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Issue 189 JUN 202

Real Estate & Property Management Group

ARCADIA BEACH



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Real Estate & Property Management Group

Office Arcadia Beach Continental: 162/1486 Moo 10 Nongprue

Banglamung, Chonburi 20150 Pattaya, ( Thap Phraya Soi 7 )

#### Email:

info@arcadia-beach-continental.com info@pattayapropertybase.com

#### Web:

www.arcadia-beach-continental.com www.pattayapropertybase.com

#### Phone:

0645585246

### A Big Thank you to Carey Peck for his amazing photographs.











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- Mww.pattayatrader.com
- **\* +66 (0) 38 232 103**
- f facebook.com/ptyatrdr
- 🔁 @PattayaTrader
- Voova Building 138/1 M.12 Soi Chaiyapruk 1, Jomtien, Nongprue, Banglamung, Chonburi 20150 Thailand

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## **CONTRIBUTORS**

Carey Peck Kim Waddoup Rick Click Derek Franklin Barry Upton Gloria Jones Cheyenne Hollis Anita Chan Alastair Newport Virginia Ewart-James

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2

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## **SPECIAL OFFER ONLY 7,500 BAHT PER MONTH**





# **Hi Property People**

I hope you're all hanging on in there. Are any of you spending more time visitng Pattaya than you had first envisaged? Perhaps you are paying for costly hotel rooms or simply looking to go for a less expensive rental? Well do we have a deal for you!

Go visit the team at Pattaya Property Base Management's Office at Arcadia Beach Continental and get a brand new condo with all the beautiful amenities outlined in this month's cover story for a rental price of only 7,500 baht a month

It's a stunning development that has only just opened. Everything is brand new and the units are fully furnished so you can literally move straight in and have all you need right there.I can't think of a better place to inexpensively see out the lockdown - and here's hoping that isn't for too much longer!



Take care everyone and Stay Safe!.

Gloria

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# **MARKQUINN** GENERAL MANAGER AT TOWN/COUNTRY PROPERTY

## **By Gloria Jones**



ark Quinn is no stranger to Thailand in fact he spent 7 years living in Koh Samu but he is relatively new to Pattaya,only joining the successful Town & Country team in November last year. Prior to that and after his time in Samui,he started his own agency in Khon Kaen where he lives with his wife, children and many dogs! Initially he told me there were only 5 "There are actually six because I forgot about the chihuahua,it's more of a toy really. The others are all much larger - I love big dogs" he jokes. Mark still has this office and splits his week by travelling back to Khon Kaen Friday to be there on the weekend returning to Pattaya for Monday.

# So what has living in these strange times that we all face ourselves in right now meant for Mark?

"Well the twice weekly trips that I do between Khon Kaen - Pattaya have gone from a door to door time of 21/2 hours to 7 hours now as I am no longer flying but driving. Lunches are takeaways, mostly eaten at the desk and yet we are still surprisingly busy at this time"

As you walk into the office on the ground floor lobby of Jomtien Complex Condotel there is a sign on the impressive doors, advising you to wear a mask and hand sanitizer is readily available. Luckily

they have plenty of room in the attractive, modern office and should a customer prefer a bit more privacy there is a large table in the meeting room so sitting the requisite 1 ½ metres apart is no problem.

"When we go for viewings we have to be very careful. There are strict instructions for the owner not to be present and for the prospective purchaser or tenant not to touch anything and of course we all wear masks. The office staff are still actively employed mainly replying to emails. These may take the form of enquiries from existing clients who wish to reevaluate where they want to sit out the virus. Or they can be new enquiries from overseas clients wanting to do some research as to what they might be able to rent or acquire once Thailand opens up again."

Back in the UK Mark was a surveyor and finds that his trained eye is often an asset whilst working in the property business. He is also extremely affable and a pleasure to talk to. This of course has helped him form many friendly relationships with his clients and customers. I also admire his energy and resourcefulness. At a time when many have simply given up the ghost (as they say) Mark is still thinking out of the box for new ideas and managing to maintain a positive outlook - more power to you Mark !



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## Pattaya Property Market Before and After COVID-19



he property market in Pattaya has gone through many changes over the years, with many notable ups and downs. One thing has remained the same, however: it is one of the most sought-out locations in Thailand for holidaymakers and expatriates alike. It is due to the gorgeous beachside location, colourful nightlife, and the convenience of being so close to the capital city of Bangkok. Still, despite its popularity, the property market in Pattaya has always been somewhat shaky.

The current global pandemic has taken the world by storm, yet another spanner thrown in the works. Businesses all over the world are to close, people are losing money on property and investments, and everyone is worried about what the future has in store. But what does that mean for the property market in Pattaya?

In this article, we'll look at the market in Pattaya both before the COVID-19 crisis and look at how this pandemic may affect it over the coming months. Of course, for the sake of continuity, let's start with the 'before'.

#### The Pattaya Property Market Before COVID-19

More recently, the market in Pattaya was making a recovery in 2018. It was a great year indeed but eventually suffered yet another hit in 2019. It is due to several factors:

- Thai Baht gained 10% in strength when compared to all major currencies, subsequently resulting in less foreign investment and increases in property owners wanting to sell assets at good profits. For more detail on the rising baht during that time.
- <u>New Clientele: Less Farang (Western Foreigners) largely due to the previous point and immigration changes for</u> <u>Retirees in Thailand, and more Chinese who were severely impacted by the US-China trade war (more so than other</u> <u>nationalities), and the restrictions on money transfer possibilities.</u>
- Loan policies tightening for Thai nationals, with lending criteria changing out of concern about the potential risk of rising household debt in Thailand.

#### The Aftermath of 2019's Decline

As the market suffered, there was a significant blowback. It transpired in the form of having too many products on the market. There are 450,000 properties across Thailand, as well as 100k in Bangkok, and 30k in Pattaya. That is an awful lot of money! The rise in prices began to slow and managed to level out for a while; however, land & house prices in Bangkok continue to rise.

#### How Pattaya was Affected Specifically

Pattaya has long been a popular city amongst those looking to retire in paradise. It has slowed, however, as the government is continuing to create difficulties with retirement visas and compelled insurance issues.

Another huge factor in all of this is the loss of tourism during Pattaya's high season. Although the city remains vastly popular, there is an awful lot of competition with other neighbouring "up-and-coming" countries where accessibility & expatriation is being made more comfortable.

