



# Shape Your Dreams in Phuket

**Phuket LAYA Resort Project Introduction**



# Why is Phuket the No.1 tourist destination?

01



**Land Scarcity**

02



**Regional Accessibility**

03



**Population Mobility**

04



**Numerous Hotels**

05



**Comprehensive Facilities**

06



**Easy Visa Application**



# 01

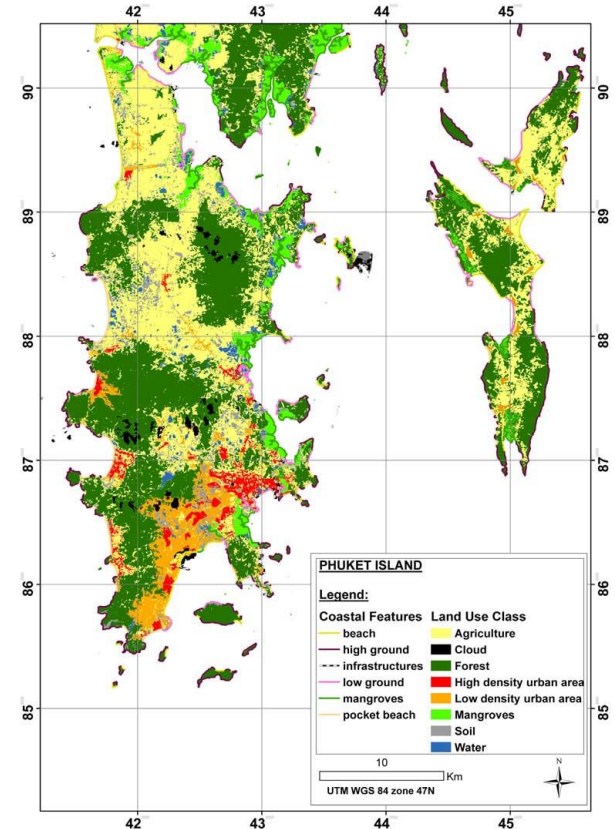
## Land Scarcity

# LAYA Resort

## A Rare Project due to Phuket's Geography

Phuket has an area of 576 square kilometers, of which 70% is covered by mountains and forests, leaving only 30% of flat land suitable for real estate development. Most of the flat land is located in center and south of the island, with only a small portion in the northern part.

- Limited land for real estate
- Rare geographic location
- Free-Hold Project



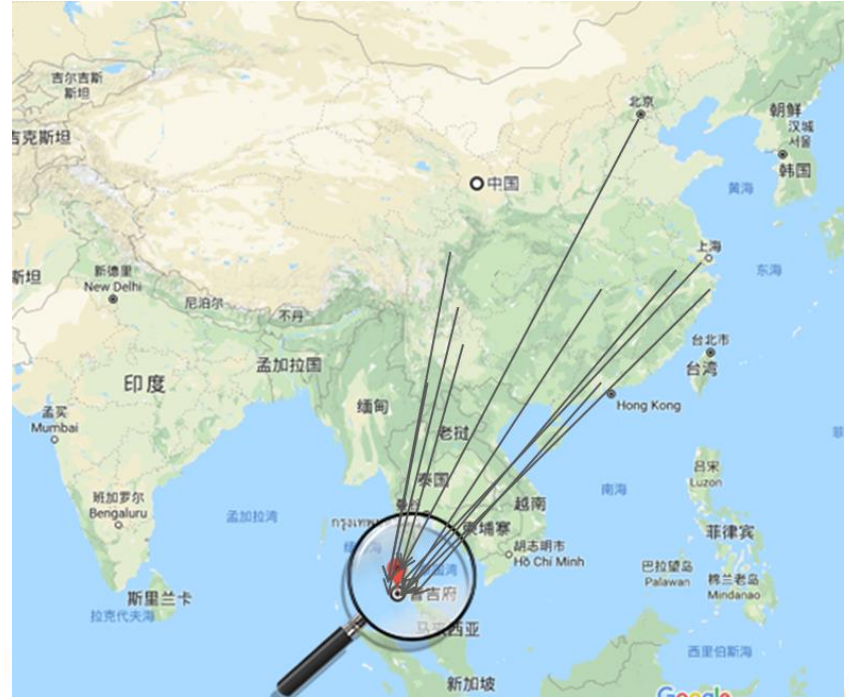
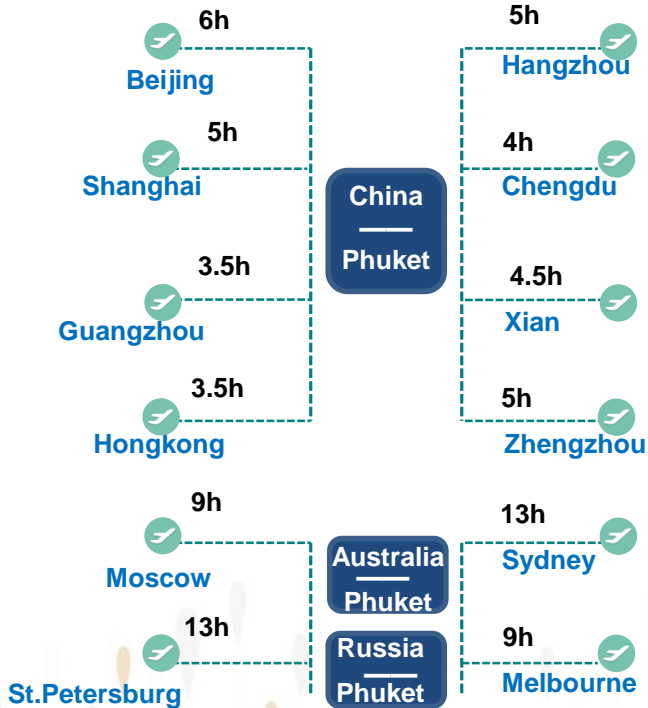


