

# NAKHON SI THAMMARAT

## TOURISM, HOTEL AND REAL ESTATE MARKET UPDATE

11<sup>th</sup> FEBRUARY 2025



C9 HOTELWORKS

**BILL BARNETT**

MANAGING DIRECTOR  
C9 HOTELWORKS



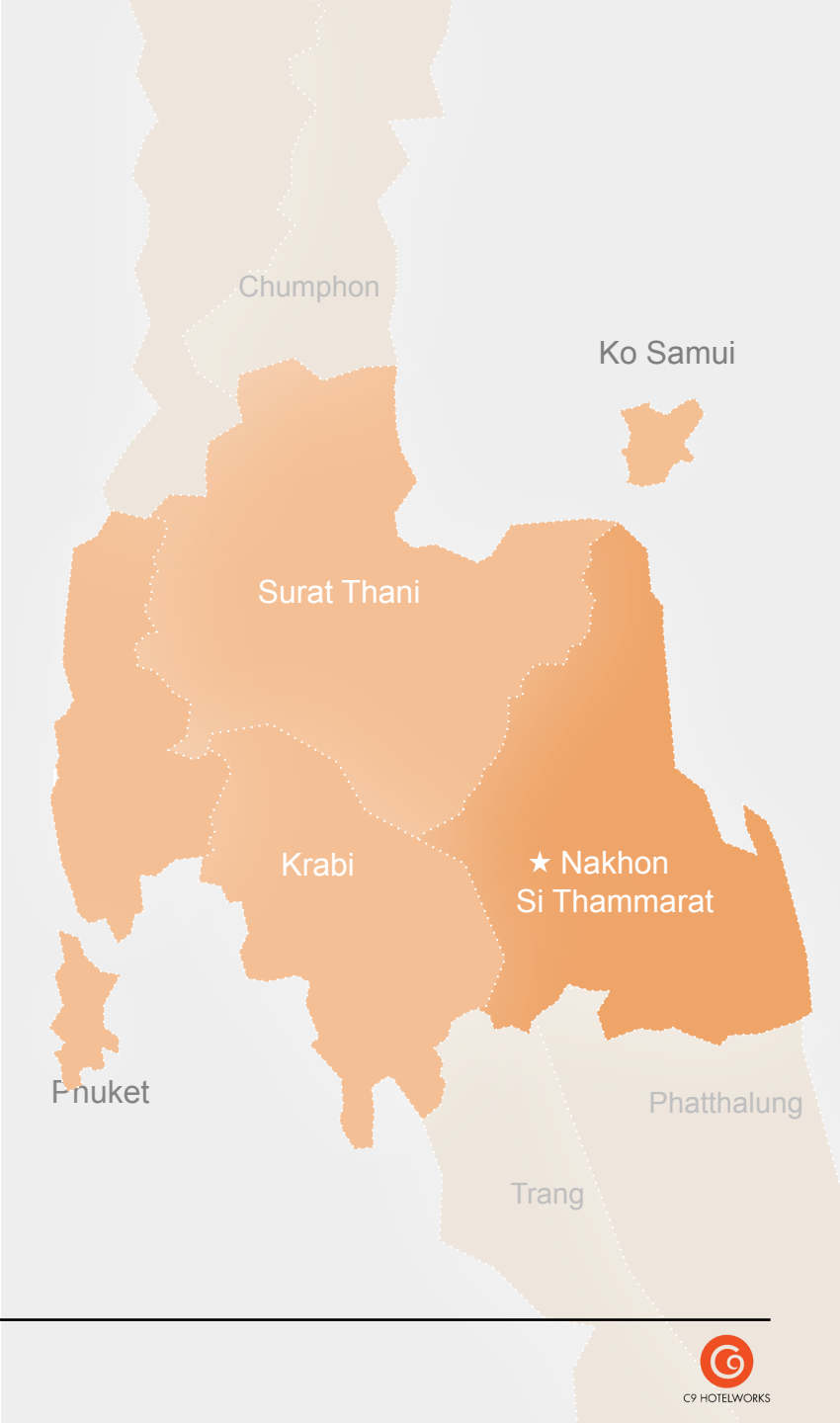
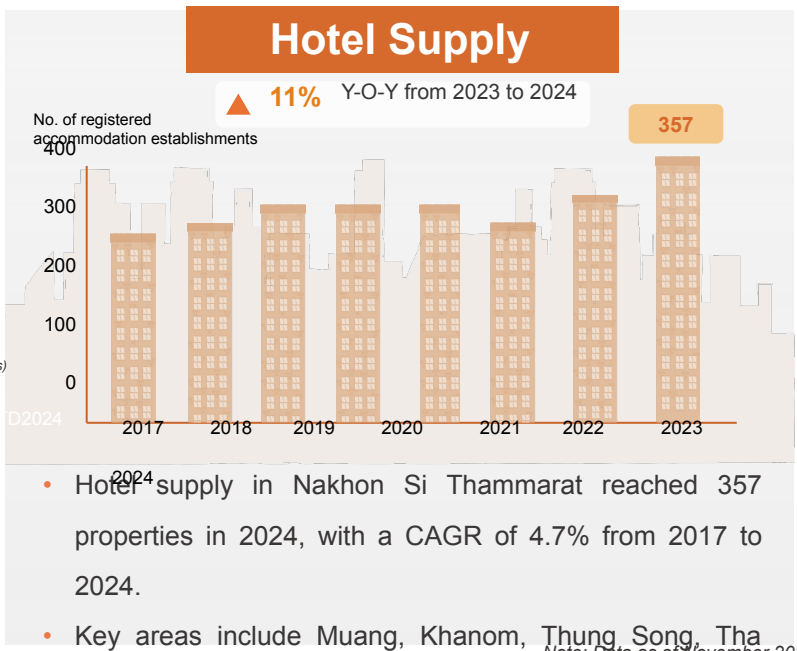
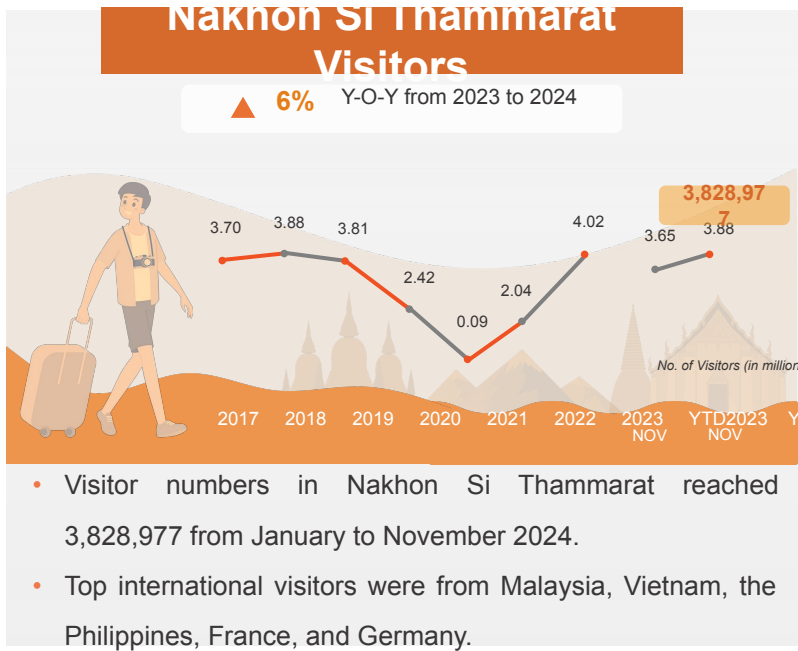
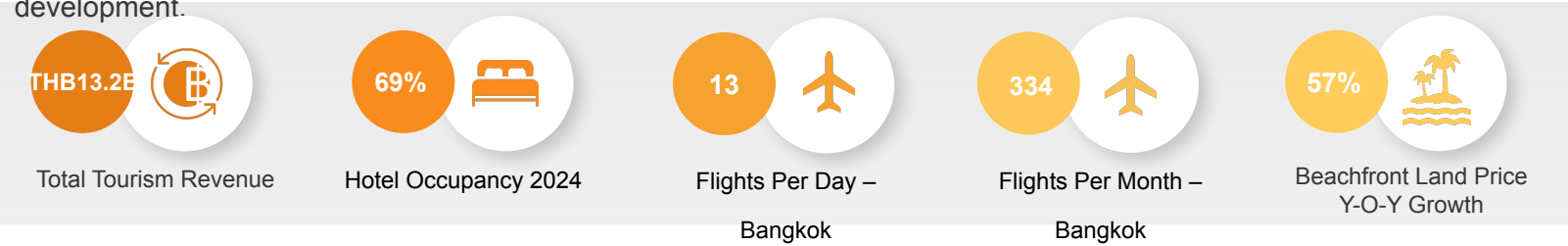