View Talay 7, Thappraya Road, 505/28 Moo 12, Nongprue Banglamung, Chonburi 20150 Monday to Friday 9:00 - 17:30 Saturday 9:00 - 16:30

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#### The Pattaya Property Market at the Approach & Turn of 2020

Despite the recent difficulties, the property market in Pattaya was slowly showing signs of recovery once more. These positive signs included:

- Improvements in currency exchange rates as the US-China trade war began to loosen.
- An increase in foreign investment due to the Eastern Economic Corridor (EEC)
- Improvements to core infrastructure in Pattaya and at the time, strong oil prices led to a large presence of workers in the oil and gas industry in the region.
- Pattaya Prestige Properties began receiving a noticeable increase in enquiries for high-end properties. Indicative of more asset liquidity and a desire to invest in countries with steady currencies.

#### The First Wave of Corona Virus & Its Impact on Pattaya



Picking up on the trend here, the signs of recovery were subsequently short-lived, as of the 23rd of January when Wuhan shut down due to the viral outbreak that has since spread across the globe like wildfire. It has had a profound impact not just on Pattaya, but the rest of the world as well. However, as of the 25th, China stopped all Chinese tour groups and flights.

Then, we all know what happened next (and is continuing even as you read this), thousands upon thousands of poor souls have lost their lives as a result of the virus. International flights have stopped, people asked to remain at home and practice safe social distancing, the stock markets have been crashing, and we are now entering an unprecedented era.

#### What Does This Mean for Real Estate Agencies in Pattaya?

New clients are unable to come due to flight restrictions. Besides, many people who were planning to move have decided to stay in their home countries with their families.

Also, many people have lost a lot of money in stocks and investments and are currently not looking to make any other investments during these uncertain times. Most people have decided (and understandably so) to wait and see how things pan out over the coming months.

#### **Rental Prices are Low & There are Plenty of Properties for Sale**

The increase in demand for long-term tenants, there has been a significant reduction in the cost to rent in Pattaya, as a result of many people fleeing the country, and landlords losing a lot of business.

It is terrible news for many, but great news for those who may be looking to move to Pattaya. For example, if you are an expat living in Bangkok and would like to ride out the storm somewhere safer like Pattaya (less congested), then you will be able to find your dream property for an exceptionally low price.

That, and for those who are confident the property market in Pattaya will eventually bounce back (it always does), then there's never been a better time to snatch up some prime real estate than right now. Naturally, it is wise to exercise a little caution; however, the adage that "fortune favours the bold" is still as relevant today as it ever was.

#### How Can We Be Sure That the Property Market Will Bounce Back?

Well, if history can teach us anything, it's that the Pattaya property market always does bounce back. Another significant indication is the fact that tourism will eventually resume as soon as it is safe to do so. And, what is it that most people stuck at home on lockdown are craving the most right now? Adventure! They want to get outside and dig their toes into the sand, and sunbathe, and party, and explore, and have fun. Pattaya is the perfect place to do all of those things, so it is safe to say that this will be the eventual outcome.

In any case, we must stay safe and remain positive during these positive times. We will all get through this together.

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# 96FM Pattaya People Radio **READY, STEADY, GO.**



The impact of the last couple of months will have undoubtably left an impression on everyone around the world and caused a lot of people to have a rethink about what is important. Music has been, and always will be, great therapy for life enhancement.

Pattaya People Radio on 96FM and online via the free downloadable Pattaya People app has not stopped providing a wonderful addition to each treasured day and still provides a happy, positive, uplifting vibe with it's 'Sunshine Hits On 96'.

This is the time to look forward and spread feelings of joy for the good things we have in our lives with a greater appreciation of them.

96 fm and now, the revamped Kiss 91.75 fm spearheaded by new production manager Dave Ward, are an integral part of the Pattaya ExPats community and the soundtrack for all Ex Pats living in Pattaya.

Both radio stations can be heard in your car or on any household radio plus online with the Pattaya People free app which can easily be downloaded to your mobile device or computing receiver.

Top quality sound and varied enjoyable content 24 hours a day from both of our stations will most definitely enhance your daily music listening here in Pattaya, or, in fact, outside of Pattaya and, in fact, anywhere in the world.

KISS 91.75fm and online offers a mixture of cool Tropical House music sounds plus a selection of modern dance hits. The best commercial playlist in town is on 96fm and is regularly updated with lots of great new popular tunes and additional oldies but goldies which are bound to get your groove on...baby! Continuous 'sunshine hits on 96' provide great entertainment with 'less chat, more music' as a credible slogan.

New additions to the playlist for June include many tracks from artists like Crosby, Stills, Nash & Young, Olivia Newton John, recent Cliff Richard Rock & Roll covers, Shania Twain, plus many more carefully selected recent releases.

The weekly schedule, once things back to normal, is:		
8am to 12 noon	- 'Morning Glory' with Barry Upton	
12 noon to 2pm	- 'Let's Do Lunch' with DJ Johnny P	
2pm to 4pm	- 'Afternoon Delight', now with DJ S. J.	
4pm to 6pm	- 'The Sundowner Show' with Barry Upton	
6.20pm to 8am	- All Night Long (featuring Paul Rosenberg)	

MSN International News in English is at 12 noon, 2pm, 4pm & 8pm The music policy of 96FM, as programmed by station production manager/presenter Barry Upton, who has a wealth of experience in all areas of music, is a healthy combination of classics, together with the best of the latest offerings, plus the odd surprise here and there.

Each day's playlist is carefully put together from seven decades of hits, plus occasional chats with interesting local guests to the 96FM studios.

All through the weekend, a full service of entertainment can be enjoyed.

*For more information contact Pattaya People Media Group by e-mailing info@pattayapeople.com.* - *Get your kicks on 96* 

We are Ready, Steady, Go ... for aural fun in Pattaya.



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# PATTAYA PEOPLE TELEVISION Lifting Restrictions



Despite the problems caused by recent unavoidable events, PPTV has been at the forefront of providing important information for our Pattaya Ex-Pat community with a wealth of up to date information about subjects close to our hearts.

Now on the TMN cable network, internet access from the Pattaya People web site, www.pattayapeople. com and the free Pattaya People app., means that our weekly updated output can be sought easily, even on your smartphone with interesting features and essential programming.

Coming up in June is a continuing focus on up to date immigration news from Key Visa with the latest rules and regulations, plus the latest features with interesting content from guests.

As soon as entertainment venues are re-opened, the Pattaya Live Music Guide will return in which entertainer/musicians Barry Upton & Paul Rosenberg will bring us all up to date with what's happening around the many diverse live music venues here in Pattaya.

