

To 108

Smart Investment Owners



敬献108位芭提雅资产投资大师

MAXX PATTAYA
Value Guide

芭提雅MAXX
价值蓝皮书



MAXX
PATTAYA
MANOR VILLA & HOTEL

I ♥ Pattaya

Let the world reimagine Pattaya.



让世界，
重新想象芭提雅。

PATTAYA



half sea, half manor.

芭提雅，
一半是海，一半是庄园。



The sea is Pattaya's worldview.

海，是芭提雅的世界观。

The estate is Pattaya's living space.

庄园，是芭提雅的生活场。



PATTAYA



half 'life elsewhere'.

芭提雅，
一半是“生活在别处”。



If you must choose a city to enrich your life, you can rely on Pattaya.
Freedom is boundless like the ocean, with coconut trees swaying in the wind, making each breath exhilarating.
Kind citizens, wholesome cuisine, stable climate, free from hurricanes, typhoons, earthquakes, and tsunamis...
A leading global human rights and legal framework, Asia's foremost medical facilities, a top-tier international education system, convenient major urban routes with high-speed network connectivity, and diverse urban commercial shopping centers...

如果一定要选一座城市让自己活的更精彩，你可以相信芭提雅。
自由像海洋一样的无边无际，风里是椰树的摇曳，呼吸间畅快淋漓。
善良的国民，淳朴的美食，稳定的气候，没有飓风和台风，没有地震和海啸……
全球主流的人权制度和法律制度，亚洲首屈一指的医疗条件，顶尖的国际教育体系，便捷的城市干道-高速网络交通，层次丰富的都市商业购物中心……



生活，不过如此。

Life, A more wonderful life.

PATTAYA



where half the wealth resides in the EEC.

芭提雅，
一半是财富在EEC。

The EEC, encompassing Thailand's eastern provinces of Chachoengsao, Chonburi, and Rayong, is the only bay-type special economic zone in Thailand. It serves as the core of the Gulf of Thailand, one of the world's top ten bay areas, and acts as the economic gateway to ASEAN and a new investment hub in Asia.

The EEC parallels China's Guangdong-Hong Kong-Macao Greater Bay Area, the United States' New York Bay Area, and Japan's Tokyo Bay Area. Wherever there is a bay area, there is wealth.

EEC，是包括泰国东北部柳府、春武里府、罗勇府在内的泰国唯一的湾区型经济特区，这里不仅是全球十大湾区之一泰国湾的核心，也是泰国打造的“东盟”经济门户，亚洲新的投资中心。

EEC，就是中国的粤港澳大湾区，就是美国的纽约湾区，就是日本的东京湾区，湾区所在，就是财富所在。



Pattaya, situated at the heart of the EEC, welcomes 10 million visitors annually, generating tourism revenue of 570 billion baht. Laem Chabang is the EEC's seaport hub, Rayong its industrial core, and Pattaya stands as the tourism epicenter and wealth harbor of the EEC, leading the charge.

芭提雅，位于EEC的中心地带，年接待游客量达1000万人次，旅游收入达570,000,000,000泰铢；林查班是EEC的海港中心，罗勇是EEC的工业中心，那芭提雅就是EEC的旅游中心，财富港湾，独占鳌头。





M The Golden Wings of the Tiger - An \$8.8 billion investment builds U-Tapao Eastern Aviation City.

老虎的黄金翅膀-88亿美金打造乌塔堡东方航空城。

U-Tapao International Airport is projected to span approximately 1,040 hectares with an investment of \$8.82 billion to develop the 'Eastern Aviation City,' set to be one of Thailand's largest construction projects. It aims to eventually handle 60 to 75 million passengers annually, bolstering the development of Thailand's aviation sector and enhancing the EEC area's competitive edge.

