



KOH SAMUI VACATION RENTAL MARKET REPORT

Data-Driven Insights for Property Owners

2026 Edition

Koh Samui, Thailand
www.mrpropertysiam.com

Tourism & Market Growth

- Thailand welcomed 35.5 million international visitors in 2024, reaffirming its position as one of Asia's premier destinations.⁴
- Samui Airport recorded record arrivals, up +9% year-on-year in early 2025, reflecting robust inbound demand.¹
- Hotel occupancy on the island increased 12% compared to 2023, signalling strong market recovery.¹
- The island now hosts 634 registered accommodations with 24,188 keys, representing significant organised supply.¹

Short-Term Rental Performance

- 4,442 active Airbnb listings operate on Koh Samui, underlining the depth of the short-term rental market.²
- Median annual revenue per listing: THB 1,262,000 (~\$34,000 USD).²
- Median occupancy rate: 66% across all active listings.²
- Median Average Daily Rate (ADR): THB 5,188 (~\$140 per night).²
- Revenue growth: +10.1% year-on-year, with +26.2% over three years, demonstrating sustained market expansion.²

Performance Tier Benchmarks

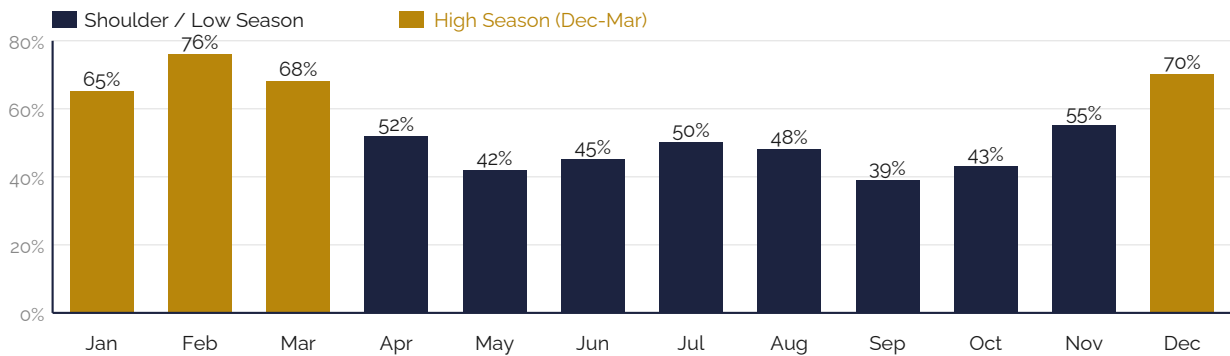
Tier	Occupancy	Annual Revenue
Top 10%	71%+	THB 2.1M+
Top 25%	54%+	THB 1.6M+
Median	66%	THB 1.26M
MPS Portfolio	72%+	Above Market

Seasonality & Villa Market

Seasonal Performance Patterns

- High Season (Dec–Mar): Peak occupancy month is February at 76.2%, driven by European winter escapes and holiday travel.²
- Shoulder Months (Apr, Nov): Transitional periods with moderate demand; effective pricing can capture strong returns.
- Low Season (May–Oct): Lowest occupancy in September at 38.7%; monsoon weather suppresses short-stay demand.²
- Average length of stay across all bookings: 4.6 nights.²

Monthly Occupancy Rate — Koh Samui Short-Term Rentals (%)



Villa Market Update

According to the C9 Hotelworks Samui Property Market Update (Q1 2025),³ the luxury villa segment is adapting to a period of increased supply:

- Average nightly villa rate: THB 13,012, a -11% year-on-year decline attributable to significant new supply entering the market.³
- Despite rate pressure, villa occupancy rose 5.7 percentage points to 71.5%, showing strong underlying demand.³
- Year-round average occupancy stands at 56.6% across the villa segment.³

MPS Advantage & Outlook

Market Challenges

- Increasing supply is putting downward pressure on nightly rates, particularly in the villa segment.
- The need for professional property management is intensifying as competition grows.
- Dynamic pricing and multi-channel distribution are becoming essential tools to protect and grow revenue.

The MPS Difference

- Our portfolio achieves 72%+ annual occupancy — outperforming the top 25% market benchmark.
- Multi-channel distribution across 5+ major booking platforms to maximise reach and revenue.
- Dynamic pricing strategy that continuously adjusts rates to optimise RevPAR.
- 80+ properties managed with deep local Koh Samui expertise and on-island operations.

Ready to maximise your property's potential?

Contact us: info@mrpropertiesiam.com | www.mrpropertiesiam.com

Sources

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2. Airbtics — Koh Samui Airbnb Data 2026. <https://airbtics.com/annual-airbnb-revenue-in-koh-samui-thailand/>
3. Cg Hotelworks — Samui Property Market Update, June 2025. <https://cghotelworks.com/wp-content/uploads/2025/06/Samui-Property-Market-Update-June-2025.pdf>
4. Tourism Authority of Thailand, 2025. <https://tourismthailand.com/blog/thailand-tourism-statistics.html>