai massages to facials, manicure and pedicures, invigorating body wraps, water therapy, aromatherapy, reflexology, yoga, cleansing and exfoliation. The spa menu includes romantic pampering for couples and relaxing in-villa treatments upon request.

Guest's recreational facilities include the gym, tennis courts, the Beach Pool and steam rooms. Stroll down from our Beach Pool to the secluded beach to find a selection of water sports, year round yachting activities, sun loungers and a pier to dive off and soak up some sun on.

Excursions are tailored according to guest's wishes - they include private yachting, speedboat excursions to the outlying islands (Racha, Coral & Lone island), Phuket town, Phuket nightlife, safari adventures, sea canoeing, fishing, elephant trekking and plenty more.

Golfing can be arranged at any of the island's seven golf clubs - the closest being Red Mountain, Phuket Country Club and Loch Palm, just 20 minutes away.

Among numerous accolades, Sri panwa has been voted as the World's Hotel with the best view by Beach Tomato UK, and described as "one of the most seductive hotels in the world" by Thailand's Anywhere Travel Magazine.



A PLACE TO DREAM...

Scattered throughout 40 acres of lush, tropical surroundings and offering accommodation of the highest quality, maximum privacy and superior service, Sri panwa's hotel & residential villas are truly spectacular creations. Sri panwa Villas are a soul-soothing and sympathetic blend of modern and luxurious minimalist interior décor built on one of the globe's most beautiful coastlines.

Sri panwa is a mixed development, housing both one-two bedroom pool villas and a selection of larger, distinctive residential homes.

Sri panwa's one to two bedroom Private Villas all feature a 12-meter infinity-edge swimming pools, sun bathing terraces, a private sala, and outdoor bathing areas overlooking the Andaman Sea and outlying islands. The three to six bedroom residential villas, some of which are available for sale, include similar aspects but on a much grander scale.

Our hotel villas are completely private and very sexy, with infinity-edge swimming pools wrapped seamlessly around glass-enclosed bedrooms overlooking stunning sunrise and sunset views. Each villa was custom-designed to suit the topography of Cape Panwa's natural

lush landscape. Wake up, slide open the glass doors and dive into the pool for a short swim before heading to a delicious gourmet breakfast. In the mood for a romantic evening? Order dinner in the villa, cozy up to your partner on your sprawling sofa-bed and let our state-of-the-art entertainment system take over.

Many of our clients love yachting and choose Sri panwa because of our all year round opportunities for boating. With eight of the most beautiful islands in the Phuket archipelago are within easy reach: Racha, Maiton, Phi Phi, Coral, Lon and more are all 15-40 minutes away by boat. World-class cruising, beach-hopping, snorkeling and scuba diving are literally minutes away from your doorstep.

The hotel has already been voted as one of the top five resorts in Thailand and acclaimed as one of the most seductive hotels in the world. Our celebrity clients include legendary hotelier Robert H. Burns, Chef Gordon Ramsay, H.R.H. Prince Jigme of Bhutan, The Royal Family of Thailand, David Rockefeller and leading music, fashion and business legends of the world.

"Not often you find a hotel with five-star flair and a sense of fun rolled into one" – Australian Gourmet Traveller