乌塔堡国际机场，预期建设占地约1040公顷，将投资88.2亿美元，打造为“东方航空城”，也将是泰国最大的建筑项目之一。其愿景是最终能达到每年接待6000万至7500万乘客的能力，推动泰国航空业的发展，强化EEC区域的绝对竞争力。

M The Flowing Golden Line - A 220 km high-speed railway connecting the three major airports has been initiated.

流动的黄金线-连接三大机场长220km的高铁启动。

Coastal regions are perpetually the most economically developed areas for humans.

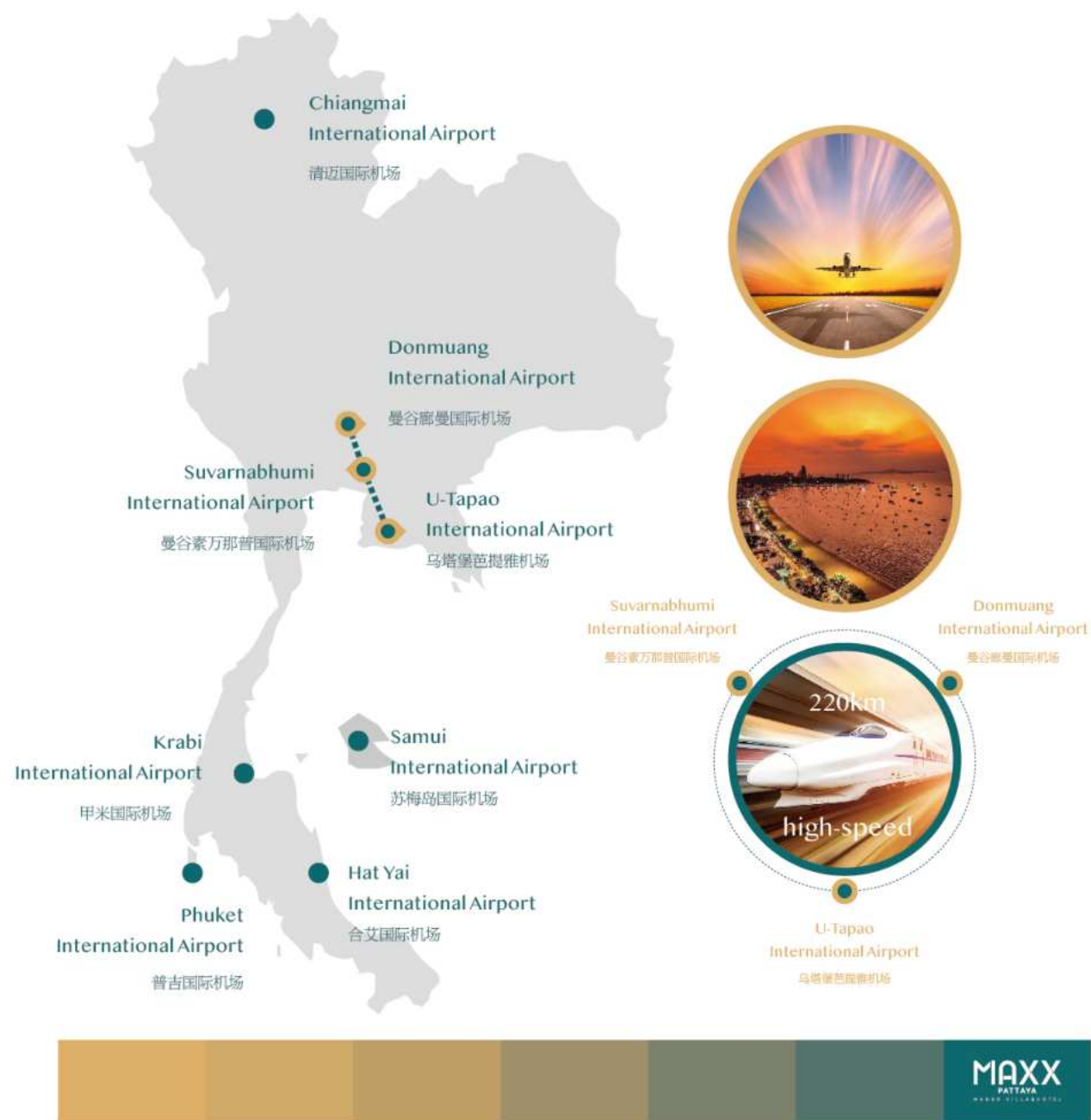
Along the Gulf of Thailand's coastline, spanning from the Greater Bangkok area to Pattaya's tourist hub, Laem Chabang's port hub, and Rayong's industrial hub, the domestic high-speed railway linking U-Tapao International Airport, Suvarnabhumi International Airport, and Don Mueang International Airport is set to commence construction in 2024 (source: Thai official media), shaping the economic lifeline of Thailand.

