

Alila Hotel

Alila Hotel is a new 4 star hotel that has been opened on the outskirts of town - right on the beach front.

<http://www.alilahotels.com/chaam/>

The hotel is only a few hundred metres passed Baan Talay Samran - where I own my own beach villa.

It is certainly a most welcome development to the area. It will add some life to the general area and the type of guests that will vacation there exactly the type of clientele that Cha-am should be aiming for.

It is designed along a Bali theme and it certainly gives a very open and welcoming Asian feel.

Of course, I still think the Thai style in Talay Samran is much nicer but this is not that far behind.