KOH SAMUI · AREA GUIDE · 2026

Choose the district before you choose the property

A district-by-district read of Koh Samui — for living, renting out, or holding.

KEY TO SIAM · SAMUI REAL ESTATE

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Eighteen districts in five zones.
Click any line to jump straight to that section.

01 · METHOD

How to read this guide

Distance to the sea explains little on Samui. Two neighbouring districts can offer completely different lives: town rhythm, school-run logistics, resort lifestyle, gated hillside enclaves, west-coast sunsets, or the low-density south.

WHAT THIS GUIDE ASSESSES

- Daily rhythm and how close the services really are
- The beach: depth, tides, season, what low water does
- What gets built here, and how good the access road is
- Who rents here, and how wide that demand is
- Family routes — school, medical, the morning drive
- Risks: gradient, drainage, noise, construction, access

Every rating here is relative. It helps you compare districts. Inspect the specific property alongside it: its road, its neighbours, its paperwork and its running costs.

02 · THE PRINCIPLE

A district is a demand filter.

It sets your audience, your season curve, the service your guests expect, and who you compete with.



03 · THE MAP

Five zones, eighteen districts

This guide splits Samui the way the market actually reads it: by approach road, demand and daily rhythm.

NORTHEAST	Chaweng · Chaweng Noi · Bophut · Bang Rak · Choeng Mon · Plai Laem
SOUTHEAST	Lamai · Maret · Hua Thanon
NORTH	Mae Nam · Ban Tai · Bang Por
WEST	Nathon · Lipa Noi · Taling Ngam
SOUTH	Na Mueang · Bang Kao · Laem Sor & Thong Krut

The specific approach road is what matters. One zone can hold flat land, a hillside, a noisy junction, a gated project and a quiet residential lane.

04 · MARKET CONTEXT

There is a lot for sale. The work is choosing.

2,882
units on the primary market

117
active projects

THB 30.3bn
primary market value

3,055
villas in the rental pool · +34% year on year

Sources · C9 Hotelworks, Samui Property Market Update, June 2025. Rental supply as of January 2025; occupancy and rates Q1 2025. Figures are re-checked before each release of this guide.

Condominiums make up roughly half of new supply, landed property the other half. The villa rental pool grew 34% in a year, yet occupancy still rose to 71.5% and nightly rates by 11% — demand is absorbing the new supply.

WHAT THAT MEANS FOR A BUYER

Knowing which of the 117 projects deserves your money is the work. Choice is wide, so a clear micro-location argument is what lets a property compete on anything beyond price.

05 · EVERYDAY LIFE

Schools, clinics, and the morning drive

For a family, the deciding factor is the route: school, traffic, a safe turn onto the main road, and how long that drive really takes in the weekday morning rush.

International School of Samui BOPHUT / NORTHEAST
Works for Bophut, Bang Rak, Choeng Mon, Chaweng

PBISS CHAWENG NOI
Registered in Bophut, physically in Chaweng Noi — check school-run traffic

Windfield International School MARET / LAMAI
The strongest argument for Lamai, Maret and the southeast

Greenacre International School NA MUEANG
Southern logistics — time the weekday drive home

MEDICAL & SERVICES

Private hospitals, large supermarkets and services cluster along the Chaweng–Bophut stretch. For the west and the south, what matters is the drive at night and in heavy rain.

06 · GETTING AROUND

One ring road, and what it costs you

Samui runs on a single coastal ring. Everything you buy is priced, rented and lived in relative to that road.

AIRPORT

Sits in the northeast. Frequent flyers gain real time in Bang Rak, Bophut, Choeng Mon and Plai Laem.

PIERS

Nathon and Lipa Noi for vehicle ferries. Bang Rak and Mae Nam for the fast boats to Phangan and Tao.

DO YOU NEED A CAR

In Chaweng, Lamai, Bophut and Mae Nam a car stays optional. In the west and the south you will use one every day.

WHAT TO TIME YOURSELF

The drive to school, to the hospital, and home again after dark in the rain. Do all three before you sign anything.

07 · LEGAL FRAME

Foreigners cannot own land in Thailand

Every serious enquiry hits this in the first conversation. Four structures, four different sets of questions.

CONDO FOREIGN FREEHOLD

Ownership within the building's foreign quota. Check: the quota, the title, the management company, the sinking fund, the rental rules.

LEASEHOLD

A long lease on the land, registered. Check: term, renewal mechanism, rights to the structure, inheritance, exit conditions.

THAI COMPANY

Requires a real structure with real accounting. Check: nominee risk, filings, who actually controls it.

CHANOTE / LAND TITLE

Check: boundaries, easements, road access, drainage, zoning, permits — before any payment.

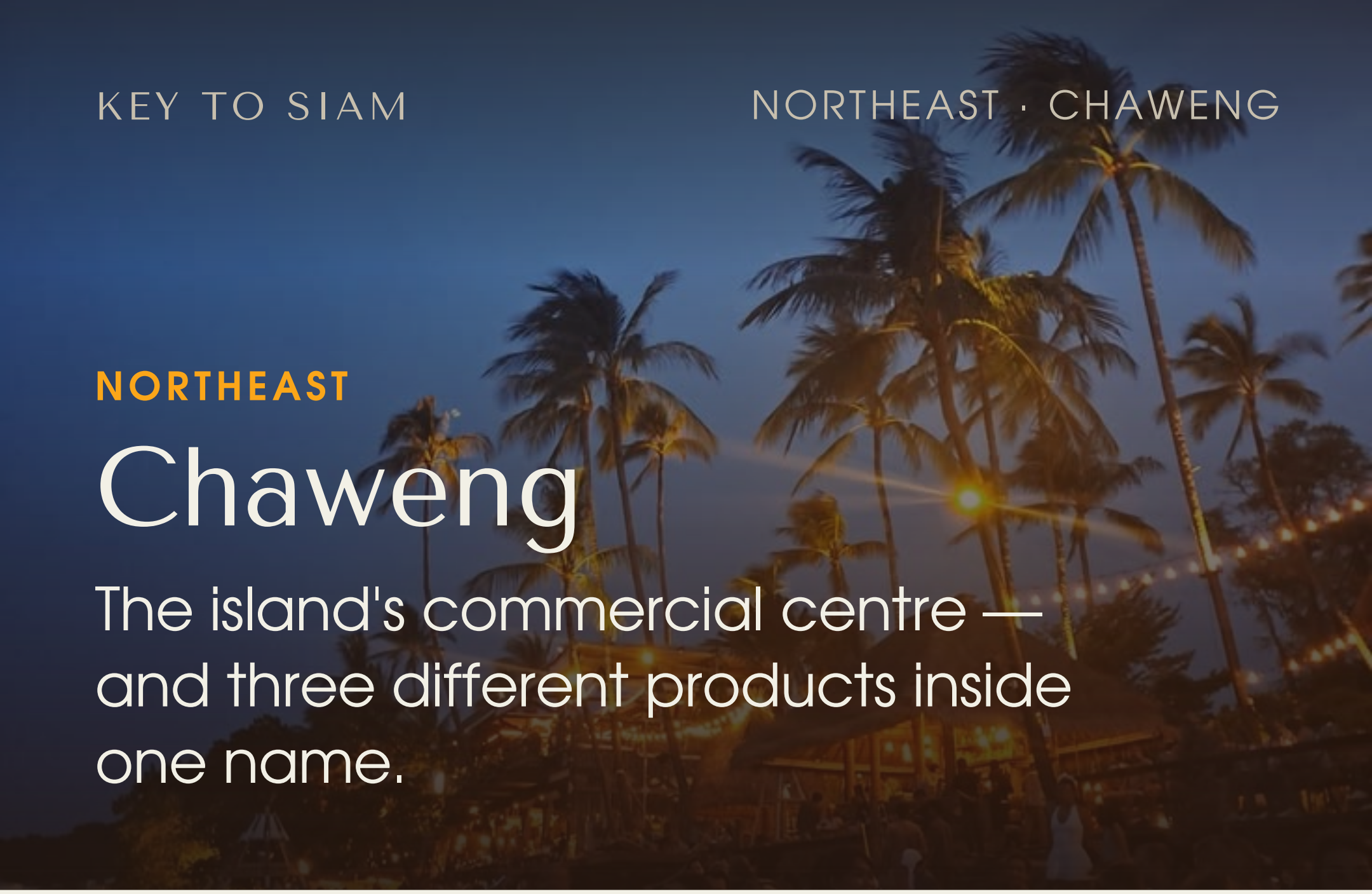
Legal work belongs with Thai counsel, and we bring one in when the answer needs it. Our job is to make sure the right questions get asked before you transfer a deposit.

