In a recent interview Heights Holdings’ VP Corporate Strategy Oliver Nabarro drew special attention to the fact that the latest offering from the company – The Arcadia project – is the biggest inner city resort currently on offer.

There are others that are bigger in Jomtien, especially HH’s own The Maldives development, but Arcadia takes top spot for size and amenity when you consider proximity to the city itself and the beaches.

Arcadia will comprise four buildings of eight storeys all spaced out widely around a central five-storey beach club as is seen above.

Referring to the beach club Oliver said: “No other development can offer this in the same way that we can. The Arcadia beach club has a rooftop club and bar which is a perfect place to enjoy the early evening before you go out on the town.

“Beneath that we have a variety of other things such as sauna, gymnasium, healthcare spa and restaurant. And underneath again is a large shopping arcade and parking.”

All of the above combine to provide a resort where you don’t really need to leave home, according to Oliver. But, of course, with all the best that the city has to offer so close to hand it is expected that residents will enjoy the best of both worlds.

Oliver commented on the distance of approximately 75 metres between the buildings, emphasising that, unlike some competitors, HH will not try to cram in extra or larger buildings in pursuit of more profit. The concept of a fun and spacious resort similar to HH’s offerings at the Maldives and in Laguna Beach Resort I and II is the guiding principle at Arcadia, he said.

Simple room sizes
Units will be “nice and simple” within Arcadia with multiples of 25sqm apartment sizes forming the basis. There will be 25sqm furnished one-bedroom units and with families in mind two of these units can be combined to form a 50sqm two-bedroom. There are also other 49sqm dedicated two-bedroom designs which are “only slightly different”.

The standard of complementary furniture will be very high. “The interior elements of Arcadia are very strong indeed,” said Oliver. “What we have done here is very nice compact designs that optimise the use of space in a way that you actually get a fairly spacious feeling within 25sqm.”

The one-bedroom units have a start price of Bt1.2m. “What other developer can offer that?” he said.

Asked if he could provide a portrait of a typical Arcadia buyer Oliver replied that, like all HH projects, the aim is to appeal to “as wide a spectrum as possible” and, as such, the client portrait simply “doesn’t exist”.

Questioned about future potential over-supply he replied: “Pattaya has grown in terms of demand for rental or for re-sale accommodation on an exponential level in recent years. Take for example the number of Chinese that are coming here and are buying now compared to a few years ago.” He said that in one year Chinese visitors had increased by 88 per cent.

He went on to list a number of other factors such as improvements to the infrastructure with high-speed rail links and an extra runway at U Tapao that made him feel confident the city has a bright future.