

Club Med® Club Med to partner Apex Development in new Krabi project

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Thailand's Apex Development PCL signed an agreement with [Club Med](#) to launch a spectacular new project in Krabi, Thailand.

At a signing ceremony hosted by Club Med CEO 'Xavier DESAULLES' East Asia and South Asia & Pacific at Club Med Tomamu Hokkaido, Apex Chairman Pongphan Sampawakooit announced the details of his latest development to assembled media, and explained why Club Med represented the fulfillment of a long-held dream.

"Back in the 1990s, about 25 years ago, I first came to know about Club Med," he recalled. "I went to Kuantan, Malaysia, the very first Club Med to exist in Asia. I was surprised and impressed with the friendly hospitality rendered to all the guests, and all the sports facilities – and more than that, the variety of surprises and entertainment. I feel it was a lot of fun, and I thought to myself that one of these days I would try to develop a resort with Club Med."

"Since then, over the last 25 years I've seen many Club Med resorts around the world, and I've witnessed the high standards that are still there since day one when I came to know Club Med. So today I feel very happy that my passion has come true with Club Med," he added.

The all-inclusive resort represents an investment of USD 90 million, and is scheduled to open in 2021. The property will offer 300 rooms in a range of categories along with a further 50 suites for the Exclusive Collection. Located on Krabi's Long Beach, just 30 minutes from the closest international airport, the resort will offer direct beachfront access to guests while providing the exciting variety of sporting activities which have proved so successful in upholding the Club Med concept down the years.

Club Med Krabi will become the second Club Med in Thailand, 40 years after the opening of the first in Phuket. The choice of Krabi underlines Club Med's penchant for expansion into undiscovered yet idyllic destinations, while the company's focus on green initiatives ensures that the project will be undertaken within the constraints set by Club Med's Green Globe certification, minimizing any adverse impact upon the beautiful natural site the resort will occupy.

While Krabi is anticipated to play an increasingly significant role in Thailand's tourism sector in the coming years, it is also expected that the collaboration between Apex Development and Club Med will lead to a mutually rewarding partnership combining the reputation of Club Med as a global leader in all-inclusive resorts with the long experience of Apex in developing resorts and residences.