



## NATURALIA PARK

Invest in the exceptional - minimized risks.

### KOH SAMUI BO PHUT

The builder is the owner of the land (valued at 90.000.000 THB)

**Regulatory Compliance:** (current construction laws)

Land and division up to standards.

Construction up to standards.

Direct purchase from the owner.

**Property Ownership:** Canote or Lease.

Control over cost and quality.

Control over infrastructure (water, roads, and electricity).

Control over construction: 200 workers employed.

Secure résidence.

Guaranteed profitability and capital gains.

**Premium Location:** 400 meters from the main road, 600 meters from the beach, situated between Mae Nam and Fisherman, 5 km from Chaweng Airport.



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# Profitability Analysis and Winning Strategies

Koh Samui // February 2025

## Unlock the Full Potential of Your Villa in Koh Samui

Renting out a villa in Koh Samui is good.  
Maximizing its profitability is **even better!**

With the expertise of **AL Management Samui**,  
discover how to optimize every booking, maximize  
your revenue, and dominate the rental market  
with **ultra-efficient management.**



### 1. Performance by Area

#### ➔ Market Trends (Samui)

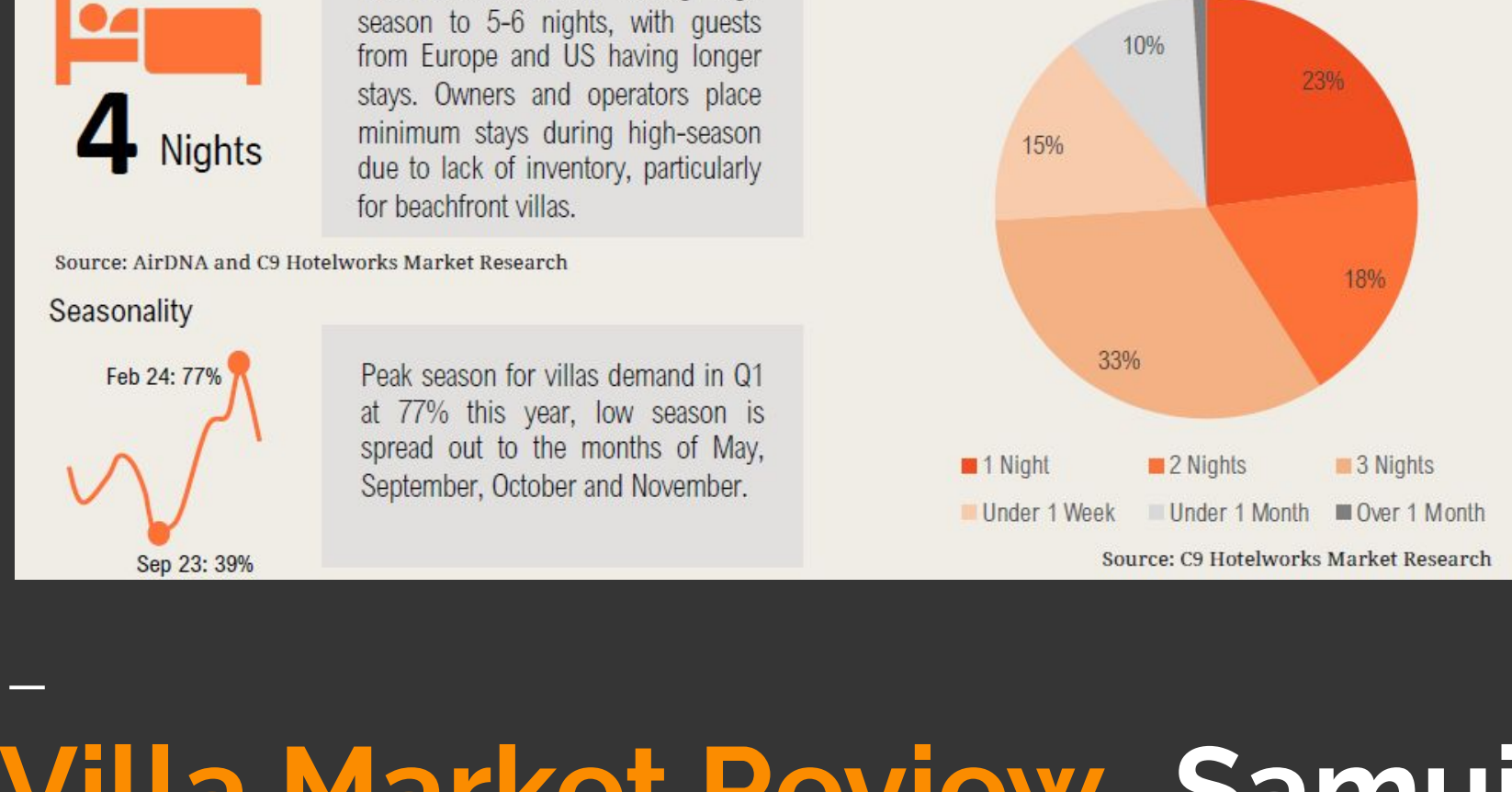


### 1. Demand Indicators

#### ➔ Market-wide rates and occupancy by configuration (Samui)



## Villa Market Review - Samui



## Villa Market Review - Samui



## The Villa Rental Market in Koh Samui

- A prime destination for **high-end tourism** in Thailand.
- **Strong demand** for private villas, especially among expatriates and high-end tourists.
- A rapidly evolving market, with an **explosion of seasonal rentals.**