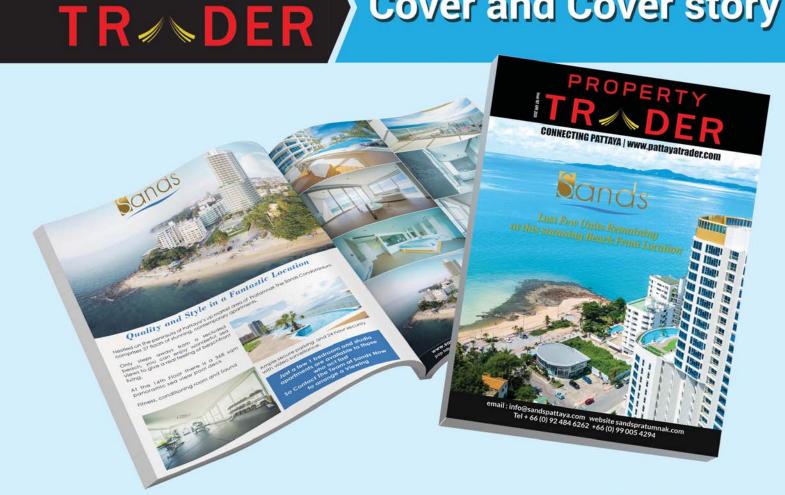
Also check out Barry and Pattaya Trader editor Gloria Jones with their monthly comments and chat about the latest goings on around town, plus many interesting local celebrity interviews and interesting features.

If you have any ideas for items or can recommend new people for Barry to chat to for his 'Pattaya Stories' series or any other features, please contact Pattaya People Media Group by e-mailing to info@pattayapeople.com.

Don't forget to download the FREE 'Pattaya People' app so you can access the TV output on your handheld device, anytime and anywhere in the world.



# **Cover and Cover story**



Our cover story is an extremely important part of The Pattaya Trader. because it delivers a very strong message.



PROPERTY





## When you advertise in The Trader just look at what you get:

- A double page which we can write and design for you
- A feature on our regular TV programme with Pattaya People on TMN channel
- Radio programme with 96FM
- Postings on our Facebook, Website and You Tube Showings on LED screens all around town now including the largest on Thepprasit and Thappraya road junction

TO SEE PAST EDITIONS GO TO

So contact Us now to find out how we can help you

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# Pattaya Estates Rentals

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Building plot at St Andrew's Village in the St Andrews Golf Course Complex near Baanchang suitable for building a one or two storey 3 or 4 bedroom house

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Size 104 Talang Wah or 416 square meters.

Price 1,560,000 Baht

#### Land for sale - near Chiang Rai



Plot of land together with a two storev 2 bedroom 2 bathroom house at Mueana Chum. District Wiana Chai. Chiang Rai 57210 suitable for building several houses 15 minutes from Chiang Rai airport, 20 minutes from Chiang Rai City Size 3 Rai 105 sauare Wah or 5,220 square meters GPS Co-ordinates 19.906025 99.953924

Price 7.000.000 Baht

#### Studio for Sale or Rent AD Condominium floor 6 near Wong Amat Beach, 35 sqm. Bathroom, fully - equipped fitted kitchen, balcony, good theatre.

sea view. Swimming pool, a/c, safe, LCD TV, DVD player, home foreign ownership. One-year lease 10,000 Baht per month including cable TV and fast Internet Shorter periods possible Tel 084-864 6068

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view

has

Washing

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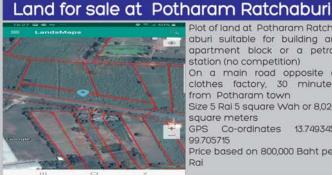
#### Rent a nice place in Pattaya Jomtien or Naklua

### Large Studio for Sale at Northpoint



Northpoint floor 14 Studio 50.5 sam with excellent sea view Air-con, larae safe, large flat-screen TV. Fully equipped European kitchen Facilities include gym and sauna. Foreign ownership.

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Plot of land at Potharam Ratch aburi suitable for building an apartment block or a petrol station (no competition) On a main road opposite a clothes factory, 30 minutes from Potharam town Size 5 Ral 5 square Wah or 8,020 square meters GPS Co-ordinates 13.749345 99.705715 Price based on 800,000 Baht per Rai

Price 4,010,000 Baht

#### 47 square meter Studio for Sale or Rent



Angket Hip Residence floor 8 Soi Boonkanjana close to Jomtien beach. Studio with fully-equipped fitted kitchen, bathroom, balcony, good sea view. Reception, swimming pool, under-cover parking, 24 hour security, fitness centre. Air-con, microwave, big TV, DVD player, electronic safe, washing machine. One-year lease 12,000 Baht per month, foreian ownership.

Price 1,950,000 Baht Rent 12,000 Baht

Jomtien

security,



Price 1,500,000 Baht Rent 9,000 Baht

www.pattaya-estates-rentals.com, info@pattaya-estates-rentals.com John 084-864 6068 (English French German) Nida 084-055 5597 (Thai) 202 Moo 5 AD Condominium, Naklua Soi 16/1, Banglamung, Pattaya, Chon Buri, 20150



# If you have some extra time, why not do a little spring cleaning?

### By Cheyenne Hollis



hances are you've found yourself with some free time on your hands, and while binge watching Netflix and scouring menus on food delivery websites is fun, you could also be productive during this time. Why not partake in a little spring cleaning? Perhaps the biggest obstacle is picking a place to start, so we've put together some ways you can get started.

There is no bad place to start your spring cleaning. One way to get the ball rolling is by starting in the bedroom. This is especially good for families since everyone can hit the ground running in their individual room and then come together in the other parts of the house.

Or if you live in a studio or smaller condominium unit, it may make sense to start from your front door and end at the balcony or window. It is easy to keep track of progress this way and helps you avoid messing up areas you've already cleaned.

Baking soda and lemon juice are great for cleaning faucets and countertops stainless steel and tiled surfaces. Look online for more uses. You'll probably be surprised just how versatile these household items are when it comes to cleaning.

Many places can collect a lot of dust for whatever reason. If this sounds like your residence, start spring cleaning high and finish with the floor.Begin with the ceiling and work your way down so all the dust and dirt winds up on the floor where you can sweep and mop it away.

Spring cleaning is a great time to take inventory of what's in your house and clearing out items you don't need. This could be anything from clothes and shoes to old appliances and even books. Any items that are still good but just don't fit into your plans anymore should be donated.

Chances are your home contains a few places that happen to be hard to reach. Ceilings or narrow spots, such as the space between the refrigerator and counter, aren't made for human hands and arms. Never fear, all you have to do is tie a towel to the end of a broom. This tool should help you get to those once unreachable spots.

