

# PRESS RELEASE

Kata Rocks Resort & Residences  
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## THE MOST INSTAGENIC HOTEL IN THE WORLD

The place to be seen with the most impressive, Instagenic selfie backdrops, Kata Rocks is the latest hotspot where the rich kids of Instagram go on holiday. This exclusive club of the most privileged, elite members will jet off this winter to discover the best beaches, the most beautiful blue seas and the level of luxury that is savoured and hash tagged at Kata Rocks.

A sheer architectural accomplishment, Kata Rocks personifies this distinctive affluent trend with no expense spared on the most ambitious and photogenic, multi-million pound project by renowned British owner Richard Pope. With rooms designed to mimic all the trimmings and views on a super yacht, this is world class extravagance that even Roman Abramovich would be impressed by.

Sleek and chic, offering a minimalist vibe with contemporary apartment sized suites, Kata Rocks is unlike anything else on the island. Right on the oceanfront on the headland between Kata and Kata Noi Beaches, every Sky Villa at Kata Rocks has a totally uninterrupted sea view and all have their own private pools. It is chic-ness personified. The furnishings are sleek and Italian-made, a lot of white-on white; think white linens, white umbrellas shading and white sun beds beside a white-tiled pool - it feels like the best of Miami found in the Far East.

Kata Rocks' spa is incredible with eight treatment rooms housing everything from metro nap energy pods to light-emitting treatment beds and chromotherapy which combine beautifully with traditional Thai wellness philosophies, bringing the best of West and East together seamlessly. There are 34 one, two, three and four-bedroom sky villas stacked across the hillside - big, bright and beautiful, they come with fully-fitted kitchens, living and dining areas, and floor-to-ceiling sliding glass doors opening onto private infinity pools, each of which is a minimum of seven-metres long. They have private chefs who will prepare fine dining for you in the privacy of your villa, celebrity DJ's playing over brunch and TV's that come down from the ceiling over the bed. Not to mention a killer view from the bathtub. Their 'Rock Stars' are concierges whose job it is to make sure that each and every need is met at all times.

Fans can tag #KataRocks and @KataRocksPhuket for a chance to be featured on Kata Rock's official account

Ocean Front Sky Villas start from £560 per night, including B&B

[www.katarocks.com](http://www.katarocks.com)

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## ABOUT KATA ROCKS

Kata Rocks is a design driven, luxury resort and residence, located directly on the oceanfront at the southern end of the renowned Kata Beach, along Phuket's sunset west coast. It features 34 iconic Sky Pool Villas of one to four bedrooms, each offering its own private infinity-pool, expansive living and dining area, superbly appointed bedrooms and bathrooms. Each villa is equipped with latest interactive iPad technology allowing guests to control the Sky Villa environment at the touch or swipe of a button. The Sky Villas also come with the latest in mobile connectivity providing guests unlimited 4G internet access and complimentary international phone calls. Along with exquisite dining options, poolside restaurant and bar, the resort features the award-winning Infinite Luxury Spa and fitness suite. Voted 'Best Apartment in the World' at the London International Property Awards; in 2016, Kata Rocks had the honour of being named one of the 25 best hotels in Southeast Asia by the prestigious *Conde Nast Travelers* 2016 Readers' Choice Awards, raising its total to over 50 international awards. Kata Rocks is also home to the highly coveted annual Kata Rocks Superyacht Rendezvous - hailed by leading industry players such as Feadship and Burgess and luxury media as the definitive superyacht event in Asia.

## ABOUT INFINITE LUXURY

Infinite Luxury is the owning and operating company of Kata Rocks, its flagship resort. Infinite Luxury is a hospitality management company with expertise in luxury brand marketing, design, architecture, and project management of bespoke luxury residences and hospitality real estate developments.

Photography of Kata Rocks is available to download in the [Photo library](#) of our [Media section](#), at <https://www.katarocks.com>.

Visit [The Blog](#), Kata Rocks' online luxury portal that features the best in culture, haute living, yachting and style. Read news about our award-winning resort, the best dining experiences in Phuket, spa treatments, travel retreats and the best of yachting in Asia. Further information is also available on our [Social media](#) channels.

## CONTACT US

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