



MEDIA RELEASE

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HMS Asia Pacific opens the first "Arisara Hotels, Resorts and Apartments" property on Koh Samui

Hotel Management Solutions Asia Pacific (HMS Asia Pacific) a dynamic boutique hospitality management solutions company -- targeting small to medium hospitality businesses – is opening its first property on Koh Samui 1st July 2008.

HMS Asia Pacific is excited to be opening the first "Arisara Place – a Serviced Apartment Resort" in the Bo Phut beach area on Koh Samui. The Arisara brand has been developed to fill a much needed gap in the marketplace, and follows travel trends seen in other popular tourist areas in the world. The Arisara brand will become an industry leader in the serviced apartment resort market within Thailand over the next 12-18 months, with further properties already planned and under construction in Patong Beach and Pattaya.

HMS Asia Pacific is proud to be associated with what we see as a much needed accommodation solution in Thailand, providing quality 4 star serviced apartment accommodation options. Catering to the increasing family market and those wanting more space and services than the usual hotel room, we believe Arisara will enter the marketplace easily and effectively, said Managing Director Mr David Coyle.

The property consists of 50 Apartments of 1, 2 and 3 bedroom configurations and all are equipped with kitchens, lounge rooms, balconies and are fully serviced at hotel/resort levels. Located on the hillside overlooking Bo Phut beach and the popular Fisherman's Wharf area, the Resort offers a tranquil peaceful haven for the modern traveler whilst all that Samui has to offer is within easy reach, said Resort Manager Mr Jason Green.

The properties website is in the process of being finalised and will be launched in conjunction with the property on the 1st July 2008. (www.arisaraplace.com)



"HMS Asia Pacific company's mantra is " *Delivering Beyond Expectation* " and we provide specific industry "solutions" and service levels to property owners, operators and developers throughout Thailand", said HMS Asia Pacific Joint Managing Director - Mr David Coyle.

Having successfully opened three Phuket resort properties in the past three years, Joint Managing Director David Coyle decided to launch HMS Asia Pacific, in conjunction with Australia partner – Belynda Steer.

Other major projects currently underway include the re-branding and imminent re-launch of a well known and successful property on Phuket Island, the opening of a Residential Apartment complex in Patong with a full property management system in place by HMS Asia Pacific's Property Management Solutions division (HMS-PMS) as well as numerous Sales and Marketing accounts with smaller independent Hotel/Resort operators, said Joint Managing Director Ms Steer.

HMS Asia Pacific's varied "solutions" and services now include Residential Property Management, Corporate Travel Solutions, Hospitality Recruitment Solutions and Sales and Marketing Solutions said Ms Steer. Our goal was to present a total "solutions" company to our clients and customers and our growth is partially due to the demand and needs from them, said Ms Steer.

The team at HMS Asia Pacific is unique and not like any other Hospitality Management Company in the Asia Pacific region. Our team is based on strong and lasting relationships that span over many years of friendship, support and personal growth. Our team is proud of all accomplishments made by the individual or as a team. Our only goal and ambition is to "Deliver beyond Expectation" and we all take this seriously in both our work and personal lives. We support each other in every aspect and believe that as one team we can, do and will achieve what ever we set our minds to. Our customers, clients and employees all benefit from our core fundamental beliefs and our commitment and dedication to ourselves and HMS Asia Pacific and its sub companies, we also have a lot of fun in the workplace which is healthy and necessary said Mr Coyle.

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