A lot of dust makes its way into your mattress, couch and fabric chairs. When you vacuum, be sure you hit these items as well. Then when you've done your cleaning make sure to wash your broom, mop, towels, dusters and all those other cleaning tools. Leaving these dirty can attract mold, awful smells and a bunch of other stuff you probably don't want around the house.

# **THEPPRASIT** MARKETING

A new 'one in all solution' for new and existing business offered by Thepprasit business center located in the heart of the city on Thepprasit road, Pattaya. Their services has been an answer to many companies and new start ups. The massive commercial digital billboard has attracted many businesses ans received outstanding feedback.

Due to fierce competition they have found an efficient way to develop a successful integrated way to create a platform for their services keeping the needs of clients as priority. They offer meeting rooms for big and small companies, office space for rent and advertisement space on the massive digital billboard, which has become one of the most commercial and most frequently viewed billboard in Pattaya.

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Feel free to contact us for more information. S +66(0)38 252 999, +66(0)98 281 4319 S tpsmarketing.zompatch@gmail.com, tpsmarketing.nuttwut@gmail.com



# View Tailay Residence 4 in Jowpien

- Available for sale is this spacious 56 sm studio in View Talay Residence 4 in Jomtien.
- Only two hundred metres to the beach and close to numerous shops, restaurants and markets,
- This 6th floor apartment has a spacious bathroom, full kitchen facilities and a good sized balcony overlooking the pool area.
- The building itself has a recently renovated swimming pool, secure parking and 24 hour security and is extremely well maintained.



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# Dot Property Awards nominations remain open, presentation ceremonies to proceed in 2020



From all of us at Dot Property, we hope this message finds you in good health and spirits.

The impact of COVID-19 in our region has been both unexpected and overwhelming, but we will persevere. A brighter future awaits once these challenging times have passed.

We understand that work can provide a welcome respite in a situation such as this. With that in mind, here's an update on our Dot Property Awards series. Currently, nominations remain open for the awards in Vietnam, Thailand and the Philippines. We encourage you to submit your entry form if you haven't already entered.

Events are currently scheduled for Vietnam in July, Thailand in August and the Philippines in September. We sincerely hope these events can carry on as planned but understand the fluid nature of the current state of affairs.

The Dot Property events team is carefully monitoring how the situation is unfolding in each country and will provide updates as more information becomes available. That being said, we remain determined to bring you the Dot Property Awards this year as long as it is safe to do so.

In the meantime, please follow basic safety principles and obey local regulations as we all join together to fight the spread of COVID-19. We look forward to seeing you healthy and happy later this year at the Dot Property Awards.



# **Property Purchase and Great Investment Opportunity**

South Beach Boutique Condo, Soi Orissa, (off Soi 6 Pratumnak Hill) For a very quick sale, this 35 sq m condo has just been Reduced from 2.25m to 1.295.000m Will accept € Euros into a UK bank

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# EASA and ECDC publish COVID-19 health guidelines for European aviation



### By Alastair Newport

IATA (International Air Transport Association ) has applauded the publication of new COVIE-19 Aviation Health Safety Protocol guidelines for the safe restart of air transport in Europe.Produced by the European Aviation Safety Agency (EASA) and the European Centre for Disease Prevention and Control (ECDC), the guidelines are aligned with recommendations provided by both the airline and airport sector for a layered approach of temporary measures to protect public health while allowing viable air services to help drive the European economic recovery.

However, the guidelines will only be effective if all European states deliver harmonized implementation and mutually recognize each other's efforts. Failure to do so would harm public confidence in the aviation system, with negative consequences for the economy, and jobs.

Key measures in the EASA guidelines include:

- Physical distancing at the airport should be maintained. Terminal infrastructure, such as with baggage drop and claim, and at security, should be optimized to prevent queuing
- The wearing of masks at all times in the airport and onboard is recommended, as is the provision of appropriate personal protective equipment (PPE) to staff
- Enhanced cleaning procedures in both the airport and aircraft are recommended, especially for frequently-touched surfaces
- Where allowed by the passenger load, cabin configuration and mass and balance requirements, airlines should ensure, to the extent possible, physical distancing among passengers. Family members and individuals travelling together as part of the same household can be seated next to each other.

"EASA and ECDC has delivered a sensible framework for restarting aviation while protecting public health. The guidance is clear that while airlines should seek to maintain physical distancing where practicable, flexibility on seating arrangements is permitted. And quarantine requirements are not necessary. But it is absolutely essential that all European states apply these guidelines in a harmonized and mutually recognized way. Local deviations and exceptions will damage public confidence and make it harder to operate effectively. This would be harmful to public health and the economic recovery. IATA will support states to implement these guidelines in the fastest and most efficient way," said Rafael Schvartzman, IATA's regional VP for Europe.

In a statement accompanying the Protocol, EASA explained that the recommended measures will be regularly evaluated and updated in line with changes in knowledge of the risk of transmission as well as with the development of other diagnostic or preventive measures. IATA is ready to support authorities in this process of refinement and optimization of the recommendations and guidelines."We will work closely with regulators to ensure that the measures in place adapt accordingly"

The EASA and ECDC guidelines will make an important contribution to the discussions being held by the International Civil Aviation Organization COVID-19 Aviation Recovery Taskforce (ICAO CART) which is tasked with developing the global standards needed for the safe re-start of aviation. To assist with the CART process, IATA has been working continuously with authorities and industry partners to develop common positions. With the airport sector, a document—Safely Restarting Aviation: ACI and IATA Joint Approach—has been published. Moreover, the 31 CEOs of the IATA Board of Governors have agreed on a Declaration of Five Principles for Re-starting Aviation.

- Aviation will always put safety and security first
- Aviation will respond flexibly as the crisis and science evolve
- · Aviation will be a key driver of the economic recovery
- Aviation will meet its environmental targets
- Aviation will operate to global standards which are harmonized and mutually recognized by governments

"The safety of our passengers and crew is the number one concern. No single measure is going to achieve that. That's why we are taking a layered approach that is guided by science and which is aligned with EASA's recommendations. As the medical situation and science evolve, we will work closely with regulators to ensure that the measures in place adapt accordingly. And our five principles will guide us to a safe and sustainable restart for air travel and a vital boost for economic activity," said Schvartzman."In Europe, we have been in lockdown for many weeks. The tourism sector, representing millions of jobs across Europe, is particularly dependent on connectivity re-starting. Enforced isolation has left us yearning to reconnect with the world—to once again enjoy the freedom to explore, to share experiences with our loved ones, and to escape the pressures of everyday life. With these sensible guidelines in place, we can all look forward to the freedom that only flying can provide," he concluded.

