



THANYAPURA

我们优化你的生活
WE OPTIMISE YOUR LIFE

AGENDA

目录

- THANYAPURA INTERNATIONAL
- 塔亚普拉国际
- THANYAPURA SPORTS AND HEALTH RESORT
- 塔亚普拉运动健康度假区
- THANYAPURA ACTIVE RETIREMENT COMMUNITY
- 塔亚普拉活力退休社区
- VALUES & DIFFERENTIATORS
- 价值&差异化

THANYAPURA
INTERNATIONAL
塔亚普拉国际



WE LIVE IN A SICK WORLD

我们生活在一个病态的世界

- We breathe polluted air 呼吸污染的空气
- We drink contaminated water 饮用污染的水
- We are bombarded by stress 被压力轰炸
- We eat chemically processed food 吃化学加工的食物
- We live in congested cities 住拥堵的城市



OUR LIFESTYLES ARE KILLING US

我们的生活方式正在杀死自己

- We don't exercise enough 锻炼不足
- We don't eat properly 饮食不合理
- We are consumed by our mobile devices 依赖移动设备
- We abuse drugs, alcohol and food to alleviate our stress 通过滥用药物、酒精、食物缓解压力
- And we can't sleep 睡眠困难



IF WE DON'T BREAK THIS CYCLE...IT WILL BREAK US

如果不打破这样的循环，那被打破的将是我们

- Chronic disease 慢性疾病
- Addictions 不良嗜好
- Higher medical care costs 更高的医药支出
- Poor quality of life 生活质量低下
- Premature death 过早死亡



We need a place where we can **RECONNECT** to ourselves
一个能与自我**重新建立**深度连接的赋能场



A place where we can **RESET** our priorities
一个能**重新排列**生活的优先级的中转站



A place where we can **RE-ENERGIZE** our bodies
一个能**重新激活**身体的充电站



A place where we can **REACH** a better version of ourselves
一个**触及**更优自我的出发地



THANYAPURA

THANYAPURA: A BUSINESS THAT ADDRESSES NEW TRENDS

塔亚普拉：应对全球趋势的业务

Immunity is Core Competitiveness
免疫力是核心竞争力



At the critical moment, immunity becomes the only way to recovery from illness. "After the age of 25, the **priority health concern** of most Chinese is **boosting immune system**" (iresearch)

关键时刻，免疫力成为了治愈疾病的唯一方式。“中国人在25岁之后，对于**健康的首要关注点**在于**提升免疫力**”（艾瑞咨询）

Raising Awareness of Importance of Wellbeing
健康意识的提升



Zhong Nanshan said the main risk factors for chronic diseases are **unhealthy diet, lack of exercise** and **smoking**. The national anti-epidemic is a popularization of health concepts and promoted a huge upgrade in health consumption. In 2020, the scale of the national big health market is expected to reach **RMB 8.7 trillion**.

钟南山认为慢性病的主要危险因素是**不健康饮食、不锻炼身体和吸烟**。全民抗疫是一次健康观念普及，推动了健康消费的巨大升级。2020年全国大健康产业市场规模预计将达到**8.7万亿元**。

Plant Based & Vegetarian Diets
植物性&素食饮食



China is turning to meatless products (such as Omnipork) after COVID-19 raised concerns over the links between meat and viral diseases. **Plant based** and **vegetarian** diets will become an integral part of many businesses as they look to build **holistic lifestyle** brands.

新冠疫情后，对于肉类和病毒之间联系的担忧促使中国转向无肉产品（如Omnipork植物肉），**植物性和素食饮食**将成为许多企业打造**整体生活方式品牌**的重要组成部分

Digital Fitness & Customer Engagement
数字化健身&客户参与



Smart Application of gamified **digital** fitness competitions, such as MYZONE MEPS challenge, for **customers engagement** and the accumulation of good will capital through the crisis.

