

Profitability Analysis and Winning Strategies

Koh Samui // February 2025

Renting out a villa in Koh Samui is good.

Unlock the Full Potential of Your Villa in Koh Samui

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.





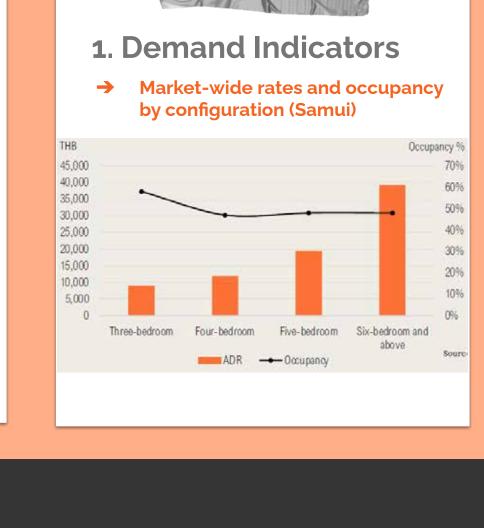
Average Length of Stay (ALOS)

Nights

Seasonality

Feb 24: 77%

Source: AirDNA and C9 Hotelworks Market Research



Minimum Length of Stay (MLOS)

18%

3 Nights

Over 1 Month

10%

33%

2 Nights

Under 1 Month

15%

1 Night

Under 1 Week

Source: C9 Hotelworks Market Research Sep 23: 39%

Villa Market Review - Samui

The ALOS increases during high season to 5-6 nights, with guests

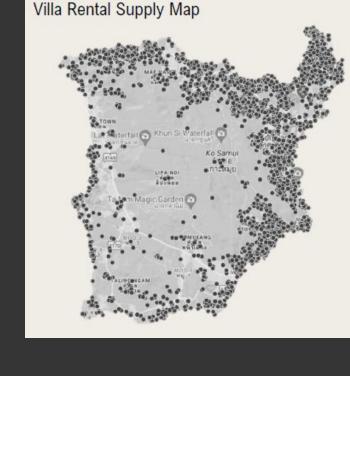
from Europe and US having longer stays. Owners and operators place minimum stays during high-season

due to lack of inventory, particularly

Peak season for villas demand in Q1 at 77% this year, low season is spread out to the months of May,

September, October and November.

for beachfront villas.



typically developed by foreign owners who rent their properties through management companies or OTAs. Rentals of these properties are highly competitive, and rates are often sensitive to other properties located within the vicinity. Source: AirDNA and C9 Hotelworks Market Research The Villa Rental Market in Koh Samui

Supply of villas is highly concentrated in northern and eastern areas of the island, with the north having higher number of upscale and luxury products compared to the east. With the beachfront of the two areas having high density of development,, we see more standalone villas spreading inland. These are

Thailand. Strong demand for private villas, especially

among expatriates and high-end tourists.

A prime destination for **high-end tourism** in

- A rapidly evolving market, with an **explosion** of seasonal rentals.

90% of rental listings consist of independent

Average nightly rate: 5,500 THB

Average occupancy rate: 60%



Profitability is strongly influenced by seasonality. 35% to 40% of annual revenue is generated

profitability. Here's why:

Key Market Figures

villas and houses.

- during the high season. Demand decreases during the shoulder season.
- **Obstacles That Limit** Villa Profitability

Even in a high-demand market, many

Issues and Challenges

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Source: JarvisSuperHost

1 Fluctuation des Revenus et Saisonnalité

Low season

Low demand, risk of

under-occupation.

(Oct-Nov):

property owners struggle to achieve optimal

Owners

organization.

calendar.

of bookings and

overwhelmed by daily

Poor management

📉 High season

High revenue, but

extremely competitive.

(Dec-April):

2 Lack of Professional Management

Insufficient responsiveness to client demands. 🧖 No upsell

opportunities.

Lack of differentiation from the competition.

Lack of visibility on

the right platforms.

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Solution :

strategy and

Dynamic pricing

diversification of

the help of Expert

Property Asia.

booking channels with

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

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Solution:

multi-platform

Digital marketing and

strategy to maximize

visibility with the help

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of:

3 Poor Visibility, Weak Marketing

descriptions.

photos, unengaging

Poorly optimized

Average quality

listings:

NATURALIA PARK

Exact address:

Access & Amenities :

Property Type & Features

Number of rooms: 2

Ideal for short-term rental.

A Number of bathrooms: 2

🏦 Type : Villa modern style Bali.

Average price per night 5,000 THB.

Indicator

Occupancy Rate

Popular area for short-term rentals.

Quick access to local restaurants and attractions.

terrace, sala of 45 m2 and swimming pool of 18 m2.

Amenities: modern villa with all comforts.

Located 5 minutes from Fisherman city center and Mea Nam center,

Zone : Maret

Proximity:

Property Analysis

9/48 Moo 1, Bophut - Maenam, Ko Samui, Surat Thani 84330 Samui:

17 minutes from the airport and 3 minutes from the beach. Area: on a plot of about 320 m² house of about 84 m² with Facilities: Terrace, swimming pool, lush garden and parking.

💡 Market Positioning: Comparison with Similar Properties in Maret, **Private Villas Average Occupancy Rate: 82%**

(depending on management and

✓ High tourist appeal, especially for families.

Strong rental demand for modern villas

Excellent accessibility, ideal for

💡 Why is this location a strong point?

season)

and expatriates.

international travelers.

with pools.

Change

+9 points (≈ +11% relative)

ADR (Avg. Daily Rate)	5000 THB	6 500 THB	+1500THB (+ 30 %)
Annual Revenue	1478250THB	2 135 250 THB	+657 000 THB (+ 44,4 %)

With Jarvis

90%

Current Situation

81%



ierate income, not to deat with

- With standard rental, you are limited by:
 - Suboptimal pricing Irregular occupancy rate Time-consuming and unprofitable management

You invested in a villa in Koh Samui to ger

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



SAMUI