



## NH Collection Samui Peace Resort Press Kit 2025



A sanctuary of Zen, the NH Collection Samui Peace Resort is a refined tropical retreat on Koh Samui, blending the signature elegance of the NH Collection brand with the island's natural beauty and tranquil ambiance. Set along a pristine beachfront, the resort offers a peaceful oasis ideal for couples, families, and solo travellers seeking a high-end escape in Thailand. The 122-key property enjoys a prime location directly on Bophut Beach, nestled along the northern shore of Koh Samui at the foot of a lush hill, offering privacy and tranquillity while remaining conveniently close to shopping and entertainment. The resort is strategically positioned within easy reach of the vibrant Fisherman's Village that is home to numerous restaurants, bars and shops. Catering to a wide variety of travellers, from solo vacationers to extended families, NH Collection Samui offers a mix of deluxe rooms, suites and villas, some with private swimming pools and direct beach access. Sea Wrap all-day-dining restaurant serves local and global flavours alongside ocean views; Talay Bar pours passionate drinks from its strategic position between the pool and the beach and is home to a lively daily happy hour; and the lobby-side Indigo Lounge is an elegant haven of tea and cakes. Recreational facilities abound, including a fitness centre, water sports centre, and kids'



and teens' facilities ranging from cinema and indoor play area to a shaded outdoor playground. For Island inspired gifts, there is a thoughtfully stocked shop, while flexible meeting and outdoor event spaces will showcase NH Collection's signature blend of intuitive service, top-range technology and unexpected design touches.

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## Topline Facts

- **Management:** Minor Hotels
  - **Ownership:** Pupaiboon family
  - **General Manager:** Graeme Ure
  - **Architect:** Be Gray Interior and Architecture Design
  - **Built:** 1977
  - **Opened (as NH Collection):** 2024
  - **Room inventory:** 122 rooms, suites and villas
  - **Starting rate:** From \$188 per night including breakfast, kids' club and daily activities including yoga, Pilates, stand up paddleboarding, and sea kayaks.
  - **Website:** [world.nh-hotels.com/en/nh-collection-samui-peace](http://world.nh-hotels.com/en/nh-collection-samui-peace)
  - **Instagram:** [@nhcollectionsamuipeace](https://www.instagram.com/nhcollectionsamuipeace)
  - **Facebook:** [@nhcollectionsamuipeace](https://www.facebook.com/nhcollectionsamuipeace)
  - **PR imagery:** [www.themhzone.com](http://www.themhzone.com)
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## Location

The resort is located on Koh Samui, Thailand's second largest island, and is situated in the Gulf of Thailand. With a short history for tourism, only in the 1970s the island received more infrastructure with roads being built. Before that, the island was self-sufficient and almost not accessible from the mainland. In 1989 Samui airport received its first passengers, leading a big change for the industry on the island.

The northeast of Koh Samui has become one of the island's hot spots in recent years. Home to a vibrant night market (Monday, Wednesday, Friday and Sunday) and a picture-perfect Fisherman's Village, this historical part of Bophut was once a bustling community of hardworking fishermen, trading their best



catch of the day. Today, the fishermen and the central pier may have moved on, but the spirit of this old village lives on through its streets lined with wooden shophouses, quaint buildings, and the thriving market. The two-mile stretch of Bophut Beach is perfect for holidaymakers in search of tranquillity infused with a touch of vibrant local culture. Known for its mesmerising views over the glistening waters of the island of Koh Phangan, one could argue that sunrises here are among the most spectacular found in Koh Samui.

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## Getting Here

Samui International Airport is a 15-minute drive from the resort. Daily domestic and international flights land from Bangkok, Phuket, Chiang Mai, and throughout Asia. On the mainland, Surat Thani Airport provides mainly domestic transfers with a handful of international charters. From there, a 60-minute bus transfer brings you to the port for the 90-minute ferry ride to Koh Samui's Nathon Pier.