## Key Market Figures

- **90%** of rental listings consist of independent villas and houses.
- Average nightly rate: **5,500 THB**
- Average occupancy rate: **60%**
- Profitability is strongly **influenced by seasonality.**
- **35% to 40%** of annual revenue is generated during the high season.
- Demand decreases during the shoulder season.



## Obstacles That Limit Villa Profitability

Even in a high-demand market, many property owners struggle to achieve optimal profitability. Here's why:

### Issues and Challenges

Source: JarvisSuperHost

## 1 Fluctuation des Revenus et Saisonnalité

### High season (Dec-April):

High revenue, but extremely competitive.

### Low season (Oct-Nov):

Low demand, risk of under-occupation.

### Solution :

Dynamic pricing strategy and diversification of booking channels with the help of Expert Property Asia.



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## 2 Lack of Professional Management

### Owners overwhelmed by daily organization.

**Poor management of bookings and calendar.**

### Insufficient responsiveness to client demands.

**No upsell opportunities.**

### Solution :

Process automation and optimized management; 24/7 customer service and upsell app with the help of:



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## 3 Poor Visibility, Weak Marketing

### Poorly optimized listings:

Average quality photos, unengaging descriptions.

### Lack of visibility on the right platforms.

**Lack of differentiation from the competition.**

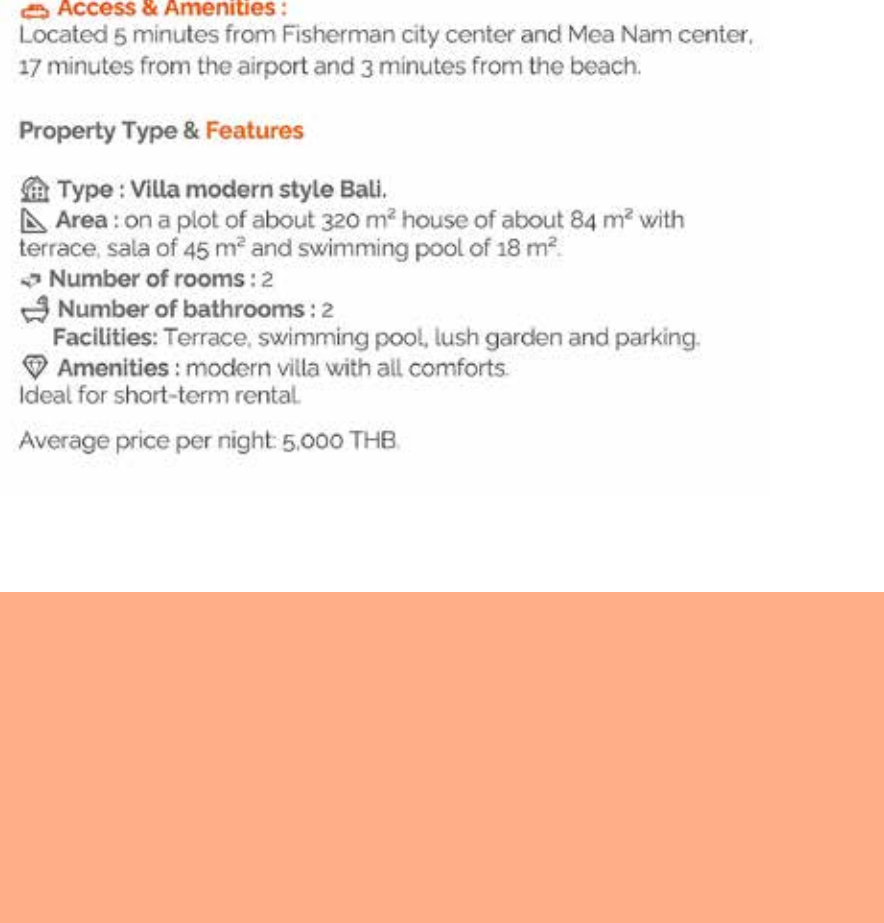
### Solution :

Digital marketing and multi-platform strategy to maximize visibility with the help of:



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## Property Analysis



### Market Positioning:

Comparison with Similar Properties in Maret, Samui:

- Private Villas
- Average Occupancy Rate: **82%** (depending on management and season)

### Why is this location a strong point?

- ✓ High tourist appeal, especially for families and expatriates.
- ✓ Strong rental demand for modern villas with pools.
- ✓ Excellent accessibility, ideal for international travelers.