# **GIVE YOUR HOUSE, CONDO** RESTAURANT OR BUSINESS A CLEAN4U DEEP CLEAN

### By Gloria Jones



s we all try to get through the strange times that we currently find ourselves in, we can take some comfort from the fact that there is at least a little light now appearing at the end of the tunnel. Businesses, professional services, restaurants and property owners are all gearing themselves up for visitors, be they from Bangkok, other parts of Thailand or hopefully even other countries.

For those brave enough to start venturing out and eventually abroad for their holidays, it is a good idea to reassure them and yourselves, that you are doing everything you can to keep everybody safe in your establishment. Now more than ever you should be considering the services of a professional cleaner.

Since arriving at their Pattaya home on Thepprasit Road, Clean4U have gone from strength to strength. Their range of services now extends to

Home and Office cleaning, Floor Polishing, Carpet and upholstery dry cleaning, Mattress sanitization and now very sensibly a Deep Cleaning service.

The deep cleaning service is at least 1 and a half hours (depending on the size of the premises) of extremely thorough cleaning by professional cleaners. They will bring everything they need with them including their own protective clothing and masks.

Then they will thoroughly clean and disinfect extremely thoroughly.

You owe it to yourself and your guests so give them a call today and Stay Safe!



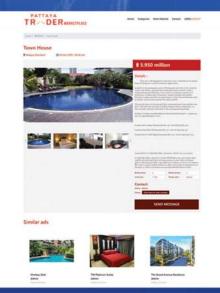






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Featuring live feeds from the leading estate agents in Pattaya, you can check daily to see what's on offer around town.

The Marketplace is aimed towards at The Property Market here in Pattaya and surrounding areas + with our site generating traffic from India, Australia, USA, UK, The Philippines, Germany, Sweden.etc etc. your property listing can reach buyers from outside Thailand as well as locally.

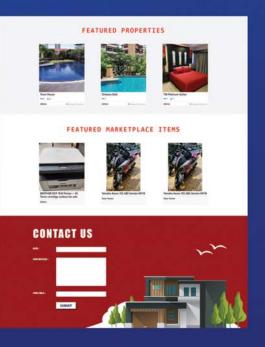
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# **DIGITAL MARKETING WITH THE PATTAYA TRADER**

Pattaya's much loved lifestyle and property magazine has been in existence for 20 years. Although its printed publications are eagerly awaited and snapped up as soon as they are delivered around town, it also enjoys a very good digital presence. This ranges from the local environs to Bangkok and even further afield with international readers catching up on what they have been missing since their last trip or planning a future one to Pattaya.

#### The Website

Every month there is an online version of both the Pattaya and Property Trader magazines available to read at pattayatrader.com. From the home page you will find easy to use flip books that can be accessed via all devices from desktop,laptop and ipad to mobile phones. When using a phone to read the magazine, it is a good idea to download it so that you get full screen capability and then simply scroll up through the pages.The other benefit to enjoying the magazine in this way is that your devices will also allow you to zoom in for ease of reading or to get a closer view of something of interest.



On the site there are also 2 years of Back Issues on the page of the same name. They are also available to read via the international, digital, publishing platform issuu.com where you can search for even older editions of The Trader.

Along with the online magazines, individual articles are posted both on the website and on Facebook. The Pattaya Trader has 3 Facebook pages with a combined following of nearly 16,000, although people sometimes get confused by the two main Facebook sites which serve different purposes.



#### The Pattaya Trader Facebook

This page highlights monthly articles, and has news of events and holidays in Pattaya with light hearted comments,videos and jokes. The top banner changes twice a month to feature cover story customers. Pinned at the top you will find the monthly video featuring Barry Upton and Gloria Jones discussing the latest issue of the magazlne. This video also appears on YouTube and is broadcast by Pattaya People, on the TMN TV channel, with the audio version on 96fm. As both the TV and Radio airings occur several times per day this gives both contributors and customers additional exposure at no extra cost.

Also, customers' adverts get posted here twice a week and the Trader's graphic design department can create these adverts at no extra charge if necessary.

#### The Pattay Trader Facebook Group

This page is a dedicated buy and sell site and is not intended as a forum or for content sharing. Its aim is to serve the community rather than be a free portal for professionals. Those seeking increased exposure can contact The Trader by email pattayatrader@pattayatrader.com. Otherwise any attempt to spam or overuse the site will be hindered so that the rules are kept.





#### The Pattaya Trader Expat Ladies Group

This page was recently created especially for ladies who may be "newbies" to Pattaya, or who feel that they can benefit from interaction with those who live locally Requests, recommendations, jokes and events are all shared in this group which welcomes interaction from its members.

#### Available for Pattaya Trader Readers and Followers

As well as a printed publication The PattayaTrader and PropertyTrader are available online and the company is also extremely active in the community via Facebook, with Instagram, Twitter and a channel on YouTube as well.

#### Available for Pattaya Trader Customers

The company can offer professional and unique content writing and reviews for its customers. Its graphic design studio can design artwork and advertising both these services being free of charge when contributing or advertising in the magazine.

Comprehensive advertising is offered to all clients with Digital marketing combined with Print, Television, Radio and LED billboards around town all for one price. This offers a truly focused but also multi layered marketing strategy with which to reach not only the residents of Pattaya but also anyone wishing to investigate what is on offer within its city and provinces

# Moving tenants in and out of your rental property

## By Virginia Ewart-James

nce an offer has been agreed on your property and you are happy with the prospective tenants, a tenancy agreement will be drawn up (usually by the letting agent) which details the terms of the agreement.

If you are employing the services of a managing agent for the letting, they should be able to advise you as to the next steps for the tenant to move in, but follow this quick checklist to make sure that the paperwork is completed and everything is set for the tenant.

- The tenancy agreement is signed by both the landlord and the tenant original copies are preferable where possible.
- The tenant has paid in cleared funds the deposit and the first month's rent.
- The property is ready for the tenant, it has been cleaned throughout and everything is in working order, and anything that ha been agreed to be fixed prior to the tenancy has.
- If the tenant is paying for the utilities, ensure that the electricity meter is read and that you close the accounts for other services such as telephone, television packages and internet.
- There are complete sets of working keys or keycards including a postbox key.



thailand-property.com

- A check in is conducted where an inventory of the items in the property are checked, and the condition of them is noted. A copy is required to be given to the tenant for their records.
- The tenant is advised who is the point of contact in case of an emergency or if the property needs any repairs, and given up to date contact details.
- If the rent is being paid directly to you rather than the managing agent, ensure that the tenant has your bank details.
- If you are employing the services of a managing agent for the letting, check how regularly they are planning to inspect the property, if not, advise the tenant that you will be conducting these instead.