# 02

## Regional Accessibility

### High Regional Accessibility has made Phuket one of the most desirable tourism destination in the world

There are 14 cities in China that have direct flights to Phuket. Russia's and Australia's main cities also established direct flights.





# 03

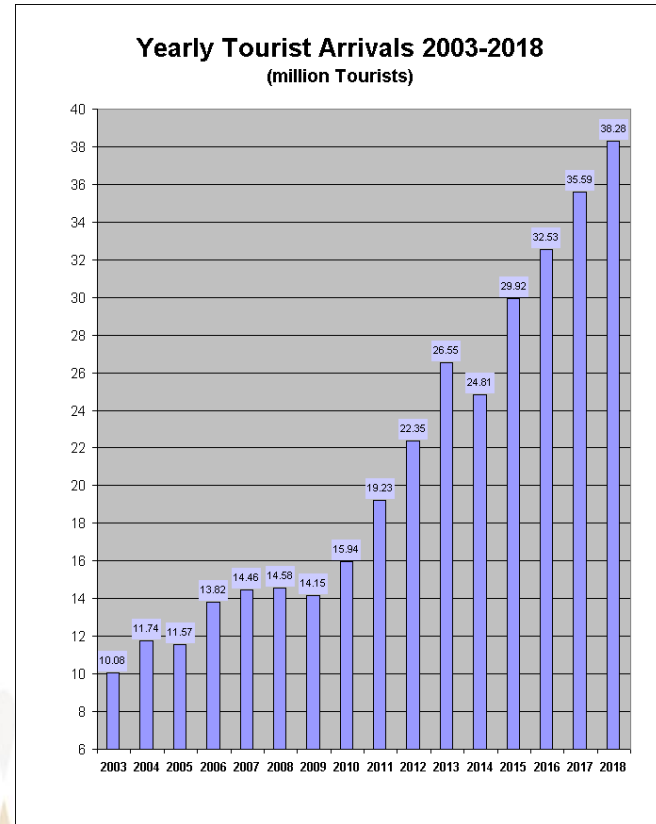
LAYA  
Population  
Mobility

## Phuket—The First Choice for Island Vacation

According to data from the Tourism Authority of Thailand:

The number of international tourists in Thailand has reached a new record high of **38.28 million** in 2018.

The number of international tourists in Phuket increased for four consecutive years, reaching **17.50 million** in 2018.





