



KOH SAMUI, THAILAND

Santiburi

LUSSO

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SECTION 1

Santiburi in One Sentence

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Santiburi in One Sentence

Santiburi is one of Thailand's original luxury hotels, which means there's lots of space, lush mature tropical gardens, lots of privacy and is situated directly on one of the best beaches in Thailand.



SECTION 2

The Quick Fit Check

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The Quick Fit Check

Usually works
well for travellers
who want:

- ✓ Direct beach access
- ✓ Lots of watersports and exploring the ocean and islands
- ✓ A quiet escape with villa accommodation in classic Thai style
- ✓ Options to explore locally, with local bars, restaurants, markets
- ✓ A great option to combine with Bangkok and Northern Thailand, as part of a multi-centre itinerary

Less suited
if they want:

- ✗ Direct flights
- ✗ Complete solitude and a 'get-away from it all' escape
- ✗ Adult-only
- ✗ An international chain-style hotel



SECTION 3

The Stay Guide

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The Stay Guide

THE FLAGSHIP OPTION

Grand Reserve Pool Villa

A 'resort within a resort'. These newest villas offer ultimate seclusion from the main hub, featuring vast living spaces that comfortably accommodate two adults and two children. Guests enjoy a dedicated reserve host, a lush private garden, and a sprawling deck with an oversized pool. Some of the largest rooms on the island, they blend total privacy with full access to five-star facilities.



SECTION 3

The Stay Guide

THE FAMILY VILLA OPTION

Deluxe Garden Villa Interconnecting Two Bedroom

Two exceptionally spacious Garden Villas, offering guaranteed interconnectivity to create a vast combined sanctuary of gardens and terraces, ideal for families with teenagers. These retreats are nestled within mature tropical flora, frequented by exotic birds, and feature expansive outdoor decks. Enjoy the perfect balance of garden serenity, all just a short stroll from the beach.



SECTION 3

The Stay Guide

THE BEACH AND OCEAN FRONT OPTION

Deluxe Beachfront Villa

Set directly on the sands, wake each morning to the sunrise over the Gulf of Thailand. With a private terrace literally on the beach and floor-to-ceiling windows flooded with coastal light, these villas offer a prime, front-row escape. Close to all resort facilities, they are the ultimate sanctuary for those looking to soak up the rays and embrace a slower pace of life.



SECTION 3

The Stay Guide

THE SPACE AND VALUE OPTION

Deluxe Pool Villa

These villas serve as a private sanctuary, striking a sophisticated mid-tier balance between refined luxury and generous space. Each retreat features a sprawling private pool and an exquisite bathroom designed as a personal Thai spa. With sunloungers on the terrace and lush screening for absolute seclusion, they offer an elevated experience for guests seeking a spacious, high-end hideaway.



SECTION 3

The Stay Guide

Matching Rooms to Traveller Types

Couples → Deluxe Pool Villa

Honeymooners → Grand Reserve Pool Villa

Parents with adult children → Deluxe Garden Villa Interconnecting

Milestone celebration → Deluxe Beachfront Villa



SECTION 4

A Day That Works Well Here

SECTION 4

A Day That Works Well Here

Morning

Enjoy a coffee on your private terrace before a relaxed al fresco breakfast at Vimarnmek. There is never a need to rush for a poolside spot here; instead, start your day with refreshing laps in Koh Samui's largest pool, spanning a magnificent 50 metres. For an active morning, visit the watersports centre for a private sailing lesson with Khun Bank. The waters are typically calm and shallow for beginners, with complimentary kayaking and paddleboarding also available.

Midday

Escape the heat and step into the kitchen for a Thai cooking class with Khun Pop, beginning in the tranquil herb garden. Receive personalized Santiburi aprons before preparing spring rolls, green curry, fragrant Tom Yam, and iconic mango sticky rice. The experience is highly adaptable; experienced cooks can work independently, while beginners enjoy one-on-one guidance.

For days requiring a slower pace, Lèn Spa awaits. There is truly nowhere better for wellness than Thailand, and this is one of the island's finest sanctuaries. Treatments are fully bespoke, allowing you to select oils, scents, and focus areas tailored to whether you wish to relax or rejuvenate.

Late Afternoon

As temperatures cool, re-energize with a scenic cycle, a game of tennis, or an authentic Thai boxing class. The sports facilities are extensive, while golfers can enjoy a round at the nearby Santiburi Samui Country Club with priority tee times. Alternatively, explore the local charm of Fisherman's Village for souvenir shopping at the market followed by a relaxed drink at a vibrant beach bar.