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## Resort Features

- **Room inventory:** 122 Rooms, Suites and Villas.
- **Restaurants and bars:** 1 restaurant and 1 bar, including Sea Wrap restaurant, and Talay Bar.
- **Beachfront:** 250m.
- **Swimming pools:** 28 property-wide (including private pools)
  - One of the largest free-form beach-front pools on the Island
  - Children's Splash Pool
  - 10 Pool Suites
  - 16 Pool Villas
- **Adult-only Jacuzzi**
- **24-hour Fitness Centre**
- **Reading Room**
- **Games Room**
- **Cinema Room**
- **Indoor Spa & Massage Sala**
- **Poolside Massage Sala**
- **Thai cooking class area**
- **Kid's Club**
- **Outdoor playground**
- **Babysitting service**
- **Limousine service and airport transfers**
- **Valet service**
- **24-hour security**
- **24-hour guest services**
- **Foreign currency exchange**
- **Laundry**
- **Room service**

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## Iconic USP's

1. **Guests can walk to one of Ko Samui's original Fisherman's Villages.** Located just 5 minutes away, this is an emblematic place that offers visitors an overview of the traditional life of the inhabitants.
2. **An array of complimentary experiences and activities are on offer.** Including yoga, as well as stand-up paddleboards and sea kayaks.
3. **The resort offers relaxed oceanfront dining.** The open ocean, paired with the sound of gentle waves make for a stunning backdrop to every resort dining experience.
4. **Guests can stay in one of five beachfront pool villas.** Combining luxury, privacy, and a direct connection to the beach, these villas offer unobstructed, panoramic views of the ocean, perfect for watching sunrises, sunsets, or simply gazing at the waves.



5. **Guests can relax around one of the biggest free form beach-front pools in Koh Samui.** A breathtaking focal element to the resort, guests can enjoy ocean views from multiple vantage points.
  6. **Most rooms have a pool.** Guests can choose from one of 26 suites and villas with it's own private pool, offering the ultimate in privacy and luxury, and ideal for families.
  7. **The resort is perfect for families.** From a cinema and games room, to splash pad and play area, the resort is the perfect spot for those with children to young teens.
  8. **Unforgettable romance by the sea.** Guests can ndulge in an extraordinary dining experience, where the gentle lapping of waves and the breathtaking ocean view set the stage for an unforgettable evening.
  9. **Couples can book a beachfront wedding.** The resort's breathtaking beachfront setting is the perfect backdrop for the wedding of dreams. Whether it be a traditional ceremony, a Thai ritual, or a fusion of cultures, the resort's dedicated team will ensure every detail is flawlessly executed.
  10. **The resort was the second to be built on the island of Koh Samui in 1977.** At this time, the island was mostly unknown to international tourists and accessible only by boat, this resort pioneered the tourism industry on Samui.
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## Top 5 Tips For An Unforgettable Stay

1. **Visit on a Monday, Wednesday, Friday or Sunday.** No visit to Bophut is complete without a trip to the bustling Fisherman's Village night market. This historical part of Bophut was once a vibrant community of hardworking fishermen, trading their best catch of the day. Today, the fishermen and the central pier may have moved on, but the spirit of this old village lives on through its streets lined with wooden shophouses, quaint buildings, and a thriving market.
  2. **Grab a beach bean bag at CoCo Tams.** Located on Bophut Beach near Fisherman's Village, this Instagrammable spot hosts a world-class fire show every evening at 7:30pm and 9:00pm.
  3. **Discover the Secrets of Thai Cuisine.** Be sure to book the cooking class and embark on a culinary adventure to learn the art of Thai cooking in the resort's open-air kitchen.
  4. **Book a Beachfront Room or Villa:** For a truly immersive experience, stay in one of the beachfront villas or rooms with direct access to the white sands and sea views.
  5. **Explore Samui's stunning sunsets:** Samui is famous for its sunsets. Arrange a sunset boat tour with the team or simply relax on the resort's beach to capture these golden-hour moments.
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## What's In A Name?

- In Hainanese Chinese, 第一島 Samui means 'first island', 'barrier', or 'gate', or literally 'beautiful beach'. As it was their first port of call in Thailand, it became its name and evolved to สมุย. Some people believe that the word "samui" derives from the Malay word saboey, or 'safe haven'
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## Sustainability Credentials

- **Waste.** All plastic, glass bottles and used paper are separated for sale. Money from re-used or recycled items is kept aside and donated to social environmental projects.
  - **Organic waste.** The resort's in-house mulch machine shreds organic waste from gardens and creates its own compost, which is used as fertiliser.  
**Energy saving.** Energy saving light bulbs are used in the resort and staff lodgings and all lights are on a timer.
  - **Beach Cleaning.** The resort organises a bi-weekly beach cleaning activity which team members and guests are invited to participate in.
  - **Herb garden.** Guests are invited to take a leisurely stroll through the resort's lush on-site organic herb and vegetable garden, which supplies the kitchens with everything from seasonal vegetables to herbs for cooking classes.
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## Stays: Rooms, Suites and Villas

### Rooms and Suites

**Rooms and Suites** start from \$188 per night including breakfast, kids' club and daily activities including yoga, Pilates, stand up paddleboarding, and sea kayaks.

