

# THE PEAK SINGAPORE – THE ANANDITA

## Edition April 2012



VISA SPECIAL



### STEP OUT WITH VISA

Access all areas with a card that fits your status and lifestyle. This month, we show you how becoming part of the Visa Infinite family will ensure a most memorable vacation.

When going on vacation, travellers rarely choose to go off the beaten path. Predictability and familiarity are preferred – because it seems safer to know what to expect than to be rudely shocked.

Consequently, we fall into a routine of checking into the usual hotels, missing out on potentially exciting new holiday experiences.

Teaming up with hospitality experts Private Homes & Villas (PHV), Visa is using Infinite cardholders out of their comfort zones, giving them reason to venture out into unfamiliar territory.

"People are seeking a more personalised experience, instead of just a number on a hotel room door, they want something tailored to their needs," says founder and CEO of PHV, Jon Staibum.

Estimating the rental villa market growth to be over 350 per cent in the last five years, he notes that there is a rising trend for discerning travellers to favour a more bespoke itinerary as opposed to a mass-market one.

Staibum understands the risks and takes pains to alleviate misconceptions so that Infinite cardholders can discover new experiences. Just like a dependable personal assistant, PHV and Visa are working together to find travellers the accommodations that best suits their needs.

"The issue for guests is finding a villa just right for their requirements. Is it child-friendly? Can it accommodate those with mobility issues? Is it located on the beach? Is it modern or traditional?"

Checklist from above: Visa has teamed up with hospitality experts Private Homes & Villas to offer cardholders special stays in luxury villas such as The Aranea Estate and East Residence in Bali, The Anandita in Lombok and Sans Villas in Phuket.





Our inspection evaluates all these aspects and manages everything from booking transfers to working with chefs to pre-order meals, hotel enquiries and so on," he says.

No fewer than 41 luxury villas across Phuket, Koh Samui, Bali, Lombok and Sri Lanka have been specially selected from the hundreds PHV represents to offer you an unforgettable holiday experience. These vary in location and price points, from 4-bedroom tropical escapes on Phuket's exclusive Nanta Beach to tranquil beachfront retreats in Koh Samui.

All equally stunning, these residences are chosen for their individual personalities, whether elegantly furnished with antiques like the Ambassador's House in Sri Lanka, complete with a cook, cleaning staff and a manager to cater to your every need, or charmingly situated like The Aranea Estate, surrounded by forest and ponds fields.

With your Visa Infinite card, you can enjoy up to three complimentary nights at villas in Phuket, Koh Samui, Bali, Lombok and Sri Lanka. For selected villas in Phuket, receive 50 per cent off the listed price. Rates start at US\$420 (US\$305) nett a night for a 5-bedroom hillside villa in Sri Lanka and go up to US\$2,200+ for a 6-bedroom villa on a beach in Phuket. With such great experiences and offers on the table, who better to step out into the unknown with than Visa? ☺

For more information, please visit [www.privatehomesandvillas.com/visa2012](http://www.privatehomesandvillas.com/visa2012)

VISA INFINITE

A world of distinctive privileges.

Access exclusive benefits in travel, golf, retail and entertainment reserved for a global elite.

Visa Infinite. By invitation only.

## Step out with VISA

*Access all areas with a card that fits your status and lifestyle. This month, we show you how becoming part of the Visa Infinite family will ensure a most memorable vacation.*

When going on vacation, travellers rarely choose to go off the beaten path. Predictability and familiarity are preferred — because it seems safer to know what to expect than to be rudely shocked.

Consequently, we fall into a routine of checking into the usual hotels, missing out on potentially exciting new holiday experiences.

Teaming up with hospitality experts Private Homes & Villas (PHV), Visa is luring Infinite cardholders out of their comfort zones, giving them reason to venture out into unfamiliar territory.

“People are seeking a more personalised experience. Instead of just a number on a hotel room door, they want something tailored to their needs,” says founder and CEO of PHV, Jon Stonham. Estimating the rental villa market growth to be over 350 per cent in the last five years, he notes that there is a rising trend for discerning travellers to favour a more bespoke itinerary as opposed to a mass-market one.

Stonham understands the risks and takes pains to eliminate misconceptions so that Infinite cardholders can discover new experiences. Just like a dependable personal assistant, PHV and Visa are working together to find travellers the accommodation that best suits their needs.

“The issue for guests is finding a villa just right for their requirements: Is it child-friendly? Can it accommodate those with mobility issues? Is it located on the beach? Is it modern or traditional?

Our inspection evaluates all these aspects and manages everything from booking transfers to working with chefs to pre-order meals, local enquiries and so on,” he says.

No fewer than 41 luxury villas across Phuket, Koh Samui, Bali, Lombok and Sri Lanka have been specially selected from the hundreds PHV represents to offer you an unforgettable holiday experience. These vary in location and price point, from 6-bedroom tropical escapes on Phuket’s exclusive Natai Beach to tranquil beachfront retreats in Koh Samui.

All equally stunning, these residences are known for their individual personalities, whether elegantly furnished with antiques like the Ambassador’s House in Sri Lanka, replete with a cook, cleaning staff and a manager to cater to your every need, or charmingly situated like The Arsana Estate, surrounded by forest and paddy fields.

With your Visa Infinite card, you can enjoy up to three complimentary nights at villas in Phuket, Koh Samui, Bali, Lombok and Sri Lanka. For selected villas in Phuket, receive 50 per cent off the listed price. Rates start at US\$400 (S\$505) nett a night for a 5-bedroom hillside villa in Sri Lanka and go up to US\$2,200++ for a 6-bedroom villa on a beach in Phuket. With such great experiences and offers on the table, who better to step out into the unknown with than Visa?

For more information, please visit [www.privatehomesandvillas.com/visa2012](http://www.privatehomesandvillas.com/visa2012)