ZONE 01

Northeast

The island's centre of gravity: airport, hospitals, restaurants, the widest rental demand — and the highest competition.

Chaweng · Chaweng Noi · Bophut · Bang Rak · Choeng Mon · Plai Laem



NORTHEAST

Chaweng

The island's commercial centre — and three different products inside one name.

PRICE	RHYTHM	RENTAL	CAR
mid → premium	active	high competition	preferable

EVERYDAY LIFE

Built for people who want errands solved fast: shopping, medical, gym, meetings, evenings out. The central streets are loud. Set back from them, and on the hills, it is a different district.

BEACH & SEA

A long sand beach that remains the island's strongest tourist asset. The central stretch is busy; water quality, beach width and crowding depend on the season and the exact point you stand on.

NORTHEAST

Chaweng

What you are actually buying

PROPERTY

Apartments, resort residences, pool villas, beachfront, and panoramic hillside plots.

RENTAL & RESALE

What performs: clear access, parking, sound insulation, a design you can tell apart from the next listing, and a real advantage to name in the ad.

STRENGTHS

Infrastructure · airport · name recognition · wide choice · strong short-stay demand

TRADE-OFFS

Noise · traffic · aircraft on certain lines · drainage · construction next door · the legality of the rental model

KEY TO SIAM VIEW

The right hillside micro-location in Chaweng delivers one of the most private and most expensive formats on the island — with the island's most developed infrastructure and nightlife next door.

PRICE	RHYTHM	RENTAL	CAR
premium	calm, next to the centre	premium villas	essential

EVERYDAY LIFE

For people who want Chaweng at arm's length. PBISS is physically here, so check the school-run traffic yourself, morning and afternoon.

BEACH & SEA

Wide, clean and expensive — the top hotels sit on this stretch. Entry into the water is generally easy. Note that most hillside villas mean a drive to the beach.



NORTHEAST

Chaweng Noi

The prestige slope between Chaweng and Lamai.

NORTHEAST

Chaweng Noi

What you are actually buying

PROPERTY

Sea-view pool villas, frequently on difficult terrain.

RENTAL & RESALE

Panoramic villas perform well at the top of the market — provided the driveway reassures the guest and the layout works for a group.

STRENGTHS

Views · minutes from Chaweng and Lamai · family logistics · privacy · a genuinely strong beach

TRADE-OFFS

Road gradient · drainage · retaining walls · whether your view is protected · Ring Road noise · what gets built below you

KEY TO SIAM VIEW

The view is the easiest thing on this island to overpay for. A strong asset here is the panorama plus a driveway you can use every day plus engineering that survives the rainy season.



NORTHEAST

Bophut & Fisherman's Village

The district a foreign buyer understands fastest.

PRICE	RHYTHM	RENTAL	CAR
mid → premium	lifestyle	wide, year-round	useful, optional

EVERYDAY LIFE

Restaurants, a walkable waterfront, schools nearby and the airport ten minutes away. You can run most of your week without crossing the island. Fisherman's Village is the evening; the residential lanes behind it are considerably quieter.

BEACH & SEA

The beach here is an atmosphere asset more than a swimming one. Check depth, the specific stretch in front of the property, and whether there is a real path to the water.

NORTHEAST

Bophut

What you are actually buying

PROPERTY

Condominiums, townhouses, villas inside managed projects, seafront houses and new residences.

RENTAL & RESALE

Strong, broad demand: families, couples, and guests who choose a district for its restaurants and short routes.

STRENGTHS

Dining · schools on the northeast route · airport · wide resale market · a way of life foreigners recognise immediately

TRADE-OFFS

Event noise · density · traffic · service charges · project rules · the actual beach access

KEY TO SIAM VIEW

Buyers who confuse atmosphere with swimming are the ones disappointed in year two. Choose Bophut for the life around the property — then check the water separately, at low tide.

PRICE	RHYTHM	RENTAL	CAR
wide range	active	mobile guests	preferable

EVERYDAY LIFE

Suits frequent flyers, island-hoppers, and anyone whose week is split across several districts. Noise, parking and junction traffic need checking street by street.

BEACH & SEA

A working stretch of coast with boat and pier movement. Parts of it are pleasant for the view and an evening walk. The case for this district rests on the airport, the pier and the outlook.



NORTHEAST

Bang Rak & Big Buddha

The island’s transport hub — airport, piers, short routes everywhere.

NORTHEAST

Bang Rak

What you are actually buying

PROPERTY

Apartments, compact villas, view houses, small residences, and quieter stock set back from the road.

RENTAL & RESALE

The mobile-guest scenario: airport, piers, northeast dining, fast movement. Short average stays, high turnover.