游戏化数字健身竞赛中的智能应用促进**客户参与**并通过危机积累善意资本，例如MYZONE MEPS 挑战。

THANYAPURA IS AN ACTIVE LIFESTYLE DESTINATION: WE HAVE EVERYTHING YOU DESIRE!

我们是汇集您一切所期的充满活力的生活方式目的地

PROGRAMS 项目

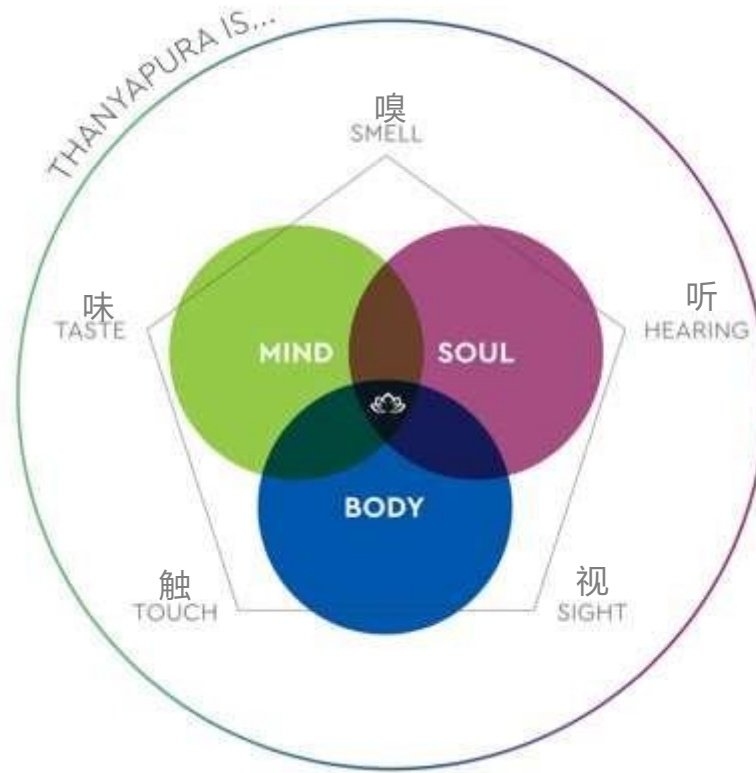
Sports/Fitness
运动/健身

Healthy Food
健康饮食

Lifestyle Medicine
生活方式医学

Leisure Activities
娱乐活动

Conferences &
Events
会议&活动



FACILITIES 设施

Hotel & Service Apt.
酒店/服务公寓/宿舍

Sport Facilities
运动设施

Restaurants
餐厅

Lifestyle Medicine Clinic
生活方式医学诊所

Community Center
社区中心

Conference Center
会议中心

WE CONNECT ACTIVE AND HEALTH-CONSCIOUS PEOPLE

我们将具有积极与健康意识的人连接起来

RESORTS 度假区



T HUBS 动集



DIGITAL PLATFORMS 数字平台



Our line of products serves a global customer base, who can experience facilities, services and programs offline and online.

我们的产品线服务于全球消费者，他们可以在线上与线下体验设施、服务和项目

OUR PARTNERSHIP WITH MAJOR SPORTS AND ENTERTAINMENT BRANDS

我们与大型体育和企业品牌的合作伙伴关系

Thanyapura will bring brand name partners that create value for the project and attract participants and fans to events. We are also recognized as a global leader in sports tourism. 塔亚普拉将带来品牌合作伙伴，为项目创造价值并吸引参与者和粉丝参加活动。我们也被公认为体育旅游的全球领导者。



Asia's Leading Sports Resort 2019



世界旅游大奖设立于1993年，旨在对全球旅游业中的佼佼者进行认证和嘉奖，如今已发展成为旅游业最负盛名、最全面的奖项之一，并被全球旅游业公认为是对业内卓越产品和服务的权威认可，是全球旅游业界公认的最高荣誉奖项

World Travel Awards™ was established in 1993 to acknowledge, reward and celebrate excellence across all key sectors of the travel, tourism and hospitality industries. Today, the World Travel Awards™ brand is recognised globally as the ultimate hallmark of industry excellence.



