

Andacura takes on Nook-Dee

ANDACURA HOTELS HAS taken over management of the well-known Nook-Dee Boutique Resort at Kata Beach.

The resort, offering 68 luxury sea-view rooms, welcomed its first guest in November 2015 and since then has established itself as a serious competitor to traditional resorts in Phuket because of its design and concept.

Other facilities in the resort include a wellness centre, banquet room, modern gym, infinity-edge ocean-view pool, "Roydee" concept restaurant, along with a pool bar and sunset-terrace which will open later this year.

The core concept of Nook-Dee is to let all its stakeholders and guests rediscover the real charms of Thailand, said the resort owners in a statement issued this week.

"We are very happy to have Andacura Hotels and its Managing Director Klaus R. Rauter now taking care for our beloved and stunning boutique hotel," the owners said.

"The design brief and concept work for our resort was developed by Mr Rauter himself, so our architects and designers could build this charming hotel. Thanks to this, we have now one of



Klaus Rauter, who created Nook-Dee's core concept for designers to follow, will lead operations at the resort.

the most amazing resorts in Thailand which we will now re-position to be the leading five-star boutique hotel in Thailand – and obviously Andacura Hotels is the best choice to deliver results knowing the concept best."


"We are very proud to manage Thailand's most beautiful deluxe boutique resort," said Mr Rauter. "The property is amazing and we are all very proud for our creation. Over the coming months we will be implementing and refining the service concepts, and we will also implement the original dream and its business plan to ensure Nook-Dee will be among the top resorts in Thailand."

Nook-Dee Resort will be re-positioned to be the best choice five-star boutique hotel

and to be known being the 'one-and-only' real boutique resort in Thailand where the design, interior, services-concepts, marketing plan, human-resource systems and all its managers and staff follow all the same vision and dream, which is simply to be the most respected and recognized "True Boutique Property" in Thailand" Mr Rauter added.

Andacura Boutique Hotel Management is the managing arm of its mother company, Mai-BS (Thailand) Hospitality Group, a leading hotel consultant supporting developers in all areas of hotel development and set-ups and with a strong focus on creating most unique hotel and service concepts in Thailand.

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