



2026 Expat Pattaya Neighborhood Guide

Best Areas for Foreign Property Investment in Pattaya — By Edelbert Buehler, Seaboard Properties Pattaya

We've been advising buyers in Pattaya since 2002. Most of our international clients seek clear-cut advice and local know-how. Here's an insider's guide to Pattaya's neighborhoods, packed with the details that actually matter when you're choosing where to buy.

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Pattaya at a Glance

What most outsiders don't grasp: Pattaya isn't just a single city. It's a tapestry of neighborhoods, each with their own vibe, price bracket, and crowd. Some areas are lively and packed with tourists; others feel like residential enclaves or luxury retreats.

20 Kilometers

The city stretches along the Gulf of Thailand, offering everything from oceanfront condos to inland villas across distinct neighborhoods.

Beachfront Living

Oceanfront condos with direct beach access across multiple neighborhoods

Urban Core

High-density condos with rooftop pools and year-round tourism-driven yields

The EEC Game-Changer

Steady infrastructure upgrades—especially the Eastern Economic Corridor (EEC) rail link connecting Pattaya with Bangkok's airports—have turbo-charged the property market. New buyers are arriving faster than ever.

Inland Villas

Spacious pool villas and gated communities at a fraction of beachfront prices

Luxury Retreats

Prestigious branded residences and penthouses for premium capital preservation

Pratumnak Hill — the Quiet Prestige

☆ BEVERLY HILLS OF PATTAYA

Picture a leafy, elevated spot sandwiched between Pattaya Beach and Jomtien. The neighborhood is mostly low-rise condos, private pool villas, generous park-like spaces, and a handful of embassies. The Royal Varuna Yacht Club anchors the international flavor.

Who Moves Here?

Pratumnak draws people who want quiet without feeling isolated. It's big with **European retirees and expats**, plus families who like the calm streets and easy access to international schools. If you want a second home where you can actually relax, this is it.

- ✔ Quick tip: Aim for hillside condos with sea views (floors ten and up). They tend to keep their value better than anything comparable in central Pattaya.

What's for Sale?

Property Type	Size	Price (THB)
Studios & 1-bed condos	28–55 m ²	1.8–4.5M (65,000–85,000/m ²)
2-bed condos	60–100 m ²	4.5–9M (70,000–95,000/m ²)
Pool villas	200–500 m ²	12–35M (45,000–75,000/m ²)


Jomtien Beach — the Relaxed Favourite

MOST LIVEABLE BEACHFRONT

Jomtien runs about 6 kilometers south of Pratumnak. It's Pattaya's most liveable beachfront neighborhood: the sand is cleaner, the water calmer. The boulevard is dotted with seafood joints, bars, and water-sports operators. You'll find holiday-home buyers and full-time residents mingling here.

Who Lives in Jomtien?

This is the most mixed group: first-time buyers, investors chasing high occupancy rates, and established expats—especially **Scandinavians, Australians, Americans and Germans**. If you care about a genuine residential feel plus investment upside, Jomtien's your spot.

 For entry-level sea-view condos within 300 meters of the beach priced THB 2–4 million, expect occupancy rates above 70% for short-term rentals.

Available Properties

Type	Size	Price (THB)	Yield
Studio condos	25–40 m ²	1.2–2.8M	6–8%
1-bed condos	35–65 m ²	2.5–5.5M	—
2-bed sea-view	60–95 m ²	5–10M	—
Townhouses /villas	150–300 m ²	6–18M	—

Naklua & Wong Amat — the Luxury Enclave

◇ PREMIUM LUXURY

Located at the north end of Pattaya, Naklua borders Bang Lamung. Wong Amat Beach stands out as the cleanest, most peaceful in town. High-rise, luxury condos dominate the skyline. This is where Thailand's most prestigious developers build their flagship towers.

Who Buys Here?

Premium buyers—those looking for luxury, branded residences, direct access to a quiet beach. **European retirees, Chinese and Middle Eastern investors** are active, along with wealthy Thais. Properties have strong capital appreciation and command top rents.

