

NAKHON SI THAMMARAT

TOURISM, HOTEL AND REAL ESTATE MARKET UPDATE

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C9 HOTELWORKS

BILL BARNETT

MANAGING DIRECTOR
C9 HOTELWORKS

A dark, atmospheric photograph of a coastal scene. In the background, there are mountains and a large building complex. The middle ground shows a beach and the ocean. The foreground is dominated by the dark, rippling water of the sea. The overall tone is moody and mysterious.

#WHERE NEXT?

TOURISM AND HOTEL

SNAPSHOT

With strategic connectivity to Phuket and Samui, expanding infrastructure, and growing tourism, Nakhon Si Thammarat is poised for long-term growth in luxury tourism and real estate. Its white sand beaches, natural attractions, and rich cultural heritage enhance its appeal, offering significant investment opportunities in beachfront properties and hospitality development.



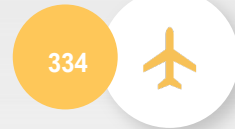
Total Tourism Revenue



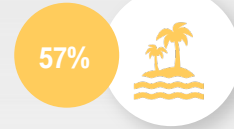
Hotel Occupancy 2024



Flights Per Day – Bangkok



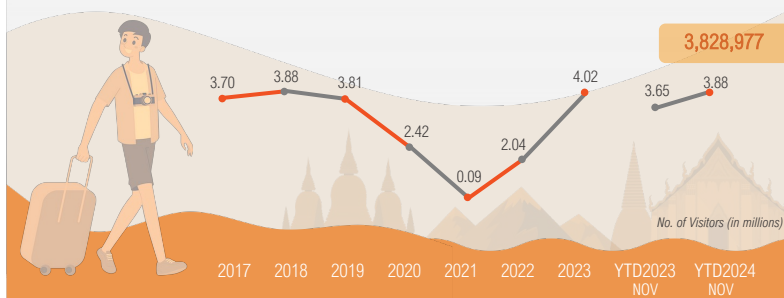
Flights Per Month – Bangkok



Beachfront Land Price
Y-O-Y Growth

Nakhon Si Thammarat Visitors

▲ 6% Y-O-Y from 2023 to 2024



- Visitor numbers in Nakhon Si Thammarat reached 3,828,977 from January to November 2024.
- Top international visitors were from Malaysia, Vietnam, the Philippines, France, and Germany.