Best sport event venue or facility in Thailand (silver)



世界旅游大奖 | World Travel Awards

亚洲最佳体育度假区 Asia's Leading Sports Resort

获奖年份 Winner : 2015/2016/2019

德国Fit Reisen品质认证 | Fit Reisen Quality Certificate

健康与健身类优质酒店 Premium Quality Hotel in Health & Fitness

获奖年份 Winner: 2020

亚洲体育产业大奖&会议 | Asia's Sports Industry Awards & Conference

2016最佳体育旅游铜奖

2016 Best Hospitality, Recreation or Leisure Offering in Sports (Bronze)

2017泰国最佳青少年运动发展计划银奖

2017 Best Sport Youth Development Program in Thailand (Silver)

2017泰国最佳体育赛事场馆铜奖

2017 Best Sport Event Venue in Thailand (Bronze)

2018泰国最佳体育场馆设施银奖

2018 Best Sport Event Venue or Facility In Thailand (Silver)

奢华目的地 | Destination Deluxe

世界十大运动度假区

World Top 10 Fitness Retreats



OUR PEOPLE MAKE THE DIFFERENCE 我们的员工让我们与众不同

We are professionally trained experts in our fields.
我们是领域中经过专业培训的专家。

We are a team of people who care about others.
我们是一群关心他人的人。

We measure happiness of our staff for optimal results.
我们衡量员工的幸福感以获得最佳结果。

We have encouraging and positive appraisal systems.
我们拥有令人鼓舞和积极的评估体系。

We love to hire people from the neighborhood.
我们喜欢雇用邻近员工。

We have staff retention of over 50%.
我们的员工留存率超过50%。

We encourage everyone to shape the future.
我们鼓励每个人塑造未来。

We believe in equality and diversity.
我们相信平等与多样性。

We set targets and everyone is responsible for delivery.
我们设定目标，每个人都对交付负责。

