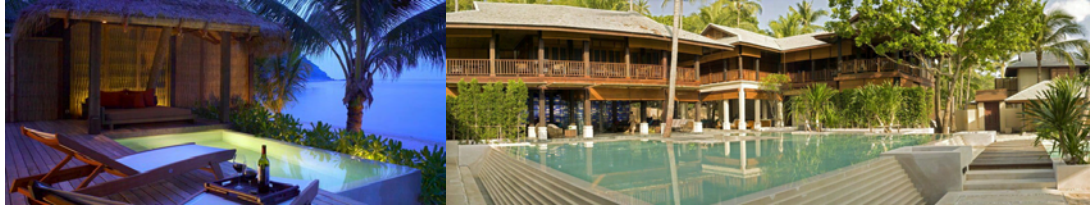


# RA SĀ NĀN DĀ

PHANGAN ISLAND

FOR IMMEDIATE TOUR OPERATOR AND INDUSTRY RELEASE



## RASANANDA PHANGAN ISLAND IS OPEN

05 January 2009, Bangkok – You and your guests are invited to experience the newly-opened Rasananda Phangan Island and discover the intimacy that the resort and the island offers.

In Mid-December Rasananda opened to a select few guests and by New Years Eve was at full occupancy. Guests welcomed in the New Year surrounded by smiling staff and new found friends, dining on fabulous fare by British Executive Chef Nicholas Hall under a canopy of stars and a sky was filled with floating lanterns, not to mention the islands largest fireworks display.

Rasananda is not your ordinary Phangan Island Resort. It is an extraordinary experience awaiting discovery, where your guests will be pampered in one of the resorts 44 villas and suites, characterized as personal retreats – earth and refreshing, subtle yet sexy – while being fully connected. Designed as a perfect refuge, the villa sizes range from 100 – 260 square meters of indoor and outdoor living space, all with private pool.

Guests will be in awe of Rasananda's Signature 'blissful dreams' mattress adorned with 500 thread count bed linens and goose down duvets. Hardwood floors, Thai teakwood furniture accented with hand woven silks and cottons with such modern comfort as 32" flat screen LCD satellite television, home theatre, DVD and CD make for a most enjoyable in-room experience. Inclusive features are twice daily housekeeping, Rasa Host service and complimentary hi-speed WI-FI.

Other facilities waiting to be discovered include 2 restaurants, a 600 bottle champagne and wine lounge, a Swim-up 'glass' pool bar, Signature spa, Library, Gift & gourmet shop and Fitness facility & sea-view yoga studio nestled in an indigenous preserve.

*STATUS: 24 Villas and Suites are complete with the remainder complete by mid-February. The wine cellar will complete early February followed by the spa in early March. All other facilities are functional with minor details being attended to. There is currently little or no disturbance to resort guests and comments are outstanding.*

## **WORLDWIDE PROMOTIONAL RATES ARE AVAILABLE**

Currently the resort is extending its promotional soft opening rates through 15 July 2009 for retail and wholesale markets. For special promotion and contracting, please contact [dosm@rasananda.com](mailto:dosm@rasananda.com).

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### **About Rasananda Phangan Island**

When we began the journey of naming our newest resort we searched traditional and non-traditional names in Thailand and Southeast Asia and in the end we sat on the land, we touched the rocks and in the words of our architect, 'we felt the chi flowing.' This Chi was an energy unlike others. An energy found at a high point of meditation when the mind is silent and the soul is one with nature. Free like the wind and flowing as such. This is the epitome of relaxation and the apex of ultimate bliss. Ultimate Bliss is translated in Sanskrit as Ra Sa Nan Da and as a business we interpret this bliss into our daily delivery of the intimate and personal experience. Ra Sa Nan Da is the embodiment of Ultimate Bliss. Ultimate bliss is Ra Sa Nan Da.

To create an experience that is other worldly, full of bliss and memory, we are focused on what we are engraining into the operational team as the 'intimacy of the experience.' Loosely, this is about addressing our delivery of service as if it were as natural, warm and comfortable as going to your favorite family members' home. The feeling we get when we visit our favorite restaurant and everyone knows our name. This is the goal of Ra Sa Nan Da and this is what sets it apart. Warm, genuine and friendly service wrapped within a relaxed yet haute luxury envelope.

*For further information related to press, photography and sales, please contact:*

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