04

## Numerous Hotels

More than 200 of the world's leading hotel brands in Phuket  
The island is a top global tourism destination

- Marriott Resort (4)
- Banyan Tree Hotel (3)
- Anantara Vacation Club (3)
- Angsana Laguna Phuket (2)
- Wyndham Grand Phuket Kalim Bay (2)
- Pullman Hotel (2)
- Aman Resort
- Trisara Resort
- Rosewood Hotels & Resorts
- Club Med



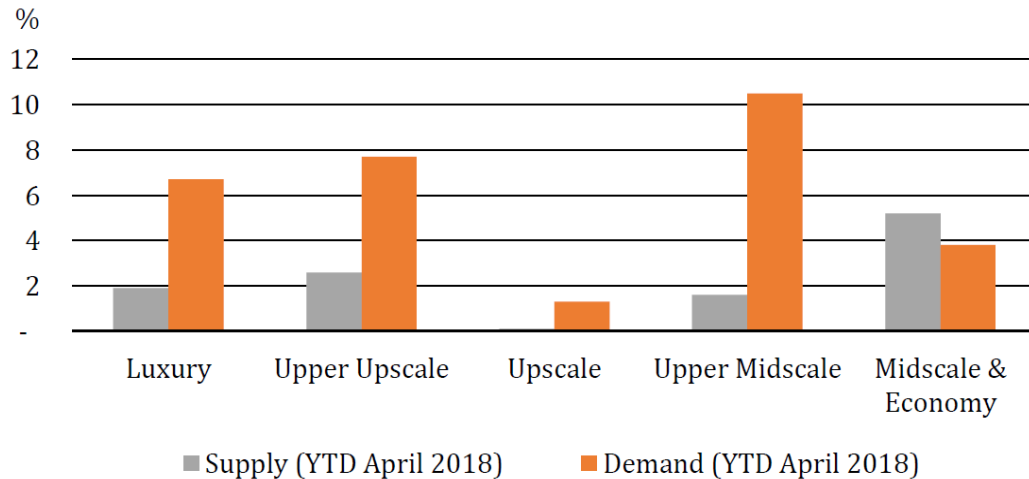


04

Numerous  
Hotels

According to STR Global, the demand of Luxury, Upper Upscale, Upscale and Upper Midscale hotels exceeds supply

### Hotel Demand and Supply Growth - By Tier



In Q1 2018, the **demand** of Luxury, upper upscale, upscale and upper midscale hotels increased dramatically by **18%**.

The **supply** of hotels increased steadily by **6%**.

**Demand(18%) >>Supply(6%)**

Source: STR





# 04

## Numerous Hotels

# Phuket has a high occupancy rate throughout the year, and a stable and considerable return on hotel investment

**CBRE** Thailand

### Phuket Hotel MarketView H1 2018

19 Sep 2018

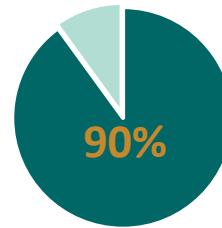
#### 12-year Occupancy Rate Record Broken as Tourism Grew

Phuket saw a significant increase in international tourist arrivals on direct international flights at 22.6% Y-o-Y in the first six months of 2018. This was in line with the increase in total tourist arrivals to Thailand in H1 2018 which increased by 12.5% Y-o-Y. The number of Chinese tourists increased by 25.9% Y-o-Y in the first half of 2018.

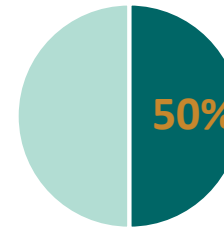
The unfortunate boat accident in early July resulting in the deaths of 40 Chinese tourists may dampen the growth of Chinese tourist arrivals in Q3 2018 but we believe that Phuket will recover from it quickly.

According to STR Global, the occupancy rate in February reached at the highest level in 12 years at 95.4%. The average occupancy rate for the first quarter also broke the 90% level for the first time since 2010 at 91.2%. The overall Phuket Hotel occupancy rate in H1 2018 reached 80% for the first time since 2010, increasing by a percentage point Y-o-Y.