STRENGTHS

Connectivity · practicality · waterfront restaurants · piers · the widest price range in the northeast

TRADE-OFFS

Aircraft and pier noise · congestion at the junctions · beach condition · parking · commercial neighbours

KEY TO SIAM VIEW

People buy Bang Rak for convenience. A strong property here is one that shields the resident from the very things that make it convenient — the road, the piers, the business next door.



NORTHEAST

Choeng Mon

A compact resort bay with a genuine family case.

PRICE	RHYTHM	RENTAL	CAR
premium	calm	premium families	essential

EVERYDAY LIFE

Smaller and more resort-like than its neighbours, with the airport, Bang Rak, Bophut and Chaweng all within a short drive. Chosen by owners who want a beach routine at a quieter pace.

BEACH & SEA

The main stretches usually give a clearer swimming scenario than the shallow fronts at Plai Laem. The specific frontage, the season and the tide still need checking on site.

NORTHEAST

Choeng Mon

What you are actually buying

PROPERTY

Bay-side villas, hillside houses with sea views, boutique residences and a limited beachfront supply.

RENTAL & RESALE

Families and couples at the top of the market, booking by the week. Repeat guests carry the year here.

STRENGTHS

A real swimming beach · calm · premium neighbours · five minutes to the airport · short routes to everything

TRADE-OFFS

Limited access roads · weekend and evening flow through the bay · hillside plots with little usable flat garden · thin supply

KEY TO SIAM VIEW

Choeng Mon sells as premium family, and often is. The thing to check is the plot: a family property needs flat, usable outdoor space, whatever the listing says.

PRICE	RHYTHM	RENTAL	CAR
mid → premium	quiet to busy	view-led villas	essential

EVERYDAY LIFE

Chosen for privacy, views and proximity to the whole northeast. The specific turn of the road decides everything here: view, noise, gradient and neighbours change sharply within a few hundred metres.

BEACH & SEA

Several fronts are shallow and suit views, walking and boats. View at low water before you decide.



NORTHEAST

Plai Laem

Hills, bays, temples — and conditions that change at every bend.

NORTHEAST

Plai Laem

What you are actually buying

PROPERTY

Hillside pool villas, view houses, plots with panoramas, and a small number of waterfront properties.

RENTAL & RESALE

A view-led product. It performs when the photographs are honest about the water and the villa delivers on privacy instead.

STRENGTHS

Privacy · panoramas · five minutes to the airport · plot sizes you cannot get in Chaweng

TRADE-OFFS

Shallow frontage · steep access · drainage · retaining walls · wildly uneven quality between adjacent lanes

KEY TO SIAM VIEW

In Plai Laem the lane, the gradient and the frontage tell you everything. Two villas 900 metres apart are two different investments.

ZONE 02

Southeast

The island's second centre — deeper water, a resident community, and a full daily life of its own.

Lamai · Maret · Hua Thanon

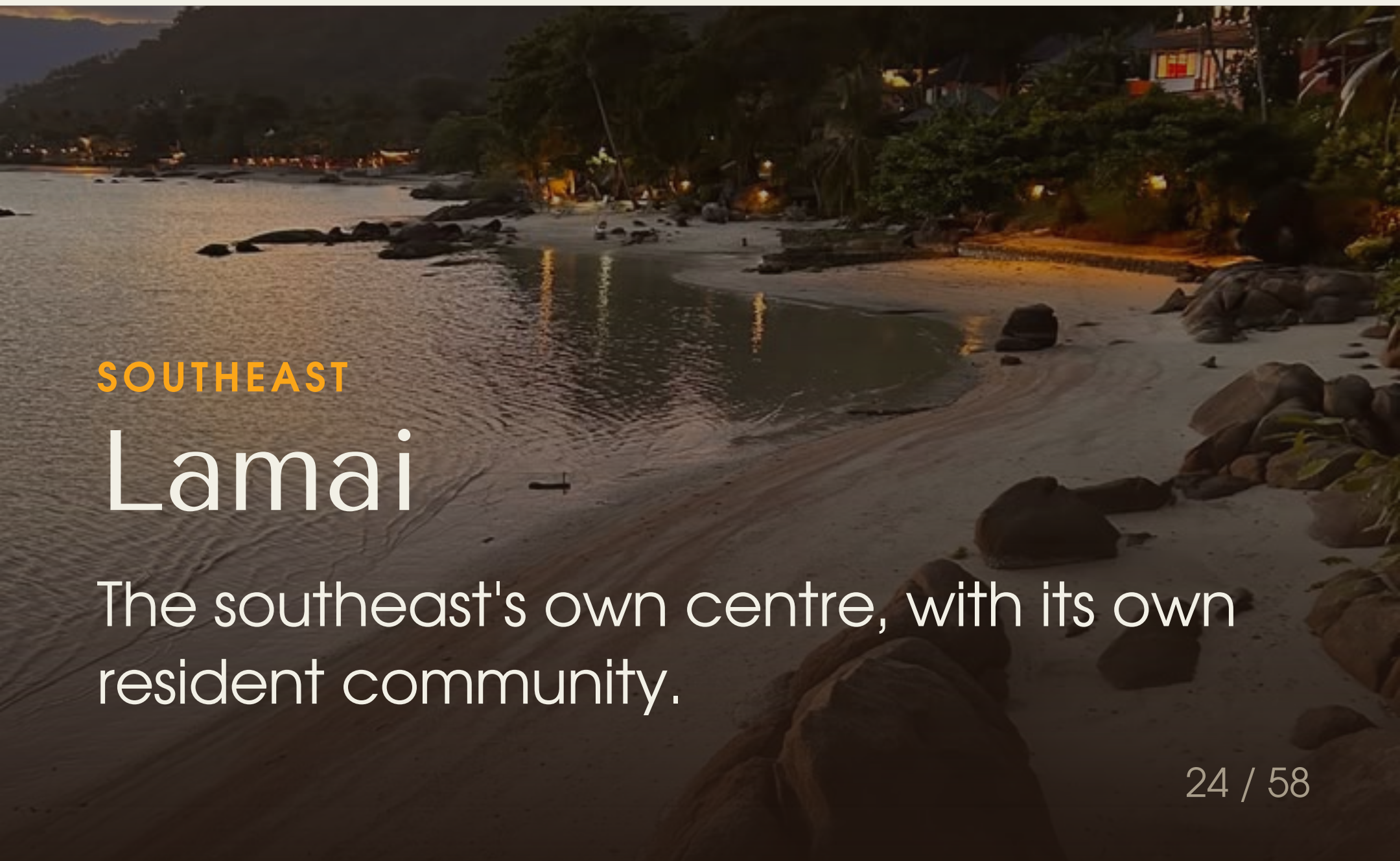
PRICE	RHYTHM	RENTAL	CAR
wide range	balanced	diversified demand	useful

EVERYDAY LIFE

You can live here entirely independently of Chaweng: shopping, markets, gyms, restaurants and services are all inside the district. Busy in the centre, calm in the back streets and on the slopes.

