



Exclusive Private Country Club Lifestyle

A must-have Membership for Every Discerning Person

When one talks about the lifestyle of wealthy individuals and families, most people imagine luxurious mansions, penthouse suites in exclusive buildings, or a fabulous collection of supercars. These may be the first things to pop into our minds, but being an exclusive member of a private Country Club is also popular amongst the wealthy in well-developed countries. Having a membership in a private Country



Wisconsin Club, United States

Club attracts an exclusive group of people as it reflects their lifestyle – privacy with premium services. Since Country Clubs offer only a limited number of memberships, this provides an exclusive society where like-minded people meet up, discuss business opportunities, and interact through a variety of indoor and outdoor sports such as tennis, golf, fitness, and more. Members also relax and enjoy fine dining restaurants and premier lounges within the privacy of their Country Club.

The Country Club concept originated in England. Private Country Clubs have existed for more than 100 years, and became immensely popular throughout Europe and North America. Country Clubs around the world played an important role for the social elite during the 19th century and have continued their popularity within a close group though present day.



St. Andrews Links, Scotland



London's high society at Almack's, illustration by Georae Cruikshank

In the early years, Country Clubs were restricted to men and exclusive invitation only. Membership candidates would then be selected by their social status and family background. These joining conditions were later diminished, but the club's admittance policy have remained exclusive to members only.



Being a private members only club, Country Clubs offer exclusive services through a careful selection of staff members professionally trained under stringent guidelines. To achieve complete member satisfaction, staff record their members' favorite foods and interests, for a truly exclusive customer experience.

This Country Club concept is becoming increasingly popular in Asia. In Thailand, the oldest and most renowned clubs include The Royal Bangkok Sports Club (RBSC) and the Polo Club. In addition, are vast numbers of golf courses throughout the outskirts of Bangkok. The general initiation fee for a lifetime membership at these clubs start around 1 million baht with annual maintenance fees of no less than 10,000 baht.

Many people have the perception that Country Clubs are exclusive, conservative and difficult



MahaSamutr Country Club man made beach

to get accepted into. But today's Country Clubs are transitioning from that conventional image to embracing open membership invitations and building world-class contemporary facilities complete with stunning landscaping. Club

activities are also receiving a makeover creating a

larger appeal for younger audiences. Recently, PACE Development Corporation PLC.

launched a new private Country Club in Thailand called MahaSamutr Country Club Hua Hin.

This new club delivers world-class contemporary architecture design based on natural minimalism, giving members a sense of unity with nature. Club members will be able to enjoy various bespoke indoor and outdoor activities and water sports, such as football, golf putting green, canoeing, kayaking, sailing and more. The focal point of the Country Club is the Crystal Lagoon, a man-made massive



Water activity at MahaSamutr Crystal Lagoon

turquoise water swimming pool which is more than 800 m in length and 72,000 sq.m. in size (45 rai). This idea of offering a Crystal Lagoon sheers away from the traditional golf course



approach. Members can enjoy water sports in the lagoon without having to worry about dangerous waves and sea creatures. Using a patented technology by Crystal Lagoons Corporation, the lagoon will deliver clean and pristine blue waters 365 days per year.



*Sorapoj Techakraisri, CEO,
PACE*

“Hua Hin is a popular resort town which has become a second-home destination for many Bangkokians. Popularity has grown amongst families over the years, but the town still lacks a centerpoint where families can enjoy full-range of sports and leisure activities similar to what a Country Club has to offer. MahaSamutr Country Club will be a practical solution and attraction for the town of Hua Hin, which the focal point and selling point of this development is the massive Asia’s largest man-made ‘Crystal Lagoon’ which has never happen before in

Thailand. MahaSamutr Country Club will be the first for the town of Hua Hin and is the center for families looking to enjoy sports and leisure activities” said Mr. Sorapoj Techakraisri, CEO of PACE Development Corporation PLC.

For those interested in joining the new and first private Country Club in the town of Hua Hin can apply today. For more information, please contact 02 237 1414 Bangkok or 032 510 314 Hua Hin. Visit us at www.mahasamutr.com



MahaSamutr Country Club Pool House

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Press Release issued by
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