With national efforts to construct the EEC, such wealth-generating capability is irresistible.

海岸线区域，永远是人类经济最发达的地方。

沿着泰国湾海岸线，从大曼谷区域到-芭提雅旅游中心-林查班港口中心-罗勇工业中心，连接起乌塔堡国际机场、素万那普国际机场、廊曼国际机场的泰国国内高铁将于2024年内动工建设（信息来源为泰国官方媒体），泰国经济的主动脉在此形成。

举国之力打造一个EEC，这样的造富能力谁能抗拒。





Ⓜ The Golden Lever of Global Wealth - The Mega International Casino and Entertainment Complex Has Arrived.

撬动全球财富的黄金杠杆-超大国际赌场娱乐综合体来了。

Las Vegas in the United States, Macau in China... Without their casino and entertainment complexes, these cities would not be memorable, nor would they see such stable asset appreciation.

Beautiful seaside resorts, bustling bar streets, and captivating performance venues have already made Pattaya a globally renowned vacation paradise.

In 2024, with the enactment of Thailand's 'Comprehensive Entertainment Act,' an international casino and entertainment complex of several hundred thousand square meters, adhering to the highest international standards, will officially debut in Pattaya. This beloved destination will become even more coveted.

美国的拉斯维加斯、中国的澳门……，如果没有赌场娱乐综合体，这些城市我们不会记得他的名字，也不会成就这些城市里的资产稳定增值收益。美丽的海边度假胜地，喧嚣的酒吧步行街，令人流连忘返的表演秀场……，本来已经让芭提雅成为了全球著名的度假天堂。2024年，泰国《综合娱乐法案》正式出台数十万立方米体量的国际顶尖标准赌场娱乐综合体将正式落地芭提雅地区，集万千宠爱的芭提雅，从此会让无数人高攀不起。

④ The three starship engines are firing up, making it the prime time to invest in Pattaya villa assets.

三大星舰引擎发动，正是芭提雅别墅资产最佳入手时。

SpaceX, with its formidable Starship engines, propels humanity to the moon and Mars, heralding a new era of human civilization.

Pattaya, under the thrust of three starship-level powers—the International Casino Entertainment Complex, the brand-new U-Tapao International Airport, and the EEC high-speed rail—is reborn with a dynamic new look. During such rapid regional development, it is the optimal time for wealth redistribution.

MAXX PATTAYA, with its 108 manor-style townhouses, offers top-quality assets to those who cherish the Pattaya lifestyle and are poised to capitalize on the wealth opportunities presented by the region's upgrades.

伟大的SpaceX公司用星舰强大的动力将人类送到月球、火星上，从而开启新的人类文明。

芭提雅，在国际赌场娱乐综合体、全新乌塔堡国际机场、EEC高铁线三大星舰级动力的推动下，全新气象的芭提雅横空出世，区域高速发展的时候，就是财富再分配的最佳时机。

MAXX PATTAYA，以108套庄园级联排别墅的规模，给热爱芭提雅生活方式、能抓住芭提雅区域升级带来财富机会的人们提供最佳优质资产。



Love Pattaya,
Love East Pattaya More.