At the expiration of the tenancy or if the agreement has been terminated earlier by mutual agreement of both parties, or if a break clause has been exercised, to ensure that your tenants are checked out of the property properly, follow these quick points.

- Once the tenant has moved out and removed all their personal possessions, the property needs to be checked for any damage above fair wear and tear to determine the deductions, if any, from the deposit.
- Check that the rent has been paid in full before returning the deposit.
- The tenant has returned the same number of keys that were issued at the commencement of the tenancy.
- Take the electricity meter reading and check that the tenant has closed the utility accounts.



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# the return of Chinese travelers post COVID-19 What hotel GMs can do now to prepare for

By Anita Chan



This is what the world is expecting now. If you want someone to book now, it must be fully refundable. I believe the non-refundable discount rates strategy that we have implemented for years have to be thrown out of the window for the near future. Chinese travellers for example will book discount rates but with no ties attached. So, it is time for GMs to rethink the rate strategy as booking habits will change post COVID-19.

#### 2. Ambient Wellness

Safety is #1 consideration of travelers even before COVID-19. And now no matter what nationalities, we are all very cautious after hygiene. But in my mind, it is not just taking body temperature or giving out hand sanitizers or having a disinfectant schedule, etc. All hotels will do this. But to be ahead of the game, GMs need to rethink of all physical spaces to embed health-boosting measures into the very spaces that hotel guests pass through, making staying healthy effortless.



#### 4. Assisted Development

One outcome of more time spent at home? Many will be prompted, or forced (like me), to learn some life skills, such as cooking for themselves. Also mentioned in my last article, 49.3% Chinese females wish to "Live the Moment" post COVID-19 and will spend money now on what they believe is worth-while. Chinese want to learn while traveling and be better versions of themselves. This is the new luxury. So hotels that can assist in their personal development will be the winners. I am not talking about just a cooking class or yoga class. I am talking about a deeper level. For example, text-the-chef to get cooking inspiration and tips. For example, a mediation program with set goals and challenges. As social distancing will continue for a while, private classes may be popular. It is an opportunity for GMs to rethink activities along this direction now.

GMs (General Managers) can now do a geat deal in order to get ahead of the game to welcome travelers post COVID-19. Here are somme suggestions that I hope may be found to be useful.

#### 1. Flexibility





#### 3. Mental Wellbeing

I hope GMs can be role models to help alleviate possible resistance between your front line staff and Chinese guests. Here I am adding the peace-of-mind factor. Before COVID-19 cure is widely available, Chinese travelers would like to get assurance that even if they get sick, the medical system of the country they visit can support them and the hotel they stay at can offer assistance if needed.

Hence, GMs can prepare the checklist and procedure on "what if" so staff can be trained up now to handle potential crisis scenarios.



#### Now getting into more specifics.

#### 5. A-commerce

Back in 2017/18, the increasing adoption of AI drove A-commerce in China. Now, there is a sudden sharp increase for contact free interaction converging with advancement in robotics that is enabling a new breed of automated commerce. In China, hotels are using robots for contactless room service delivery. Also, China is using automated UV light robots to disinfect public areas. Okay maybe it is not the best time to look at this type of investment now. But how about automate the check-in process so guests do not need to line up with strangers at the lobby? GMs can take this time to think about processes that can be automated using ready-technology. For Chinese guests, a lot of automation can be done using WeChat Mini Program.





#### 6. Create in-room dining experience

In the past, room service menu is only a fraction of the restaurant menu and it is merely created as a real dining experience. Post COVID-19, especially in the beginning, hotel guests may opt out of buffet breakfast. Many guests may want to order room service instead of eating outside or dining at the hotel restaurants. It is a good time for GMs now to consider ramping up room service menu to include famous local food items and to create / upgrade an unique in-room dining experience.

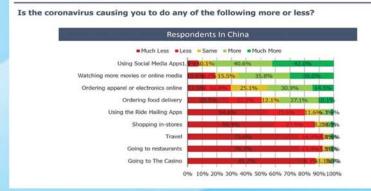
#### 7. Space arrangement

Just a quick point to mention that not only restaurant seating needs to be arranged to maintain the 1.5M safe distance. GMs can also look at beach chairs distance, conference rooms set-up, etc. And this may mean less covers, lower capacity for MICE or banquets too. A big question for GMs is how to make up lost revenue from the new normal space arrangement.

#### 8. Better marketing and promotion

I have a strong opinion that GMs should not stop marketing especially media marketing now even it is a financially challenging time. At the time of writing, China is normalising and domestic travel is resuming gradually. In fact, Chinese are spending more time on social media during COVID-19 and hotels will be missing a good opportunity if they stop their online branding and marketing efforts now.





At the end of the day, there are still 10,000+ hotels that offer discount. Why will Chinese pick you rather than the hotel next door? Other than price, as we do not recommend a blanket discount strategy, it really goes back to getting your hotel top of the mind of Chinese travelers. Whoever can do better marketing and promotion will achieve faster recovery.

In closing, Carnival Corp's Chief Executive Officer just said China might be among the first areas where cruise lines start sailing again as the coronavirus pandemic eases. If a cruise company can be optimistic about the China market to be among the first to rebound, I think we can be as positive as well.



For hotels in general, engage with OTAs now. "Schedule your future trips" program offering discounts on tens of thousands of hotels, airline tickets and tourists attractions tickets at 40-80% discount with guarantee for full refund. Yes, these are mostly for domestic travel first but I will not doubt that there will be more international offers soon.