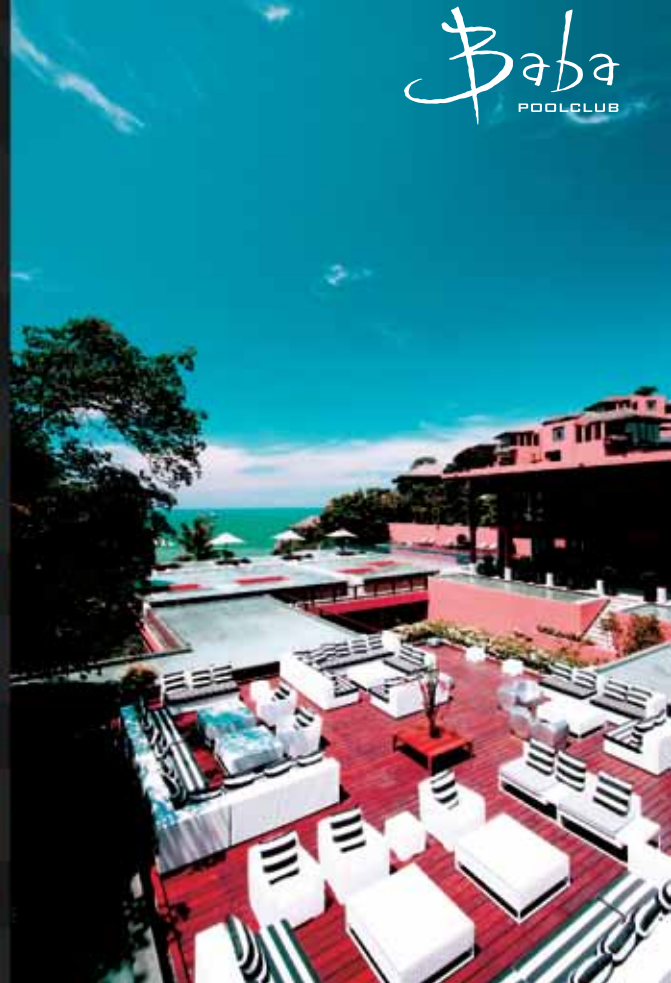


SO MUCH TO DO SO MUCH TO SEE...

Sri panwa's facilities range from a fully equipped fitness centre and gym, two tennis courts and a team of private tennis, yoga, pilates & fitness instructors on standby every day. You'll also find an internet lounge, two fully equipped meeting rooms and a library offering great books, magazines and DVDs for your perusal. Our private beach and pier offer easy yachting access for island hopping and ocean cruising, while the stunning Beach Pool is perfect for sunbathing, lounging, or an impromptu cocktail party. Sri panwa's Cool Spa provides treatments ranging from the traditional to the exotic, all delivered by master therapists in our private treatment rooms or in the comfort of your own villa.

Time for a bit of adventure? Let our estate hosts prepare an memorable for you, on board your very own private yacht. Follow the North coast to explore the stunning beauty of Phang Nga Bay or skip across the sea for a visit to the mighty Phi Phi Islands. Next, bring out a wakeboard or waterskis to practice your tricks, or let us arrange a trip with a private diving instructor to guide you through the awe inspiring beauty of the Phuket underwater world. Too tired? Lay back, let out the fishing lines and hope for a bite, then bring your catch back to Sri panwa for our team of chefs to prepare a five-star, five-course meal for you.

*"...an absolutely fabulous vacation. It's the best family time we've ever had together."
- Robert H. Burns and Family*



BABA POOLCLUB

Baba Poolclub is the place to let us entertain you and your guests. Sprawled across 5,000 square meters, it has a little something for everyone. The indoor/outdoor building features a 25-meter infinity-edge lap pool, Game Room, pool bar, Yaya Boutique, BaBaQ Dining, Baba Cooking School, Baba88 Disco & Baba Space for meetings/functions.

Baba Hot Pot is our cooking school where you can learn to cook with our local chefs. Both individual and joint classes are available; just ask one of our staff for some more info.

The Pool Bar is open all day 'til late, serving Sri panwa's signature drinks like the famous Baba Daiquiri. Individual sunken pool tables, outdoor lounges, a sun deck and reflecting ponds, make for a perfect relaxing evening, drinking and dancing under the stars. Eat wherever you feel comfortable, there are no rules at Baba Poolclub!

Baba 88 Disco presents a variety of sounds and music; Bossa nova, Lounge, Chill out, SKA, even hit songs from the 60's to the 90's, all the way down to Reggae and Hip Hop, depending on your mood throughout the night, played by both local and international DJs.

Located on the top floor of the Poolclub is Baba Space; two glass-enclosed rooms that are perfect for weddings, private events and meetings with panoramic views of the sea. Both spaces receive full use of all the services available at the Poolclub.

The menu at BabaQ is broken down into four main cuisines; Japanese, BBQ, Italian, basic Thai & Hot Pot.

Again, we only use the best ingredients and simple cooking methods which enables you to really taste the freshness!

You can indulge in the freshest sashimi on Phuket, our fish comes straight from Japan every couple of days and if you know Japanese cuisine, we will not disappoint.