爱芭提雅，
更爱芭提雅东区。



M In East Pattaya, half the city is a grand estate.

芭提雅东区，半座城市就是一座大庄园。

Pattaya, a globally renowned tourist destination, has dedicated its seaside area, mainly west of Sukhumvit Road, to the world, creating an international zone predominantly focused on tourism with clusters of international luxury hotels, tourist pedestrian zones, bar performance areas, and scenic dining clusters.

However, locals prefer to congregate in the East District, which has evolved into a large living city. Over time, foreigners residing in Pattaya, including Chinese, Russians, and Westerners, have grown fond of the quieter East District. An increasing number of golf courses, upscale villa complexes, fine dining restaurants, and scenic areas have also established themselves in the purer East District.

The East District boasts a more pristine natural environment, more comprehensive living facilities, and a more comfortable residential atmosphere, with the beach, hospitals, shopping malls, airport, and high-speed rail station all conveniently accessible within a 15-30 minute drive.

Under the backdrop of land privatization and market-driven urban planning, the East District of Pattaya, shaped by the decisions of its residents, has been developed into a vast urban estate.

芭提雅作为全球著名的旅游名胜地区，将海边主要靠素坤逸大道往西地区奉献给了全世界，形成国际高端酒店聚集地、旅游步行街、酒吧演艺场、观景餐厅群等以声色犬马旅游配套为主的国际区。

而本地人却喜欢聚集在东区形成了一个生活大城，随着时间的推移，中国人、俄罗斯人、欧美人等常住在芭提雅的外国人也喜欢上了更加安静的东区，更多的高尔夫球场、高端别墅酒店群、高档餐厅、景区等也落地了更加纯粹的东区。

因为东区，有更淳朴的自然环境、有更完善的生活配套、有更舒适的居住氛围，15-30分钟车程内，海边、医院、商场、机场、高铁站等便捷通达。在土地私有制由市场决定城市规划的背景下，芭提雅东区由芭提雅人民决定，已经建成了一个都市大庄园。

M Situated on the prime central axis, it enjoys comprehensive amenities from all around.

择地黄金中轴线，拥享四面八方配套。

If Highway 7 is the national backbone connecting Bangkok-Chonburi-Pattaya-Rayong in the Eastern Economic Corridor (EEC), then Sukhumvit Road serves as Pattaya's urban spine. MAXX PATTAYA is located at the junction of Highway 7's Huai Yai Toll Station and Sukhumvit Road, an 80-minute drive from Bangkok Suvarnabhumi International Airport and 30 minutes from U-Tapao International Airport and Pattaya Railway Station, seamlessly connecting to the world.

The planned casino entertainment complex, ICONSIAM PATTAYA mega shopping center, yacht marina, floating market, Nong Nooch Tropical Garden, Rama IX Temple, Seven Treasures Buddha Mountain, Phoenix Golf, The Sanctuary of Truth, Glory Street, Little Chinatown, Pattaya Night Market and Walking Street, Terminal 21 Shopping Center, Central Pattaya Mall, Tiger Park, BIGC Supermarket, Lotus Supermarket, and MAKRO Supermarket as well as other major attractions and commercial facilities in Pattaya are all within a 30-minute drive.

MAXX PATTAYA is merely 7 kilometers straight from the seaside, allowing effortless transitions between the manor and the ocean, enabling one to enjoy both vibrancy and tranquility at will.