BEACH & SEA

Deeper water along much of the front, and low tide leaves most of the stretch swimmable. Crystal Bay gives a separate, more intimate beach scenario.



SOUTHEAST

Lamai

The southeast's own centre, with its own resident community.

SOUTHEAST

Lamai

What you are actually buying

PROPERTY

Apartments, town houses, flat-land villas, beachfront, and panoramic hillside plots.

RENTAL & RESALE

The most diversified demand on the island: couples, families, winter long-stayers and permanent residents. Windfield strengthens the family case considerably.

STRENGTHS

Real infrastructure · a strong beach · a school in the district · wide product range · calmer than Chaweng

TRADE-OFFS

Drainage at the low points · access quality on the slopes · seasonal noise in the centre · distance to the northern hospitals

KEY TO SIAM VIEW

Lamai is strongest for the buyer who wants a place that functions as an ordinary life — with a beach attached. That buyer resells to the same buyer.



SOUTHEAST

Maret

The residential belt behind Lamai — the same services at inland prices.

PRICE	RHYTHM	RENTAL	CAR
entry → mid	residential	long-stay	essential

EVERYDAY LIFE

Inland and green, with Lamai's shops and clinics a few minutes away and Windfield inside the same catchment. This is where families who work on the island tend to end up living.

BEACH & SEA

An inland district: the beach is a five-to-ten minute drive. That is a daily habit of its own — be honest about whether you will actually go.

SOUTHEAST

Maret

What you are actually buying

PROPERTY

Family houses, garden pool villas, plots, and small residential projects set back from the coast.

RENTAL & RESALE

Long-stay tenants and resident families. Slower, steadier, and calm through the season curve.

STRENGTHS

Price per square metre · space · school catchment · quiet · proximity to a full-service district

TRADE-OFFS

Beach by car · lane quality varies enormously · drainage in the low-lying parts · a thinner short-stay rental market

KEY TO SIAM VIEW

In Maret the resale story is written by the specific lane — its surface, its drainage, its neighbours. Two streets apart is two different prices, correctly so.

PRICE	RHYTHM	RENTAL	CAR
wide range	local	selective	essential

EVERYDAY LIFE

Suits buyers who want Lamai next door and a quieter street of their own. Look at the specific street: density, neighbours and surroundings differ sharply from one lane to the next.

BEACH & SEA

Uneven. Some stretches are good for the view and for walking. Check swimming conditions frontage by frontage, by season and by water level.



SOUTHEAST

Hua Thanon

A working Thai-Muslim fishing village with its own market and its own rhythm.

SOUTHEAST

Hua Thanon

What you are actually buying

PROPERTY

Local houses, villas set back inland, land plots, and projects on the Lamai–south boundary.

RENTAL & RESALE

Demand is tied to proximity to Lamai, to price, to the state of the street and to logistics a guest can understand.

STRENGTHS

Next to Lamai · a genuinely local rhythm · available land · development potential · access to the southeast

TRADE-OFFS

Density · access quality · an uneven shoreline · the immediate surroundings of the specific plot

KEY TO SIAM VIEW

Hua Thanon is a market in its own right, with its own pricing logic. Price it on those terms and define the tenant before you buy.

ZONE 03

North

Residential, low commercial density, and a view of Phangan — three districts with three different tenants.

Mae Nam · Ban Tai · Bang Por



NORTH

Mae Nam

The north's practical centre — the one district here that works on foot.

PRICE	RHYTHM	RENTAL	CAR
wide range	residential	broad	useful

EVERYDAY LIFE

Shops, markets, restaurants, a walkable main street, the island's immigration office, and the pier for the fast boats. Popular with long-stay residents precisely because daily errands stay off the ring road.

BEACH & SEA

Deeper water than most of the north coast, with a long sand front and Phangan on the horizon. Depth still varies by stretch — check in front of the property, at low tide.

NORTH

Mae Nam

What you are actually buying

PROPERTY

Family houses, pool villas, beachfront properties, hillside projects and a growing condominium supply.

RENTAL & RESALE

The widest tenant profile in the north: long-stay residents, families, couples, and winter guests who return.

STRENGTHS

Walkable daily life · deeper water · Phangan views · low commercial density · the north's most liquid resale

TRADE-OFFS

School run to the northeast · distance to the main hospitals · hillside road quality · drainage · seasonal water depth

KEY TO SIAM VIEW

The north is three separate markets. Mae Nam is the one where a tenant on foot still has a functioning week — which is exactly why it rents through the low season.