#### Garden View Terrace Room

Located on the second floor of the main building, and touched by sea breezes yet shielded from sight, these rooms are magical for quiet escapes. Guests can repose on a daybed overlooking lush greenery or soak in their fresco tub on the terrace and dream the day away.

- 38 Sqm
- Maximum 2 adults



- *Highlights include garden view, rain shower, outdoor soaking tub and terrace, day bed, mini bar flat screen TV, and Nespresso coffee machine.*

### **Family Suite**

These rooms have been thoughtfully designed, keeping little ones close by, but with space to enjoy for some adult time. The bunk beds will delight with their bright colours and teddy bears, the daybed can be converted for sleeping, and connecting rooms are available for larger families.

38 Sqm

- Maximum 2 adults and 2 children
- *Highlights include garden view, rain shower, bunk beds, sofa be, mini bar, flat screen TV, and Nespresso coffee machine.*

### **Pool Suite**

Located on the ground floor of the main building, and hidden away by verdant greenery, a dreamlike oasis awaits. Sunny days unfold basking on loungers by the pool, dipping into it occasionally to cool off, then relaxing in the jacuzzi, perhaps with a glass of champagne in hand.

- 70 Sqm
- Maximum 3 adults
- *Highlights include private plunge pool with loungers, terrace with jacuzzi indoor and outdoor showers, mini bar, flat screen TV and Nespresso coffee machine.*



### **Villas**

**Villas** start from \$250 per night, including breakfast, kids' club and daily activities including yoga, Pilates, stand up paddleboarding, and sea kayaks.

### **Premier Villa**

Fanning off the walkway one by one, these villas are verdant, peaceful, and imbued with a sense of place. Each thoughtful detail welcomes and comforts, from the tropical fruit basket, to the fragrant bath amenities, to the beach bag and sandals discreetly placed in the wardrobe.

- 42 Sqm
- Maximum 2 adults



- *Highlights include garden view, rain shower, private balcony, fruit basket, beach bag, sandals, mini bar, flat screen TV and Nespresso coffee machine.*

### **Superior Villa**

Less than 100 metres from the beach, Superior Villas are spacious, light and breezy, with every detail thought of for comfort and pleasure. Especially spacious is the cool marble bathroom, featuring a spacious jazuzzi tub.

- 50 Sqm
- Maximum 2 adults and 1 child
- *Highlights include garden view, rain shower, private balcony, jacuzzi tub, Nespresso coffee machine, fruit basket, beach bag, sandals, flat screen TV and mini bar.*

### **Deluxe Villa**

It is the small details – crisp lines, teak finishings, traditional Thai indigo fabrics – that truly bring these villas to life with a uniquely captivating charm. Added space accommodates an open-plan living area, with thoughtful amenities such as a coffee machine perfecting the experience.

- 55 Sqm
- Maximum 2 adults and 2 children
- *Highlights include garden view, living area, rain shower, private terrace, jacuzzi tub, Nespresso coffee machine, fruit basket, beach bag, sandals, flat screen TV and mini bar.*



### **Pool and Beachfront Villas**

**Pool and Beachfront Villas** start from \$500 per night, including breakfast, kids' club and daily activities including yoga, Pilates, stand up paddleboarding, and sea kayaks.

### **One Bed Pool Villa**

Quintessential island living awaits in these villas, with 120 sqm of space to luxuriate in. While open plan, there are distinct areas in which to sleep, work and daydream. Most inviting of all is the elegant private courtyard with a pool and uniquely Thai-style sun loungers.



- 120 Sqm
- Maximum 2 adults and 2 children
- *Highlights include private pool with deck and sun loungers, living area, rain shower, private terrace, jacuzzi tub, Nespresso coffee machine, flat screen TV, Mini Bar, fruit basket, beach bag and sandals.*

### **Two-bedroom Pool Villa**

These villas have been designed with families in mind. Featuring a living room and private pool, as night approaches, parents may then retire to the sprawling master suite, with a spacious bathroom, walk-in closet and dressing area to enjoy.

- 111 Sqm
- Maximum 4 adults and 1 child
- *Highlights include private pool with deck and sun loungers, living area, rain shower, private terrace, jacuzzi tub, flat screen TV, Mini Bar, Nespresso coffee machine, fruit basket, beach bag and sandals.*

### **Two-bedroom Deluxe Pool Villa**

The two bedrooms in these villas are housed in separate pavilions overlooking a shared courtyard, offering equal comfort for friends or couples travelling together.

