

Koh Jum Beach Villas

Sustainability Report 2025

Introduction

Koh Jum Beach Villas is a low density beachfront resort located on Koh Jum, Krabi Province, Thailand. The resort operates with a long-term commitment to responsible tourism, environmental protection, and positive community engagement. Sustainability is integrated into daily operations and decision making, with a focus on continuous improvement rather than rapid expansion.

Energy & Infrastructure

In 2024–2025, the resort completed the planned expansion of its solar energy system. An additional 10kW of solar capacity was installed, bringing the total solar capacity to 40kW. This investment further reduces reliance on grid electricity and supports long-term emissions reduction.

Water Management

Water consumption is managed responsibly through low-impact practices and guest awareness. Regular monitoring is carried out to identify opportunities for efficiency and reduction.

Organic Transitions & Chemical Management

All organic transition goals identified in the 2024 Sustainability Plan have been fully achieved. Organic shampoo, conditioner, body wash, cleaning products, and spa products are now used across the resort.

Waste Reduction & Circularity

Refillable in-villa amenities are fully implemented. Amenities are purchased in bulk and decanted on site. The Botanical Amenities Collection is available in 100ml biodegradable wheat-based bottles, supporting waste reduction while maintaining guest comfort.

Community Engagement & Employment

Approximately 90% of staff are local residents. Monthly education programmes with local schools continue, alongside expanding community partnerships and local supplier engagement.

Biodiversity & Land Stewardship

Over 1,000 seedlings were planted during the reporting period. Gardens are maintained through regenerative pruning and replanting using on-site cuttings, prioritising biodiversity and soil health.

Guest Numbers & Occupancy

Between 1 January and 31 December 2025, Koh Jum Beach Villas welcomed 12,872 guests. A total of 3,854 room nights were sold, with average occupancy of approximately 42%, reflecting a deliberate low-density tourism strategy.

Objectives 2025–2026

Objectives include optimisation of renewable energy use, continued reduction of single-use materials, strengthening community education partnerships, and maintaining low-density tourism aligned with Travelife Gold standards.

Closing Statement

Koh Jum Beach Villas remains committed to responsible tourism that supports environmental protection, community wellbeing, and long-term resilience through continuous improvement.