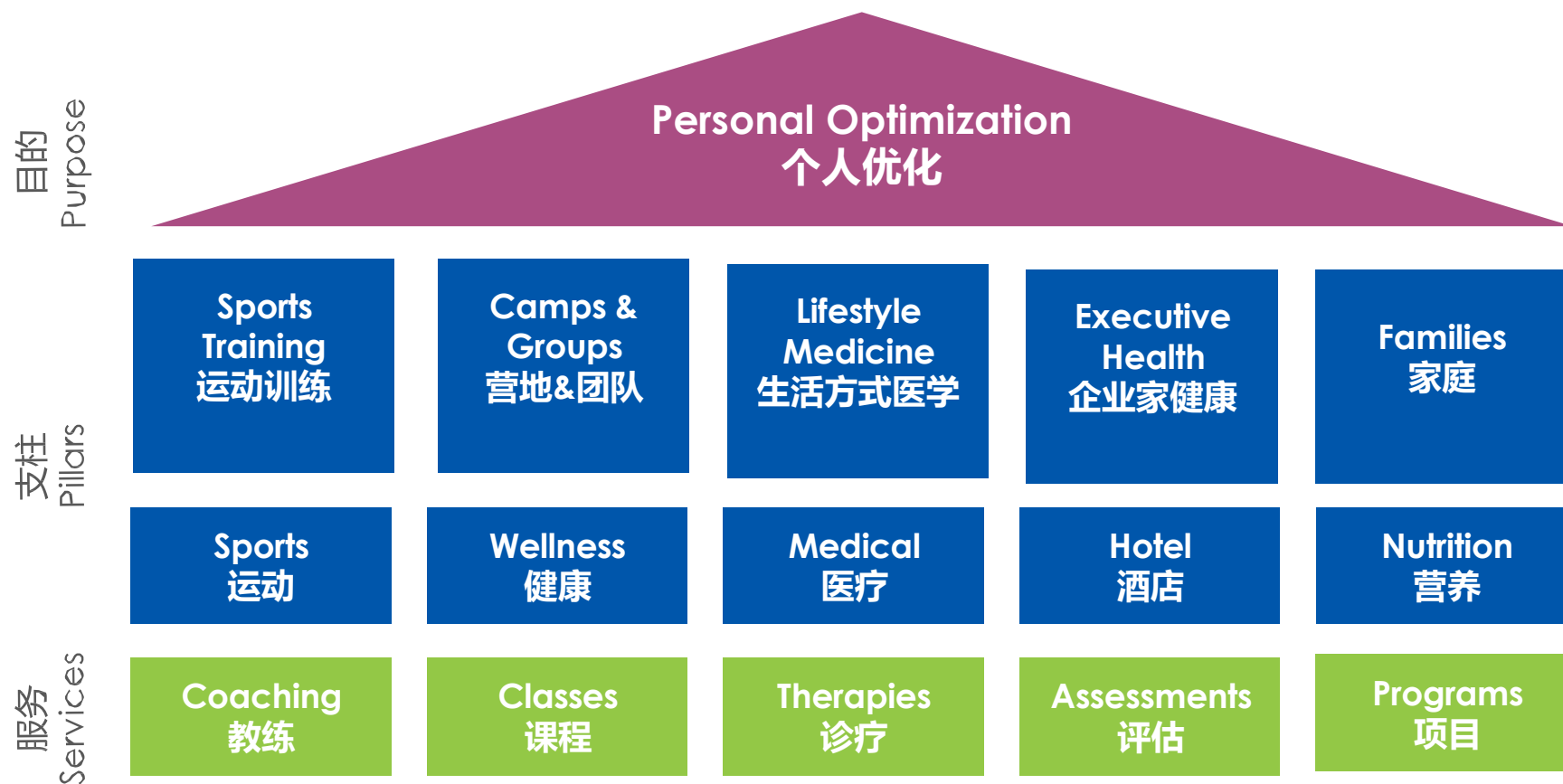


THANYAPURA SPORTS & HEALTH RESORT

塔亚普拉
运动健康度假区

5 Pillars Programs

5项支柱项目



Thanyapura offers a full complement of facilities and services to support our pillar programs. Everything you need is right here.

塔亚普拉提供全面的设施和服务以支持支柱项目。您所需的一切都在这里。

SPORTS TRAINING

运动训练



Our Sports Training programs focus on performance improvement. We help athletes become stronger, better, faster.

我们的运动训练项目专注于表现的提升。我们帮助运动员更强、更好、更快。

- Triathlon 铁人三项
- Swimming 游泳
- Football 足球
- Tennis 网球
- Fitness 健身

CAMPS AND GROUPS

营地与团队



Our Camps and Groups programs focus on team sports and training, skill building and social bonding. We bring people together for good. 我们的营地与团队项目专注于团队运动和训练、技能获取以及社交建立。将人和人聚拢起来。



LIFESTYLE MEDICINE

生活方式医学



- 360 Health Assessments
- 360 健康评估
- Immersion Programs
- 沉浸项目
- Nutrition Guidance
- 营养指导
- Detoxification
- 排毒

Our Lifestyle Improvement programs help people adopt healthy habits that materially impact their health and happiness.
生活方式改善项目帮助人们养成对健康和幸福产生重大影响的健康习惯。

EXECUTIVE HEALTH

企业家健康



- Healthy Retreats
健康诊疗
- Immersion Programs
沉浸项目
- Corporate Retreats
企业会晤与拓展
- Team Building
团队建设

Our Executive Health programs focus on helping high-risk executives reset and rebalance their lives and regain control of their lifestyles.
我们的企业家健康项目专注于帮助高风险的高管重置并平衡生活，重获对生活方式的掌控。