## Earn More, Work Less

You invested in a villa in Koh Samui to generate income, not to deal with constraints.

With standard rental, you are limited by:

- ✗ Suboptimal pricing
- ✗ Irregular occupancy rate
- ✗ Time-consuming and unprofitable management

With Expert Property Asia, you turn your investment into a cash machine:

- ✓ 40% to 50% more revenue thanks to optimized management
- ✓ Maximized bookings across 50+ platforms
- ✓ Premium service that retains your clients and boosts your reviews



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### KOH SAMUI BO PHUT

**SINGLE STOREY HOUSE: 3** Rooms and swimming pool.

VILLA 8 -- 14 900 000THB

VILLA 14 -- 18 900 000 THB

CHANOTE

30-YEARS LEASE directly from the owner.



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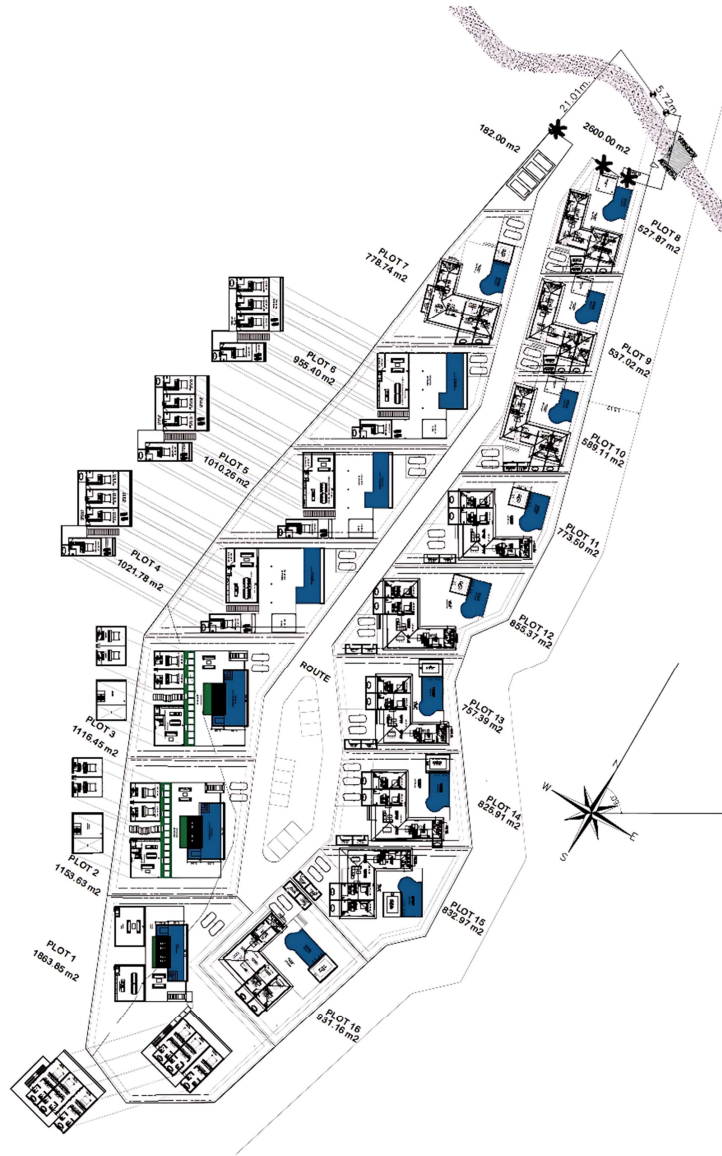
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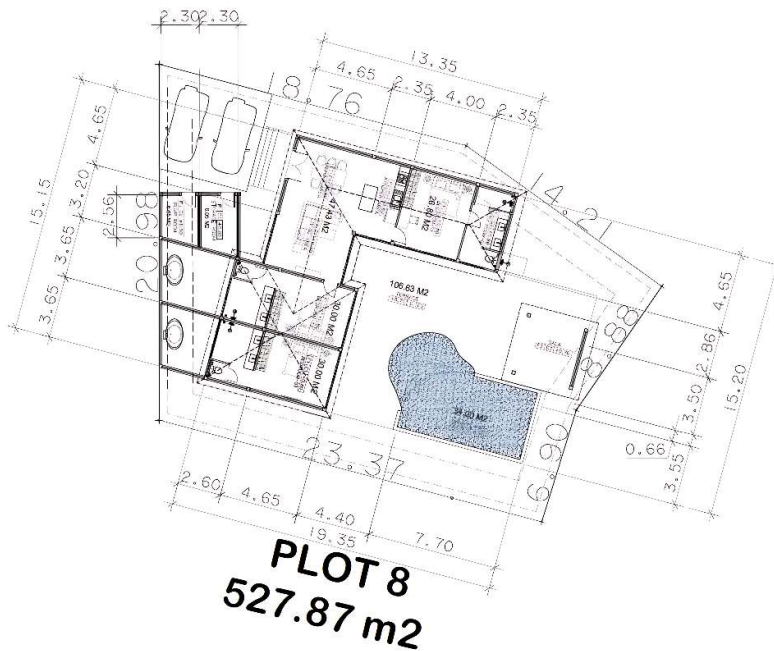
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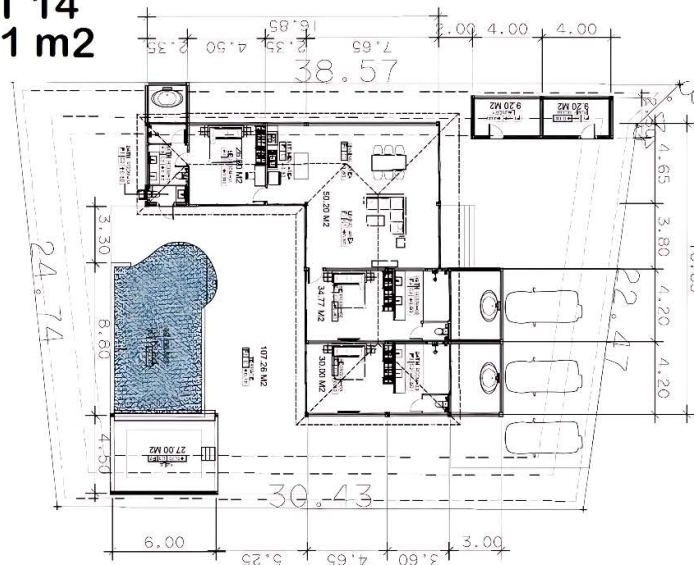
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**PLOT 14**  
825.91 m<sup>2</sup>





