



ELITE HAVENS

EXTRAORDINARY EXPERIENCES
FOR LIFE.



LUXURY TROPICAL LIVING AT ITS BEST

Welcome to Elite Havens

For more than 25 years, Elite Havens has offered discerning travellers a respite from routine life.

Today, we offer more than 250 private luxury villas and chalets across Asia's most awe-inspiring locations, including Bali, Nusa Lembongan, Lombok, Phuket, Koh Samui, Niseko, India and Maldives.

From beautiful spaces and cultural adventure to exquisite service and fine dining, every carefully considered moment creates the space for guests to reconnect with what's really important; the extraordinary experience of life.



The Elite Havens difference



ELITE HAVENS



Culinary Delight

Delicious food is central to a memorable holiday. Each meal at an elite haven is prepared from scratch and cooked to order by a private chef, using fresh, locally sourced ingredients.



Personal Concierge

No two holidays are the same at an elite haven. Guests will enjoy VIP treatment as the Elite Concierge takes the stress out of their holiday and adds in a splash of unique experiences they will always remember.



Local Immersion

Our guests will see the beauty of a destination through the eyes of a local, with our on-ground staff and the Elite Concierge having inside-out knowledge of each destination and its hidden charm.

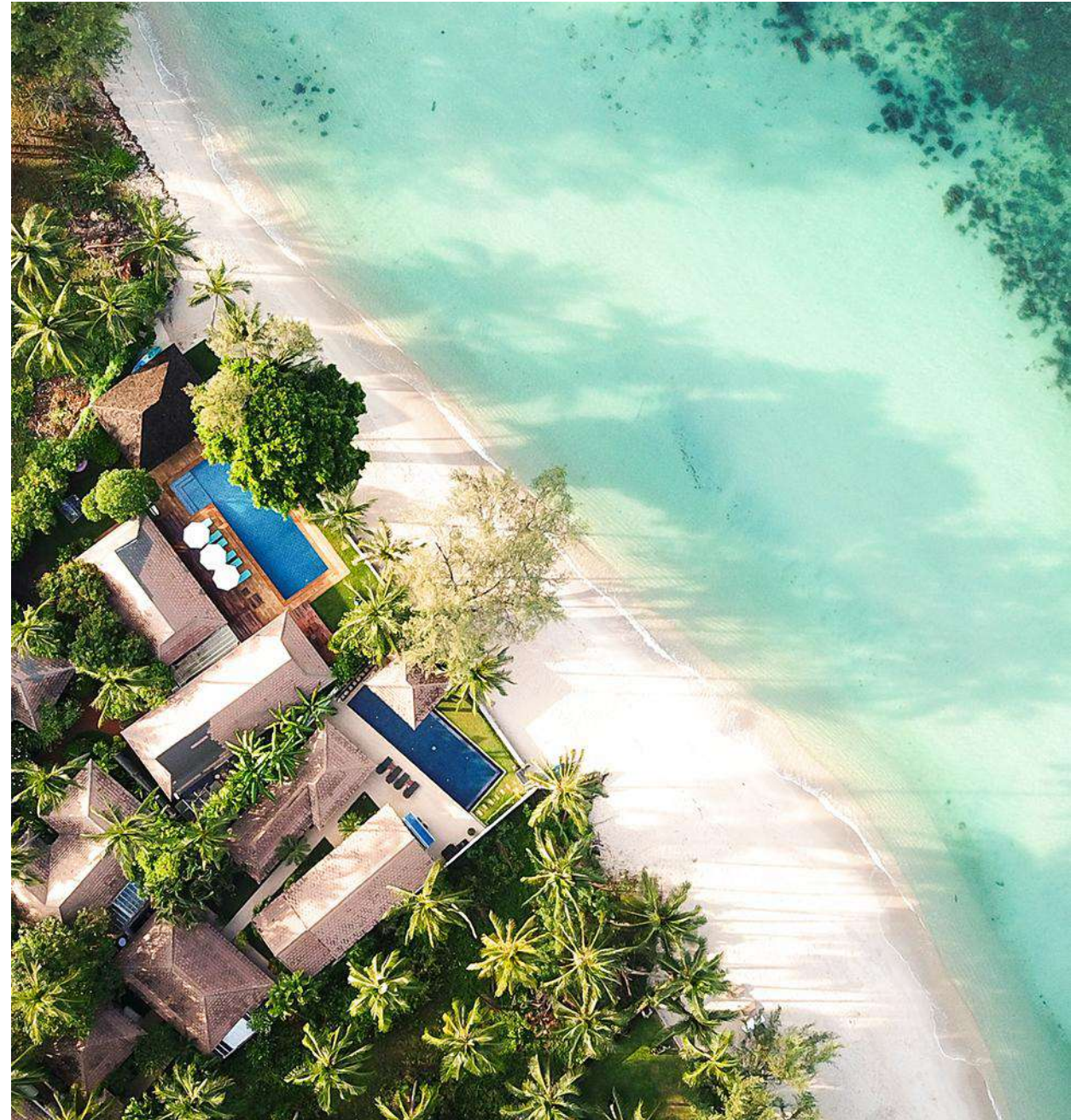


Exclusive Access

Villa owners put their complete trust in us, and we are their sole representatives. All other agents go via us. Guests book directly with Elite Havens for full transparency, personalised service, and complete reliability.

The Elite Havens difference

- Seclusion and service levels that only a private villa can offer
- Extraordinary dining, with meals prepared to order by private chefs
- A personal holiday concierge to plan and organise guest activities
- Best price guaranteed by dealing with the owners directly
- Groceries and beverages to order and charged at cost price plus 20%++
- A local's perspective to discover the hidden charm of our destinations



