



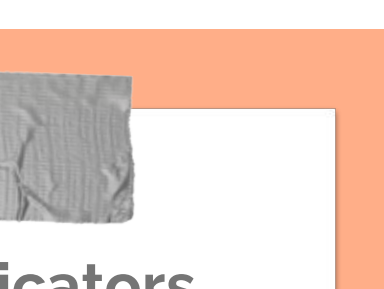
# Profitability Analysis and Winning Strategies

Koh Samui // February 2025

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

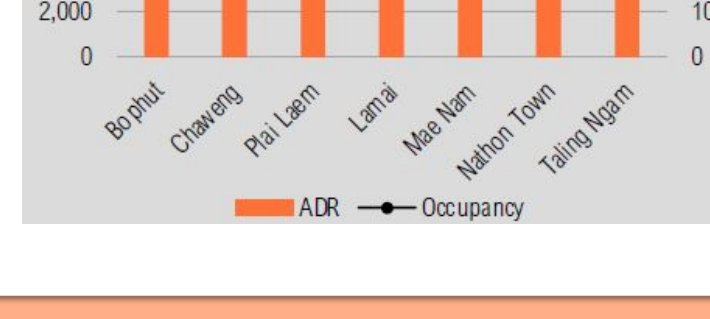
Renting out a villa in Koh Samui is good.  
Maximizing its profitability is **even better!**

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



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## 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.



## 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:



## 3 Poor Visibility, Weak Marketing

### Poorly optimized listings:

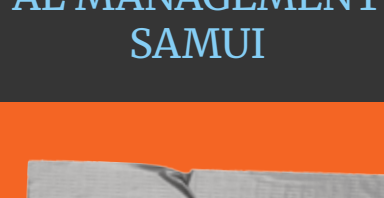
Average quality photos, unengaging descriptions.

### Lack of visibility on the right platforms.

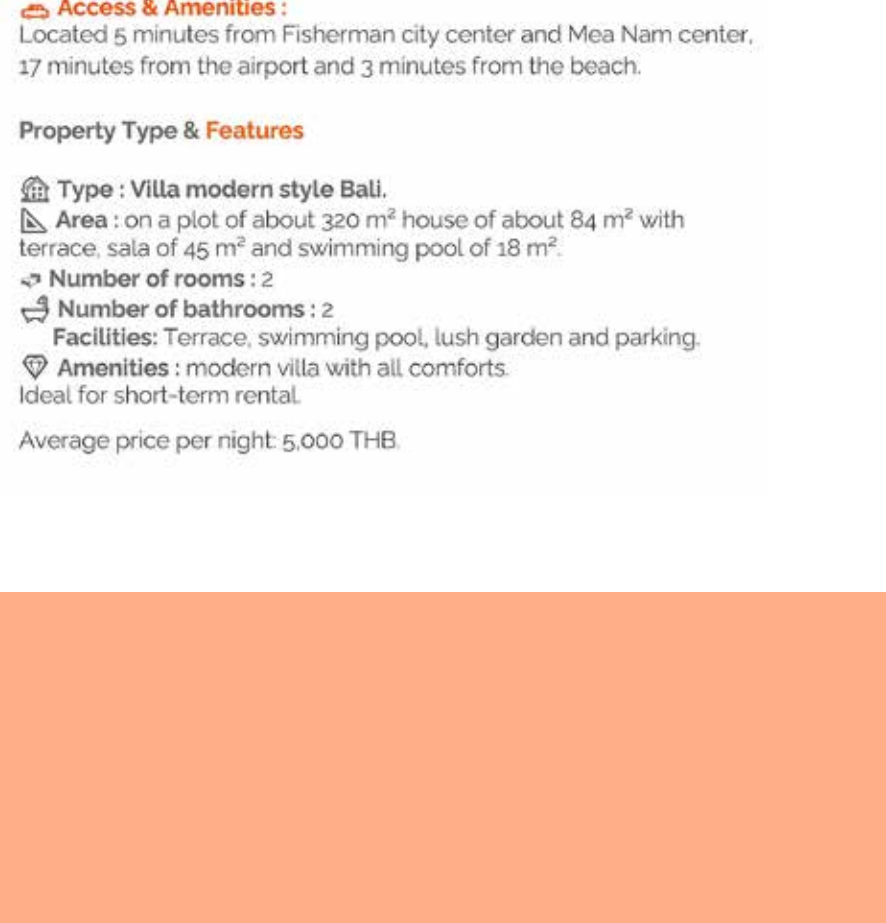
**Lack of differentiation from the competition.**

### Solution :

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



## 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