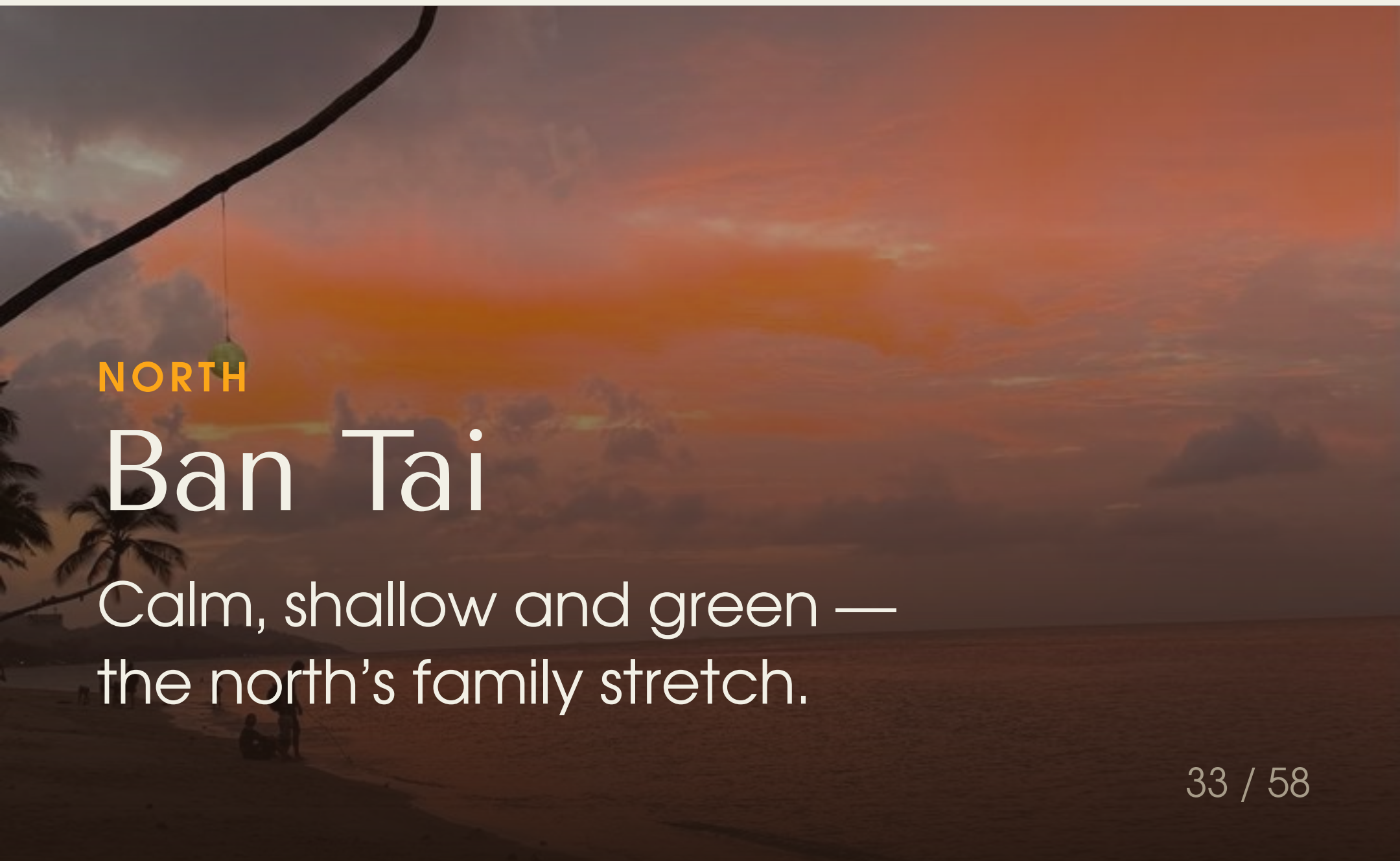
PRICE	RHYTHM	RENTAL	CAR
mid	very calm	families, long stays	essential

EVERYDAY LIFE

Low density, few businesses, and a genuinely quiet daily rhythm. Chosen by families with small children and by owners who want distance from the tourist districts with services still within reach.

BEACH & SEA

Calm, shallow water for long stretches — safe for small children, and frustrating for anyone who wanted to swim properly at any hour. Some bays here are very shallow at low tide.



NORTH

Ban Tai

Calm, shallow and green — the north’s family stretch.

NORTH

Ban Tai

What you are actually buying

PROPERTY

Garden and pool villas, family houses, beachfront plots, and small low-density projects.

RENTAL & RESALE

Families and long-stay tenants. Short-stay tourist demand is thinner here than anywhere else on the north coast.

STRENGTHS

Quiet · safe water for children · plot sizes · sunset views · low construction pressure

TRADE-OFFS

Very shallow at low tide · car-dependent · limited services · distance to schools and hospitals

KEY TO SIAM VIEW

The shallow water that sells Ban Tai to a family is the same water that produces a bad review from a guest who booked “beachfront”. Match the property to the tenant before you buy.



NORTH

Bang Por

Space, distance and sunsets — a niche retreat product.

PRICE	RHYTHM	RENTAL	CAR
mid → premium	very calm	niche, view-led	essential

EVERYDAY LIFE

The most spread-out part of the north coast, with a handful of beach restaurants and little else. Everything else is a planned drive, so routes have to be worked out before you commit.

BEACH & SEA

Deeper water on several stretches than elsewhere in the north, and a quiet, wide shoreline. Conditions differ noticeably between neighbouring bays.

NORTH

Bang Por

What you are actually buying

PROPERTY

Hillside view villas, large plots, beachfront houses, and self-contained retreat-style properties.

RENTAL & RESALE

A niche product for guests who came for the view and the quiet. Occupancy depends on the operation — staff, service, photography — far more than on the building.

STRENGTHS

Privacy · plot size · sunsets · deeper water on parts of the coast · minimal commercial pressure

TRADE-OFFS

Distance to everything · hillside access in rain · water and power · internet · finding and keeping staff

KEY TO SIAM VIEW

In Bang Por you are buying an operation. With a management plan in place on day one, the property that photographs beautifully also earns from May to October.

ZONE 04

West

Ferries, administration, sunsets and shallow family beaches — plus the island's most private retreat segment.

Nathon · Lipa Noi · Taling Ngam



WEST

Nathon

The working town: administration, the ferry, and the island's most local pricing.

PRICE	RHYTHM	RENTAL	CAR
entry → mid	local, working	long-stay, local	essential

EVERYDAY LIFE

The island's administrative centre, with the character of a working Thai town: the market, shophouse trading rows, and a waterfront of cafés facing the pier. After the airport, this is the main arrival point on Samui, and the government hospital is here.

BEACH & SEA

The waterfront is for the sunset, the market and the boats — beachfront and hillside villas here sell on exactly that view: the sunset, the pier, and the ships coming in. If swimming matters, choose another district.

WEST

Nathon

What you are actually buying

PROPERTY

Shophouses, local houses, hillside plots with sunset views, and commercial premises.

RENTAL & RESALE

Local and long-stay demand, and commercial tenants. Build the case on those; tourist rental here is weak.

STRENGTHS

Price · the ferry · administration on your doorstep · sunset hillsides above the town · a real community

TRADE-OFFS

Swimming elsewhere · a working port rhythm · distance to schools and the northeast · thin resale market

KEY TO SIAM VIEW

Nathon prices on functional demand. That makes it a convenience purchase; treat any speculative case with caution.