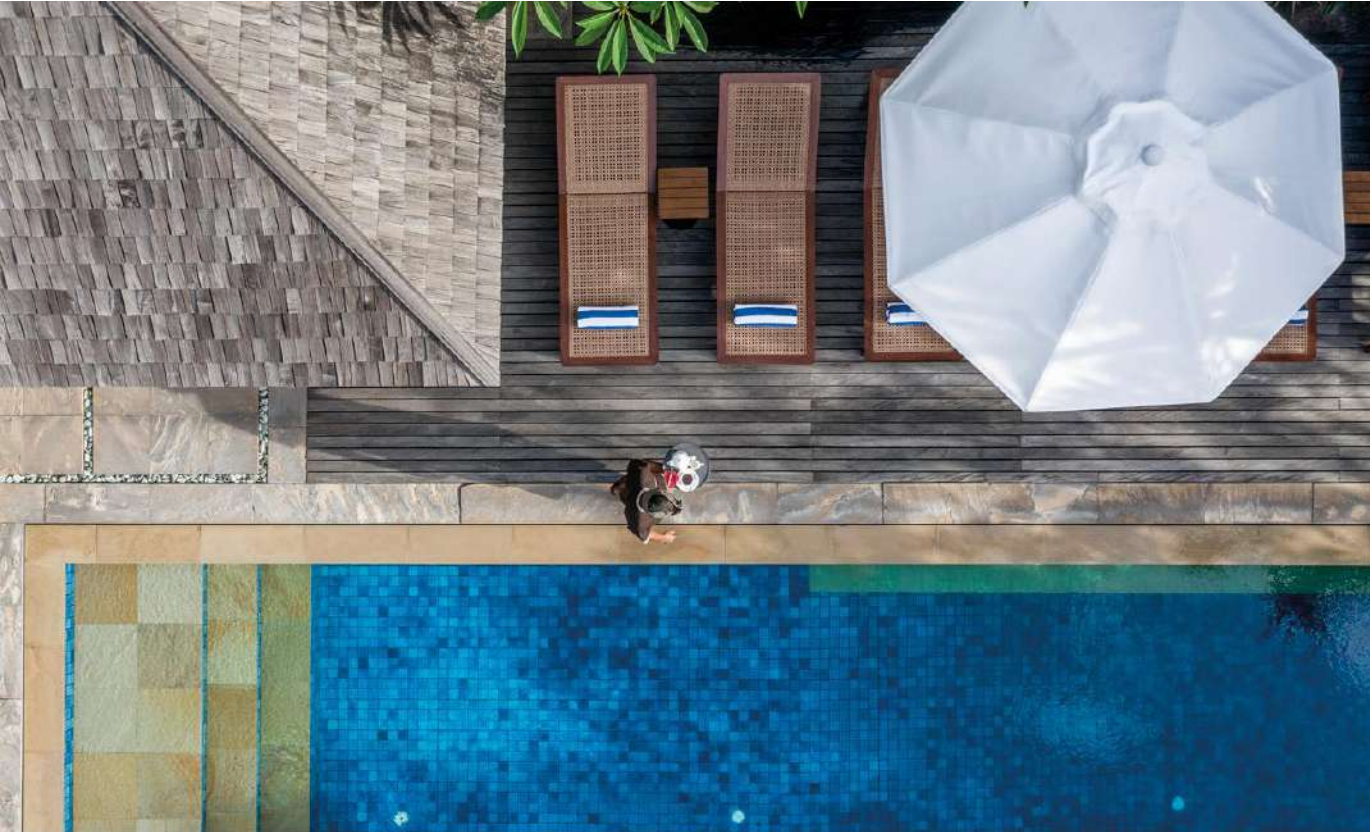


ELITE HAVENS

The Elite Havens difference, for owners

- Global reach - Marketing expertise to deliver widest possible reach
- Known and trusted regional brand
- Dynamic tech-driven partner – Real-time owners' portal
- Portfolio of the best villas in Asia
- Highest yields in Asia
- Exclusive representation – All channels including online travel agents
- Quality assurance - Properties managed by us are maintained to the highest of standards with rigorous quality inspections
- Dusit Hospitality owned – 70 years of hospitality experience