如果说7号公路是连通曼谷-春武里-芭提雅-罗勇EEC（泰国东部经济特区）的国家中轴线，那么素坤逸大道就是芭提雅的城市中轴线，MAXX PATTAYA位于7号公路会艾收费站和素坤逸大道的连接线上，80分钟车程可达曼谷素万那普国际机场，30分钟车程可达乌塔堡国际机场、芭提雅火车站等交通枢纽点，连接世界，如此畅快。

规划中的赌场娱乐综合体、正大大型购物中心-ICONSIAM PATTAYA、游艇码头、水上市场、东芭乐园、九世皇庙、七珍佛山、凤凰高尔夫、真理寺、荣耀商业街、小唐人街、芭提雅夜市和步行街、21航站楼购物中心、芭提雅中央商场、老虎园、BIGC商超、莲花商超、MAKRO商超等芭提雅主要景区景点、商业配套等30分钟车程均可抵达。

MAXX PATTAYA直线海边仅7公里，庄园与大海随心切换，繁华与宁静随心拥有。



M Masterful Design, Creating a New Landmark of Manor-Level Townhouses.

大师手笔，打造庄园级联排别墅新地标。

Fueled by the robust growth of the EEC and spurred by Thailand's Comprehensive Entertainment Act, the Pattaya Casino Entertainment Complex and the CP Group's over 480,000 square meters commercial complex ICONSIAM PATTAYA have been established and launched in the Na Jomtien and Huai Yai areas of the MAXX project, drawing widespread acclaim and emerging seamlessly.

Under the principle of 'architecture growing naturally like trees', and with a collaboration of architectural, planning, and spatial design masters from China, Thailand, and Singapore, MAXX PATTAYA was conceived with the blue sky as the brush and the green earth as the canvas.

On a sprawling 21,715 m² of land, 108 masterfully designed villas rise staggered like stars. With a more than 1,200 m² five-star hotel reception lobby and owner's service center, MAXX has been transformed into an artistic architectural cluster, establishing a new benchmark for Pattaya's townhouses.

在EEC的强劲发展带动下，在泰国《综合娱乐法案》推动下的芭提雅赌场娱乐综合体、正大集团超48万㎡的商业综合体-ICONSIAM PATTAYA在MAXX项目所在的那中天与会艾地区落地和启动……，众星捧月，浑然天成。

蔚蓝天空为画笔，绿色大地为画板，以“像树一样自然里生长的建筑”为原则，在中国、泰国、新加坡三国建筑、规划、空间设计大师的联袂下，MAXX PATTAYA应运而生。

在占地21715㎡的大地上，108套大师手笔别墅如星落般交错建起，超过1200㎡的五星级酒店接待大堂和业主服务中心，将MAXX打造成一个艺术建筑集群，打造芭提雅联排别墅新地标。



MAXX
PATTAYA

♥ Not only enjoying the serene mood of 'Life Is Elsewhere,' but also owning a pool villa with a high yield of 7%.



不仅拥有《生活在别处》的好心情，还拥有7%高收益的泳池别墅。

Ⓜ One villa, one world, like planting a money tree.

享一墅一世界，种一棵摇钱“墅”。

Innovative staggered villa design features approximately 135 m² units with three bedrooms, two living rooms, and three bathrooms, each equipped with a private swimming pool and garden, ensuring each villa is crafted with uniqueness and exquisite experience.

In Pattaya, each villa creates a world of its own.

MAXX has contracted with a top 5 internationally ranked hotel management group from 'HOTELS' for full trusteeship. Under this full-management model, enjoy a 10-year contract yielding about 7% annual operating income from the villa hotel, turning your Pattaya property into a profitable 'villa'.

创新交错式别墅设计，约135㎡三房两厅三卫户型，户户配置私家泳池、私家花园，让每一套别墅都独具匠心与精致体验。心归芭提雅，一墅一世界。

MAXX已签约《HOTEL》国际排名TOP5酒店管理集团进行托管，全托管模式下可享10年签约约7%别墅酒店年经营收益，让您的芭提雅资产变成摇钱“墅”。



托管酒店品牌另行提供品牌手册，合同中约定事宜。

The managed hotel brand will provide a separate brand manual, with specifics agreed upon in the contract.



Space Appreciation

户型鉴赏

M The prime three-bedroom, three-bathroom layout makes every owner a master of space.