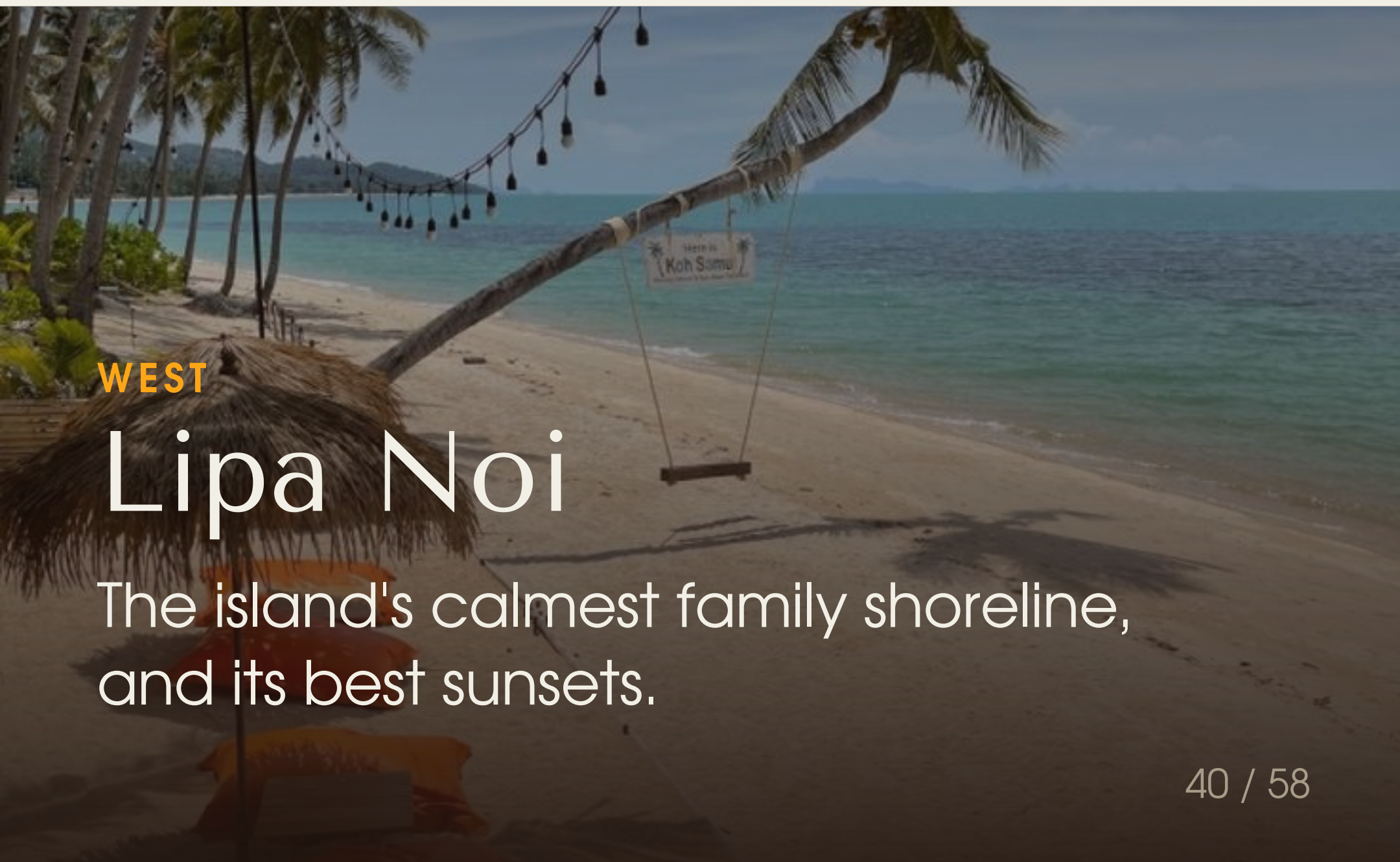
PRICE	RHYTHM	RENTAL	CAR
mid → premium	calm	families, groups	essential

EVERYDAY LIFE

Very low density, a handful of beach restaurants, the Raja ferry, and a long flat shoreline. Everyday shopping means driving to Nathon or north to Mae Nam.

BEACH & SEA

Famously calm and shallow, with a wide flat beach at low water. The tide swing here is significant — the same beach reads as idyllic at 6pm and as a mudflat at noon. View it at both.



WEST

Lipa Noi

The island's calmest family shoreline, and its best sunsets.

WEST

Lipa Noi

What you are actually buying

PROPERTY

Beachfront villas, large plots, family houses, and a small premium beachfront segment.

RENTAL & RESALE

Families, groups, weddings and private events. Long bookings, few of them, and a strong dependence on photographs and reviews.

STRENGTHS

Sunsets · safe shallow water for children · plot sizes · privacy · a genuine beachfront supply

TRADE-OFFS

Distance from the main infrastructure · limited services · a thin supply of property

KEY TO SIAM VIEW

This coast will always pull the buyer who wants the sunset, clean water you can actually swim in, quiet and privacy. As the infrastructure arrives, so does the upside on price.



WEST

Taling Ngam

Hillsides above the Five Islands — the island's private retreat segment.

PRICE	RHYTHM	RENTAL	CAR
premium	retreat	exclusive-use villas	essential

EVERYDAY LIFE

Very low commercial density: private villas, a few resorts, and steep green hillsides with long views. Everything — schools, hospitals, shopping — is a planned drive.

BEACH & SEA

Beautiful wild beaches with a panorama over the neighbouring islands, and a high degree of privacy.

WEST

Taling Ngam

What you are actually buying

PROPERTY

Large hillside view villas, big plots, premium properties with their own infrastructure, and resort residences.

RENTAL & RESALE

Selective demand: families, weddings, private groups, wellness and retreat guests. High nightly rates, low volume, long lead times.

STRENGTHS

Sunsets · privacy · plot sizes · the Five Islands view · room to build a self-contained product

TRADE-OFFS

Tides · staffing · management · generator, water, internet · the access road in heavy rain · time to schools and hospitals

KEY TO SIAM VIEW

A district on the rise: premium villas are being built here now, on the strength of privacy and genuinely unique plots. Infrastructure is following them.

ZONE 05

South

The lowest-density part of the island: villages, big plots, wellness projects, green views — and a different strategy entirely.