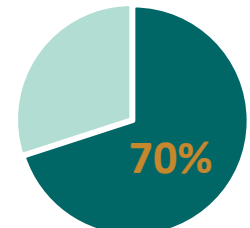
**In Q1 2018, the average occupancy rate of Phuket hotels was 91.2%. Semi-annual occupancy rate of Phuket hotels in 2018 was 80%.**



**Peak Season occupancy**



**Off-season occupancy**



**Average annual occupancy rate**



# 05

## Comprehensive Facilities

# Comprehensive Facilities ensure an enjoyable experience

## Shopping centers · Restaurant · Hospitals · Education



### Shopping Centers

Royalty duty free shop  
Jungceylon Shopping center  
Central festival  
Banana walk

### Restaurants

Pan Bistro  
Ta Khai  
Blue Elephant Restaurant  
Sizzle Rooftop Restaurant

### Hospitals

Phuket International Hospital  
Patong Hospital  
Bangkok Hospital

### Education

British International School  
Headstart International School  
Phuket International Academy



# 05

## Comprehensive Facilities

# The Phuket government has invested a huge sum of money in infrastructures, attracting worldwide attention

Phuket Airport Expansion Project | Light Rail Construction | Mountain Tunnel | Super Bus



1 The Thai government will allocate 12 billion baht to further expand **Phuket International Airport**. In the future, the annual reception capacity of the new airport will be increased to **87,600**. (Passenger volume is expected to be **18 million** in 2022 and **25 million** in 2024)

2 The Phuket **Light rail**, 60 km long, will have **23 stations** connecting Tha Nun in Panya province, Phuket Airport and Phuket City

3 In the future it will be possible to travel to Phuket directly by super bus, which greatly strengthens the connection between Phuket and other Thai cities

4 After the completion of the **Phuket Tunnel**, from **Phuket Town to Patong**, tourists will be able to travel 15 km through a tunnel, cutting down travel time

» 02

## LAYA Resort Project Introduction





# LAYA Resort

## Located in the pristine West coast area

A 20-minute drive from Phuket International Airport and a 20-minute drive from Patong Beach

### 1. Patong, Kamala, Karon Beach (Central)

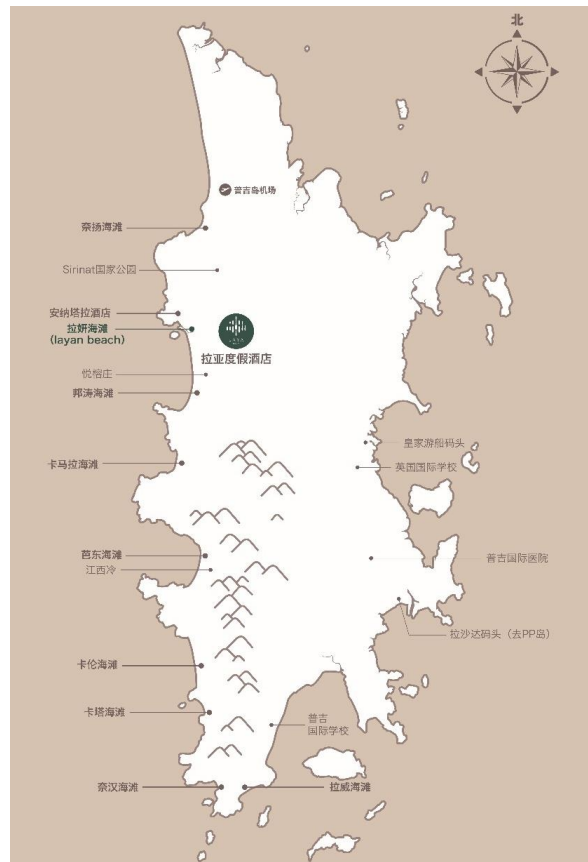
Home to Phuket's most prosperous and bustling beaches with the most comprehensive facilities. Most tourists visit Patong, Kamala, and Karon beaches, where 80% of the island's hotels, resorts, and restaurants are located.

### 2. Layan, Bang Tao, and Nai Yang Beach (North)

Layan, Bang Tao, and NaiYang Beach are located in the famous high-end resort area of Phuket. The area is home to golf courses, numerous five-star hotels, and upscale shopping centers and restaurants. Layan and NaiYang beaches offer an endless coastline and are part of the Siriana National Park, which is just across the road from the forest park. The area has become a top destination for overseas millionaires.