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**NATURALIA PARK**  
**Bophut - koh Samui - Thailand**

NATURALIA PARK PRICE LIST				
	Size Land	Bedrooms	Price Thai Baht*	Price Euros*
Villa 1	1.863 Sqm	6	46 000 000 THB	1 210 526 €
Villa 2	1.153 Sqm	4	42 000 000 THB	1 105 263 €
Villa 3	1.116 Sqm	4	42 000 000 THB	1 105 263 €
Villa 4	1.021 Sqm	5	42 000 000 THB	1 105 263 €
Villa 5	1.010 Sqm	5	38 000 000 THB	1 000 000 €
Villa 6	955 Sqm	5	35 000 000 THB	921 053 €
Villa 7	778 Sqm	3	18 900 000 THB	497 368 €
Villa 8	527 Sqm	3	14 900 000 THB	392 105 €
Villa 9	537 Sqm	3	14 900 000 THB	392 105 €
Villa 10	589 Sqm	3	14 900 000 THB	392 105 €
Villa 11	773 Sqm	3	18 900 000 THB	497 368 €
Villa 12	855 Sqm	3	18 900 000 THB	497 368 €
Villa 13	757 Sqm	3	18 900 000 THB	497 368 €
Villa 14	825 Sqm	3	18 900 000 THB	497 368 €
Villa 15	832 Sqm	3	18 900 000 THB	497 368 €
Villa 16	931 Sqm	3	18 900 000 THB	497 368 €

\* Price do not include furniture and kitchen  
variable depending on the current exchange rate 1 € = 38 THB

PHASE II

NATURALIA VILLAS OPTIONS		
	Price Thai Baht*	Price Euros*
KITCHEN TEAK WOOD + EQUIPMENT FOR VILLA 3 BEDROOMS	500 000 THB	
FURNITURE FOR VILLA 3 BEDROOMS	900 000 THB	
DRESSING + TEAK DOOR VILLA 3 BEDROOMS BEDROOMS	250 000 THB	
MODERN KITCHEN + EQUIPMENT FOR VILLA 4 BEDROOMS	en chiffrage	
FURNITURE FOR VILLA 4 BEDROOMS	1 200 000	
MODERN DRESSING VILLA 4 BEDROOMS BEDROOMS	330 000	
MODERN KITCHEN + EQUIPMENT FOR VILLA 5 BEDROOMS	en chiffrage	
FURNITURE FOR VILLA 5 BEDROOMS	1 500 000	
MODERN DRESSING VILLA 5 BEDROOMS BEDROOMS	410 000	



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