Na Mueang · Bang Kao · Laem Sor & Thong Krut

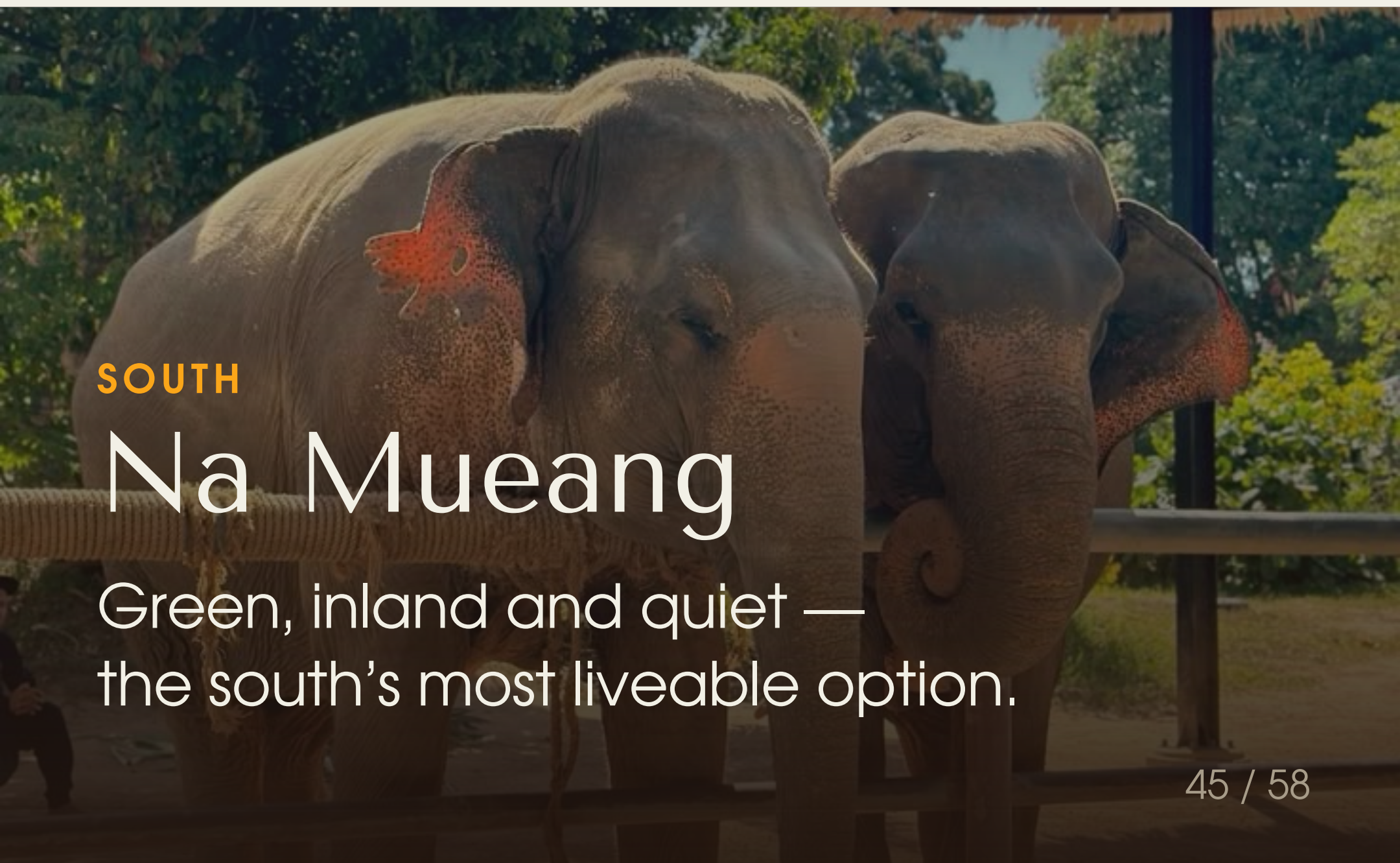
PRICE	RHYTHM	RENTAL	CAR
entry → mid	very calm	long-stay	essential

EVERYDAY LIFE

Waterfalls, jungle, and open valley land, with Greenacre International School inside the district. A practical inland base for families who accept a daily drive to the coast.

BEACH & SEA

Largely inland. The nearest shoreline is quiet and uneven, and the beach scenario should be assessed separately from the decision to live here.



SOUTH

Na Mueang

Green, inland and quiet —
the south's most liveable option.

SOUTH

Na Mueang

What you are actually buying

PROPERTY

Land plots, private villas, family houses, and small inland projects with mountain views.

RENTAL & RESALE

Long-stay residents and families. Rental performance is modest and steady; the case is usually living cost.

STRENGTHS

Price per rai · greenery and space · a school in the district · quiet · genuine long-term development potential

TRADE-OFFS

Car-dependent · limited services · road quality after rain · distance to the coast and to hospitals

KEY TO SIAM VIEW

Na Mueang is where the island's residents live. That makes it a strong base to live in; keep short-let expectations modest.



SOUTH

Bang Kao

Coconut plantations, low density, and the island's longest development horizon.

PRICE	RHYTHM	RENTAL	CAR
wide → premium	very calm	retreat, long stay	essential

EVERYDAY LIFE

Villages, plantations and a small number of private projects. Daily services are local; restaurants, schools and supermarkets mean driving to Lamai, Nathon or further north.

BEACH & SEA

Varied and seasonal: shallow water, reef, seagrass, small bays and view-only frontage. Judge each stretch on its own: the south coast varies along its length.

SOUTH

Bang Kao

What you are actually buying

PROPERTY

Large plots, private villas, wellness-led projects, local houses and rare beachfront parcels.

RENTAL & RESALE

Deliberate retreat, wellness, privacy and long-stay scenarios. Build the numbers on long stays; mass tourist rental here is weak.

STRENGTHS

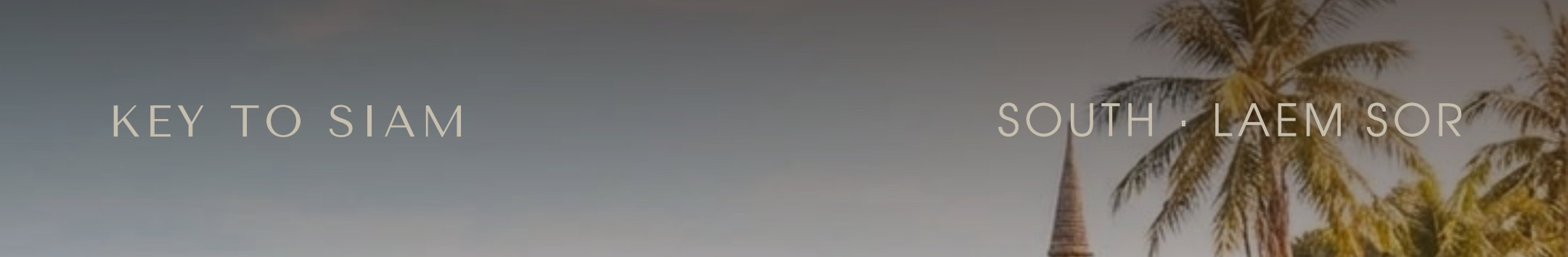
Space · silence · greenery · low density · room to build a self-sufficient product

TRADE-OFFS

Seasonal beach conditions · distance · service team · water, power, internet · road quality

KEY TO SIAM VIEW

The south is a separate strategy: more space and privacy in exchange for more management. Buyers who read it that way stay; the rest sell within two years.



SOUTH

Laem Sor & Thong Krut

The boat side of the island — departure point for the Five Islands.

PRICE	RHYTHM	RENTAL	CAR
entry → premium plots	village	niche	essential

EVERYDAY LIFE

Fishing villages, temples and the pier for boat trips. The most remote corner of Samui in daily terms, and the most consistently quiet. Everything beyond the basics is a drive.

BEACH & SEA

Shallow, reef-lined and tidal on most fronts — a boat and view coast. Golden pagoda temples sit directly on the shoreline here.

