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AREA GUIDE

Nai Thon, Phuket

An Advisor's Guide

20 min

AIRPORT

20-30 min

CHERNG TALAY

฿14M

VILLAS FROM

฿30M

SEA-VIEW VILLAS
FROM

฿3.5M

CONDOS FROM



Nai Thon is the quiet northwest of Phuket: a small bay with a single beach road, a handful of restaurants, and hillsides of private villas and resort residences looking south over the Andaman. It sits about twenty minutes from the airport and twenty to thirty from the shops of Cherng Talay, which is the whole proposition. You come here for space and a view, and you accept that almost everything else is a drive. If Layan is the retreat end of Bang Tao bay, Nai Thon is the bay after that, with less built and less coming.

The lifestyle

The beach is the centre of it. Nai Thon Beach is a short curve of sand between two forested headlands, with calm water for most of the year and a strip of restaurants, bars, hotels and resorts on the road behind it. It is a strip, but it is not Bang Tao Beach. The through traffic is people heading for the airport along the coast road, not people coming to Nai Thon for the night.

Daily life is simple and slightly stretched. There is a convenience store or two on the beach road and the local shops of Sakoo village inland, enough for a morning. For a supermarket, a clinic, the international schools or a proper night out you drive to Cherng Talay or Boat Avenue, which is twenty to thirty minutes depending on the hour. Most owners I meet here have made that trade deliberately. They cook, they swim, they fly out often, and when they want Bang Tao they go to Bang Tao.

North of the bay the coast runs into the Sirinat National Park and the long beaches of Nai Yang and Mai Khao, which is why the view from a Nai Thon hillside is sea and trees rather than rooftops. South, the headland road winds down to Layan and the rest of the bay. That is the balance of Nai Thon: not much here beyond the restaurants, the hotels and a lovely beach, but Bang Tao's action is still within reach, and the prices are not Bang Tao's.

Who it suits

Nai Thon suits the buyer who flies often. Twenty minutes from the airport to the sea is a different kind of ownership from forty-five, and the people who use a Phuket home ten times a year rather than once notice the difference every trip. It suits second-home owners who want to arrive, close the gate and see nothing but water, and full-time residents who have already decided that quiet matters more than convenience.

It suits the top of the market particularly well, because up here the property has to carry the lifestyle. There is no street outside to lean on. The villa, the pool and the outlook are the day, and the hillside estates above the bay were built on that basis.

It suits less well the first-time arrival who wants to walk to dinner, the family whose week runs on school runs and activities, or anyone who finds the green season long. All three are better served in Bang Tao or Cherng Talay, and I would rather say so before a viewing than after it. The filter question is the same one I use for Layan, turned up a notch: if the house had no view and no silence, would you still want the location? In Nai Thon the view and the silence are the location.



The property landscape

Nai Thon is a small market with a wide spread. At the entry end there are condominiums in the Nai Yang and Nai Thon pocket from around ฿3.5 million for a studio, mostly compact resort-style buildings aimed at the airport-and-beach buyer. Villas are thin in the market, though the number is growing. Three-bedroom pool villas in the hills behind the bay and towards Sakoo start from around ฿14 million, and sea-view houses on the hillside estates run from around ฿30 million. At the top sit the branded villas at Trisara and the private estates on the headlands, where sales have reached the equivalent of several hundred million baht.

The ฿30 million sea-view villa is the Nai Thon proposition. An ocean view on this part of the coast at that figure is a strong buy against what the same view costs further south in Layan or Surin, and it is the brief I would send a buyer here for first.

What the market does not have is volume. There is no Cherng Talay-style supply of villa estates behind the beach, and the headlands and the national park boundary cap what can be built. New stock arrives as small releases of a handful of villas, not as phases. That keeps prices firm but it also means choice is thin at any given moment, and a buyer with a specific brief may wait for the right house rather than choose between three.

The ownership picture is the same as everywhere on the island. Condominiums can be held freehold by a foreigner within the building's quota. Villas sit on land, which means a registered lease or a structure your lawyer is happy with. The hillside estates here have been through several cycles of resale, so the paperwork on a good one is usually well trodden, and that is worth more than the brochure.

Renting in Nai Thon

The rental market here is thin and specific. Nobody rents in Nai Thon by accident; the tenant has chosen quiet and airport access over everything else, and they tend to stay. Condominiums let from around ฿50,000 a month. Villas on twelve-month leases are few, start from around ฿150,000 a month, and the good ones are let on position and presentation rather than price. Short stays lean on the resort residences and the branded villas, where a managed programme does the work for an absent owner.

For an owner, that thinness is the opportunity and the risk in one. A well-presented villa has little direct competition, but the pool of tenants is smaller than in Bang Tao and a vacancy can run longer. The September to October window ahead of high season is the moment to secure a twelve-month tenant, and the property should be photographed for what it offers, which is the view and the airport, not the nightlife it does not have.

Getting around

Phuket International Airport is about twenty minutes away on a normal morning, and the coast road that takes you there is the same one that brings the airport traffic through the bay. That is the headline. The international schools, the supermarkets and the medical centres on the Cherng Talay



side are twenty to thirty minutes, and Bang Tao's beach road a little less via the coast road over the headland. Patong and the south of the island are forty-five minutes or more, and most people here go rarely.

The trade is that you drive for everything. The road in from the main highway at Thalang is straightforward; the coast road south to Layan is narrow and winding, pretty in daylight and slow at night. In the green season the quiet can tip into very quiet, with some of the beach restaurants closing for weeks. Buyers who love Nai Thon love exactly this. It is worth knowing which camp you are in before the viewing, not after.

Buying and renting here: the practical part

The essentials in brief; 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 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 of the land with the house owned outright. 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. Rental agreements over three years must be registered to be enforceable beyond three.

None of this is a reason to avoid Nai Thon. It is a reason to structure properly and use an independent lawyer rather than the seller's. I cover ownership and costs in *Foreign Ownership in Phuket: How It Actually Works and What Buying in Phuket Actually Costs*, and the whole process from enquiry to keys in my step-by-step guide to buying property in Phuket. Branded and resort-managed options across the island, including this stretch, are in the branded residences guide.

Nai Thon: the questions I get asked

Is Nai Thon a good place to buy in Phuket?

For a buyer who wants quiet, a sea view and a twenty-minute airport run, yes. For a buyer who wants to walk to dinner or has children at school on the Cherng Talay side, Bang Tao or Cherng Talay will suit better.

How far is Nai Thon from Phuket airport?

About twenty minutes by car on a normal morning, along the coast road north through Nai Yang.

What does a villa in Nai Thon cost?

Three-bedroom pool villas in the hills behind the bay start from around ฿14 million. Sea-view houses on the hillside estates run from around ฿30 million, which buys more view than the same money does further south on this coast. The branded villas and headland estates go far beyond that.

Can foreigners buy property in Nai Thon?

Yes, on the same terms as the rest of Phuket. Condominiums can be held freehold within the building's foreign quota; villas are usually held on a registered 30-year lease of the land with the house owned outright.

Is Nai Thon quiet all year?

Yes, and more so in the green season, when some beach restaurants close for weeks. That is the trade for the privacy and the view, and most owners here made it on purpose.

Talk to me about Nai Thon

I live and work in Bang Tao and drive up this coast often. If you are weighing Nai Thon against Layan or the busier bays, looking for a twelve-month rental, or want a read on a specific villa or estate, get in touch. No obligation. Message me on WhatsApp or send an enquiry through the contact page.

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