The Italian side is quite in depth, with pastas, risotto, pizza and our infamous lamb lasagna. We like to keep things simple but tasty, making our dishes taste like home cooked Italian.

The BBQ/Grill section has over 100 combinations to choose from. Don't be scared by the big menu, as we do them all well, guaranteed. Choose your meat/seafood, sauces & sides. Everything is up to you! All cooked in the Spanish Jospet BBQ, the only one in all of Thailand.

Hot Pot is a family share style of cooking and eating at your table. You will pick a soup base that you like, then your meat/seafood that is thinly sliced and this is accompanied by a range of sauces and veggies. Everyone gets a soup bowl and can flavor their own personal portion to their liking. If you like hot pot, you have to try this!

BabaQ is Sri panwa's all day dining restaurant. The kitchen starts serving breakfast from 7am and finishing up after dinner at 11pm.

"Sri panwa was the ideal mix of glamour and relaxed fun, private moments and partying, good food and great company." – Australian Gourmet Traveller

Sri panwa



BABA NEST

Baba Nest is our new entertaining space in the sky. Having the coolest location of any cocktail bar on the island, it's a must visit for sunset or after dinner drinks. The rooftop deck enjoys views of the sunrise, sunset, Andaman Sea, and over 12 surrounding islands, perched approximately 60 meters above sea level. There are always tasty tunes playing at Sri panwa, so don't worry, we will fill the air with our extensive collection

Only top shelf spirits, wine & champagne will be available at 'The Nest'. Make sure you book ahead, because seats are limited. We provide complimentary tapas to all those who are enjoying their drinks.

Cocktail bar is operating from 4pm – 10:30pm daily.

Soul Food



SOUL FOOD @ BABA DINING LOUNGE

Soul Food is home to the very stylish restaurant at Baba Dining Lounge. Commanding undisturbed panoramic views of the sunset, Andaman Sea and its surrounding islands. Soul Food is a very cozy space to dine in, boasting intimate interiors of dark wood, laser cut lighting, and local patterned tiles.

The menu is traditional Thai cuisine. Using only the freshest ingredients and local cooking techniques, you will be able to experience a wide range of Thai delicacies all under one roof. The Baba team cooks with their soul and you will taste the difference!

Soul Food serves dinner & drinks from 5pm – 10:30pm daily.



COOL SPA

Discover the new spa destination, Cool Spa at Sri panwa Estate, Phuket. Immerse your mind, body and spirit in an extraordinary sensory experience totally secluded within the rainforest high above the Andaman Sea overlooking Phuket's Archipelago.

Reflecting its ocean location, the azure blue Cool spa draws creative inspiration from traditional Sino-Portuguese design, bringing the sights and sounds of the sea indoors.

Cool Spa offers six extremely spacious waterfall treatment rooms, a private salon, a floating yoga deck and a juice bar set within the water gardens serving a light nutritional spa cuisine. Enjoy complimentary use of our nature inspired facilities including the plunge pools, vitality pools, Asian rainforest pavilions, and the steam room cove.

Step into your own slice of heaven with our spacious and utterly private treatment rooms, each with a Jacuzzi, private waterfall, iPod playlist, courtyard and a luxurious shower room.

From the Traditional to the Exotic, Cool Spa's treatments are the essential fusion between local ancient healing rituals and modern treatments. Relax and rejuvenate with our full body traditional Thai, Balinese, Indian and Swedish massages, refreshing herbal exfoliations and soul soothing full body wraps. Our ingredients are based on fresh, local and natural products including mango, coconut, yoghurt and tamarind. Take pleasure in soothing your skin with our scrubs created naturally from fruits, yogurt, honey, teas and oils.

A selection of our products are freshly handpicked from Sri panwa's Herb & Vegetable Garden.

Treatments can be enjoyed at Cool Spa's treatment rooms or in the privacy of your own Pool Villa.

Cool Spa is operating from 10am - 9pm daily.

VORASIT WAN ISSARA

Vorasit Issara, more commonly known by his nickname “Wan”, is the Managing Director and face of Sri panwa.

Sri panwa is a family owned and managed estate, one of Thailand’s most established developers, the Charn Issara Group, which takes its name from Wan’s grandfather, Charn Issara. The company is well-known for its many retail, developing some of Thailand’s well known landmarks, both residential and commercial.