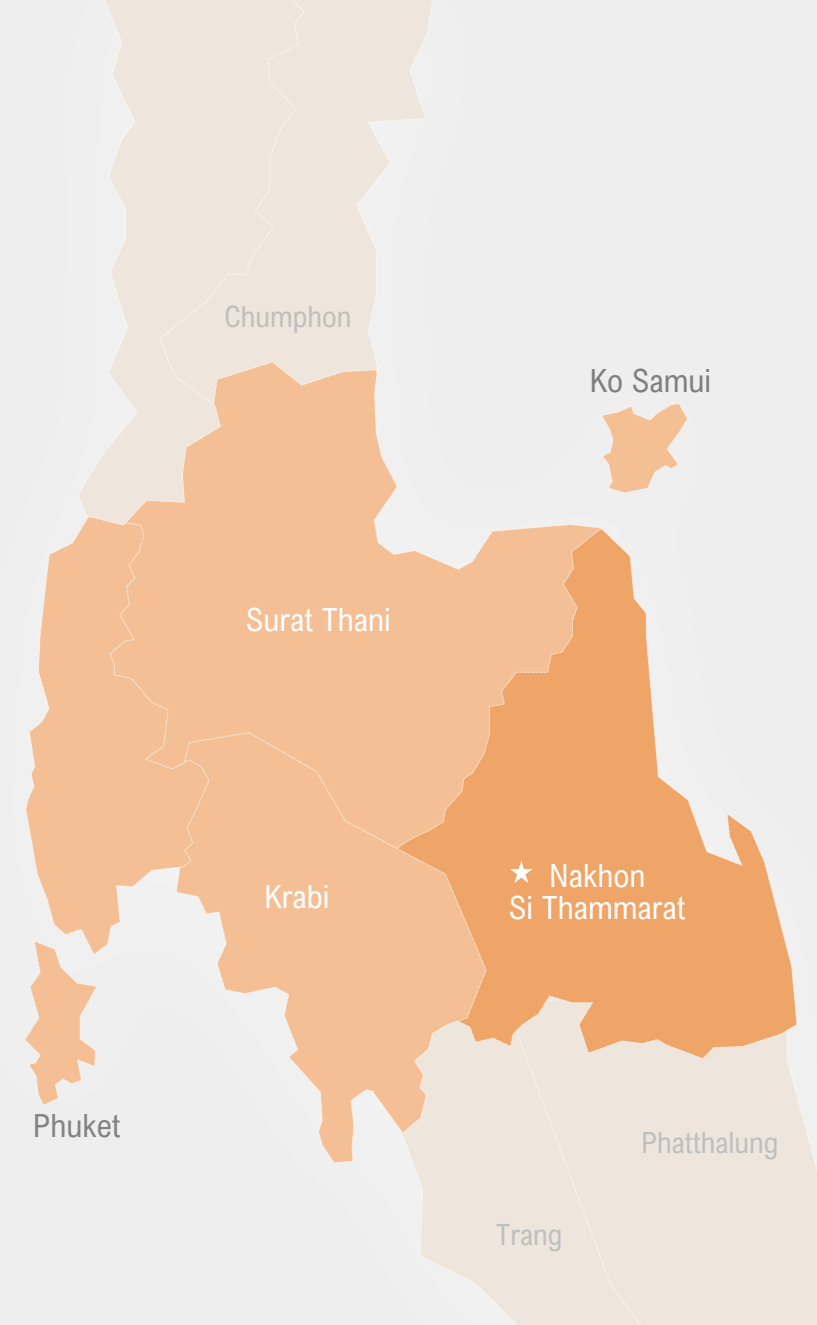
Hotel Supply

▲ 11% Y-O-Y from 2023 to 2024



- Hotel supply in Nakhon Si Thammarat reached 357 properties in 2024, with a CAGR of 4.7% from 2017 to 2024.
- Key areas include Muang, Khanom, Thung Song, Tha Sala, Lan Saka, and Sichon.

Note: Data as of November 2024



DEMAND GENERATORS

BEACHES



- Plai Thon
- Sichon
- Khanom
- Nai Phlao
- Hin Ngam
- Kho Khao

MEDICAL FACILITIES



- Maharaj Nakhon Si Thammarat Hospital
- Nakharin Hospital
- Nakhonpat Inter Hospital
- Tha Sala Hospital
- Sichon Hospital
- Walailak Univesity Hospital

AIRPORT



- Nakhon Si Thammarat International Airport

ATTRACTIONS



- Thung Song Water Park
- Khao Wang Thong Cave
- Samed-Chun Waterfall
- Kiriwong Village
- Pink Dolphins
- Ai Khai Temple (Wat Chedi Ai Khai)
- Wat Phra Mahathat