The Elite Havens difference, for travel agents

- Fair payment process
- Secure portal with instant availability
- Option to hold villas for 72 hours
- Highly knowledgeable reservation staff
- Comprehensive property information
- Protected commissions
- Carefully curated portfolio

The guest journey

Here 24/7

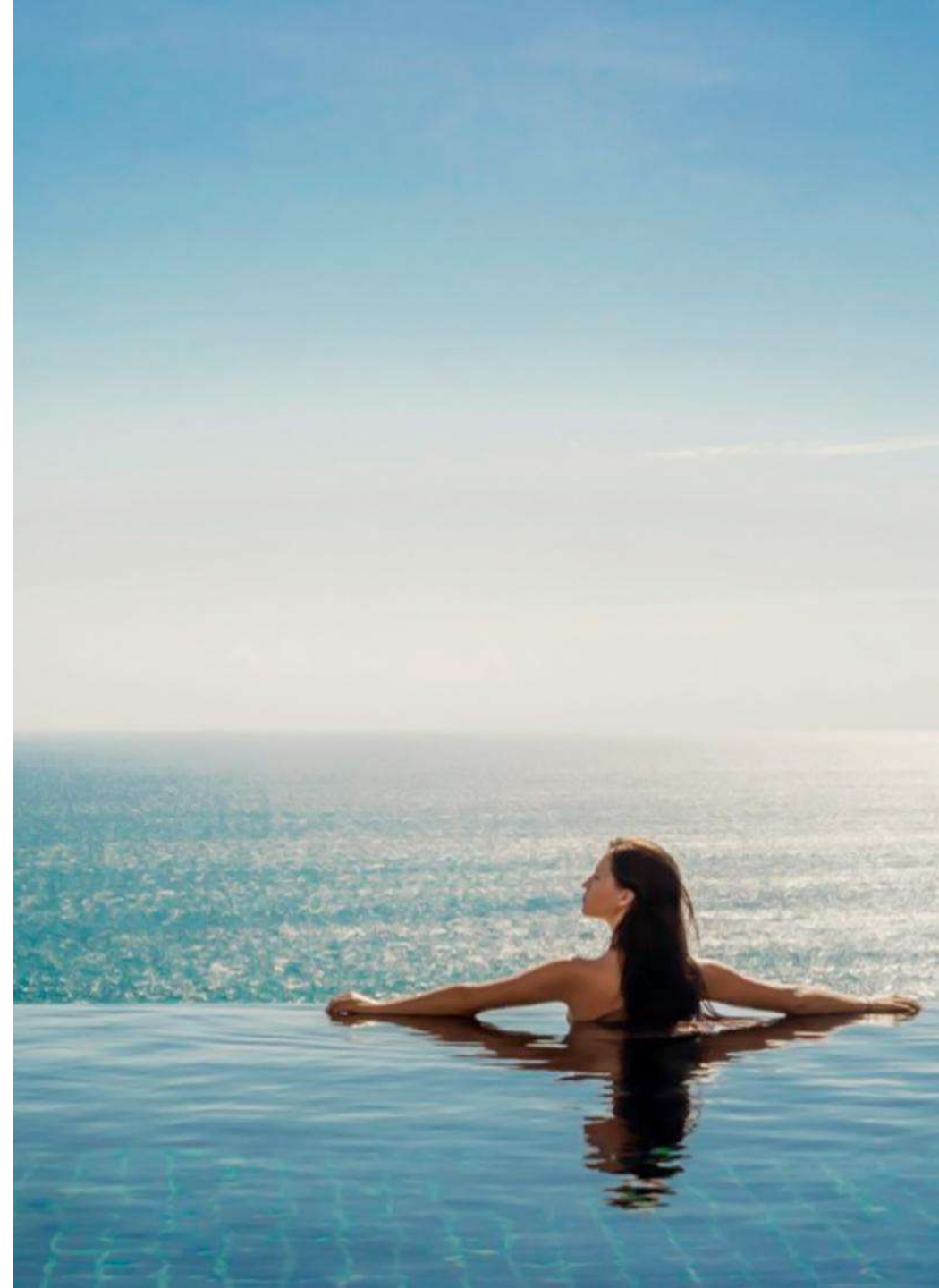
Our dedicated team of reservation specialists is always available to assist our guests and partners, be it in finding the perfect property to suit their needs, or to answer any queries that they may have.

