



PRESS RELEASE - 3RD SEPTEMBER

Rixos to open its first all-inclusive resort in Thailand

A landmark debut in Mai Khao, introducing immersive entertainment, beachfront luxury, and the brand's signature All-Inclusive, All-Exclusive experience to Phuket



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Ennismore, the fastest-growing lifestyle hospitality company, together with **Central Group Capital**, the fund management arm of Central Group – one of Thailand's leading international conglomerates – today announces the signing of **Rixos Water World Phuket**, marking the debut of Rixos, the pioneer of the luxury all-inclusive concept, in Thailand. Bringing Rixos' distinctive all-inclusive offering to a new destination, the signing underscores Ennismore's continued focus on Asia as a key growth region for its all-inclusive platform. The resort, currently managed by Ennismore, will launch as Rixos Water World Phuket in early 2028, following an extensive renovation. It will join the brand's growing network, further expanding its regional presence alongside upcoming destinations including Rixos Phu Quoc Vietnam, set to open later this year.

Thailand represents a significant next step in Rixos' expansion across Asia, with Phuket offering a natural fit for the brand's experience-led, all-inclusive model. As one of the region's most established international leisure destinations, the island combines strong global appeal



with a diverse mix of culture, coastline, dining and entertainment. Set along the tranquil shores of Mai Khao in Phuket's Thalang District, within easy reach of Patong Beach, Bang Tao Beach and the cultural streets of Old Phuket Town, Rixos Water World Phuket will bring a new expression of the brand to the destination. Rooted in the essence of Turkish hospitality and guided by a philosophy that balances luxury, vibrant energy and family-friendly experiences, the resort is designed to deliver exceptional stays for guests of all ages. The signing signals a new chapter for the island's hospitality scene, bringing together experiential luxury, entertainment-driven stays and an innovative all-inclusive concept designed for modern travellers seeking both excitement and effortless indulgence.

Comprising over 600 guestrooms and villas, a curated collection of five distinctive food and beverage venues, and a landmark integrated waterpark, the resort is set to become one of Phuket's largest and most dynamic hospitality destinations. Thoughtfully designed to harmonise with its lush surroundings, offering a diverse range of shared spaces for relaxation, activity, and social connection, reflecting Rixos' commitment to creating immersive environments for both individual travellers and families alike.

Guests can expect an extensive programme of activities designed to bring the Rixos all-inclusive lifestyle to life. At the heart of the resort, the expansive waterpark stands as a destination in its own right, offering thrilling attractions and immersive experiences for guests of all ages. From swimming pools and beachside leisure to curated sports programmes, wellness rituals, and an energised calendar of live entertainment, every moment is designed to engage and inspire. Evenings come alive with spectacular performances, live music, and captivating shows, reflecting the brand's signature approach to world-class entertainment. The resort will also feature one of the largest banqueting and MICE facilities in Phuket, making it an ideal destination for large-scale events, conferences, and business travellers.

The culinary offering will present a diverse collection of dining concepts, reflecting Rixos' signature "world of choice" philosophy. From abundant, generously curated all-day dining experiences and elevated à la carte speciality restaurants to relaxed beachfront venues, guests can enjoy a journey of flavours spanning international favourites and regional cuisines, including Thai, Asian, Italian, and Latin American influences. Complemented by poolside snacks, casual bites, and a variety of bars and lounges, the offering is designed to cater to every moment of the day. Together, these experiences create a seamless and indulgent gastronomic journey within the brand's All-Inclusive experience.

For younger guests, the globally renowned Kids Club offers an immersive world of creativity, discovery, and play, while a dedicated Teens Club provides a dynamic social hub for connection, entertainment, and self-expression. For those seeking an active lifestyle, the



resort's Exclusive Sports Club features a fully equipped indoor gym, a multifunctional space for group classes, an outdoor jungle gym near the beach, and multiple sports courts.

Adults can retreat to the spa, inspired by Rixos' Turkish heritage, enjoy vibrant dining and social venues, or explore Phuket's coastal beauty through a variety of beach and water experiences. Whether relaxing in the comfort of their room or exploring the resort's lively public spaces, guests will experience stylish interiors, premium amenities, and sweeping views of serene beaches and tropical landscapes.

François Baudin, Chief Business Officer for Rixos and the ALL Inclusive Collection, said: *"Bringing Rixos to Thailand marks an exciting moment for the brand as we continue expanding our luxury all-inclusive offering across Asia. With Rixos Water World Phuket and Rixos Phu Quoc Vietnam opening later this year, we're introducing a new audience to our immersive, experience-led approach that defines Rixos. From standout restaurants and bars to curated entertainment, sports and wellness programmes, and one of the industry's most comprehensive kids and teens concepts, Rixos is designed around moments that bring people together. We're excited to bring that energy to Thailand and the wider region."*

Soravit Chairoj, Managing Partner and Co-Head of Central Group Capital, said: "We believe Phuket remains one of Asia's most compelling long-term tourism and hospitality markets. Rixos Water World Phuket will introduce a differentiated all-inclusive concept to Thailand and broaden the island's appeal to families and international travellers seeking experience-led resorts."

Ennismore Growth in All-Inclusive

The signing of Rixos Water World Phuket reinforces Ennismore's commitment to expanding its global footprint in the fast-growing lifestyle all-inclusive segment. The group now boasts an impressive network of more than 70 all-inclusive resorts open and in development, representing over 30,000 rooms worldwide. Recent openings include SO/ Ras Al Khaimah, Rixos Murjana, Rixos Tersane Istanbul, Rixos Obhur Jeddah, SLS Playa Mujeres, and Hyde Bodrum, with a strong pipeline ahead, including six new all-inclusive resorts in Mexico marking the debut of Rixos in the Americas, alongside Rixos Magawish Bay Views Egypt and Rixos Dubai Islands Hotel & Residences.

Rixos Water World Phuket will join Ennismore's ALL Inclusive Collection — a highly curated digital platform showcasing the world's most exceptional all-inclusive resorts from leading brands including Rixos, SO/, Hyde, SLS, and Swissôtel. These resorts challenge the historical perspective of all-inclusive holidays by offering guests immersive luxury experiences that combine outstanding design, world-class dining, and high-quality entertainment across breathtaking destinations. Built on the success of Rixos and its pioneering 'all-inclusive, all-



exclusive' philosophy, the ALL Inclusive Collection ensures that every resort delivers consistently elevated service and memorable experiences. Every aspect of a guest's stay, from dining and drinks to activities and entertainment, is included, setting a new standard for luxury all-inclusive travel.

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ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three pillars: a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment, and iconic luxury venues pioneering the art of exclusive culinary destinations.

Ennismore has an unrivalled ecosystem of 14 hotel brands, comprising 190+ hotels and 150+ in the pipeline; 90+ Paris Society Venues and over 700 restaurant and bar concepts; and a network of over 30 branded residences. Ennismore operates hotels in over 40 countries with more than 35,000 team members. Ennismore has four dedicated in-house studios: Paris Society Consulting for F&B curation, AIME Studios for interior & graphic design, a Digital Product & Tech Innovation Lab, and a Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places, it calls home. ennismore.com *Figures as of the end of June 2026.

ABOUT CENTRAL GROUP CAPITAL

Central Group Capital is the private equity fund management arm of Central Group, one of Southeast Asia's leading international conglomerates, with a diverse portfolio spanning retail, property development, brand management, hospitality, and digital lifestyle. With an established presence across key tourist destinations in Thailand, Central Group Capital owns and is developing a collection of resorts and branded residences under globally recognised brands, reinforcing its position in the region's hospitality and lifestyle sectors.