SCHOOLS/UNIVERSITIES

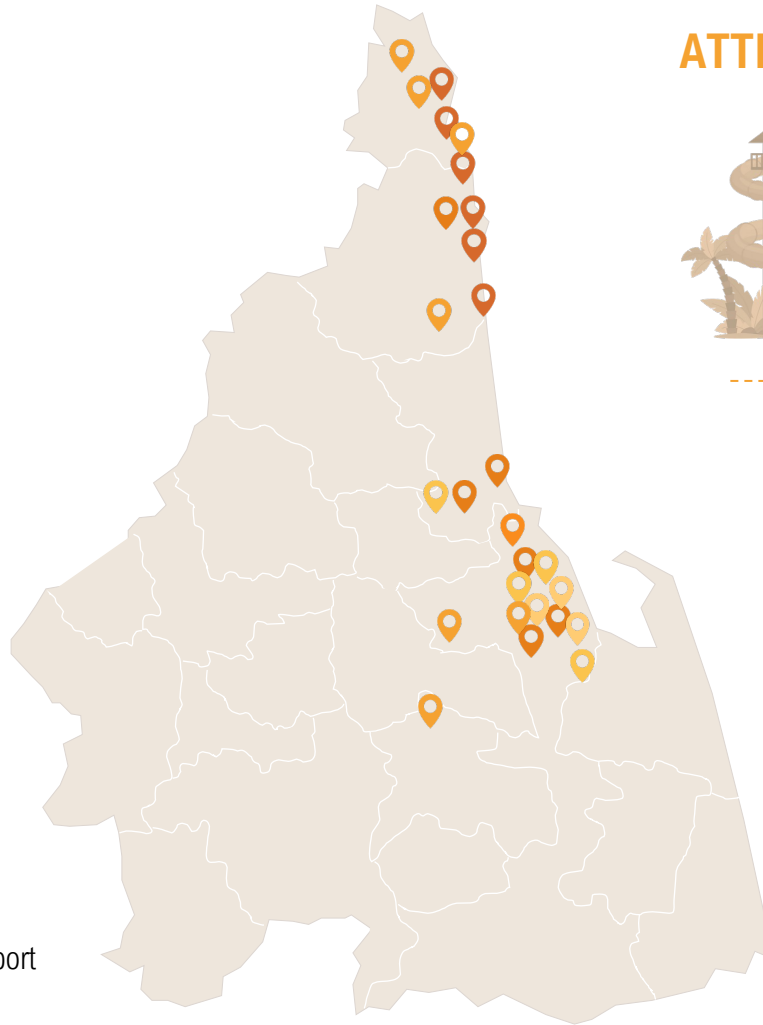


- Nakhon Si Thammarat Rajabhat University
- Walailak University
- Princess Chulabhorn Science High School Nakhon Si Thammarat
- Nakhon International City School (NICS)