Elite Concierge

Our team of lifestyle curators, the Elite Concierge, hold the A-list to everything exceptional. They can suggest the best places to visit, things to do, and make all necessary arrangements for our guests.

Our staff

Each elite haven is typically staffed with a manager, butlers, housekeepers, gardeners and security personnel depending on the destination, and this can even include a private chef. They work as a seamless team to create an extraordinarily luxurious villa vacation.



Our destinations



ELITE HAVENS



INDONESIA



THAILAND



INDIA



MALDIVES



JAPAN



ELITE HAVENS



Phuket & Natai

Since the discovery of Phuket and its magnificent white-sand beaches by travellers in the hippie-trail halcyon days, the Thai island has emerged as a preferred holiday haven.

With a large range of properties of all sizes, guests can invite friends and family to enjoy all this, with exquisite hospitality from a team of personal staff in the stylish comfort of their own haven.



Koh Samui

Once an island of fisherfolk, Koh Samui still retains the laid-back atmosphere of a simple society, a relaxed and relaxing aura that makes for the perfect holiday.

Our luxurious Koh Samui villas allow guests to laze away the days on perfect beaches with crystal clear sea under deep blue cloudless skies, or the kick-up their heels in the night life of Chaweng.



ELITE HAVENS



Bali

On the island of the gods, the phrase 'holiday in paradise' truly comes to life.

Whether seeking a beachside escape in Canggu, a cliff top retreat in Jimbaran, or a scenic hideaway in the hills of Ubud, Elite Havens' villa specialists will have the perfect selection of Bali luxury villas to choose from, packaged together with the incredible service and attention to detail only a villa holiday can deliver.



Lombok

While not as famous as neighbouring Bali, Lombok is a paradise of unsurpassed natural beauty; from the coral-fringed Gili islands, home to sea turtles and exotic fish, to vast white sand beaches, spectacular surf and soaring volcanic peaks.

Guests looking for a peaceful holiday retreat will embrace the sense of getting away from it all, while relaxing in one of our luxury Lombok villas with private pool.