### 3. Nai Harn Beach & Rawai Beach (South)

These two beaches are the southernmost beaches of Phuket. NaiHarn is the most popular beach for locals in Phuket. It is a very small beach with few people and is very clean.





National coastal life reserve area  
Many five-star hotels and high-end villas are  
gathered here

Trisara Hotel  
Sirinat National Park  
Anantara

**Laya Resort**

Banyan Tree Phuket hotel  
Lagoon  
Laguna Golf Phuket

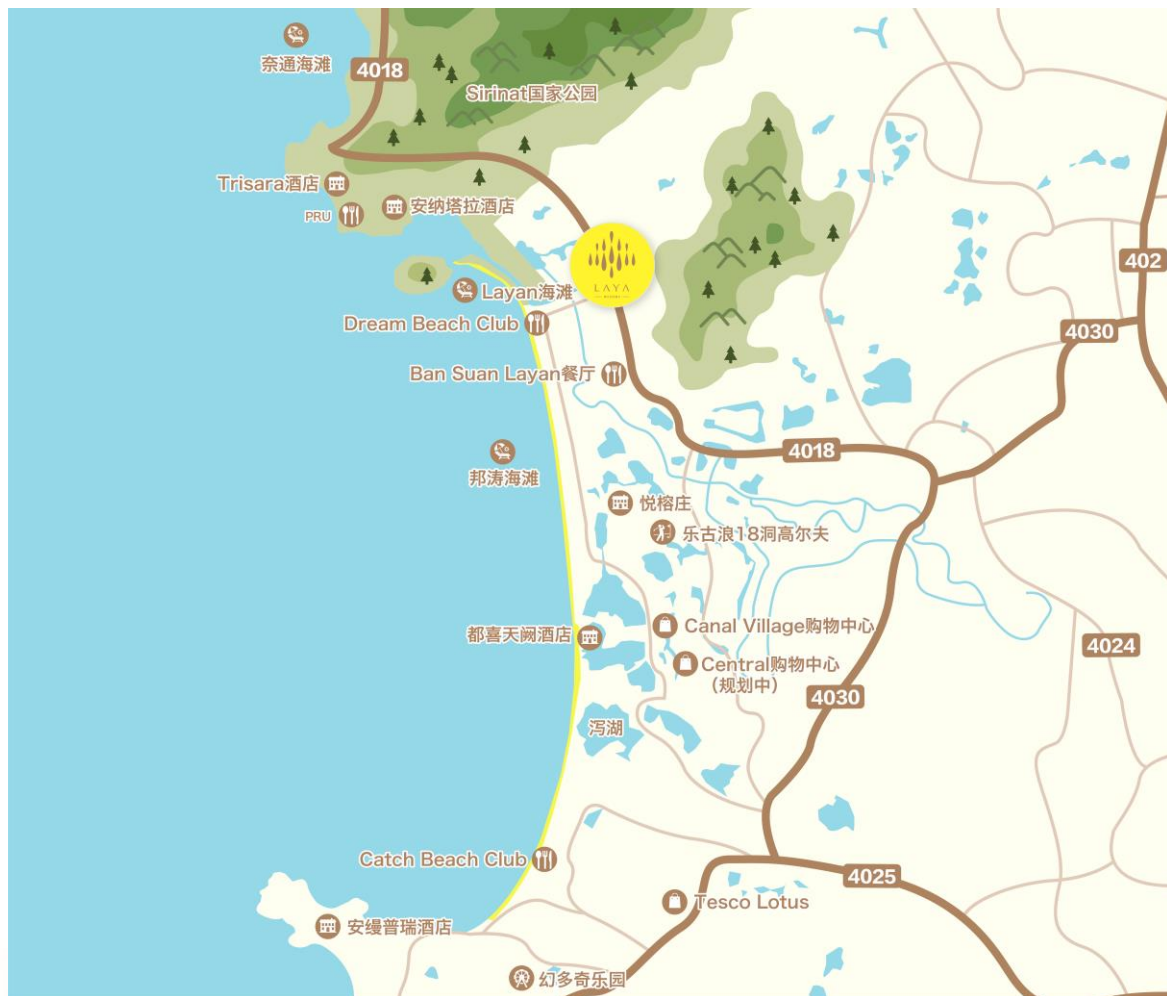
400 meter



# Project Location

LAYA  
— ANANTA —

Layan Beach	5 mins
Bang Tao Beach	5 mins
Surin Beach	10 mins
Kamala Beach	12 mins
Patong Beach	20 mins
Phuket International Airport	20 mins (Drive)
Laguna Golf Phuket (18 hole)	1.9 km
Canal Village	3.1 km
PRU Restaurant	1.9 km
Dream Phuket SPA	3.3 km
Dream Beach Club	0.45 km
Anantara Resort	0.9 km
Trisara Hotel	2 km
Banyan Tree	1.9 km
Pullman Resort	4 km
Aman Resort	5.5 km
Bankok Hospital (Planning)	3.6 km