#### In the meantime, they can also pre-book future trips at a discounted price through Online Travel Agencies (OTAs)





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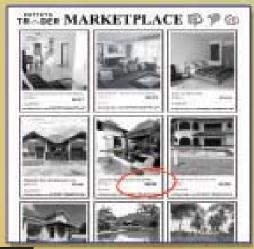
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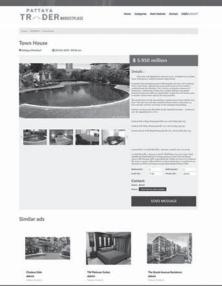




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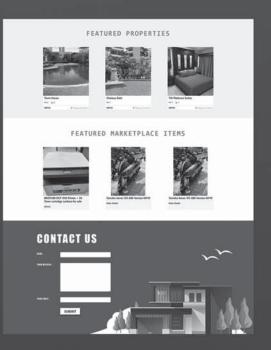
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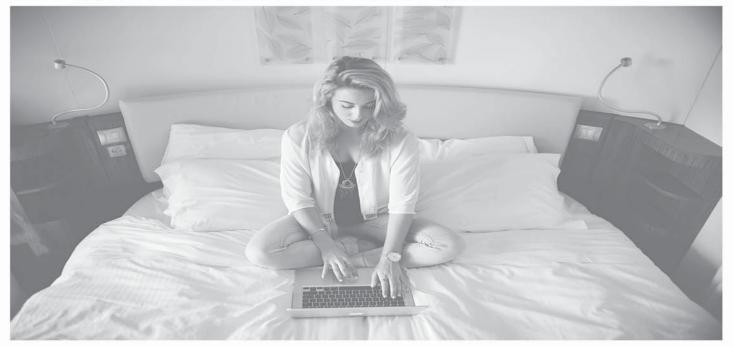
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# The 3 benefits of starting your home search at home

#### **By Cheyenne Hollis**

Now is a good time to start your home search at home



If you are one of the countless millions who have found themselves confined to the house, a lot of plans have probably been put on hold. These possibly include your search for a new home. However, you can still start your home search at home. Heck, you don't even need to leave your bed if you don't want to. And believe it or not, there are several benefits to this.

Let's take a look at some of the positives to starting your home search at home right now.

#### 1) Expand your search

You already have your budget in mind and you probably have an idea of where you want to buy, but why not take this time to see what else is around? Play around with your search settings. You might be able to find something a little bigger nearby that is still within your budget. The extra time can open up new opportunities to find great homes you wouldn't have otherwise known about.

#### 2) Educate yourself

You now have extra time to really study the local real estate markets and understand factors that go beyond whether you like a home or not. Once you have a shortlist of homes you're interested in, do research on various factors that you may not otherwise consider. These include home prices around the property you are looking at, the track record of the developer and what the demand is for real estate at neighborhood and city levels.

#### 3) Explore digitally

The good news is that many real estate agents and property developers are hosting virtual showings, offering 3D tours on-demand and providing property seekers with new ways of seeing homes without needing to leave the comfort of

your living room. It may not be as good as seeing the real thing, but it can help you get a better idea as to whether a home is for you.

#### The next steps after your home search at home

We may not know when things will get back to normal, but we do know this situation is temporary. Once it passes, people will be acting quickly to see the properties they scouted. Be sure you stay in contact with the agents and developers representing homes on your shortlist to see when the properties will be available for viewings.





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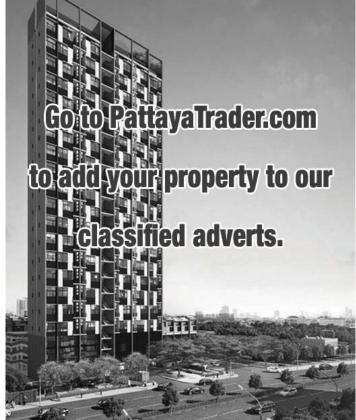
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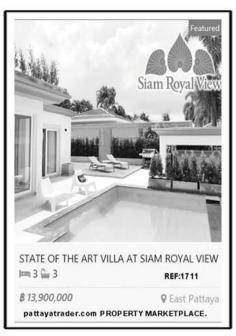
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 Image: A Grade and Dagsardy

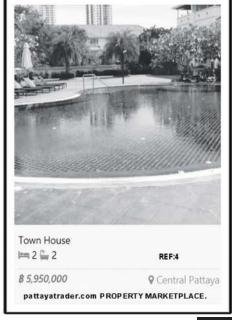
 Image: A Grad and Dagsardy

 Image: A Grad













 B
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 4
 REF:1447

 8
 27,000,000
 9 Jomtien

 pattayatrader.com PROPERTY MARKETPLACE





 Image: Secondo in Jontien

 Image: Secondo in Jontien



 Im 3 G 3
 REF:1439

 \$ 6,800,000
 9 Jomtien

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pattayatrader.com PROPERTY MARKETPLACE







**38** PATTAYA TRADER

Issue 189 | JUNE 2020



JOMTIEN COMPLEX BIG CONDO SEA

3 B/R , 2 Baths , 191 M2 , 30 th floor ,double corner unit , sea view and city view : the fresh sea wind goes through the whole appartment !! Foreign name . Swimming pool,2 tennis,fitness.In the heart of Jomtien Price 8.9 Million Baht Tel : 089 09 66 729 registezier@yahoo.fr



PRATAMNAK 2 B / R , 2 baths , 56 M2 , Corner unit 7th floor , Foreign name , fully furnished Swimming pool,fitness,parking with lift Price : 2.8 Million Baht tel : 089 09 66 729 registezier@yahoo.fr



GRANDE AVENUE RESIDENCE CONDO CENTRAL PATTAYA 2 Bedrooms, 2 Bathrooms, Pool View 3rd Floor Corner Unit, 63sq mts Thai Company Name Price B4,100,000 Telephone 084 097 2467



Klang talay condo B1,100,000 REF:040 Pratumnak soi 6 Studio 40 sqm. Floor 10 Foreigner name Including Transfer fee furniture email: pattayatrader@pattayatrader.com



The mountian condo At soi khoatalo Tower A B900,000 REF:041 Foreigner name Studio 32 sqm. Transfer 50/50 email pattayatrader@pattayatrader.com



**Center Point** 6th floor, 3,390,000 THB REF:042 Central Pattaya, 2 bedroom 90,15 sq.m. Foreign name Security Guards Parking, Communal swimming pool, CCTV Camera, Covered Parking Store on Site

email pattayatrader@pattayatrader.com



The View Cosy Beach Price 5,390,000 THB REF:043 2 bedrooms Sea View 88,20 sq.m. 9 floor Foreign name roof top swimming pool email pattayatrader@pattayatrader.com



Modern One Bedroom Unit Sunrise Hill Pratamnak ⊮4,980,000 REF:044 One bedroom, 2 bath 3rd floor with city and sea view. This unit is 113 sq.m. Master bedroom has its own bathroom and walk-in closet. Sold fully furnished email pattayatrader@pattayatrader.com



Siam Country Club B4,000,000 REF:045 was 6,000,000 THB 3 bedroom 3 Bathroom house East Pattaya size 312 sqm in thai name

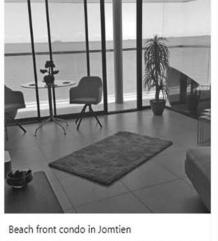
email pattayatrader@pattayatrader.com and quote reference.