Nusa Lembongan

An idyllic hamlet accessible by boat from Bali, Nusa Lembongan will make every guests' island vacation dreams come true.

Home to a small, exclusive community of private residences and rental villas, quiet and serene Nusa Lembongan is the alternative beach holiday discerning travellers will come back to.

Our villa specialists will help create the ideal Nusa Lembongan vacation.



ELITE HAVENS



Maldives

The island atolls of the Maldives set the scene for a too-good-to-be-true tropical holiday, with breathtaking aquamarine lagoons encircled by soft white sand beaches and coral reefs brimming with iridescent ocean life.

Elite Havens' villas in the Maldives are luxury beachfront residences, fully staffed to extend abundant invitations for adventure, leisure and indulgence.



India

A breathtaking juxtaposition of the awe-inspiring landscapes, wildlife, bustling cities and an extensive coastline, India is a travel destination with a burst of colour, character and sensory stimulation.

There's something here for every kind of traveller. Living in the comfort of one of our stylish villas, guests can experience some of the best corners of this country like deserted beaches, lush hillsides and even cool urban neighbourhoods.



Niseko

Stunning landscapes and incredible mountain ranges – Japan is a magical place to behold at any time of the year. The Land of the Rising Sun's rich history and ceremonial traditions, along with its dreamy vistas and worldly finesse, make it a great destination for combining snow and rugged nature with sophisticated urban exploration.

From the comfort of their luxury Niseko chalet, our guests will be able to enjoy first-hand the exquisite hospitality, culture and cuisine the country is so well-known for.



ELITE HAVENS

Market leadership in Phuket

Established local presence

- Largest presence in Phuket with 44 exclusive luxury properties
- Over 500 bookings, including 26 events, hosting 6,000+ people in 2024
- Experienced on-ground team with extensive local knowledge
- Strong relationships with local service providers and event specialists

Deep market understanding

- Sales and marketing teams regularly immersed in the Phuket experience
- Expert guest services team with comprehensive knowledge of local activities and amenities
- Specialized understanding of each villa's unique features and appeal within the Phuket Laguna and Naithon context

Long-term brand building

- Multi-channel marketing approach including paid advertising, PR, and social media
- Established relationships with luxury travel agents and event planners targeting the Phuket market



Marketing Cohiba Villas



ELITE HAVENS

Local Brand With Global Reach

- Complete brand and marketing management
- The best of brand, marketing and media expertise, with global and local resources
- Estate branding, amplified by EH owned, earned and paid channels

Integration into all Elite Havens marketing

- Global advertising (paid media)
- PR targeting influential travel publications
- Email and newsletter content marketing targeting 80K+ subscribers
- Social media collaborations with targeted influencers
- Lifestyle and local area photography shared through social channels
- Management and optimisation of all OTA listings
- Promotion via global agent network
- Promotion via global Dusit network (direct, B2B)

Destination Marketing

- Ongoing investment in awareness building of Layan and Naithon Beach as desirable destinations in Phuket
- Photo and video content highlighting the uniqueness of the region
- Local stories and bespoke content highlighting the culture, beach, food, people, villas, supporting SEO strategy



15 million

SOCIAL MEDIA REACH



100,000

TRAVEL AGENT REACH



>80,000

ACTIVE DATABASE



LUXURY TROPICAL LIVING AT ITS BEST



THE UNIQUE OFFERING OF COHIBA VILLAS IN PHUKET

Exceptional location, authentic gastronomy, flawless service, event spaces



EXCEPTIONAL LOCATION

Unspoilt beaches nearby
- A place of sanctuary and seclusion.

MODERN DESIGN

A sprawling estate with refreshing modern designs appealing to the luxury market.

BESPOKE DINING

Savor personalized gourmet dining experiences crafted by your dedicated in-villa culinary master.

EFFORTLESS LUXURY

Every request is met with flawless precision. The dedicated team crafts seamless, personalized experiences.

AUTHENTIC EXPERIENCES

Discover authentic Thai island life in luxurious serenity.