Evening

Returning to the resort at dusk, a stroll along the sands at golden hour followed by a sunset drink at The Beach House is the perfect ritual. For dinner, Sala Thai offers an elegant yet relaxed setting, featuring beautifully adorned tables and thoughtfully curated menus. Guests are immersed in the sounds of the ocean as candlelit birdcages sway in the surrounding trees. The menu thoughtfully balances Thai classics with international favorites, ensuring a dining experience that caters well to a variety of tastes.

SECTION 5

What's New and
Worth Knowing

SECTION 5

What's New and Worth Knowing

Santiburi utilizes its extensive grounds and gardens to champion sustainability and responsible tourism. As a Green Globe certified resort, the property actively supports the Samui Special Needs Foundation, with a team that is fully engaged in these initiatives. By integrating environmental care with community support, the resort ensures that guests can enjoy a luxury stay that also contributes positively to the island's future and its local people.



SECTION 6

Voices From the Stay

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Voices From the Stay

“9 nights in Paradise. The food was great... Service and staff were excellent.”

M.W.

APRIL 2026

“Our 6th visit and it’s still amazing! You feel instantly relaxed. We love that there is no showy atmosphere. It is one of our favourite places in the world.”

V.

JULY 2025

“Everything was perfect; the welcome, the quality of services, the layout and cleanliness of our villa. The gardens are beautiful.”

V. & A.

APRIL 2026

“A wonderful Thai style hotel with staff who could not do enough for you.”

N.N.

DECEMBER 2025

SECTION 6

Thoughts From Our Team



“Santiburi perfectly nails that blend of old-school Thai charm and modern luxury, all tucked away in 23 acres of lush, palm-filled gardens. Between the massive (yet never crowded) pool and those personal cooking classes, I felt like I had all the space in the world to truly unwind. From the little spa surprises to falling asleep to the sound of the waves, the whole vibe is effortless, friendly, and seriously special.”

Rebecca Askwith

RESERVATIONS SUPERVISOR

SECTION 7

Beyond the Booking

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Beyond the Booking



Ang Thong National Marine Park - *full day*

Explore the stunning Ang Thong National Marine Park via private speedboat charter. This curated day trip travels through an archipelago of 42 islands, offering exceptional snorkeling at Koh Wao and a visit to the vivid Emerald Lake. For a memorable highlight, hike the trail to the park's summit for an expansive panoramic vista.

After a traditional lunch within the community on Koh Pha-Luai, unwind on the secluded shores of Song Pee Nong Beach. With a dedicated captain and flexible pace, it is a refined way to experience Thailand's rugged, natural beauty in comfort.

Samui on Two Wheels - *half day*

Discover the authentic charm of southern Koh Samui on this half-day guided bicycle tour. Escaping the busy coastal hubs for the tranquil Phang Ka peninsula, you will pedal through lush coconut plantations—the island's traditional lifeblood—and pause to sample fresh juice.

The flat, scenic terrain leads you to a traditional Thai-Chinese home and the striking Laem Sor Pagoda, which glows against the blue Gulf of Thailand. This active adventure offers a closer look at local culture and sea breezes, concluding with a relaxed beachfront lunch before a comfortable minivan transfer back to your hotel.



SECTION 7

Beyond the Booking

Koh Samui Foodie Tour - *full day*

Experience a sensory journey through Koh Samui’s local culinary scene. Traveling by air-conditioned minivan, you will sample vibrant Khao Yum rice salad and the popular Pad Kra Paow, before visiting a bustling traditional market.

A key highlight includes meeting a local herbalist in an organic garden to taste Miang Kam, a traditional snack. Your guide will select authentic treats at a lively evening market, offering a genuine taste of Thai culture. The day concludes with an exceptional homemade coconut ice cream and a beautiful sunset, leaving you with a lasting appreciation for Samui’s diverse and traditional flavours.



A Local Touch of Samui - *half day*

Experience a local side of Koh Samui focused on traditional living and sustainability. Begin with a farm-to-table organic lunch, where locally grown herbs and “sufficiency economy” principles create vibrant dishes. After exploring a bustling wet market to see the morning’s fresh catch, you will visit a traditional fishing village that retains its local character.

A key highlight is a visit to a community-led “crab bank,” an initiative dedicated to marine conservation. You will learn about the blue crab’s life cycle before helping release hatchlings into the sea, supporting a sustainable future for the island’s coastal ecosystem.



SECTION 8

FAQs

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FAQs

What are the meal options at Santiburi?

Half board and full board options are available, with guests able to choose from the à la carte menus across the resort's five restaurants.

