

Samui

Destination One-Pager

Thailand's second island: coconut-plantation calm in the Gulf, a luxury shelf that competes with Phuket on half the volume — and an airport that decides everything.

32.97M

international arrivals to Thailand in 2025 — Samui serves the Gulf coast premium

TOP SOURCE MARKETS

Malaysia		4.52M
China		4.47M
India		2.49M
Russia		1.90M
South Korea		1.56M

Source: Ministry of Tourism & Sports, Thailand — <https://www.mots.go.th/>

Full destination coverage: <https://travelintelligenceoffice.com/samui/>