三房三卫黄金户型，让每一位业主都成为一个空间大师。



1F

A private entryway/back garden of approximately 12 m² extends the delightful essence of nature indoors.

约12 m²私家入户/后花园，让自然延续到室内的美妙情趣；

The integrated design of the living and dining rooms allows the joyful times of togetherness to seamlessly transition.

客厅和餐厅一体化设计，让陪伴的幸福时光随意切换；

The expandable study/rest room can be converted into a guest bedroom, catering to the diverse residential needs of owners and guests, thus enhancing value.

可拓展书房/休息间为客房，满足业主/客人多样居住需求，价值彰显；

Each unit comes with a private swimming pool and relaxation area, where the joy and delight of pool gatherings never end.

户户私家泳池和休憩区，泳池的乐趣与欣喜，永不停歇；

Each unit features an artistic spiral staircase, adding an artistic flair and accentuating the property's value.

户户艺术旋转楼梯，只为让别墅更有艺术情调和资产价值彰显。

2F

The master bedroom's balcony with an en-suite bathroom extends the space by 1.5 meters, allowing beautiful emotions to continue seamlessly.

主卧阳台加独立卫生间，1.5米的空间延伸，让美好情愫无线延续；

The second bedroom with an independent bathroom features luxury bedding and a high-end bathroom system, all designed for comfort.

次卧加独立卫生间，高级寝卧配置和高端卫浴系统，只为舒适。





M Ten advanced construction techniques are utilized to create a heritage art villa.

更高级的十大建造手法，是为打造传承艺墅。

1. Each household has a private swimming pool, offering daily coolness and delightful moods to those who cherish Pattaya.

一、户户私家游泳池，为热爱芭提雅的人们献上每一天的凉爽与美丽心情；



2. The artistic spiral staircase enhances the interpretation of lifestyle, transcending mere daily ascents and descents.

二、艺术旋转楼梯，让生活方式的演绎，不止每一天的上上下下；



3. Each home features an entrance/back garden, providing a shift in ambiance and a fresh lifestyle choice.

三、户户设计入户/后花园，国度的切换，更是生活方式的新选择；



4. Column thickness is increased by over 30%; compared to traditional Thai construction with 10-15cm columns, we utilize 20cm columns.

四、柱子厚度提升30%+，相比泰国传统建筑10-15cm柱子，我们直接上20cm柱子；



5. Wall thickness is enhanced by 40-50%; as opposed to traditional Thai 10-12cm walls, ours measure 20cm.

五、墙体厚度提升40-50%，相比泰国传统建筑10-12cm墙体，我们直接上20cm墙体；



6. Cast-in-place concrete roof, unlike traditional Thai light steel or wooden roofs, we opt for direct cast-in-place concrete.

六、现浇混凝土屋顶，相比较泰国传统轻钢或木头屋顶，我们直接上现浇混凝土；



7. Upgraded to Gree central duct air conditioning, featuring an aesthetic design that is five times more advanced than typical wall-mounted units, all for greater comfort.

七、升级为格力中央风管空调，比挂机高级5倍的美学空调设计，只为更舒适；



8. Globally leading Kohler series bathroom fixtures, crafted by a top brand, offering a finer water flow and a more pleasant mood.

八、全球翘楚科勒系列卫浴龙头，顶级品牌的匠心，出水更细腻，心情更舒畅；



9. The entire shower system features a concealed design, eliminating the "bluntness" of exposed installations and integrating every detail into daily life.