# Natural Environment

**Adjacent to the national coastal nature reserve area, lies Sirinat National Park. It covers an area of 90 square kilometers, nearly 1/5 of Phuket.**



## Ecological Diversity

### Mangroves

Covering an area of about 1 square kilometer, it is the most natural and unspoiled mangrove forest on the island.

### Coral Reef

It is currently the most primitive coral reef found in Phuket

### Beach Forest

Home to many birds, the forest reduces the impact of inland tropical storms creating perfect sand

### Lagoon

Located in the North and South of the project





# Comprehensive Facilities

Laguna Golf Court



Central Shopping Center

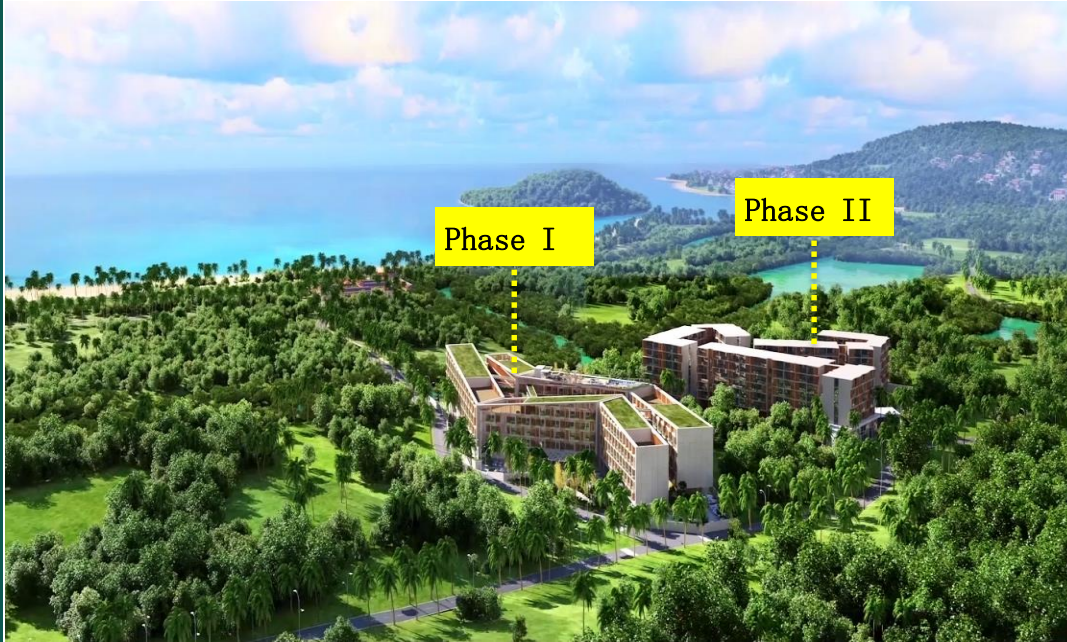


Michelin PRU





# LAYA Resort Introduction



**【Project Name】** Laya Resort

**【Developer】** JWP02 Management Co.,LTD

**【Operator】** Wyndham Hotel Group

**【Total households】** 926

**【Number of Floors】** Phase I: 6 floors

Phase II: 7 floors

**【Unit Layout】** 25m<sup>2</sup>-104m<sup>2</sup>

**【Type】** Off-the-Plan

**【Project Completion Time】** Phase I 2021 Q2

Phase II 2021Q3

**【Facilities】** Ship Terminal, SPA Restaurant, Rooftop bar, rooftop pool, Gym, Business, Meeting room, Children's Entertainment Area