SHOPPING MALLS

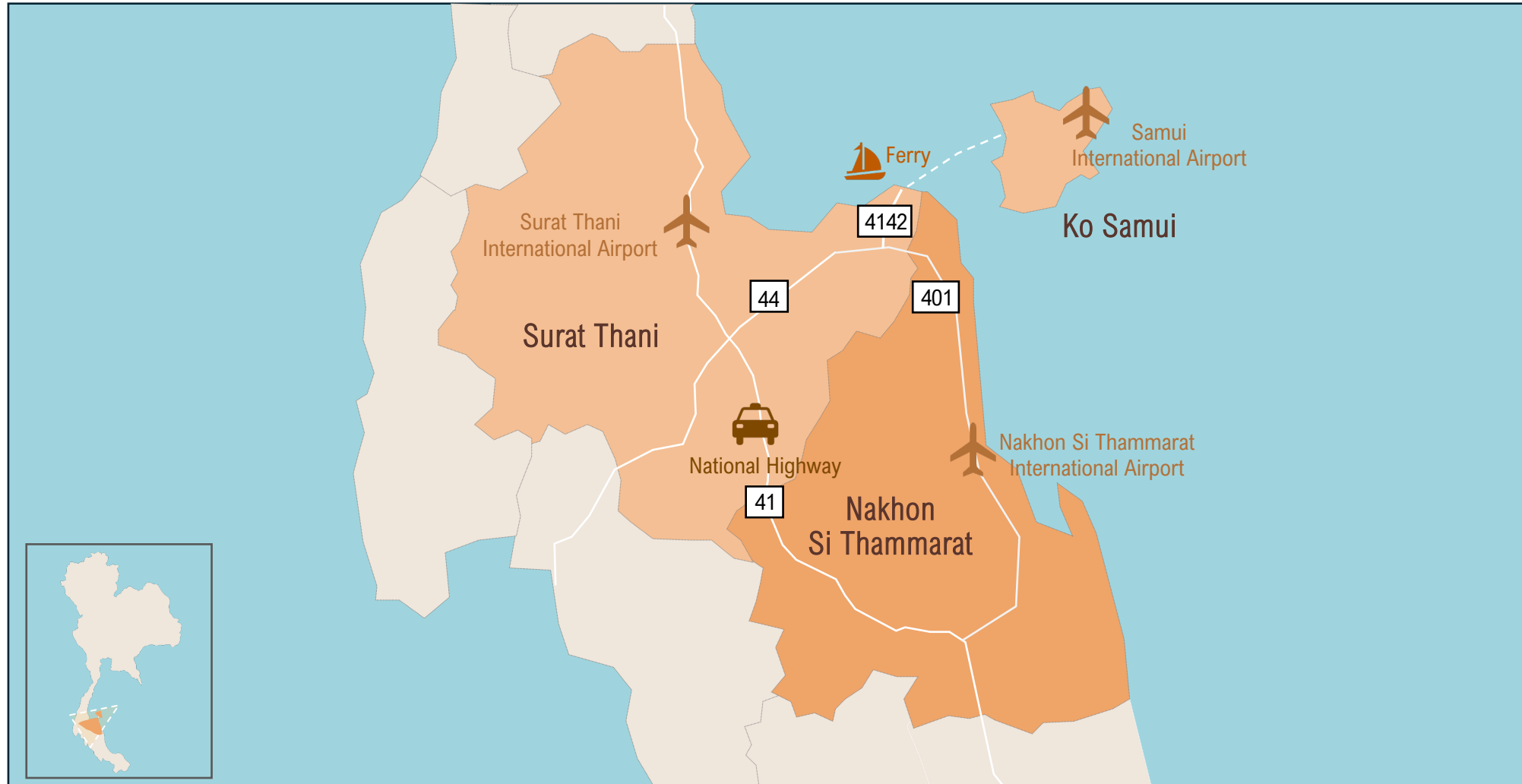


- Central Nakhon Si Thammarat
- Robinson Lifestyle Nakhon Si Thammarat
- Robinson Ocean Nakhon Si Thammarat

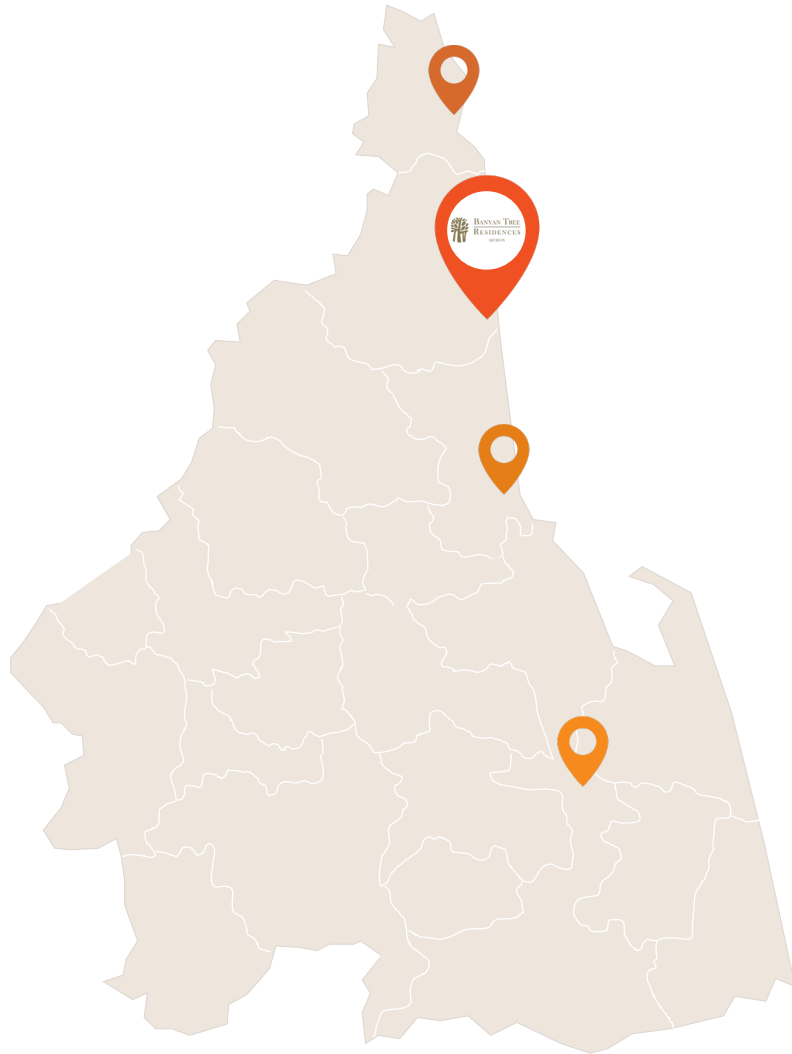


THAILAND'S SOUTH COAST TRIANGLE

CONNECTIVITY "YOU CAN'T STAY THERE, IF YOU CAN'T GET THERE."