INTRODUCING COHIBA VILLAS TO THE EH AUDIENCE

Leveraging KOL & Media

- Collaboration with KOLs & travel media to create compelling narratives and extend reach.
- Press trips & media famils to generate authentic coverage in top-tier publications.

Engaging Travel Trade & Agents

- Exclusive familiarization trips for travel agents across different source markets to experience the destination firsthand.
- Trade marketing & PR campaigns positioning Cohiba Villas as a must-stay estate.
- Showcasing at travel trade shows & industry events to introduce the island to key partners.

Educating & Empowering Our Team

- On-site familiarization for villa specialists to enhance their ability to sell Cohiba Villas confidently.
- Internal training sessions for reservations, sales, and marketing teams to communicate the estate's USPs effectively.

Strategic Booking-Driving Initiatives

- Exclusive early-booking offers & packages to incentivise first-mover guests.
- SEO-driven destination landing pages & blog content to capture organic search demand.
- Localized advertising & paid media campaigns targeting affluent travelers interested in secluded luxury.

DIRECT GUESTS

Advertising

- Display and search advertising targeting high-converting audiences including Australia, Singapore, US, Europe, Hong Kong, Middle East, India, domestic (Bangkok)
 - Branded advertising
 - Destination advertising: Emphasis on Phuket's authentic atmosphere and luxury exclusivity
 - Seasonal advertising: All major festivals and travel periods – e.g. Chinese New Year, Songkran, school
 - Tactical advertising: Price-based offers/discounts
 - Inclusion in all relevant Elite Havens campaigns

Content Creation

- Video content series showcasing USP pillars
- SEO-friendly content: Magazine articles featuring Naithon and Layan travel guides, “Top Reasons to Visit”

Website

- Dedicated estate websites

Social Media

- Inclusion of Cohiba Villas across all Elite Havens social media platforms – location-specific, or themed content (pristine seaviews, family, corporate & wellness retreats etc)
- KOL program targeting core source markets

PR

- PR strategy to launch the new site and deliver dedicated media opportunities
- Targeting luxury publications (Conde Nast Traveller, Robb Report)

TRAVEL PARTNERS

New exclusive partnerships

- Capitalize on EH's global partnerships spanning over 7000 agents
- Australia: a mature villa market – Elite Havens exclusive villa partner
- UK/Europe/Americas/Asia: luxury agents, EH exclusive villa partner
- UK: B2C platform with access to 250k consumers, EH to be first villa partner
- USA/Canada/Middle East

Partner familiarisation

- Virtual famil tours/webinars targeting selected travel partners
- Testimonials: Video content featuring EO partners
- Cohiba Villas showcase: Proposal for experiential showcase of Cohiba Villas and neighbourhood

Industry events

- Showcase at selected travel, event and retreat industry trade shows and conferences





Rental Projections Year 1 – 10

6 bedrooms	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Base Rate per night (from - to)	1,800-4,200	1,900-4,300	2,000-4,400							
Occupancy	47%	52%	55%	55%	56%	57%	58%	59%	60%	62%
Cummulative Gross Rev. THB	12,473,190	27,252,830	43,957,594	60,996,453	78,546,478	96,447,503	114,706,549	133,148,185	151,774,238	170,586,551
Cummulative net revenue THB	9,479,625	20,712,151	33,407,771	46,357,304	59,695,323	73,300,102	87,176,977	101,192,621	115,348,421	129,645,779

5 bedrooms	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Base Rate per night (from - to)	1,700-4,200	1,800-4,300	1,900-4,400							
Occupancy	44%	51%	54%	51%	52%	53%	54%	55%	56%	57%
Cummulative Gross Rev. THB	11,142,087	24,815,069	43,839,026	59,750,664	76,139,650	92,856,417	109,907,519	127,129,131	144,522,960	162,090,728
Cummulative net revenue THB	8,467,986	18,859,453	34,139,495	46,232,339	58,687,969	71,392,712	84,351,549	97,439,975	110,659,285	124,010,788

