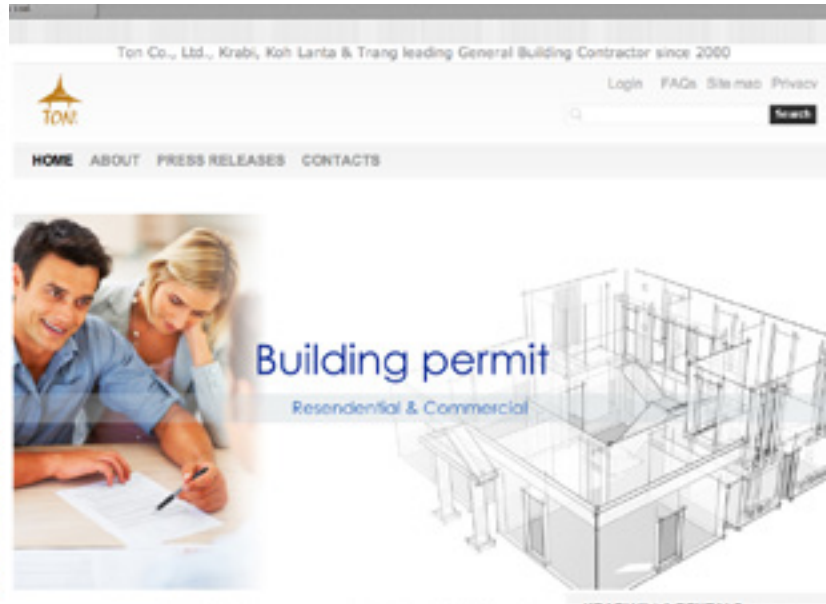


# Renting Galore

## Record year for holiday pool villa occupancy in Krabi



Ton Company Ltd, Krabi’s leader in the design, construction and management of holiday pool villas, has announced 2010-2011 as its most successful season for villa rental since its opening some ten years ago. Pierre-Yves Loriers, managing director of the company, attributes the figures to a concerted effort by the company to break into new markets worldwide. “This year, we have really focused on online marketing of our properties, and expanded our ‘Krabi Villa’ brand into Russia, France, Germany and Scandinavia, with dedicated websites in the local language and also new reservations staff based in each area. This allows us to handle enquiries with native speakers, as well as market the new websites in various social media outlets. “These factors, alongside our pro-active offline marketing strategy, have led to clear results for us.”

But, says Loriers, there is still room to expand. “Demand at peak periods in Krabi for private villas far outstrips the supply, which includes not just our properties, but those of our competitors. There is still a lot of room for growth in this sector.” Ton Company itself is about to take on 3 new holiday homes starting in November 2011, all located within the popular tourist centre of Ao Nang, and is always on the lookout for more. “Strange as it may seem in the current economic climate, our best selling villas are those which are the biggest and most luxurious,” says Loriers, “so owners should not worry about being able to achieve good rental returns during the downturn. A significant percentage of our guests are looking to stay in a ‘dream home’, something out of the ordinary.”

Investing in people: team training and expansion garner awards for Ton Company  
Large luxury villas are notoriously difficult to clean: add a dusty climate, a beach in close proximity and 10 guests or more and the task becomes even harder. This is why Ton Company Ltd, Krabi’s foremost villa rental and Management Company, asked a leading cleaning consultant from Bangkok to hold a specially commissioned workshop in July 2011, with the aim of training its housekeeping staff. “Cleaning is actually one of the most important services we provide,” admits Pierre-Yves Loriers, managing director of the company. “It’s vital to guest experience and it’s an area that can always be improved on. This type of staff training also fits with our company ethos of investing in people, so that both we and our clients benefit.”

