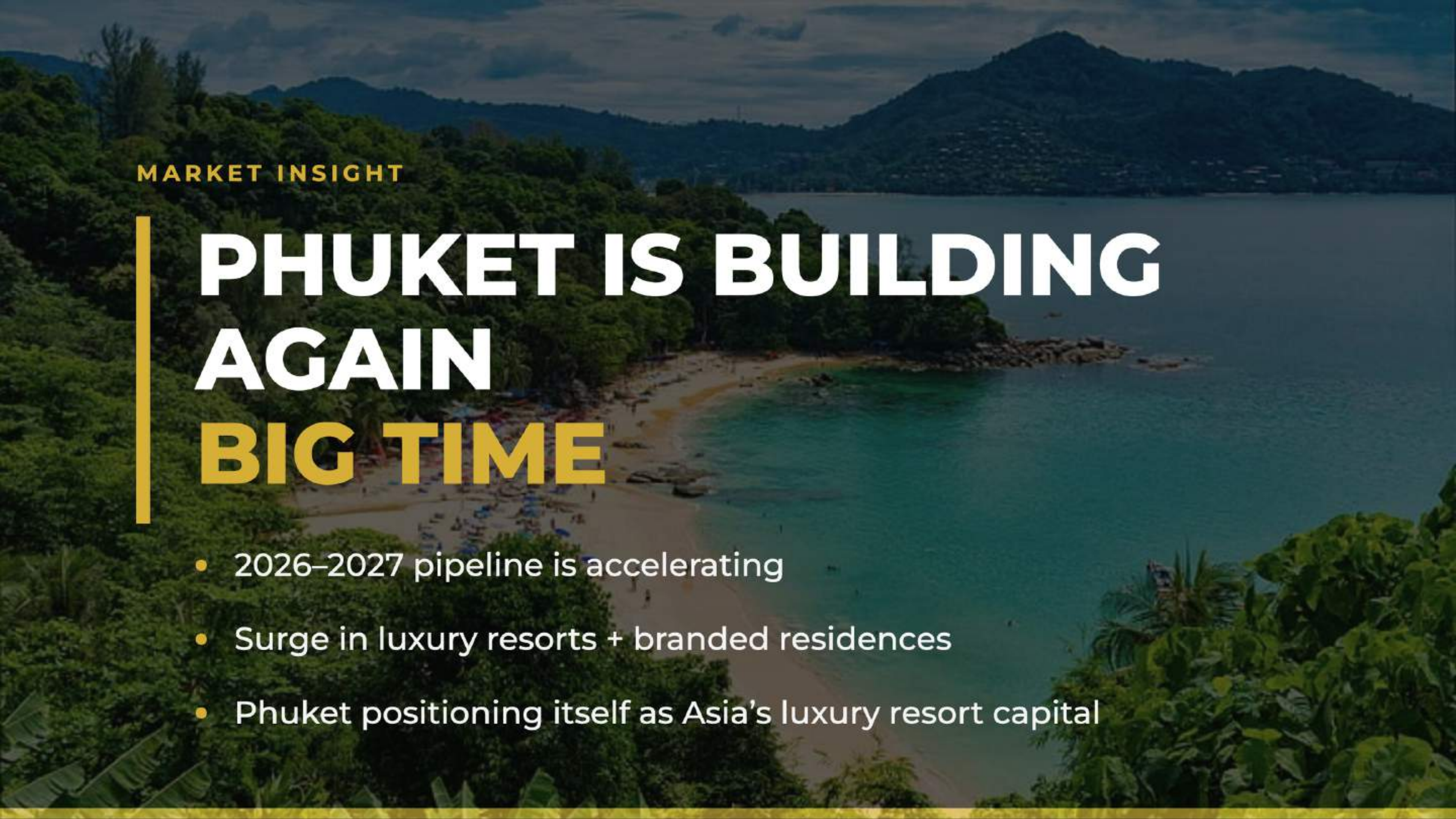




MARKET INSIGHT

PHUKET IS BUILDING AGAIN BIG TIME

- 2026–2027 pipeline is accelerating
- Surge in luxury resorts + branded residences
- Phuket positioning itself as Asia's luxury resort capital

KEY PROJECTS **SNAPSHOT**

MAJOR DEVELOPMENTS · 2026–2027 PIPELINE



Dusit Collection Layan Verde

LAYAN

Luxury Resort · 2027



Navera Phuket MGallery

SURIN

Luxury Resort · 2026



MontAzure MGallery Residences

KAMALA

Branded Residences · 2026



Meliá Phuket Residences

KARON

Branded Residences · 2026



Chatrium Resort Phuket

RAWAI

Luxury Resort · 2026



New International Brand Entries

MULTIPLE ZONES

Expanding Pipeline · 2026+

THE NUMBERS BEHIND THE BOOM

29+ HOTEL PROJECTS • 6,542+ KEYS • LUXURY FOCUS • MIXED-USE DEVELOPMENTS

HOTEL PROJECTS

29+

TOTAL KEYS

6,542+

LUXURY FOCUS

85%

MIXED-USE

42%

PIPELINE GROWTH BY QUARTER



KEY METRICS