九、全系淋浴花洒暗装设计，彻底抛弃明装的“突兀”，让每一个细节植入日常；



10. The master bedroom includes a leisure terrace, offering an additional space and a new perspective on the world.

十、主卧配置休闲露台，多一方天地，就是多一个看世界的新角度。



Ⓜ Not only choosing a lifestyle but also securing a stable return of up to 7%

不仅选择一种生活方式，更选择了高达7%的稳妥收益

China's five-year deposit rate ranges from 1.8% to 2.2%

中国5年期存款利率为1.8-2.2%

Japan's ten-year deposit rate stands at 0.2%

日本10年期存款利率0.2%

Thailand's deposit rate is between 2.25% and 2.5%

泰国存款利率为2.25-2.5%

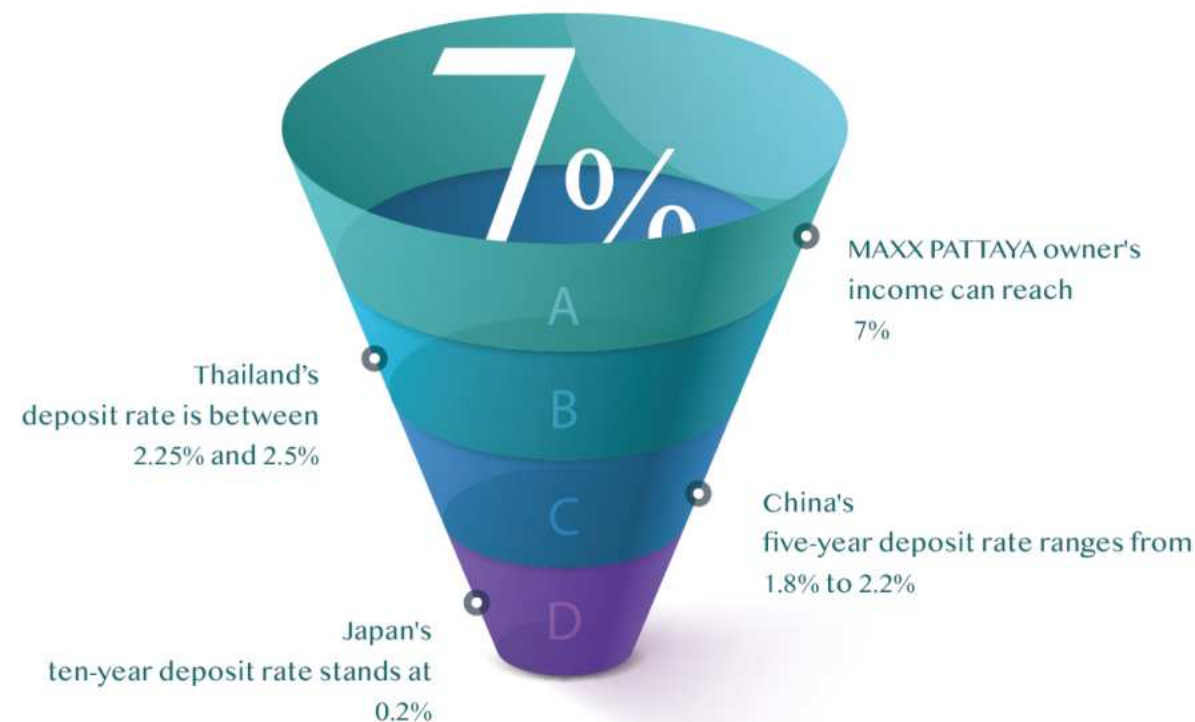
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Located in Pattaya, a renowned global tourist destination, within the CP Group's IconSiam & Casino Entertainment Complex area, MAXX PATTAYA, with operations bolstered by a top 5 global hotel group and government-approved licensing, is expected to achieve an annual hotel occupancy rate of 65-75%. Under a fully managed model, owner returns can reach up to 7%.

The overseas asset income from MAXX PATTAYA far exceeds bank interest rates/fund returns, offering a zero-risk investment, thereby validating your choice as entirely correct.