The training program covered areas such as products, equipment, techniques and the various approaches to cleaning a large area. The consultant, who has worked in 5 star hotels across the country, went through the step-by-step process of cleaning individual rooms, and also gave advice on troublesome areas such as stain removal. “The workshop was a great success. Our housekeeping staff enjoyed it, and hopefully our guests will also



appreciate their new organizational and technical skills on the job,” says Loriers. Villa guests and owners will also receive increased support from Ton Company’s new hires: an additional driver for the recently purchased tuk-tuk (which takes the number of serviced vehicles at guests’ disposal to three); and a full-time maintenance manager, who will be charged with the regular upkeep of, as well as any unscheduled repairs to, paintwork, plumbing, electrical and security systems.

These types of investments, along with an outstanding record in customer care, have led to Ton Company Ltd being awarded two prestigious titles this year. Firstly, the Flipkey “Top Vacation Rental Service in Ao Nang”, for 2011; and secondly an “Excellent” rating from the entirely customer-review-based website, Trip Advisor. “We are thrilled with the recognition these awards bring,” says Pierre-Yves Loriers. “We hope to improve on our own high standards by offering more choice and even better service to our guests in the future.”

### Villa design and construction still a growth area in Krabi

In addition to villa management and rental, Ton Company Ltd in Krabi, Thailand, also provides an in-house design and construction service for private and corporate clients. This year they have successfully completed the Thalane Bay Village Resort, a prestigious development of four luxury pool villas on the waterfront in Ao Thalane; and will soon start construction of a new villa project known as Krabi Riviera, overlooking the islands next to the Railay Peninsula at Ao Nui. This development will consist of six sea view villas, a clubhouse, spa and beachfront restaurant.

“Increasing investor confidence in Thailand means we are now seeing a lot of movement in both the land and property sectors”, says Pierre-Yves Loriers, managing director of the company. “We have recently been commissioned to design and build villas for private individuals in Trang and Koh Lanta, as well as the larger commercial ventures we have undertaken. It’s a good sign for Krabi and Thailand in general.”

To cope with the increasing demand, Ton Company has hired a new architect, Somphong Yeabsul, a specialist in building and environmental technology, with nine years of experience working with international clients. “He will work alongside our landscape architect and in-house engineer; his grasp of English and technical knowledge means he will be a valuable asset in making the design process smoother for our clients,” says Loriers. ✂

### Pierre-Yves Loriers - Biography

Pierre-Yves Loriers, affectionately known as ‘Ton’ to his friends, family and colleagues, is the Managing Director of Ton Company Ltd, a leading architecture, property development and exclusive holiday villa company in Thailand.

Despite the success of his company, Ton has kept his feet firmly on the ground and prides himself on remaining very hands-on, taking an active role in all of Ton and Company’s operations. Ton energetically participates in all aspects of each and every project, including management and production and his leadership is an inspiration to a 20 strong team of highly professional and dedicated staff.

A Frenchman, Ton kick-started his business career in Paris with a sought after course at the acclaimed ‘EDC Ecole des Dirigeants & Createurs d’Enterprise’. In 1988 he set out for California to learn more about the American approach to business.

With a comprehensive background in the hospitality industry, he cut his teeth in one of the most prestigious hotels in LA, the luxurious Peninsula Hotel in Beverly Hills. This was an exciting opportunity to learn the ropes of a demanding industry in a world class environment and it was here that his passion for providing outstanding customer service was set alight.

After a brief exploration of Vietnam, Ton’s taste for adventure eventually led him to Thailand and he finally settled in the beautiful province of Krabi. In 2000 he founded his company, ‘Ton Company Ltd’ and has never looked back! With inherent industry knowledge and a profound understanding of what makes a truly satisfied and happy client, he has devoted himself to creating a successful and highly respected organization in challenging economic times.

In addition to managing his business Ton generously donates his time to community activities and is justly proud of his special responsibility as ‘Chef d’ilot pour la province de Krabi’, representing the French embassy in times of crisis in Thailand.



For more information on the comprehensive villa design, construction and management services offered by Ton Company Ltd, please contact 075 695-633 or by email at: [Ton@TonCompany.com](mailto:Ton@TonCompany.com).  
[www.KrabiArchitect.com](http://www.KrabiArchitect.com) - [www.TonCompany.com](http://www.TonCompany.com) - [www.KrabiVilla.com](http://www.KrabiVilla.com)