FAMILY DESTINATION

家庭目的地



Our Family programs give families the opportunity to spend quality time together in nature getting fit and healthy while having fun.
我们的家庭项目使全家有机会在大自然中度过高品质的时光，在得到健康的同时收获快乐。

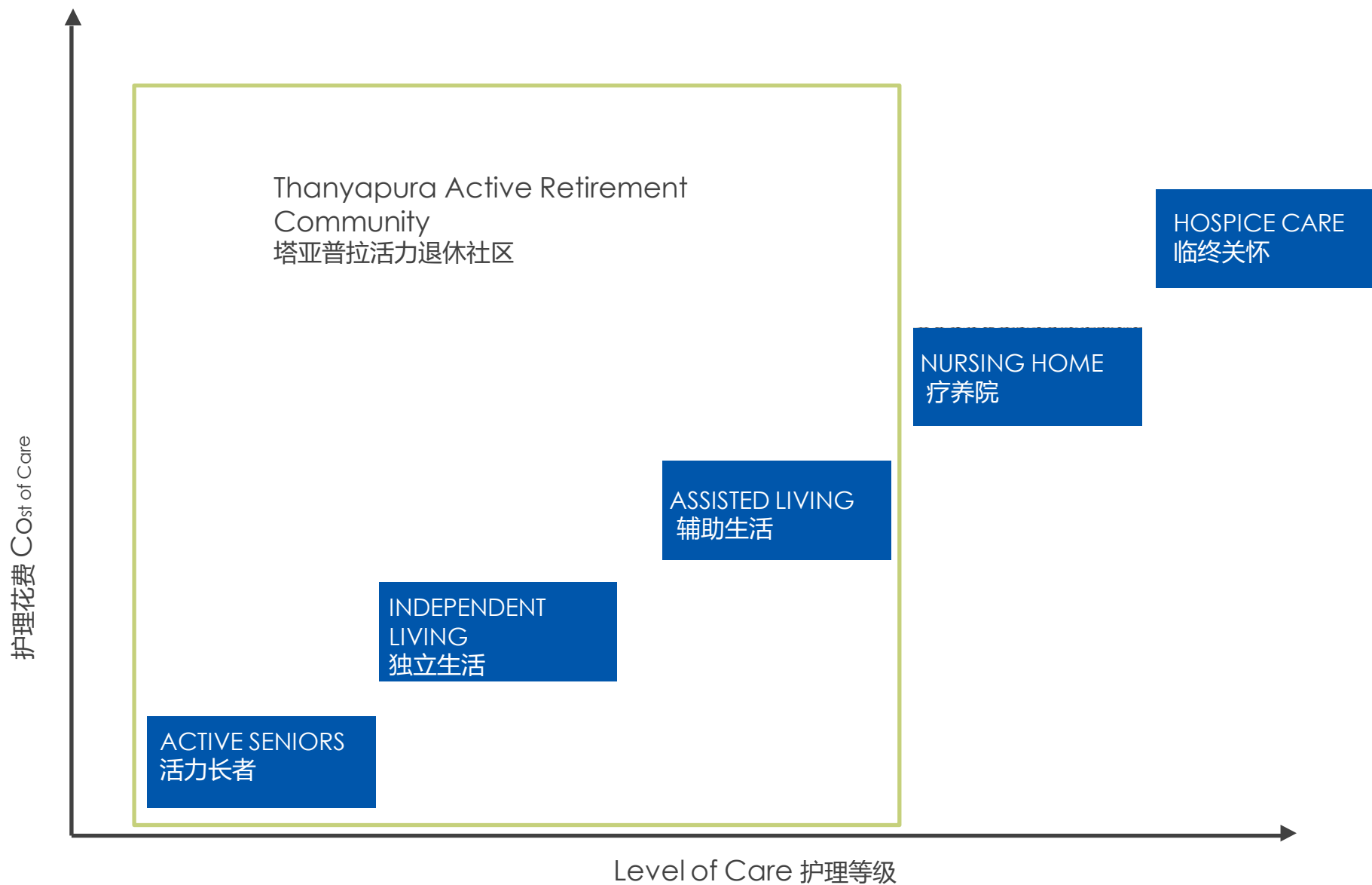
- Weekend Getaways
周末休闲
- Healthy Holidays
健康假期
- Lifestyle Improvement
生活方式提升