- 145 Sqm
- Maximum 4 adults and 1 child
- *Highlights include private pool with deck and sun loungers, living area, rain shower, private terrace, jacuzzi tub, Nespresso coffee machine, flat screen TV, Mini Bar, fruit basket, beach bag and sandals.*

### **Beachfront Pool Villa**

A select few villas enjoy coveted positions perched directly above the beach and with an uninterrupted view of the ocean. Guests can enjoy views from a sunny breakfast room or al fresco sunken living area.

- 200 Sqm
- Maximum 2 adults and 1 child
- *Highlights include private infinity pool with deck and sun loungers, direct beach access, sunken dining sala, living area, rain shower, private terrace, jacuzzi tub, Nespresso coffee machine, flat screen TV, Mini Bar, fruit basket, beach bag and sandals.*

### **Two-bedroom Beachfront Pool Villa**

These villas offer the quintessential family beach vacation. The infinity pool is made for splashing in, and the ocean itself is only steps away. Parents can even supervise from the comfort of their sun loungers, as children play in the silky sand below.

- 131 Sqm
- Maximum 4 adults and 1 child
- *Highlights include private infinity pool with deck and sun loungers, direct beach access, sunken dining sala, living area, rain shower, private terrace, jacuzzi tub, Nespresso coffee machine, flat screen TV, Mini Bar, fruit basket, beach bag and sandals.*

### **Two-bedroom Presidential Pool Villa**



This one-of-a-kind villa is located at the very edge of the resort, ensuring privacy and exclusivity. Dreamlike days unfold basking by the infinity pool, entertaining in the sunken living room, and hosting private barbecues, the ocean providing a dreamlike backdrop from every angle.

- 230 Sqm
- Maximum 4 adults and 1 child
- *Highlights include private infinity pool with deck and sun loungers, direct beach access, sunken dining sala, living area, rain shower, private terrace, jacuzzi tub, Nespresso coffee machine, flat screen TV, Mini Bar, fruit basket, beach bag and sandals.*

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## Spa and Wellness

At NH Collection Samui Peace Resort, guests can expect a professional, relaxing Thai massage services as part of the resort's spa offerings. Available in both the massage room, and outdoor massage sala, guests can also avail the services of expert manicurists.



## Food & Beverage

### Sea Wrap

#### International

*Breakfast: 6:30 am – 10:30 pm/All-day 11:00 am – 11:00 pm*

A pleasant way to start the day awaits at this beachfront restaurant, with a colourful buffet to whet the appetite, and eggs made to order. For lunch and dinner, guests can enjoy international comfort foods, as well as an array of authentic Thai dishes, connecting you with the destination.

### Talay Bar

#### Drinks and light bites

*Daily: 11:00 am – 9:00 pm*

Whether at the bar, or by the pool, guests may peruse the extensive selection of cocktails, including delightfully homemade concoctions with Thai Sangsom rum and Mekhong whisky. Also on the menu are fresh fruit shakes and light bites to enjoy throughout the day.



### **Private Villa BBQ**

#### **BBQ**

*Daily: 11:00 am – 9:00 pm*

*Starting from \$50 per person*

Guests can take their dining experience to the next level with their very own Chef and private BBQ prepared in their villa either poolside or on their terrace.

#### Must try experiences

- Reef Side: Exotic seafood salad with spicy lemon sauce, jumbo scallop, prawns, squid skewer, sea bass in banana leaf.
- Ranch Side: Beef tenderloin, lamb ribs, chicken dumsticks, veal sausage, pork tenderloin, corn on the cob.
- Reef and Ranch Side: Marinated calamari, half Phuket lobster, blue crab, king prawns, beef tenderloin, lamb ribs, vegetable skewer.

### **Dining by Design**

#### **Romance in an extraordinary setting**

*Starting from \$50 per person*

Whether on the candlelit beach, or in the privacy of a villa courtyard, guests are invited to indulge in the exquisite tasting menu of their choice – the riches of the sea, or perhaps a barbecue – to celebrate life's special moments.



### **Signature In-Resort Experiences**

#### **Watersports**

*From 8:00 am to 5:00 pm daily*

*Complimentary for in-house guests*

Guests are invited to head out to sea on a stand-up paddleboard or sea kayak to discover the sparkling waters of Bophut beach.



### **Cooking class**

*From 12:00 pm daily (A 24-hour advance booking is required)*

*Starting from \$50 per person, including recipe cards, apron and certificate*

Guests can join chef's cooking class, which focuses on hyper-local flavours and locally sourced ingredients. The experience includes a hands-on cooking experience, under the guidance of experienced local chefs, where culinary enthusiasts learn to prepare authentic Thai dishes such as Tom Yam Goong, Phad Thai Goong and Gaeng Panang Gai.

