



Best Practices for the Second Home Market in Thailand



Swedish buyers and developers alone have so far injected over THB 20 Billion in various property ventures in Thailand. This number include initial site investments, land development, cost to erect houses, condominiums built, design and construction of such properties.

The amount is a round figure, estimated by the Thai Swedish Chamber of Commerce executive director John Svengren, following more than six months of research into this market, much of it done on site in the Eastern Seaboard, Cha Am to Prachuab Khirikhan and Phuket areas.

“We could not travel the whole country. Those areas picked are the main regions where Swedish second home buyers reside and developers of property are active. Some projects alone, represent several billion baht of investment,” explains John Svengren.

The result of his and other volunteers’ work is boiled down into a publication entitled “Best Practices Guidelines for the Second Home Market in Thailand”. Second home indicates what it is often all about, a home away from home.

“The connection between tourism and industry is a key. We take a holistic view, overall Thailand - Sweden relations are important in