What kind of traveller does Santiburi suit best?

Couples looking to balance privacy with plenty of things to do, or older families looking for activity and authentic Thai culture.

How does it compare to other resorts in Koh Samui?

It's excellent value compared to the small selection of other 5 star hotels in Samui, with the added bonus of an excellent location and directly on a long stretch of beach. Some of the other resorts of a similar standard are on a hilltop or more remote.

Is Koh Samui a good alternative to other long haul destinations?

Koh Samui in particular is attractive during UK summertime from May to October. So it's a great alternative when other destinations like the Maldives or Caribbean are in low season. It's even a great alternative to Europe in summer for active families. Even flying business class, the rates can be similar to 5 star Europe stays.

How long should guests stay?

Seven nights is ideal especially if combining with Bangkok or northern Thailand, which is recommended. Plenty of guests stay from 10 to 14 nights and truly switch off, there's plenty to do as well.

Is the resort suitable for families?

Yes absolutely, it has the excellent Panya and Yim's junior camp for younger children and lots of activities for teens. Plus with two bed duplex suites, interconnecting villas and two bed villas, there's plenty of room options.

When is the best time to book?

Book for travel any time. If you'd like the high season of July and August, book early, and booking early also means the best rates, especially with flights in getting to Koh Samui.

What usually surprises guests?

It's been mentioned before, but the size of the villas and feeling of space.

Is it suitable for honeymoons?

Definitely, there's plenty of privacy whilst it's easy to get out for nightlife, explore the island, take private boat tours and be truly pampered as well.

SECTION 9

Content Angles You Can Use

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Content Angles You Can Use

Below are positioning routes that work well for Santiburi. Each can be adapted to email, Instagram, LinkedIn or a traveller proposal.

The Heritage Garden Estate

Focus on space, greenery, and low-density luxury.

This works well for:

- Multi-generational families needing room to breathe.
- Travellers who find modern, high-rise resorts claustrophobic.
- Privacy seekers who want detached villa living.

You might frame it around:

- Twenty-three acres of mature tropical gardens and lotus ponds.
- The rare 300-metre wide “meandering” beachfront on Mae Nam.
- Traditional Thai architectural flourishes that feel timeless rather than “trendy.”

The Gentle Side of Samui

Focus on the calm waters of the North Coast.

This works well for:

- Parents with young children worried about rough surf.
- Couples seeking the quiet, authentic North Coast over the busy Chaweng area.
- Long-stay guests looking for a residential, “home-away-from-home” feel.

Build your story around:

- The year-round calm, turquoise waters of Mae Nam Beach.
- The “Santiburi Breakfast”—renowned for its local Thai delicacies and variety.
- A “Lanna-style” service philosophy: warm, attentive, and deeply personalized.

The Active Island Life

Focus on top-class facilities and the “Total Sport” concept.

This works well for:

- Golf enthusiasts looking for championship-level play.
- Active families who want more than just a swimming pool.
- Wellness-oriented guests who prefer movement over pure stillness.

Build your story around:

- The Santiburi Samui Country Club, an 18-hole championship course with panoramic ocean views.
- The extensive Water Sports Hub.
- On-site tennis courts and a Muay Thai studio.
- The “Active Wellness” programs that blend fitness with Thai healing.

The Authentic Thai Sanctuary

Focus on Samui’s heritage before the tourism boom.

This works well for:

- Culturally curious travellers who want to feel they are actually in Thailand.
- Honeymooners looking for “Old World” romance.
- Guests who prioritize authentic gastronomy and traditional spa rituals.

You can frame it around:

- Sala Thai: Authentic fine dining rooted in royal Thai recipes.
- The aesthetic of the villas: teak woods, Thai silk, and traditional craftsmanship.
- Proximity to the local Mae Nam “Walking Street” for a taste of genuine island life.

USING THE ASSETS

We have included a bank of current imagery and short-form video supplied directly by the hotel. These can be used alongside your content.

SECTION 10

Who to Call

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Who to Call

Our team is here to help with itinerary planning, villa selection, multi-centre combinations and special requests. If you'd like guidance on how Santiburi fits into a wider South East Asia journey, or support matching the resort to the right traveller profile, please contact one of the team below.



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Senior Product Manager

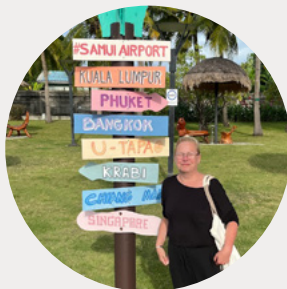
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