THANYAPURA ACTIVE RETIREMENT COMMUNITY

塔亚普拉
活力退休社区

TARGET GROUPS

目标群体



THANYAPURA BRAND VALUES

塔亚普拉品牌价值观

Dignity 尊严



Chinese Culture celebrates its elderly! Seniors and their children want a community that preserves their dignity and shows that they care. Asians will not abandon their parents or grandparents, they want them to live in places where they enjoy active and healthy lives and are feeling special. Preserving 'face' is a critical to success!

中国人的文化是尊重并祝福年老的！老年人和他们的孩子希望有一个维护其尊严并表达自己关心的社区。亚洲人不会放弃父母或者祖父母，他们希望他们生活在一个可以享受积极与健康生活，且感到特别的地方。保持“面子”对成功至关重要！

Diversity 多样



Active and Independent Seniors want diversity and a range of services and activities that keep them active, healthy and social connected.

积极活跃且独立的老年人希望多样的服务与活动，让他们保持活跃、健康和社交联系。

THANYAPURA BRAND VALUES

塔亚普拉品牌价值

Wellness 健康



Various preventive health treatments and wellness services cater to the needs of seniors to prolong a happy active life.

各种预防性健康治疗和健康服务可满足老年人延长快乐积极生活的需求。

Connection 连接



Many activities, excursions, a caring community and social connections are critical for seniors to feel 'alive and wanted'.

许多的活动、短途旅行、关怀社区和社交联系对于老年人感到“活着和被需要”至关重要。

VALUES & DIFFERENTIATORS

价值&差异化

VALUES & DIFFERENTIATORS

价值观&差异化

We create value because we offer products and services that are beneficial for customers of all age groups, and different from all other management companies.

我们创造价值观，因为我们提供的产品与服务让全年龄阶段客户受益，并且区别与其他管理公司。

Sports & Wellness Facilities Drive Home Sales 运动&健康设施带动住宅销售

Sports and wellness facilities differentiate residential communities. People want services that add value to their lives and properties.

体育和健康设施使居民社区与众不同。人们需要能为他们的生活和财产增值的服务。

In-Sync With A Post-SARS and Covid World 与后非典和新冠疫情世界同步

With its emphasis on active living and healthy lifestyle, Thanyapura strengthens immune systems in a post-SARS and Covid world.

强调积极生活与健康生活方式，塔亚普拉增强后非典和新冠世界的免疫系统。

More Loyalty & Higher Retention 更多的忠诚&更高的留存

Thanyapura has higher loyalty and retention rates than 'standard' hotels because it caters to customers' needs and offers tangible differentiators delivered by experts. 因为满足客户的需求，提供专家提供的切实的差异化，塔亚普拉的忠诚度和留存率比“标准”酒店更高

A Magnet For Destination 目的地的新磁极

Thanyapura adds something that is distinctive, new, and different. It's a magnet for new visitors and attracts different segments of the market that might not otherwise come.

塔亚普拉添加了与众不同、新颖和差异化的内容。吸引了新的访客以及原本可能不会到访的不同细分市场。

One Of Few, Not One Of Many 少中之一，而非众中之一

Thanyapura is focused on value, not volume. Our focus is to create value added services and partnerships that contribute the the community at-large.

塔亚普拉专注于价值而不是数量。我们的关注点是创建增值服务和合作伙伴关系，从而为整个社区做出贡献。



THANYAPURA

THANK YOU !