# LAYA Project Visitor Center





# Planning Concept

# 5-ECO Concept Design

**ECO-  
Environment**

**ECO-  
Building**

**ECO-  
Garden**

**ECO-  
Space**

**ECO-  
Relationship**





# Kala River



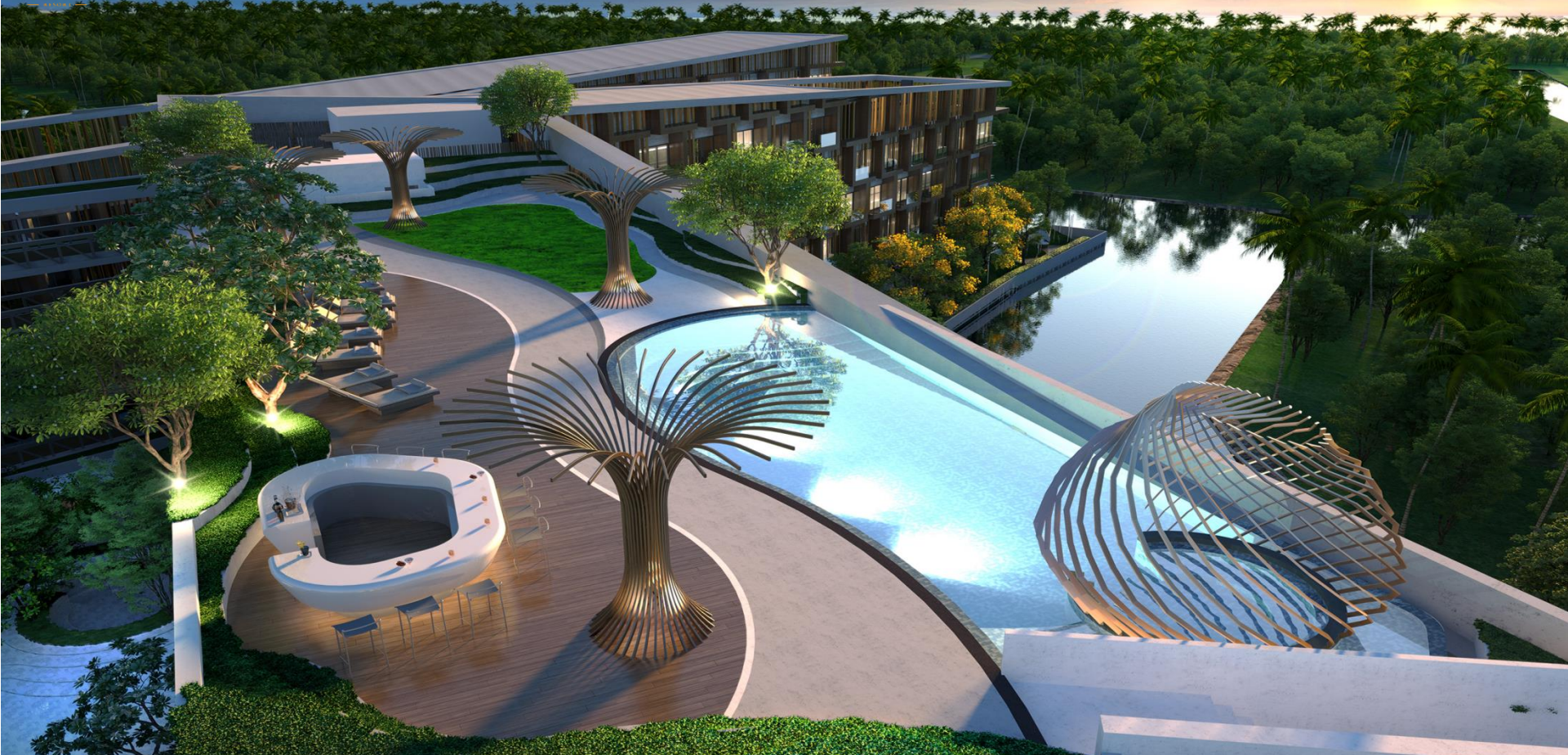


Kala River





# Observation Deck





# Environmental Rendering







# Environmental Rendering



# Environmental Rendering





# Environmental Rendering

LAYA  
ARCHITECTURE

LAYA  
ARCHITECTURE

# Environmental Rendering



# Room Types



25 square meters



37 square meters



40 square meters



# Interior Rendering





# Interior Rendering



# Interior Rendering







# Interior Rendering





# Interior Rendering





# Wyndham Hotel Group, a Trustworthy Operation Group for Investment Safety



## 【Wyndham Hotel Group】

Wyndham Hotel Group is the largest and most diversified hotel group in the world. Headquartered in Parsippany, New Jersey, USA, with more than 7,700 hotels and more than 798,000 rooms in more than 80 countries all over the world, it is a trusted hotel brand franchisee and hotel management service provider.



