



For Immediate Release  
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## **PACE unveils MahaSamutr Country Club Hua Hin, Thailand's first all-activity private country club to match best country clubs in the world with personalised services and highest quality international design**

- **Thailand's first all-activity private country club gives Hua Hin a new icon with a 45-rai man-made, crystal clear water lagoon that is largest in Asia**
- **Primary target is families with facilities and activities to satisfy the needs of every member of the family and all age groups – from toddlers to the elderly – and widest range of sports activities, lifestyle amenities, entertainment and dining in gated community that is peaceful, comfortable and maintained to world-class standards of environmental cleanliness**
- **Sports activities include a full range of water, outdoor and indoor sports, including Olympic-sized swimming pool, football field, rugby, cricket, tennis, squash, golf putting green, windsurfing, sailing, rock climbing, yoga, pilates and fitness**
- **Lifestyle amenities include recreational centres for art, cooking, handicraft, spa and sauna**
- **Entertainment includes private screening room and cinema**
- **Dining options include a wide range of delicacies from restaurants and bars supervised and guided by PACE's corporate 3-star Michelin chef, including Mediterranean Signature Dining, Member's Lounge, Beach Bar and Sport Café**
- **Project valued Bht 2,300 million; aims for 1,000 members in 2015**
- **Developments and operations under close supervision of a team of world-class professionals**

*Bangkok* (31 March 2015) – PACE Development Corporation Plc, today unveiled MahaSamutr Country Club Hua Hin, Thailand's first world-class all-activity members-

only country club located in the 120 rai MahaSamutr Hua Hin development on the Hua Hin 112 road MahaSamutr Country Club offers a comprehensive range of activities as well as the highest quality of facilities to be found only at the world's best country clubs.

MahaSamutr Country Club Hua Hin primarily targets families with facilities to satisfy the lifestyle needs of every member of the family in all age groups, from toddlers to the elderly. The club is complete with sports activities, lifestyle amenities, entertainment and dining venues in a private, peaceful, and natural setting. MahaSamutr Country Club is being operated under the supervision of a team of world-class professionals. Among the club's highlight features is a massive 45-rai man-made lagoon with crystal clear, turquoise waters – the largest in Asia. The country club is costing approximately Bht 2,300 million to build.

**Mr. Sorapoj Techakraisri, Chief Executive Officer, PACE Development Corporation Plc, said, “MahaSamutr Country Club Hua Hin is the first country club in Thailand to be of truly world-class standards and offering a total and comprehensive range of activities and facilities. While we are building it to the standards of the world's best country clubs, we are offering initial memberships at a rate that represents double or triple the value when compared to the same class of exclusive country clubs in Singapore and Hong Kong.”**

He added, “MahaSamutr Country Club provides in a single destination the highest quality facilities and a comprehensive range of activities for every member of the family. It offers sports activities, lifestyle amenities, great entertainment and superb dining. We have given special attention to ensuring a well-maintained environment that is both private, serene, and safe so that people can really relax.”

He said that Hua Hin is Thailand's most popular family resort destination among Bangkok-based families, and the town in which the greatest number of Bangkok residents have chosen to buy a second home.

“This is what has created a demand for world-class facilities that we are offering to these families,” Mr. Sorapoj said.

“Hua Hin has a cultural heritage like no other resort town because of its history as an aristocratic retreat. It has been very popular as a destination for Bangkok residents thanks to its scenic setting and proximity to Bangkok, fueling its growth potential.

“We are confident that there is a large group of people who are looking for the quality and exclusivity we are offering and that our iconic clear water lagoon that is Asia's largest will be a big draw. We also know that this group of well-travelled high-net-worth families demand a broad range of sports and other activities while on holidays, so we have incorporated a vast range into our offerings and have staffed the club with managers and coaches that are world-class professionals. PACE's credentials and good track record as a developer that understands and can deliver super-luxury products has been an important reassurance to the people who have already sought to buy memberships. We are spending all that it takes to deliver quality which is why the project value of MahaSamutr Country Club is set at Bht 2,300 million. We are aiming for 1,000 members in 2015 and expect 75% of them to be Thai members and 25% expatriate and overseas members,” he said.