### **Private cinema experience**

*From 12:00 pm, 2:00 pm or 4:00 pm daily.*

*Starting from \$16 per person, including room hire, movie of choice, soft drinks, popcorn and M&M's*

Guests can step into their own world of cinematic magic and make family memories with a Private Cinema Experience. Complete with beanbags, snacks and sofa.

### **Muay Thai kickboxing**

*Daily*

*Private sessions start from \$40 per person*

Guests are invited to immerse themselves in the world of Muay Thai boxing with a session led by an expert local instructor.

### **Yoga**

*From 5:00 pm- 6:00 pm every Tuesday*

*Complimentary for in house guests (private sessions start from \$40 per person)*

Guests can take a Hatha Yoga class and restore their inner harmony in the lush surroundings of the resort's gardens.



## **Signature Cultural Experiences**

### **Fisherman's Village Night Market**

*Monday, Wednesday, Friday and Sunday: From 6:00pm*



### *5-minute walk*

Each evening, roads are closed to make way for locals and tourists alike to roam the Fisherman's Village Night Market, one of the most popular attractions close to Anantara Bophut and only a 5-minute foot walk away. It is an opportunity to explore rustic shopping stalls selling goods of every kind – souvenirs, Thai handicrafts, clothes, bags, shoes, street food – you name it, this maze of shopping stalls has it all.

## **Chaweng Town**

*Daily*

*10-minute drive*

Chaweng is Koh Samui's busiest and biggest town, which has sprung up around one of the island's finest beaches. Famous for its nightlife, it offers a great variety of shopping and culinary journeys, just a 10-minute drive away from the resort.

## **Samui Elephant Jungle Sanctuary**

*Daily: 9am-5pm*

*10-minute drive*

Elephant Jungle Sanctuary (EJS) is an award-winning ethical and sustainable eco-tourism project based in Thailand. Founded in July 2014, it began as a joint initiative between members of the Karen hill-tribes and Chiang Mai locals who were concerned about the welfare of elephants in Thailand.

## **Ang Thong National Marine Park**

*Daily*

*45-minute speedboat*

With its lime rock formations, only a 45-minute speed boat ride away from Bophut, this national park is breathtaking and invites for swimming and snorkeling in crystal clear waters, as well as hikes for the most spectacular views. Little ones can enjoy the crystal clearwater, while adults indulge in the relaxing surroundings.

## **Tarnim Magic Garden**

*Daily: 9am-5pm*

*45-minute drive*

This hidden away gem high in the hills of Koh Samui offers majestic views and an unusual collection of statues amid lush jungle surrounds. The gardens are a creation of an old Samui fruit farmer, Nim Thongsuk, who in 1976 began erecting several statues and temples around his family's verdant land.

## **Big Buddha Temple**

*Daily: 8am-6pm*

*10-minute drive*

The Big Buddha Temple sits on a small rocky island off Koh Samui's northeastern corner. Known locally as Wat Phra Yai, its golden, 12-metre-tall seated Buddha statue is one of the island's most popular attractions. Set on Koh Faan, the temple is reached by a causeway that connects it to the main island. The Big Buddha, which can be seen at a distance of several kilometers, is often the first landmark people see when arriving in Koh Samui by air.

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## For Families

Children are welcome, and under-4s stay free if they share parents' bedding. Extra beds for 4–11-year-olds cost \$36 a night (including breakfast), and \$66 a night for over-11s.

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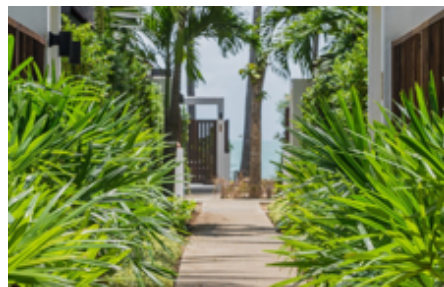


## Weddings

*Ceremonies start from \$2,000, including venue, flowers, photography, wedding cake, sparkling wine and a romantic dinner for two.*

Encircled by the natural beauty of Koh Samui, couples can say those magical words in a place of flawless hospitality where discrete privacy meets elegant design.

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## **Guests With Disabilities**

Guests with disabilities are welcome. NH Collection Samui Peace Resort is wheelchair friendly, with the majority of accommodations at ground level, as well as all of the facilities.