

### **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

### 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.

AL MANAGEMENT **SAMUI** 



Average Length of Stay (ALOS)

**Nights** 

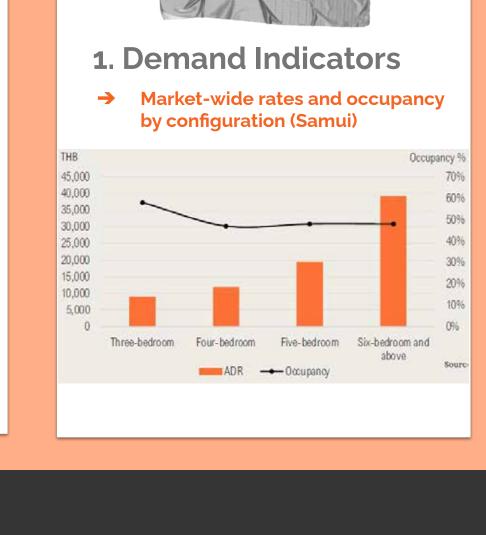
Seasonality

Feb 24: 77%

Sep 23: 39%

Villa Rental Supply Map

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

Source: C9 Hotelworks Market Research

15%

1 Night

Under 1 Week

# 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

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 rapidly evolving market, with an **explosion** 

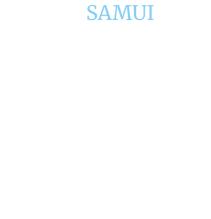
A prime destination for **high-end tourism** in

- of seasonal rentals.

90% of rental listings consist of independent

Average nightly rate: 5,500 THB

Average occupancy rate: 60%



AL MANAGEMENT

### 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.
- Villa Profitability

Even in a high-demand market, many

**Obstacles That Limit** 

property owners struggle to achieve optimal

**Issues and Challenges** 

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### Source: JarvisSuperHost 1 Fluctuation des Revenus et Saisonnalité

Owners

organization.

calendar.

of bookings and

overwhelmed by daily

Poor management

📉 High season

High revenue, but

extremely competitive.

(Dec-April):

Low season

Low demand, risk of

under-occupation.

(Oct-Nov):

**Insufficient** responsiveness to client demands. 🧖 No upsell

opportunities.

Lack of differentiation from the competition.

Lack of visibility on

the right platforms.

2 Lack of Professional Management Solution: **Process automation** 

management; 24/7

upsell app with the

customer service and

and optimized

help of:

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Solution :

strategy and

Dynamic pricing

diversification of

the help of Expert

Property Asia.

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booking channels with

Solution: Digital marketing and

multi-platform

of:

strategy to maximize

visibility with the help

### 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

Number of bathrooms: 2

🏦 Type : Villa modern style Bali.

Indicator

Occupancy Rate

Annual Revenue

ADR (Avg. Daily 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.

Zone : Maret

Proximity:

**Property Analysis** 

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

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

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.

AL MANAGEMENT **SAMUI** 💡 Market Positioning:

📊 Comparison with Similar Properties in Maret,

**Average Occupancy Rate: 82%** 

💡 Why is this location a strong point?

(depending on management and

✓ High tourist appeal, especially for families.

Change

+9 points (≈ +11% relative)

+1500THB (+30%)

+657 000 THB (+44,4 %)

**Private Villas** 

season)

and expatriates.

Samui:



**Current Situation** 

81%

5000 THB

1478250THB

With Jarvis

90%

6500THB

2135250THB



- 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

Premium service that retains your clients and boosts your reviews

Maximized bookings across 50+ platforms

**SAMUI** 



### **NATURALIA PARK**

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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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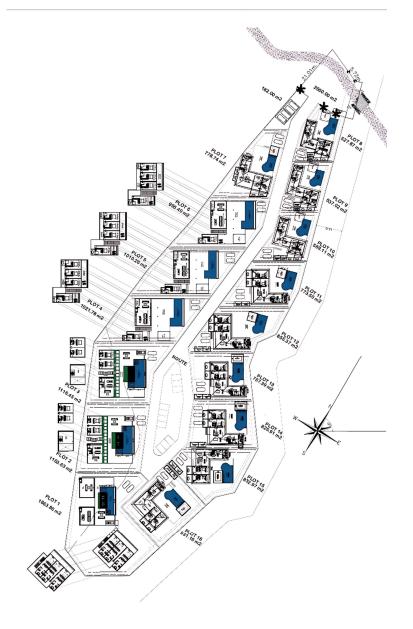
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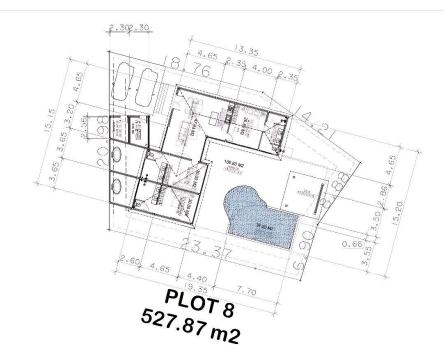
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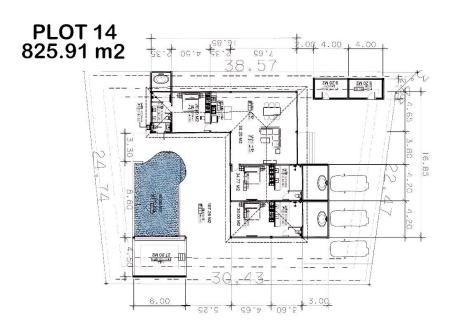






















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LAMAI



### 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

## NATURALIA VILLAS OPTIONS Price Thai Baht\* Price Euros\* KITCHEN TEAK WOOD + EQUIPMENT FOR VILLA 3 BEDROOMS 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 chiffage	
FURNITURE FOR VILLA 5 BEDROOMS	1 500 000	
MODERN DRESSING VILLA 5 BEDROOMS BEDROOMS	410 000	



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