The affable, Wan’s family had given him the responsibility to set-up and manage Sri panwa in 2005 when it was merely just the construction of a few Pool Villas that were to set the next benchmark of luxury villa residences in Phuket. He has been given the task of creating and overseeing the company’s luxury estate, a task which he has taken up with considerable relish, overseeing all aspects of the estate including day to day operations, marketing, business development and sales of the estate’s luxury private villas.

Wan, who was schooled in the UK from the age of nine, learnt his hotel skills as a graduate of the DCT International School of Hotel & Business Management in Switzerland and also degree in business management from the University of Florida.

“On my travels I was always interested in hotels with cool, hip designs, such as the Delano, Shore Club in Miami or Dylan, Amsterdam” says Wan. But when he did his hotel training, he chose to train at the very traditional countryside estate hotel owned and operated by legendary hotelier Robert H. Burns, Grand Hotel a Villa Feltrinelli (Lake Garda, the oldest and most prestigious hotels in Italy) and the Mandarin Oriental Bangkok, so that he could “understand service and hospitality.”

“I already knew what I liked in terms of contemporary design, but I wanted to learn five star service because that is what really makes a luxury hotel,” says Wan.

“The young dynamo has brought all his finesse to bear at Sri panwa and, cleverly, has staffed the hotel with likeminded young people, many of them his friends from childhood or hotel school. Wan believes in the importance of being a real team player and being personable. The upshot is that this is no stuffy establishment hotel. The vibe is more private get-together, an insiders’ club run by Wan and his hip young team, all of whom appear to share his vision, energy and love of a good time. You get the distinct impression his staff are working with him rather than for him, so service seems unforced and always friendly.

Wan and his team personify the classic Thai character trait of “sanook”, described in a tourist brochure I read as “the essence of fun” and said to be a guiding principle on the island. I’d have to agree with that – I have more fun in five days on Phuket than I normally do in a month.”

- Kendall Hill for Australian Gourmet Traveller (September 2009)

FACT SHEET

Address:	88 Moo 8 Sakdidej Road, TambonVichit, Muang, Phuket, 83000
Location:	Cape Panwa, on the scenic South Eastern tip of Phuket
Tel:	+66 (0) 76 371 000
Fax:	+66 (0) 76 371 004
Email:	chill@sripanwa.com
Website:	www.sripanwa.com www.babaphuket.com www.coolspaphuket.com www.sripanwareidence.com www.yayaphuket.com http://press.sripanwa.com http://sripanwa.blogspot.com
GDScode:	Sabre:WV114421 Worldspan: WV72672 Galileo: WV12370 Amadeus: WVKHT672
Management:	Owned and managed by Charn Issara Residence Co. Ltd,a subsidiary of one of Thailand's leading property development companies, Charn Issara Group
Accommodation:	7 Pool Suites, 90 sq.m 24 Pool Villas, one bedroom, 190-230 sq.m 21 Pool Villas, two bedrooms, 300-320 sq.m 7 Private Residential Villas, 3-6 bedrooms, 800-2,000 sq.m
Villa Design:	Tropical Contemporary Style
Villa Features:	Infinity-edge swimming pools, private terraces, deck and sala, outdoor terrazzo, soaking tubs, double bed jacuzzi and a shower fitted steam room
Villa Technology:	Broadband WiFi internet, IDD, satellite TV, BOSE surround sound system with preloaded iPods, laptops available on request
Guest Services:	Private limousine transfers, 4WD tours, golf buddies, boat/diving trips, villa assistants, business center, laundry, babysitting
Recreational:	Gym, swimming pool and private beach, tennis courts, game room, steam rooms, water sports, yacht mooring, library, cooking school
Dining:	Soul Food @ Baba Dining Lounge – Traditional Thai cuisine Baba Poolclub – the home of BabaQ contemporary cuisine, Baba Hot Pot, Baba Cooking School Italian and Japanese dining with the finest sushi & sashimi, Pool Bar & the 25 meter infinity-edge lap pool Baba 88 Disco Bar, featuring local and international DJs offering a variety of music Villa service also available for all cuisines
Business:	Baba Space, full business facilities, books and DVDs upon request
Spa:	Cool Spa, traditional Thai and Swedish massages, facials, invigorating body wraps, water therapy, aromatherapy, reflexology, meditation, yoga, cleansing and exfoliation
Excursions:	Yachting, boat trips to outlying islands, shopping, nightlife, safari adventures, sea canoeing, fishing, elephant trekking, horse riding, mountain biking
Golf:	Red Mountain, Phuket Country Club, Loch Palm, Blue Canyon, Mission Hill, Laguna Golf Club
Education:	Thai cooking, Thai massage therapy, batik painting, kick boxing, arts and crafts etc.

