

News

Press Release
Phuket, Thailand
29 November 2005

LAGUNA HOSTS "PHUKET IS BACK" PARTY

HRH Princess Soamsavali Phravararajatinuddamatu presided over last night's "PHUKET IS BACK" party organised by Laguna Resorts & Hotels Public Company Limited at the Dusit Laguna Resort. His Excellency, Mr Pongsak Plaiwet, Vice Governor of Phuket also graced the event as guest of honour.

The evening marked the official launch of Laguna's "PHUKET IS BACK" campaign and was scheduled to coincide with the 18th anniversary of the founding of Laguna Phuket with the opening of Dusit Laguna Resort on 25 November 1987.

The party attracted over 300 high profile guests including several VIPs, foreign dignitaries, celebrities, corporate leaders, travel industry executives and media. The evening opened with a speech by Managing Director of Laguna Resorts & Hotels Mr. James Batt, in which he honoured the victims of last year's tsunami, described the positive developments that have taken place in Phuket since and thanked HRH Princess Soamsavali Phravararajatinuddamatu for her compassionate support of the "PHUKET IS BACK" campaign.

Her Royal Highness and other distinguished guests were also presented with a special entertainment programme created for the occasion. Celebrity MC Ms. Saraichatt Kunjara-Na-Ayuthya was on hand to present the programme, which included a contemporary dance performance, beautifully choreographed to represent the rebirth of Phuket, a video presentation about the natural beauty of the island resort and a beach wear fashion parade from two locally designed brands – 'Kloset' (by celebrated designers Ms. Mollika Ruangkrittiya and Mr. Boon-Arak Raksawong) and 'Muse' by Good Mixer (from well-known designer Mr. Chaiyun Sawantrat). The models, demonstrating the original designs on the catwalk included such famous fashion personalities as Miss Yussavadee Hassadeevichit, Miss Rujra Chuaykua, Miss Sangtong Ket-U-Tong and Miss Sara Marakul Lane.

Later, HRH Princess Soamsavali Phravararajatinuddamatu presented a token gift to each member of the Laguna Phuket Tsunami Recovery Fund committee, as a show of appreciation for their hard work and dedication to assist tsunami victims and restore lost livelihoods.

Her Royal Highness and select distinguished guests ended the evening with a private gourmet dinner served in the Dusit Laguna's new La Trattoria restaurant.

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Mr James Batt, Managing Director of Laguna Resorts & Hotels presents "Phuket is Back" wrist band to Her Royal Highness Princess Soamsavali Phravararajatinuddamatu. High resolution image available at <http://www.lagunaphuket.com/pub/licftp/Press%20Releases/WristbandPresentation.jpg>



Parade of high-profile models in their finale costumes of the "Island Diva" fashion show. High resolution image available at <http://www.lagunaphuket.com/pub/licftp/Press%20Releases/Models.jpg>



Guests receive "Phuket is Back" wristband upon their arrival to the "Phuket Is Back" Party at Dusit Laguna Resort. High resolution image available at <http://www.lagunaphuket.com/pub/licftp/Press%20Releases/GuestArrive.jpg>

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Note to the Editor

Laguna Phuket is Asia's leading resort destination comprising five deluxe hotels: Banyan Tree Phuket, Dusit Laguna Resort, Laguna Beach Resort, Sheraton Grande Laguna Phuket and Allamanda Laguna Phuket, which all share 600 acres of tropical parkland and three kilometres of beach frontage with the Laguna Phuket Golf Club, Canal Shopping Village, Banyan Tree Spa, four Angsana Spas, Laguna Wedding Chapel and Quest Laguna Phuket Adventure, a leading corporate training and outdoor recreation facility.