# TRADER MARKETPLACE

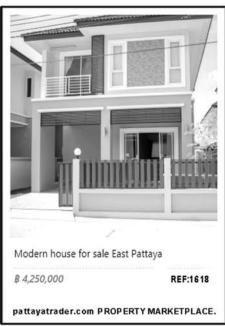




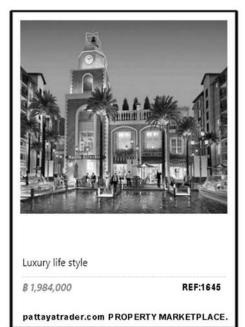
**REF:1616** B 14,500,000 pattayatrader.com PROPERTY MARKETPLACE.



₿ 7,500,000 REF:1617 pattayatrader.com PROPERTY MARKETPLACE.









40 **PATTAYA TRADER** 



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₿ 2,200,000

for sale in East Pattaya REF:1671

Nice spacious 1 bedroom for rent in Jomtien.

I = 2 REF:1670 B 27,500 pattayatrader.com PROPERTY MARKETPLACE.



**REF:1668** 



Luxury Thai Bali style home in Na-Jomtien Im 3 🖕 3 REF:1667 *B 50,000* 



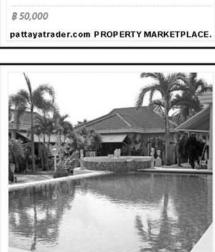
Bang Saray newly renovated luxury villa

pattayatrader.com PROPERTY MARKETPLACE.

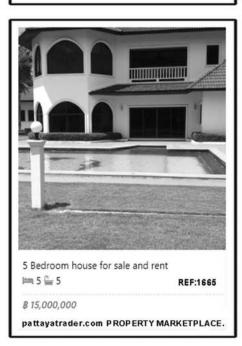
km 2 🚔 2

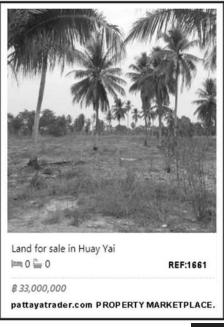
B 3,400,000

pattayatrader.com PROPERTY MARKETPLACE.



1 Big house with 3 separate guest house 1 Big 6 6 6 REF:1662 1 B 38,500,000 pattayatrader.com PROPERTY MARKETPLACE.





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Pattaya km 2 🚔 1 \$ 4,146,590 REF:1528





REF:1529

B 14,500,000

Luxury 4 Bedroom House For Sale in Pratumnak i= 4 🚆 5 \$ 19,900,000 REF:1527

pattayatrader.com PROPERTY MARKETPLACE.



Luxury Sea View Condo 1 1 1 1	ominium
\$ 2,500,000	REF:1525
pattayatrader.com PR	OPERTY MARKETPLACE.





km 2 🖕 2 \$ 4,990,000 REF:1522





\$ 9,000,000 REF:1518 pattayatrader.com PROPERTY MARKETPLACE.



City Gardens Tropicana

|= 1 = 1

\$ 3,671,974

REF:1519



4 Storey 13 Room House for Sale in Wongamat ₿20,500,000 REF:064 House with 13 rooms 700 meters from Wongamat Beach. On the ground floor there are 4 rooms for rent. On the second floor - dining room / kitchen / living room / office / lounge / large balcony On the third floor there are 5 bedrooms / 3 bathrooms (one with a Jacuzzi). The house is located on Naklua road, soi 16. Transfer fees 50/50. email:pattayatrader@pattayatrader.com



Studio for short term rent in Jomtien \$7,500 REF:065 House and condo Booking is possible from now to November 19 1 Bathrooms, Fully furnished (new)

1 Balcony, Floor 3, 300 to sea Swimming Pool, European kitchen Flatscreen TV, Gym, 24h Security Car parking

email pattayatrader@pattayatrader.com



NORTHPOINT WONG AMAT 1 Bedroom-Pool Floor-FOR RENT 40000/month for 1 year contract REF:065 1 Bathrooms, 70m2, Floor 24 Air Conditioning, Fitness Equipment Full Equipped Kitchen, Garden, Internet Jacuzzi, Pool Satellite Or Cable Sea View email pattayatrader@pattayatrader.com



For rent AERAS CONDO with ocean view **20,000** REF:067 (1-year lease) AERAS Beachfront Condominium Location : Jomthien Beach soi 17, Pattaya 1 bedroom 1 bathroom Size 43 Sqm. 11 floor beachfront view fully furnished email: pattayatrader@pattayatrader.com



Jomtien Side Studio For Sale At View Talay 5D B2,995,000 REF:068

View Talay Project 5, Living area 48 sq.m. Studio on 17th floor with sea and city view and fully furnished as show in pictures. Located in Jomtien with direct beach access, Restaurants, bars, 24 hour supermarket in immediate vicinity email pattayatrader@pattayatrader.com and quote reference.



**Bua Khao Paradise Guesthouse Pattaya** Rooms Available September/October REF:069 Standard Room 9,500 per month you pay for electricity used. Deluxe w/Balcony 11,250 per month you pay for electricity used. Super Deluxe w/Balcony 15,000 per month you pay for electricity used. Water and High-Speed WiFi included in monthly prices.

email pattayatrader@pattayatrader.com and quote reference.



For long term rent and sale nova ocean view 43sq studio on the 6th floor B13,000 REF:070 Pratamanek Soi 6 Na Klua, Chon Buri, Thailand This beautiful unit comes fully furnished including electrical appliances. for one year contract the price is 13000 baht per month (2-month deposit) The sale price is 2.3mb (foreign name) email pattayatrader@pattayatrader.com



#### 5 Land plots for make the house., Huai-Yai,

B1,000,000 REF:071 Transfer Tax 50/50.
 Land plots for sale. 208-432 sq.,m.
 Price start amount 1 million baht.
 Land located at Huai-Yai.
 You can buy the land or buy the land with house.
 email pattayatrader@pattayatrader.com



Viewtalay Beach Front by ND Sale Price: 3,900,000 Mb. REF:072 Condo View Talay 7 For Sale Nice Studio with sea view Size 48 Sqm, Floor.15 Jomtien side Fully Furnished Foreign Name Transfer fee 50/50 email pattayatrader@pattayatrader.com



Mention The Pattaya Trader when you contact Property Base at Arcadia Beach Continental To claim this Fantastic Offer

PROPERTY

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Issue 189 JUN 2020

Real Estate & Property Management Group

ARCADIA BEACH