

# THE ASIAN VILLA GUIDE

## Edition 2010

VISA SPECIAL

### UNWIND 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 or Visa Signature card family will ensure a most memorable vacation.

Travellers often opt for the safe route, choosing the beaten path and a familiar brand – after all, a bad choice can totally ruin an anticipated vacation. To avoid possible disaster, we fall into routine and miss out on what could be an exciting and individual experience.

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

Estimating their market growth to be over 350 per cent in the last five years, founder and CEO of PHV, Jon Steinhilber, draws a remarkable trend in travellers today. "Travel is moving from 'mass' to 'me'," he says. "People are seeking a more personalised experience. Instead of just a number on a hotel room door, they want something tailored to their needs."

Steinhilber understands the risks and takes pains to eliminate misconceptions so that Infinite and Signature cardholders can discover new experiences. Just like a dependable personal assistant, PHV and Visa are working together to find you accommodation to suit your 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.

On offer are 22 luxury villas specially selected from the hundreds PHV represents, of varying sizes, locations and price points. All equally stunning, the villas are known for their individual personalities, whether laden with antiques or chic and minimalist.

Now, you can enjoy up to four complimentary nights at a villa in Bali, Koh Samui or Phuket, including spa treatments and in-villa dinners. You might not want to wait too long, however, as these availability at these places are sure to go quickly – like any great deal. ☉

For more information, please visit <http://www.privatehomesandvillas.com/visa>



(Clockwise from top left)  
Baan Khatana Stay,  
MooNlight, Paradise  
Banyani - Living room,  
Baan Rak Talay 2 - Pool.



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