



BUTLER ESTATES



AREA GUIDE

Kamala, Phuket

An Advisor's Guide

35 min
AIRPORT

10 min
SURIN

15 min
BANG TAO

฿12M
VILLAS FROM

฿700M
ESTATES TO



Kamala is the most interesting split personality on Phuket's west coast. At one end sits a genuine working beach town, the most lived-in and local of the prime coast's addresses, wrapped around a wide horseshoe bay. At the other, on the headland it shares with Surin, sits the stretch known as Millionaire's Mile, home to some of the most valuable private villas in Southeast Asia. Nowhere else on the island puts a real town and the top of the market in the same postcode, and that range is exactly what makes Kamala worth understanding properly.

The lifestyle

Kamala functions as a town first and a resort second, and it feels like it. There is a proper main street, local markets, a strong long-standing community, and a beachfront that families actually use, with a relaxed run of restaurants and beach bars along the sand rather than a polished retail strip. The pace is slower and the daily cost of living gentler than anywhere north of it on this coast.

Knight Frank Thailand names Kamala among the west coast areas where land values continue to rise on scarcity, and you can see why from the geography alone: the bay is ringed by hills, the flat land is largely taken, and the headlands at either end are where the island's most serious sea-view positions sit. The lifestyle spans the same range as the property: morning markets in town, sunset from a cliff-top terrace above it.

Who it suits

Kamala suits two very different buyers, and it is worth knowing which one you are. The first wants liveable value on the prime coast: a real town, a good beach, and property prices gentler than Surin or Bang Tao, with everything those areas offer a short drive away. Long-stayers and retirees have settled here for years for exactly that combination.

The second buyer is shopping at the top of the market, where Kamala's headland estates compete with anything in Asia: gated, staffed, architecturally serious villas with the kind of sea views that end shortlists. What Kamala suits less well is the buyer who wants the branded-residence density and walkable retail hubs of Bang Tao, or the family whose week is built around the international schools cluster, which is a longer run north from here.

The property landscape

The market mirrors the split, and no address on the island covers a wider spread: resale pool villas start from around ฿12 million for a small two bedroom in the hills behind the bay, while the headland estates of Millionaire's Mile reach ฿700 million. In and around the town, condominiums and townhouses offer some of the most accessible entry points on the prime coast, at prices the areas north of it left behind years ago. On the headlands, the estate market operates in a different universe, trading rarely and privately when it trades at all.



Island-wide, villa sales rose 12.9 percent in 2025 with villas outperforming condominiums, and Kamala benefits from both ends of that demand: value-driven buyers priced out of the corridor north of it, and top-end buyers for whom only a handful of positions on the island will do. Development activity in the bay is steady rather than frantic, which has helped Kamala keep its character while its neighbours transformed.

Renting in Kamala

Kamala's rental market is the most affordable entry to the prime west coast, and that keeps it busy. Roughly 71 percent of all property demand island-wide is to rent rather than buy, and Kamala captures the tenants who want this coastline without the corridor pricing to the north: long-stayers, seasonal returners, and people trialling the island before buying.

Ranges here are honest ranges, because stock varies and anyone quoting a precise figure without seeing the property is guessing. Condominiums start from around ฿15,000 a month. Pool villas in the hills behind town start from around ฿60,000 a month on a twelve-month lease, with quality and position moving the number quickly from there, and the headland estates renting, when they rent at all, at figures that belong in their own conversation. My own rental work sits at the villa end of that range; the numbers above describe the market, not my list. The September to October window ahead of high season remains the strongest moment for twelve-month leases, for tenants and owners alike.

Getting around

Kamala sits south of Surin, roughly thirty-five minutes from Phuket International Airport outside peak traffic. Surin's restaurants are ten minutes north, and the Bang Tao corridor's supermarkets and retail hubs about fifteen outside season, stretching to thirty when peak season traffic loads the coast road. The busier south of the island is directly over the hill, which matters to some tenants and buyers and not at all to others.

The honest caveats: the coast road climbs steeply out of the bay in both directions, and it carries real traffic in season. The town's charm is its local texture, which also means it is not manicured; if your reference point is a resort estate, parts of Kamala will feel like a working town, because they are. And as anywhere on this coast, the road up to a hillside villa deserves a test drive before the villa itself wins you over.

Buying and renting here: the practical part

The essentials in brief, because the detail belongs with your lawyer and in the dedicated guides. Foreign buyers can own condominium units freehold under Thailand's Condominium Act, within the 49 percent foreign ownership quota per building, with purchase funds remitted from abroad and documented. Villas sit on land, which foreigners cannot own, so villa purchases are typically structured as a registered 30-year lease. Following the Thai Supreme Court's 2025 ruling, treat 30 years as the term: pre-agreed renewals beyond it are not enforceable, whatever the brochure says, and a purchase should be priced on that basis. Rental agreements over three years must be registered to be enforceable beyond three.



None of this is a reason to avoid Kamala. It is a reason to structure properly, use an independent lawyer rather than the seller's, and work with someone who will tell you the position straight. I cover ownership structures and the full cost picture in separate guides: Foreign Ownership in Phuket: How It Actually Works and What Buying in Phuket Actually Costs .

Talk to me about Kamala

I live and work on this coast. If you are weighing Kamala against the areas around it, looking for a twelve-month rental, or want an honest read on a specific property or project, get in touch. No obligation, no sales pitch.

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