**#WHERE NEXT?**

# 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.



# DEMAND GENERATORS

## BEACHES



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

## 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

## MEDICAL FACILITIES



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

## AIRPORT



- Nakhon Si Thammarat International Airport

## SCHOOLS/UNIVERSITIES

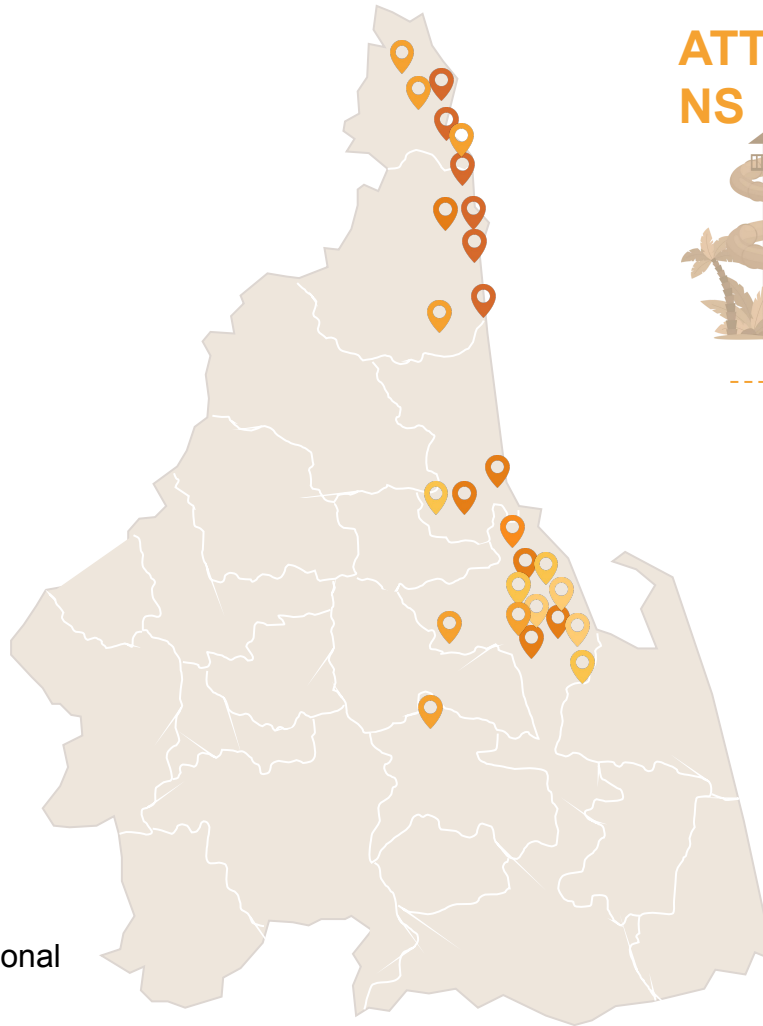


- Nakhon Si Thammarat Rajabhat University
- Walailak University
- Princess Chulabhorn Science High School Nakhon Si Thammarat
- Nakhon International City School (NICS)

