



REVENUE GROWTH CASE STUDY

How Professional Management Delivered +20% Revenue in Year 2



Koh Samui, Thailand

www.mrpropertysiam.com

Property Profile

Property: Villa Azure (name changed for privacy)
Type: 3-Bedroom Luxury Pool Villa
Location: Bophut, Koh Samui
Managed since: 2024

The Challenge

Villa Azure's owner had been self-managing the property through a single Airbnb listing with basic pricing. Occupancy was inconsistent, reviews were mixed, and the property was underperforming compared to similar villas in the area.

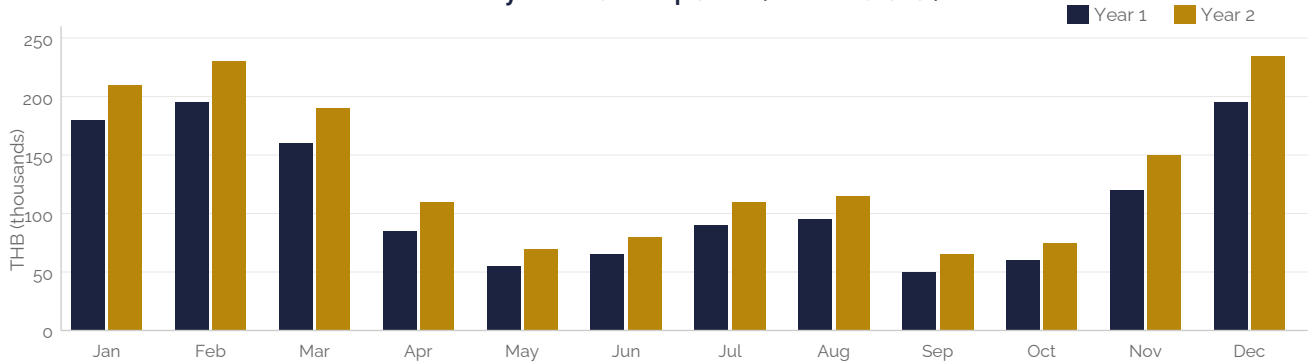
The MPS Approach

- 1 Professional Photography & Listing Optimization
- 2 Multi-Channel Distribution (Airbnb + Booking.com + Agoda + Direct)
- 3 Dynamic Pricing Strategy (seasonal rates, last-minute discounts, length-of-stay incentives)
- 4 Guest Experience Enhancement (welcome amenities, 24/7 support, review management)
- 5 Property Improvements Consultation (pool lighting, outdoor seating, bathroom amenities)

Year-Over-Year Comparison

Metric	Year 1 (2024)	Year 2 (2025)	Change
Annual Revenue	THB 1,450,000	THB 1,740,000	+20%
Occupancy Rate	58%	68%	+10pp
Avg Daily Rate	THB 8,200	THB 8,900	+8.5%
Total Bookings	62	78	+26%
Avg Review Score	4.6	4.9	+0.3
Channels Active	1	4	+3
Net Owner Payout	THB 985,000	THB 1,182,000	+20%

Monthly Revenue Comparison (THB thousands)



Key Takeaways

- 20% revenue increase through listing optimization
- Occupancy improved from 58% to 68%
- Review score rose from 4.6 to 4.9
- Owner net payout increased by THB 197,000 annually

"The difference was night and day. In my first year with MPS, I already saw results. By year two, my property was consistently outperforming the market."

— Villa Azure Owner

Want similar results? Contact Mr Property Siam for a free property assessment.

info@mrpropertysiam.com | www.mrpropertysiam.com

Property name changed for privacy. Revenue figures representative of actual performance.