Best Western® Hotels & Resorts Showcases the “Real” Phuket with Media Fam Trip to the Island’s Stunning South Coast





Best Western Hotels & Resorts has hosted an exclusive familiarization (fam) trip to Phuket, giving members of the media the opportunity to experience this popular Thai island’s tranquil south coast and stay at its brand new resort, Best Western Plus The Beachfront, Rawai.

The three-day, two-night fam trip invited leading editors, journalists and bloggers to discover the “real” Phuket, away from the bright lights and lively streets of the west coast. While Phuket is one of the world’s most popular beach resort destinations, the south coast retains an authentic and enchanting ambience that sets it apart from other parts of the island.

Nestled directly on Rawai Beach, overlooking the azure Andaman Sea, this stunning seafront hotel comprises 179 rooms and suites, all featuring modern amenities, kitchenettes, and private balconies or terraces, and some with direct access to the resort’s outdoor swimming pool. Other facilities include The Quest, an all-day dining restaurant, a stylish beachfront bar, children’s pool and fitness center.

On the first day, the guests were given the chance to experience the amazing flavors of southern Phuket. Firstly, a cooking class was hosted by the hotel’s expert chef to introduce the fresh local ingredients, followed by lunch at The Quest, which demonstrated the area’s most delectable dishes. Having enjoyed an afternoon at leisure, the group was treated to a memorable evening meal at a nearby seafood restaurant.

Day two allowed the guests to learn more about the landscape and attractions of southern Phuket. Following lunch at another excellent local eatery, the media delegates were taken to two of southern Phuket’s most picturesque places: Karon viewpoint, which offers spectacular vistas of the west

coast, and Promthep Cape, the southern peninsula which is reputed to provide the most dramatic sunrise and sunset views.

The group was then able to explore the area's rich Buddhist traditions at Wat Chalong, one of Phuket's most important and impressive temples, which is only 5-minute drive away from the hotel, before returning to Best Western Plus The Beachfront for an unforgettable beachfront dinner at The Beach.

On the third and final day, the guests enjoyed a city tour of Phuket's Old Town, a charming destination where colorful 19th Century shophouses and distinctive Sino-Portuguese architecture sits side-by-side with bustling markets and street food stalls before being transferred to the airport for their departure flight back to Bangkok.

"Phuket is visited by more than nine million* international visitors each year, and many more domestic guests, but how many travelers gain a real insight into the cultural heritage of the island? With its unique location on Phuket's peaceful south coast, Best Western Plus The Beachfront surrounds guests with local treasures, including fishing villages, seafood markets and secluded stretches of sandy beach. This fam trip provided a wonderful opportunity to showcase this idyllic area of the island to our media friends. I look forward to presenting the wonders of southern Phuket to even more guests in the future," said Olivier Berrivin, Best Western's Managing Director of International Operations – Asia.

Best Western Plus The Beachfront is one of four Best Western hotels in Phuket, along with Best Western Premier Bangtao Beach Resort & Spa, Best Western Patong Beach, and Best Western Phuket Ocean Resort.

Journalists, bloggers and other members of the media who wish to experience Best Western's hotels and resorts in Asia can contact our Marketing Communications Department by emailing sirimanas.maungrod@bestwestern.com and phanintorn.tangtrongjit@bestwestern.com or dialing +66 (0) 2 656 1260.

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