

ELITE HAVENS

EXOTIQ.ONLINE – VILLA ABIENTE

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ELITE HAVENS IN THE EAST

IT STARTED IN THE 1990s AS EXPATRIATES WORKING IN ASIA'S CAPITAL CITIES BUILT HOLIDAY HOMES ON SOUTHEAST ASIA'S TOP HOLIDAY ISLANDS. AS FRIENDS AND FAMILY USAGE OF THESE VILLAS GRADUALLY DECLINED, OWNERS LOOKED TO THE PRIVATE VACATION RENTAL MARKET TO PROVIDE SOME FINANCIAL PAYBACK



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THE EAST COAST

The explosion in Asia's private vacation rental market started 20 years ago in two of the region's most glamorous destinations: Phuket in Thailand, and Bali in Indonesia. The sector really took off in the 1990s as private individuals, who were enjoying huge bonuses from the thriving financial markets in Hong Kong, Singapore and Tokyo, were looking around for ways to invest their new wealth.

If you had a highly stressful job in an Asian capital city, and a young growing family, you needed to escape several times a year to recharge the batteries. The holiday island destinations of Southeast Asia were in easy reach, and they all offered direct flights and amazing resorts. Brands such as *Four Seasons*, *Aman*, *Six Senses* and *Ritz-Carlton* specialised in catering to these millennium millionaires looking for some quality r&r.

But what made the private vacation rental market viable was technology. In the 1970s and 80s global distribution systems (booking platforms to you and me) were extremely expensive to create, only a handful of large airlines and hotel companies could afford to

develop them, so their partner travel agents could offer customers real time availability, with instant confirmation, on flights and hotel stays.

However, in the 90s, the internet really took off, and technologies became available for tourism providers to simply build their own reservation system and embed it into their website. All of a sudden private individuals who owned a holiday home, and the local management companies who looked after their assets, could offer the consumer an instant booking and payment experience. The 'direct' capability of these technologies had a devastating effect on traditional high street travel agents; they weren't needed anymore. Unless they became online technology companies, and quickly, they would become dinosaurs.

At the forefront of this revolution was *Elite Havens*. Starting off as *Bali Homes Management* 25 years ago, their primary function was to look after people's private holiday homes, but as online technologies gave them direct access to holiday customers via the internet they rapidly became marketing organisations, as well as asset managers.

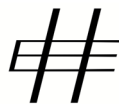


Today, *Elite Havens* offers more than 300 private luxury villas and chalets across Asia's most awe inspiring locations, including Bali, Nusa Lembongan, Lombok, Phuket, Koh Samui, Niseko, India, Sri Lanka and the Maldives. From beautiful spaces, with highly trained staff providing 5-star hotel standard services, *Elite Havens* offers independently-minded travellers a luxurious, bespoke holiday experience, which takes-in amazing local cultures from a private home-away-from-home.

Here we take a look at two of their most stunning residences on Phuket's east coast.



WEBSITE



ELITE HAVENS



VILLA ABIENTE

With modern flair and superb views – especially at sunrise, *Villa Abiente* is a three-bedroom holiday retreat in Cape Yamu on Phuket's scenic east coast. *Abiente* offers couples and groups a chic hideaway with open-plan living areas and a 12-metre infinity pool and sun deck for optimal bay views.



Bright, sleek interiors that open up completely across the front make *Villa Abiente* a cool and calming place to unwind and enjoy the tropical breezes. This is easy island life at its best, with a stylish sunken outdoor lounge set poolside for refreshing drinks after a dip, and two poolside bedroom suites with fantastic sea views. All three bedrooms offer luxurious ensuite bathrooms, two with double bathtubs, while the cosy media room has a sofa bed and ensuite bathroom. The open-plan living area makes an inviting place to gather, with its stylish sitting room, dining table for eight

and sparkling kitchen with a breakfast bar overlooking the pool. White and grey tones and floor-to-ceiling glass throughout give *Abiente* a modern shimmer, while the grand entry hall, featuring a large mural and Zen rock garden, creates an intriguing welcome.

A full team of friendly staff ease guests into *Abiente's* warm embrace. The chef provides sumptuous breakfasts and delicious Thai meals and an English-speaking villa manager offers friendly assistance in the villa and beyond. Facilities available for guest use within the *Baan Yamu* estate include a restaurant and bar, a well-equipped gym and an Olympic-size pool. Beyond the villa, the Phuket east coast idyll beckons with boat trips around spectacular Phang Nga Bay, golf, spas and waterfalls, all within easy reach.



WEBSITE



LOCATION

THE EAST COAST