**Mr. James McManaman, Club Manager, MahaSamutr Country Club** said,

“MahaSamutr Country Club has activities, services and designs made to the highest world-class standards. Services are divided into four main areas – sports, lifestyle, entertainment and dining. In each of these we not only offer the best, but also a very high degree of personalisation by a team trained to remember the individual needs and preferences of members. We have an experienced group of managers who have worked in the world's best clubs and hospitality organisations including managers who have served at the Hong Kong Club, a former F&B Director at Mandarin Oriental Hong Kong, and former Hotel Manager at Peninsula Hong Kong, which is recognized as one of the world's most luxurious hotels setting the gold-standard in exclusivity of services. We are at the standard of a the most exclusive few clubs in Hong Kong and Singapore but are offering our initial memberships at a rate that represents double or triple the value of those clubs.”

MahaSamutr Country Club offers services and activities appropriate for small children, schoolchildren, teenagers and adults at working age and retirement age in four main areas:

- (1) **Sports** – with a full range of water, outdoor and indoor sports facilities including an Olympic-sized swimming pool, and facilities for football, rugby, and cricket, tennis, squash, windsurfing, sailing, rock climbing, yoga, pilates, fitness and a golf putting green

- (2) **Lifestyle** – with recreational activities including art, cooking, handicraft, library, spa and sauna
- (3) **Entertainment** – with a screening room and cinema, wine tasting, whisky tasting and special performances
- (4) **Dining** –restaurants and bars offering a wide range of delicacies supervised and guided by a PACE’s corporate 3-star Michelin chef, including Mediterranean Signature Dining, Member’s Lounge, Beach Bar and Sport Café.

Mr. McManaman added that, “What makes us truly special is the breadth of indoor and outdoor activities that we offer and that they are to the highest world-class standard in terms of safety, design, sophistication of the equipment and maintenance. The beautiful clear water lagoon is something that is really extraordinary that has to be seen to be believed. Apart from swimming, residents can go kayaking, windsurfing, sailing and scuba diving in the lagoon. All of this is unprecedented in Thailand and we are confident that there is now demand for this level of quality in the Thai market.”

Mr. Sorapoj added, “We are not only the first to bring this level of quality to Thailand, but also the first to put such a diverse and comprehensive range of activities together into a single destination, offering sports activity programmes designed by world-class coaches, lifestyle activities, entertainment and dining.”

MahaSamutr Country Club Hua Hin will start taking memberships in April 2015 both in Bangkok at MahaSamutr Country Club Sales Suite (MahaNakhon on Narathiwat-Ratchanakarin Road next to Chongnonsee BTS station) and in Hua Hin located on Soi Hua Hin 112 opposite the site.

Membership is available to individuals and families on a life and annual basis with fees starting from Bht 500,000 for an individual to Bht 1 million for a family life membership. MahaSamutr Country Club Hua Hin Phase 1 is expected to be completed in mid-2016 and the entire development is expected to be completed in late 2017.

For further information on MahaSamutr Country Club Hua Hin, visit [www.mahasamutr.com](http://www.mahasamutr.com) or call 0 2237 1414 (Bangkok office), 032 512 314-19 (Hua Hin office) or email [info@mahasamutr.com](mailto:info@mahasamutr.com)

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**For more information, please contact:**  
**PACE Development Corporation Plc.**  
**Tel: 0 -2654 3344**  
Narumon Juthaprateep  
pr@pacedev.com

**Bangkok Public Relations Ltd.**  
**Tel: 0-2664-9500**  
Kanthicha Boonpokaew (ext.112)  
kanthicha@bangkokpr.com