

Kaomai Estate 1955



Kaomai Estate 1955

Tea House



KaomaiLanna Resort: Tea House

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Kaomai Tea Barn
Subtle Intervention / Subtraction / Transparency - Tea Experience / Penetration

DAVA

KMTB PD01 2021.01.25



Tea Barn Impression
Original High Volumn / Crowd / New Penetration

DAVA

KaomaiLanna Resort: Tea House



KaomaiLanna Resort: Tea House



Three revenue model

- Visiting casual customers
- Experience workshop customers
- Retail buyers

KaomaiLanna Resort: Tea House

- Identify the customers
 - Who they are?
 - Where they live?
 - How much would they spend?
- Recommend how to reach them

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Wedding Venue



KaomaiLanna Resort: Wedding Venue



KaomaiLanna Resort: Wedding Venue



KaomaiLanna Resort: Wedding Venue

- Maximum attendants: 400
- Available for both outdoor&indoor events
- Package varies depending on attendants and options
- Mostly Local Thai customers with few foreigners especially the Chinese market

KaomaiLanna Resort: Wedding Venue

- Identify the customers
 - Who they are?
 - Where they live?
 - How much would they spend?
- Recommend how to reach them

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Yoga Studio



KaomaiLanna Resort: Yoga Studio



KaomaiLanna Resort: Yoga Studio



KaomaiLanna Resort: Yoga Studio

- Maximum attendants: 45-50 persons per class/ 34 guestrooms
- Available for both outdoor&indoor activities
- Package varies depending on attendants and options
- Customers are mostly foreigners from around the world including the new comers from Asia

KaomaiLanna Resort: Yoga Studio

- Identify the customers
 - Who they are?
 - Where they live?
 - How much would they spend?
- Recommend how to reach them