# » 03

## Profit Estimation



A modern resort building with a large swimming pool and lounge area. The building has a white facade with vertical slats. The pool is surrounded by palm trees and other tropical plants. In the foreground, there are two wicker lounge chairs with light-colored cushions and a coffee table with a white tablecloth, a teapot, and some snacks. The sky is blue with some clouds.

**15 Years Rental Guarantee**

**Yr1 to Yr5: fixed income 7%/yr**

**Yr6 to Yr15: 90% of Hotel Net Profit**

**The owner can enjoy the free stay for 30 days in off-time or 15 days in peak-time**



# Room size 25 sqm Profit Estimation: 9.93%

Profit Estimation				
Off-Season	7 month	Off-Season Price	THB 2,850	<b>ADR</b>
Peak-Season	5 month	Peak-Season Price	THB 3,800	<b>THB 3426</b> (THB 2,850*7+THB 3,800*5) /12
Average OCC <b>70%</b>				
Gross Revenue: THB 3426 * 365 days * 70% = <b>THB 875,343</b>				
Rental income is about <b>90%</b> of net profit or about <b>40%</b> of gross revenue				
Rental Income: THB 875,343 * 40% = <b>THB 350,137</b>				
Average Selling Price: <b>THB 3,526,054 / Unit</b>				
Gross Rental Yield: <b>THB 350,137 / THB 3,526,054 = 9.93%</b>				

## Room size 25 sqm (based on G203, 25 m<sup>2</sup>) Profit Estimation

<b>G203 Price</b>		<b>THB 3,299,276</b>	
<b>Expense</b>	<b>%</b>	<b>Value</b>	<b>Payment</b>
Down Payment	10%	THB 329,928	Within 15 days after signing contract
Other Payment	90%	THB 2,969,348	Before Transfer
Transfer Fee	1%	THB 32,993	Before Transfer
Sinking Fund	THB 800/m <sup>2</sup>	THB 20,000	Before Transfer
Utility Installation Fee	THB 8,000	THB 8,000	Before Transfer
<b>Total Expense</b>		<b>3,360,269</b>	
<b>Ongoing fee</b>	<b>%</b>	<b>Value</b>	<b>Payment</b>
Common Fee	N/A	N/A	N/A
<b>Ongoing Fee</b>		<b>N/A</b>	
<b>Rental Yield</b>	<b>%</b>	<b>Value</b>	<b>Payment</b>
Rental Yield	7%	THB 230,949	
<b>Rental Yield</b>		<b>THB 230,949</b>	



# Room size 25 sqm 15years Profit Estimation

	Yr1 to Yr5: 7%					Yr6 to Yr15: 9.93%									
Year	Yr1	Yr2	Yr3	Yr4	Yr5	Yr6	Yr7	Yr8	Yr9	Yr10	Yr11	Yr12	Yr13	Yr14	Yr15
Rental (million THB)	0.23	0.23	0.23	0.23	0.23	0.32	0.32	0.32	0.32	0.32	0.32	0.32	0.32	0.32	0.32
Sub-total	1.15M					3.2M									
Total	4.35M														

**First 15 years,** Total Income: 4.35M

Price: 3.29M

**Gained: 1.06M**

—| **Cost Recovering in year 13**

**After 15 years, Rental Income 0.32M/ Year**





## Investment Highlights

**The most Desirable area in Phuket**

**Low investment, 10% down payment**

**400 meters to Layan Beach**

**Professional Operator -Wyndham Hotel Group**

**Comprehensive Facilities**

**7% Yearly Return, Cost Recovering in 13years**



**WELCOME TO PHUKET ISLAND**