INFRASTRUCTURE



Nakhon Si Thammarat Airport Expansion

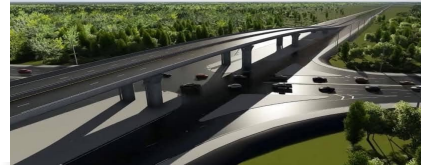


Project: The expansion adds a 30,600-square-meter terminal with eight gates and extends the runway to 2,990 x 45 meters, increasing capacity for four million passengers and larger aircraft.

Status: The airport serves domestic routes via Nok Air, Thai AirAsia, and Thai Lion Air, connecting to Don Mueang International Airport. The new terminal, built for local and international flights, replaces the domestic facility.

Timeline: Expansion was completed in September 2023 at a cost of THB1.46 billion.

The extension of Chalerm Phrakiat Road

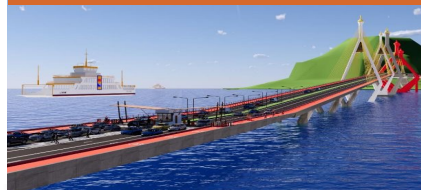


Project: The 10-kilometer road extension features 4–6 lanes, asphalt concrete pavement, two canal bridges, one overpass, and a drainage system to improve infrastructure and capacity.

Status: Designed to ease congestion in Nakhon Si Thammarat City, enhance connectivity, and support tourism.

Timeline: Construction starts in January 2025, with completion by 2027.

Koh Samui-Khanom-Don Sak Bridge



Project: Proposed by the Expressway Authority of Thailand, the 25-kilometer bridge will connect Khanom, Nakhon Si Thammarat, to Taling Ngam, Koh Samui.

Status: The project is in public consultation, with final hearings set for October 2024.

Nakhon Si Thammarat Airport Privatization



Project: The Airports of Thailand Plc (AOT) is planning a subsidiary to manage airports currently overseen by the Department of Airports, including Nakhon Si Thammarat Airport.

Timeline: The plan is under evaluation, with the decision dependent on business viability and AOT shareholder approval.

BANYAN TREE RESIDENCES SICHON



**BANYAN TREE
RESIDENCES**

SICHON



Property Name: Banyan Tree Residences Sichon

Property Owner: Urasaya Property Co., Ltd

Project Launch: March 2024

Location: Sichon, Nakhon Si Thammarat

Number of Villas: 15

Total Land Area: 15.5 rai or 24,800 square meters

Configurations: Four- and five-bedroom villas

Villa Built-up areas: 512 – 609 square meters

Plot sizes: 724 – 1,839 square meters

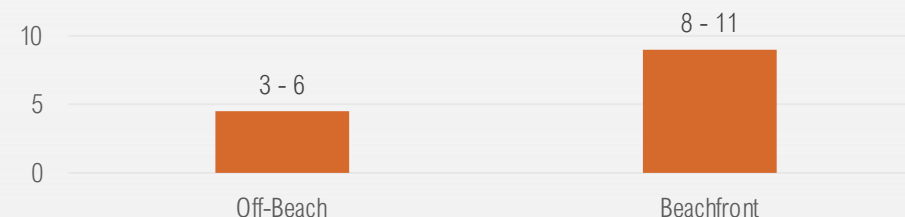
Villa Price: THB65 million for two-storey ocean view villas and THB85 million for single-storey beachfront villas.

NAKHON SI THAMMARAT BEACH QUALITY



NAKHON SI THAMMARAT AVERAGE LAND PRICES

THB (in million)



Note: Price per Rai

Land prices in Nakhon Si Thammarat highlight its potential as an emerging market. Beachfront land in Khanom, Tha Sala, and Sichon ranges from THB8–11 million per rai, influenced by developments such as Banyan Tree Residences Sichon.

The upward trend in land values is driven by infrastructure improvements, the availability of prime beachfront properties, and the province's strategic position as a gateway to Samui. Its tropical appeal, combined with a recovering tourism sector, continues to attract interest in second homes and rental investments, reinforcing its status as a promising investment destination.



C9 HOTELWORKS

C9 Hotelworks Company Limited

9 Lagoon Road, Cherngtalay, Thalang Phuket 83110 Thailand

T +66 (76) 325 345 E info@c9hotelworks.com

www.c9hotelworks.com