位于世界名胜旅游目的地芭提雅、正大集团暹罗天地&赌场娱乐综合体片区的MAXX PATTAYA，在全球排名TOP5酒店集团的运营加持下，政府批准持牌运营，年酒店入住率有望达65-75%，全托管模式下，业主收益可达7%。

MAXX PATTAYA海外资产收益远远大于银行利率/基金收益、投资零风险，让您的选择完全正确。



MAXX PATTAYA

Owner's income

Ⓜ Stable Management Plan One: Enjoy a 7% annual return with 10 years of international hotel management.

7%

稳实托管方案一：尽享7%年回报，10年国际酒店托管。

LIST	Annual investment income	Owner's voucher/valued at approximately THB 157,500
托管事项	年投资收益	业主入住券/价值约157,500泰铢
Core rights of owners 业主核心权益	Amount agreed in the house purchase and sale contract: 6% in the 1-2 years, 7% in the 3-7 years 房屋买卖合同约定金额：第1-2年6%，第3-10年7%	15 days of free accommodation from March to September each year; 7 days of free accommodation from October to February each year 每年3-9月可免费入住15天 每年10月至次年2月免费入住7天
implement 权益兑现	Deposit into the owner's designated account before the 10th of each month 每月10日前打入业主指定账户	Check-in requirements must be submitted 7 days in advance and confirmed by the hotel 需提前7天提交入住需求并由酒店确定

Taxes are levied in accordance with Thai tax laws; property management fees are paid as stipulated in the signed management agreement.

*税收按泰国税法实施；物业管理费按签订的管理协议约定支付。

Ⓜ Reliable Management Plan Two: Opt for management during downtime and enjoy a 50% share of the room revenue.

50%

可靠托管方案二：闲时可选托管享客房营收的50%分成。

LIST	Sales share	other
托管事项	营收分成	其他
Core rights of owners 业主核心权益	When the owner does not live in the villa, he entrusts it to the management company and the owner enjoys 50% of the operating income. 业主闲时将别墅委托管理公司，业主享受经营收入的50%	The costs of linen washing/consumables/guest breakfast/reception services etc. shall be borne by the hotel 布草洗涤/易耗品/客人早餐/接待配套服务等成本由酒店承担
implement 权益兑现	The previous month's income will be settled before the 10th of each month and deposited into the owner's designated account 每月10日前结算上月收益并打入业主指定账户	

Taxes are levied in accordance with Thai tax laws; property management fees are paid as stipulated in the signed management agreement.

*税收按泰国税法实施；物业管理费按签订的管理协议约定支付。

④ Five-star hotel-style property management ensures that a good villa is complemented by excellent services.

五星级酒店式物业管理，好别墅要配好服务。

All villa owners at MAXX PATTAYA enjoy comprehensive management services aligned with international brand hotels, including villa maintenance, swimming pool maintenance, cleaning and sanitation, landscaping and repairs, municipal fee payments on behalf, and express package custody, providing peace of mind and comfort.

MAXX PATTAYA全部别墅业主，均享受同步国际品牌酒店的全程管理服务，包括：别墅保养、泳池维护、清洁卫生、绿化修整、市政费用代缴、快递代收保管等，安心放心舒心。





At age 0,

when we arrived on this planet,
we had no choice.

0岁，
来到这个星球，
我们没有选择。



At 3,

we entered kindergarten,
again without a choice.

3岁，
进了幼儿园，
我们没有选择。



At 7,

we started primary school,
still no choice.

7岁，
进了小学，
我们没有选择。



At 18,

we entered university,
finally with some choice.

18岁，
进了大学，
我们有了一半的选择权。



At 22,

we began choosing careers to earn money,
driven by our desired lifestyles.


22岁，
我们开始选择赚钱，
因为我们有自己想要的生活方式。



At 30, 40, 50...,

our lifestyles
are our own to choose.

30、40、50……，
我们自己的生活方式，
自己选择。

 Thailand, the best choice for living elsewhere.
MAXX PATTAYA, easily accessible!

泰国，生活在别处的最佳选择。
MAXX PATTAYA，轻而易举！