SOUTH

Laem Sor & Thong Krut

What you are actually buying

PROPERTY

Land plots, private villas, local houses, and small individual projects near the water.

RENTAL & RESALE

A narrow, specific guest: privacy, boats, wellness, long stays. Volume rental stays out of the model.

STRENGTHS

Price per rai · absolute quiet · sea access for boats · temples and character · long-horizon upside

TRADE-OFFS

Remoteness · shallow tidal shoreline · services · staffing · the slowest resale on the island

KEY TO SIAM VIEW

This corner rewards patience and punishes leverage. It suits a buyer with a long horizon who can let the property wait.

08 · BEACHES & TIDES

One island, six different seas

A single district can contain deep water, a shallow flat, reef, boat traffic, a sheltered bay, a resort frontage, or a shore that is only good for walking.

BETTER FOR SWIMMING

Chaweng · Chaweng Noi · Lamai · Choeng Mon · Mae Nam · Bang Por · Lipa Noi

SHALLOW AND CALM, FOR FAMILIES

Lipa Noi · Ban Tai · Choeng Mon · Plai Laem (Thongson Bay) · Lamai (Crystal Bay) · Chaweng

VIEW AND ATMOSPHERE

Bang Rak · Plai Laem · Bophut · Lamai (Crystal & Coral Bay) · Taling Ngam · Thong Krut · Nathon

ALWAYS CHECK

Low water · season · the real path to the beach · rocks · boats

HOW A BEACH IS VERIFIED

A beach is verified on site: at different hours, at low tide, after rain, and by walking the actual route from the property to the water.

09 · FAMILY LOGISTICS

A family location is a repeatable route

It is the morning departure, the school-run traffic, the turn onto the main road, the parking, the evening activities, the medical cover, and whether the whole week runs smoothly.

SIX CHECKS BEFORE YOU DECIDE

01 Drive the route on a weekday morning

02 Drive it back at school pick-up time

03 Assess the road safety and the turn

04 Look at noise and construction density

05 Decide who drives the child, and how often

06 Budget for medical, sport and daily services

WHERE THE FAMILY CASE IS STRONGEST

Bophut · Choeng Mon · Chaweng Noi · Plai Laem · Mae Nam · Ban Tai · Lamai and Maret · Bang Rak · Na Mueang. The final choice depends on the specific school and the specific house.

10 · COMPARE

Northeast and southeast

DISTRICT	FAM	BCH	RENT	PRIV	BEST FOR
Chaweng	●●○	●●●	●●●	●●○	Active life, short-stay rental
Chaweng Noi	●●●	●●●	●●●	●●●	View villas, premium families
Bophut	●●●	●●○	●●●	●●○	Lifestyle, year-round demand
Bang Rak	●●●	●○○	●●○	●●○	Logistics, frequent flyers
Choeng Mon	●●●	●●●	●●●	●●●	Premium family, real beach
Plai Laem	●●○	●●○	●●○	●●●	Privacy and panoramas
Lamai	●●●	●●●	●●●	●●○	A complete everyday life
Maret	●●●	●●○	●●●	●●○	Long-stay residents
Hua Thanon	●●○	●●○	●●○	●●●	Entry price, local rhythm

Fam — family · Bch — beach · Rent — rental · Priv — privacy.
Ratings compare districts against each other.

Ratings: Key to Siam, Sept 2026

10 · COMPARE

North, west and south

DISTRICT	FAM	BCH	RENT	PRIV	BEST FOR
Mae Nam	●●●	●●●	●●●	●●○	Walkable north, broad demand
Ban Tai	●●●	●●●	●●○	●●●	Small children, long stays
Bang Por	●●○	●●●	●●○	●●●	Retreat product, sunsets
Nathon	●○○	●○○	●○○	●●●	Practicality, local market
Lipa Noi	●●●	●●●	●●○	●●●	Family beach, groups, events
Taling Ngam	●●○	●●○	●○○	●●●	Private retreat, Five Islands
Na Mueang	●●●	●○○	●○○	●●●	Inland base, school catchment
Bang Kao	●○○	●○○	●○○	●●●	Space, wellness, long horizon
Laem Sor / Thong Krut	●●○	●●○	●○○	●●●	Boats, quiet, patient capital

●●● strong · ●●○ conditional, depends on the specific property

●○○ a secondary consideration here

11 · BY GOAL

Start from what you want the property to do

A FAMILY BASE

Bophut · Choeng Mon · Chaweng Noi · Lamai · Maret · Mae Nam · Ban Tai · Na Mueang. Decide the school first, then the district.

RENTAL INCOME

Chaweng · Bophut · Lamai · Mae Nam · Choeng Mon · Chaweng Noi · Bang Rak. Broad demand, year-round bookings, and a manager who answers.

PRIVACY

Plai Laem · Taling Ngam · Bang Por · Bang Kao · Choeng Mon · Lipa Noi · Thong Krut · the hillsides above Chaweng and Chaweng Noi.

BEACH LIFE

Chaweng · Chaweng Noi · Choeng Mon · Lamai · Mae Nam · Bang Por for swimming. Lipa Noi · Ban Tai · Plai Laem · Hua Thanon for shallow water with children.

HOLDING LONG TERM

Bang Kao · Na Mueang · Laem Sor · Hua Thanon · Maret · Lipa Noi · Taling Ngam · Bang Por.

Space and price today, in exchange for patience.

12 · DUE DILIGENCE

Seven things to settle before any money moves

01	**TITLE**	The document, the boundaries, the easements, the road access, the drainage, the zoning
02	**THE SELLER**	Who legally has the right to sell, and what is registered against the property
03	**PERMITS**	Construction, occupancy, and anything required for the intended use
04	**THE CONTRACT**	In a language you read, with the obligations of both sides written down
05	**REGISTRATION**	What gets registered at the Land Office, when, and in whose name
06	**PAYMENT SCHEDULE**	What is paid against what milestone, and what happens if a milestone slips
07	**MANAGEMENT**	Service charges, sinking fund, rental rules, and who runs the property after handover

Use this guide alongside a lawyer. It exists so that the right questions are asked before a deposit is transferred. Where the answer needs Thai counsel, we bring one in.

WORK WITH US

What your clients can access through us

Condos from ~$85K

Villas from ~$200K

Investment properties

Lifestyle properties

Branded / premium developments

Send us the brief — district, budget, and what the property has to do. We come back with the three or four addresses that fit, the ownership structure behind each one, and the questions to ask before a deposit moves.

Entry prices are indicative starting points in USD, as at September 2026. We confirm the current figure and the available foreign quota per project in writing.



The right decision starts with the location.

Write to us with the district you are weighing up and what the property has to do — live in, rent out, or hold. We reply personally, in English or German. No mailing list.

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