



Press Release

## The Regent Group unveils VALA luxury boutique resort for the modern travellers

The Regent Group is expanding its portfolio with the launch of VALA Hua Hin - Nu Chapter Hotels, a five-star beachfront boutique resort. VALA is a member of the Small Luxury Hotels of the World, affirming its unique character, outstanding architectural design, discreet luxury and high standards. VALA, which is now in its soft-opening phase, is an ideal destination for tourists looking for a unique and personalised accommodation experience.

Managed by new generation group, Nu Chapter Hotels, VALA Hua Hin's distinctive character draws on the "Nature's Touch with a Modern Design" concept. Occupying a large area of land, the resort offers both space and privacy, along with five-star service standards.

Ms. Vasuma Kanathanavanich, Executive Director of The Regent Group, said that VALA, which means the power of nature, offered a new alternative to visitors to the Hua Hin - Cha-Am area, and was specifically designed to respond to the lifestyle of the modern tourist who prefers to stay in a boutique resort. VALA emphasises simplicity with modern, elegant and distinctive identity, offering guests endless pampering.

VALA is nestled in a creative space within a private, tranquil and cool environment. It is surrounded by an abundance of lush trees and overlooks an extensive stretch of beach 260-metres long. This stunning location allows guests to enjoy a panoramic view of the ocean, a rare sight to be found in Hua Hin and Cha-Am, making VALA the ultimate retreat for tourists to slow down during the holidays and return home feeling more energetic and rejuvenated.

Ms. Vasuma said the resort has been built on a large, forested plot that has been in the family for generations. In designing the landscape, the company took care to preserve as many of these large trees in position as possible, relocating a few to a new area where they would continue to flourish. The architectural plans were not limited only to the building and facilities, but also encompassed the surrounding greenery with different plants selected for each zone.

Located on over 20 rai between Hua Hin and Cha-Am, the lush surroundings of VALA Hua Hin offer a sense of refreshment and relaxation to guests from the moment of their arrival. The resort features only 97 rooms, of which 84 deluxe rooms and suites are in the 3-storey building. All the rooms boast a sea view and spacious terrace. The Sky Beachfront room on the third floor offers a panoramic sea view through floor-to-ceiling glass windows and sliding doors.

While VALA VILLAS zone featuring 13 secluded pool villas with uninterrupted sea views, are designed in the 'Glamping' style with maximum privacy. Five of them are situated in the nearest area to the beach. Each villa has a private saltwater chlorinated swimming pool measuring 2.8 x 1.8 metres. Garden area and a spacious terrace can be decorated for outdoor activities such as private BBQ dinner parties. Butler service is on hand to take care of every little detail throughout the stay.

The main swimming pool is another outstanding facility offering a fantastic view of the sea. A marble Olympic-size pool more than 55 metres long, it boasts a poolside bar serving refreshing drinks and snacks to guests who prefer to relax in the water.

Here, guests can try exotic cocktails created by VALA Hua Hin in collaboration with Vesper, a bar ranked 11th in Asia's Top 50 Best Bar Awards. Local ingredients are used in creating many of the cocktails such as Palmyra Palm Jaggery as a substitute for syrup. The drinks list currently features 8 signature cocktails and 12 V-classics with a twist. For lunch, selections of Thai and international favorites are served. For dinner, WOODS transforms into a more sophisticated setting with a menu of tapas, seafood and grill curated from a decadent combination of fresh locally-sourced produce and fine ingredients.

Outdoor parties can be catered at various spaces throughout the resort including the scenic Courtyard, WOODS Upper Deck overlooking the Gulf of Thailand and on the beach. Each space has the capacity to accommodate 50-100 persons.

VALA Hua Hin also offers a range of activities including morning meditation, yoga on the beach, Thai massage, tai chi, boxing, cooking/cocktail class, art for kids and a visit to an organic farm. Guests are invited to explore both the hidden gems of Hua Hin - Cha-am and local dishes rarely found outside the area.

"Nu Chapter Hotels Management is committed to sustainable operations that preserve the environment including reducing food waste, organic farming, bio-fertilizer as well as using local raw materials and seasonal vegetables and fruits. Our aim is to allow our guests to engage in sustainable development through creative activities," Ms. Vasuma said.