AWARDS ACHIEVEMENTS

WORLD'S TOP 3 BEST BEACH BARS 2011

- BY CNN INTERNATIONAL

AWARDED THE HOTEL WITH THE BEST VIEW IN THE WORLD

- BY BEACH TOMATO -THE BEST BEACH PROPERTY AWARDS 2011 (UK)

VOTED AS THE HOT 100 COOLEST PLACE TO PARTY IN PHUKET

- BY AUSTRALIAN GOURMET TRAVELLER 2010

VOTED AS 100 LUXURY HOTELS AROUND THE GLOBE

- BY BEST HOTELS MAGAZINE

TOP 10 MOST READ ARTICLES ON BAHIGHLIFE.COM ("FROM HELL'S KITCHEN TO THAI HEAVEN, GORDON RAMSAY GETS A TASTE OF PHUKET")

- BY BRITISH AIRWAYS HIGHLIFE

AWARDED BEST LUXURY HOTEL 2008

- BY ANYWHERE MAGAZINE

AWARDED BEST RESORT IN THE MOST NATURAL ENVIRONMENT :
A REAL HOLIDAY EXPERIENCE

- BY THE ART OF TRAVEL VOLUME II

AWARDED OVERNIGHT SENSATIONS 2010: HOTELS FOR
THE DISCERNING TRAVELER

- BY PHILIPPE KJELLGREN, THE PRESIDENT AND CO-FOUNDER OF KIWI COLLECTION,
THE WORLD'S LARGEST INDEPENDENT LUXURY HOTEL REVIEWER

QUINTESSENTIALLY RESERVE 2010

WHAT THEY SAY ABOUT US

ACCOLADES FROM PRESS AND GUESTS FROM AROUND THE WORLD:

"IT WAS THE IDEAL MIX OF GLAMOUR AND RELAXED FUN, PRIVATE MOMENTS AND PARTYING, GOOD FOOD AND GREAT COMPANY."

"SRI PANWA'S SIGNATURE RESTAURANT IS AN AIRY DINING ROOM OF WARM WOODS AND PORTUGUESE TILES SET HIGH ABOVE THE SEA. THE MENU BLENDS LOCAL CURRY AND NOODLE DISHES WITH HAM AND TRUFFLE PIZZA AND ADVENTUROUS ADDITIONS SUCH AS PASSION SAKE TIGER PRAWN."

- Kendal Hill (*Australian Gourmet Traveller*)

"AN ABSOLUTELY FABULOUS VACATION... IT'S THE BEST FAMILY TIME WE'VE EVER HAD TOGETHER"

- Robert H. Burns and Family

"NOT OFTEN YOU FIND A HOTEL WITH FIVE-STAR FLAIR AND A SENSE OF FUN ROLLED INTO ONE."

- *Australian Gourmet Traveller*

"ONE OF THE MOST SEDUCTIVE HOTELS IN THE WORLD"

- *Anywhere Magazine*

"PURE JAMES BOND VILLAIN'S LAIR FANTASY"

- *Attitude Magazine*

"THE BEST PERSONALIZED SERVICE HOTEL"

- P.R.S Oberoi, *Chairman & CEO of Oberoi Hotels*

"EVERY AMENITY YOU COULD WISH FOR"

- *Harper's Bazaar Travel Guide*

"SERIOUSLY STYLISH"

- *Condé Nast Traveler*

Baba
POOLCLUB

Sri panwa
PHUKET

Cool
Spa

Private Residences, Pool Villa Hotel, Cool Spa & Baba Phuket
t: +66 76 371 000 e: chill@sripanwa.com w: sripanwa.com babaphuket.com coolspaphuket.com