

# Gearing up for ‘Heights’ season



**H**igh season may still be a few months away but at Heights Holdings they are already laying plans to help them capitalise on the expected upsurge, *writes Dave Buckley.*

A spokesman for them told me: “We are opening more showrooms to display our diverse product range.

“The one at Club Royal in

Wong-Amat opened recently and others are in the pipeline for Laguna Heights (also Wong-Amat) and Park Royal 2 in Pratumnak. Of course, these are in addition to our already functioning and highly successful showrooms at Park Royal 3 and W Tower.”

As each month passes the project portfolio of HH is set to expand.

Laguna Heights is very close to opening. “This will give Heights a flagship low-rise condominium which customers can inspect to get a feel for our ground-breaking design and high quality finish,” the spokesman added.

The view from the eighth floor rooftop infinity pool terrace looking out over the Gulf of Siam is something to

behold as you can see from the picture on this spread.

With Laguna Heights complete, Club Royal 1 due to complete in December and Park Royal 2 finishing next March HH will have a much widened product portfolio either completed or in a very advanced stage of construction for the high season. Add to that Park Royal 3 in the

third quarter of 2011 and the offering advances in leaps and bounds.

“We will have something to suit every possible customer desire or circumstance,” added the spokesman.

In addition, the high season will see two projects start construction – Laguna Bay in Q3 of this year and W Tower in Q1 of next.

The spokesman said: “Heights Holdings is always looking to the future as we have outlined in our roadmap of development in Pattaya (see overleaf).”

He added: “To cater for our expanding project portfolio we are in the process of extending our sales force as well as exploring new marketing and sales channels. We have also

increased our marketing team in time for the new high season.”

Since the start of the calendar year HH has increased its full-time employee base by just under 20 per cent.

HH are also in negotiations with the Central Festival mall to take booths there during the high season. “We are looking at two different locations, each with high footfall,” he added. 