## SHOPPING MALLS

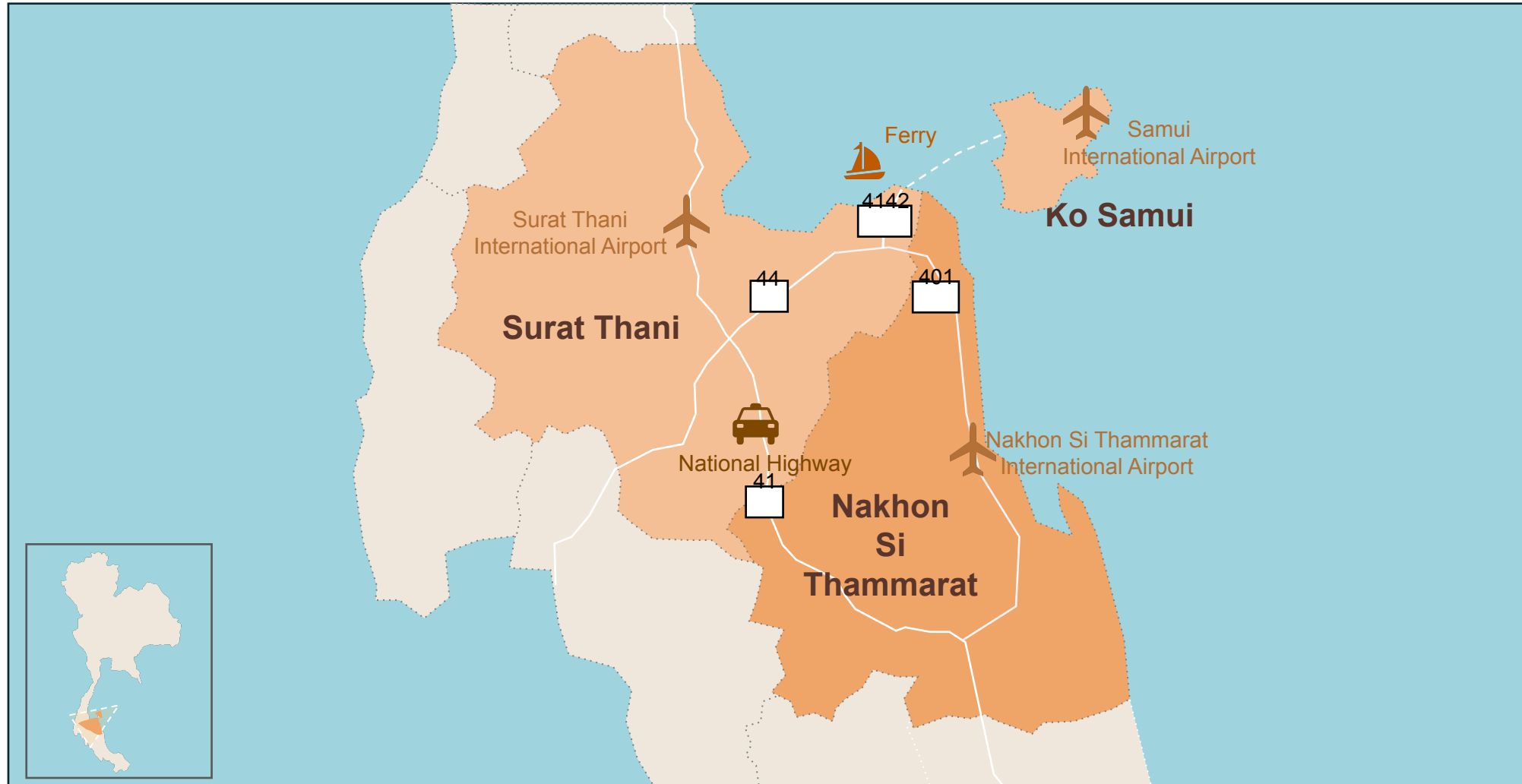


- Central Nakhon Si Thammarat
- Robinson Lifestyle Nakhon Si Thammarat
- Robinson Ocean Nakhon Si Thammarat



# THAILAND'S SOUTH COAST TRIANGLE

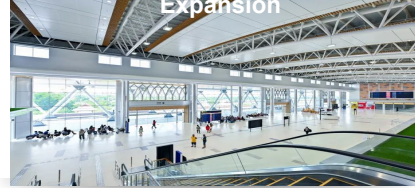
**CONNECTIVITY** “YOU CAN’T STAY THERE, IF YOU CAN’T GET THERE.”



# 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

### Pirakiat 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

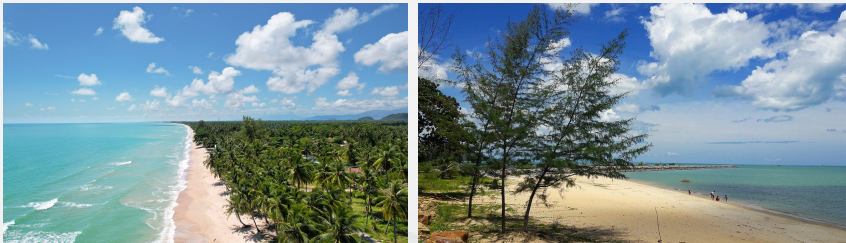
**Configurations:** Four- and five-bedroom villas

**Villa Built-up areas:** 512 – 609 square meters

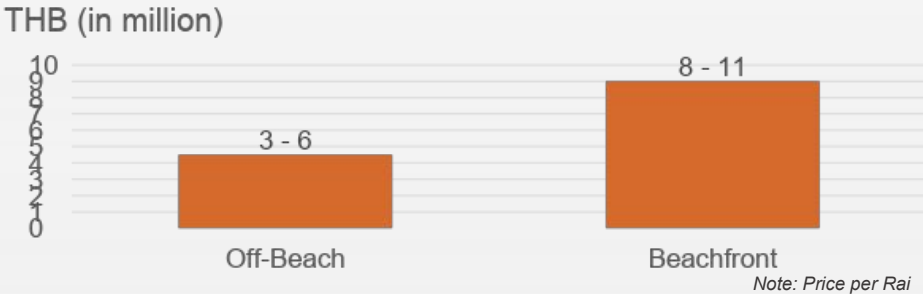
**Plot sizes:** 724 – 1,839 square meters

**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



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.



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