4 bedrooms	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Base Rate per night (from - to)	1,600-4,200	1,700-4,300	1,800-4,400							
Occupancy	42%	48%	52%	55%	56%	57%	58%	59%	60%	62%
Cummulative Gross Rev. THB	10,287,451	22,905,447	37,671,334	52,732,539	68,245,580	84,068,882	100,208,650	116,509,816	132,973,993	149,602,812
Cummulative net revenue THB	7,818,463	17,408,140	28,630,214	40,076,730	51,866,641	63,892,350	76,158,574	88,547,460	101,060,235	113,698,137

3 bedrooms	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Base Rate per night (from - to)	1,450-4,000	1,550-4,000	1,650-4,200							
Occupancy	40%	45%	51%	51%	52%	53%	54%	55%	56%	57%
Cummulative Gross Rev. THB	8,718,518	19,356,631	32,453,034	45,811,366	59,570,447	73,604,710	87,919,659	102,377,757	116,980,436	131,729,141
Cummulative net revenue THB	6,626,073	14,711,039	24,664,306	34,816,638	45,273,540	55,939,580	66,818,941	77,807,095	88,905,131	100,114,147

Notes Projections



ELITE HAVENS

- Subject to final design and number of villas joining the rental pool
- With multiple villas joining staffing fees can be shared
- It usually takes 3 years to come to maturity
- Yield may vary depending on owner stays. Projections are based on 365 days availability.
- Rates include services:
 - Full guest services team (Villa Manager shared, Private Chef, Butler / Housekeeping) – cost to owners
 - Daily breakfast, Wifi, utilities, internet TV, luxury amenities, arrival airport transfers
- Discounts (% can be negotiated per villa):
 - Early Bird discount – 120 days in advance, 5-15% off depending on the season
 - Last Minute discount – 21 days prior to arrival, 5-15% off depending on the season
 - Long Stay discount – over 7 nights, 5-10% off depending on the season, not applicable over peak season
 - Repeat discount – 5% off



Estate Management

Estate Management fees:

Total budget per year	3,558,499.00 THB
Common Area fee per villa	395,388.78 THB
per villa / per month	32,949.06 THB

Subject to change





ELITE HAVENS



Villa management services

When an owner entrusts their property to Elite Havens, they can be assured that they are partnering with an experienced, highly responsive team of property management professionals.

We've been refining our systems and processes for more than 25 years, and are committed to delivering outstanding service to maximise returns and deliver an outstanding experience to our guests.

Individual Villa Management

Full Management fees:

5-6 bedrooms 30,000 THB per month

3-4 bedrooms 25,000 THB per month

Services include support from Elite Havens teams:

- Human Resources – hiring & training
- Accounting – daily bookkeeping, cashflow statements
- Engineering – regular checks and standard services
- Operations – regular inspections and monthly reporting
- Guest Services – concierge support

** For owners not joining the rental pool, customized management packages are available. Fees start at 15,000 THB per month.*



ELITE HAVENS REFERENCE



ELITE HAVENS



To Whom It May Concern,

I write as the developer (and villa owner) of the Malaiwana Estate which is an upmarket estate on Phuket's northwest coast consisting of 15 villas and 12 residences.

Elite Havens have been involved in our common area management, villa/residence management, provision of guest services and villa/residence marketing efforts since December 2016.

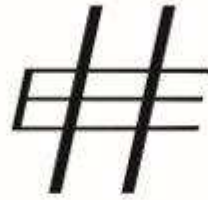
For the management they have proven to be responsive and work hard to keep the estate and properties maintained as a top luxury complex in Phuket. We have found their staff to be pragmatic, open and honest in our dealings with them.

With respect to the marketing, they have undertaken everything to launch select Malaiwana Residences and Villas for rentals. Results have shown favourable revenues and good feedback from guests and owners participating in the rental pool.

Based on our impressions and performance, I would recommend their services.

Best regards,

Malaiwana, Phuket



ELITE HAVENS

LIFE.
MADE OF MOMENTS
LIKE THIS

WWW.ELITEHAVENS.COM

Contact details:
Femke Beekers
Cluster Country Director
Thailand & Japan
femke.beekers@elitehavens.com

Cohiba Villas Phuket
Ian A Spurdle, Director
Asia360 Co., Ltd
ceo@asia360.co.th