Wong Amat beachfront units have shown the **strongest appreciation in Pattaya over the last decade.**

Property Selections

Type	Size	Price (THB)
1-bed luxury condos	45–75 m ²	4–9M (85,000–130,000/m ²)
2-bed luxury condos	80–140 m ²	9–22M (100,000–160,000/m ²)
Penthouses	200–500 m ²	25–80M+

✓ Best for long-term capital preservation. Go for Wong Amat beachfront condos.

Central Pattaya — the Urban Core

HIGHEST RENTAL YIELDS

Central Pattaya is all about energy: shopping malls (Terminal 21), bars, hotels, Walking Street nightlife. Properties tend to be high-density condominiums—rooftop pools, city views. It's busy all year, making it ideal for investors focused on rental returns.

Who Jumps In?

Mostly investors looking to take advantage of **tourism-driven rental income**. Some buyers just love the urban action and want to be near everything—restaurants, shops, nightlife and beach.

7-10% Rental Yield

Studios deliver the highest short-term rental returns in all of Pattaya

Year-Round Demand

Tourism keeps occupancy high even in low season months

What's on Offer?

Type	Size	Price (THB)	Yield
Studio condos	22-35 m ²	0.9-2.5M	7-10%
1-bed condos	30-55 m ²	2-5M	—
2-bed condos	55-90 m ²	4-9M	—

East Pattaya — Space & Value

BEST VALUE PER BAHT

East Pattaya (locals call it the "**Dark Side**") sits inland, east of Sukhumvit Road. You'll find housing estates, detached villas, townhouses—types you won't see at beach prices. Plus, a strong expat community, several international schools, and western supermarkets.

Who Prefers East Pattaya?

Families and buyers who value **space and privacy** over beach access. A 3-bed pool villa here costs THB 6–10 million—a fraction of the price in Pratumnak. If you work in the industrial zones nearby, it's an easy commute.

- ❏ East Pattaya offers more space per baht than anywhere else in the city. If you're relocating with a family or planning a long stay, take a hard look.

Typical Properties

Type	Size	Price (THB)
Townhouses	100–180 m ²	2.5–5.5M
3-bed pool villas	200–350 m ²	5.5–12M
4–5 bed luxury villas	400–800 m ²	12–30M

Na Jomtien & Sattahip — the Emerging South

 HIGHEST UPSIDE NOW

Na Jomtien starts where Jomtien ends and runs south to the quieter coastline near Sattahip. Over the past five years, it's seen a surge of investment—land costs less, luxury developments are coming up, and the **U-Tapao airport (part of EEC)** is projected to become a major international hub.

Who Invests in Na Jomtien?

Early-stage buyers who want to get in before prices take off, plus those seeking larger plots and quieter living. International hotel brands now offer **branded residences with guaranteed rental programs.**

Type	Size	Price (THB)
Beachfront condos	35–80 m ²	2.5–8M
Pool villas	250–500 m ²	8–25M
Branded residences	50–200 m ²	6–30M

Act Now

Na Jomtien is Pattaya's **highest-upside area right now.** Buyers from 2019–22 are already seeing prices rise significantly.

That window is closing as infrastructure arrives. The EEC rail link and U-Tapao airport expansion are accelerating demand faster than supply can respond.

Neighborhood Comparison

A side-by-side look at all six key areas—entry price, rental yield, best use case, and beach access—to help you match your goals to the right location.

Neighborhood	Entry Price (THB)	Rental Yield	Best For	Beach Access
Pratumnak Hill	1.8M	5-7%	Lifestyle / Retirement	5-min walk
Jomtien Beach	1.2M	6-8%	Investment / Expat Life	Direct access
Naklua / Wong Amat	4M	5-7%	Luxury / Capital Growth	Direct access
Central Pattaya	0.9M	7-9%	Short-Term Rental	5-10 minutes
East Pattaya	2.5M	4-6%	Families / Long Stay	15-25 min (houses)
Na Jomtien	2.5M	5-8%	Growth Investment	Direct access

Pratumnak Hill

Entry: 1.8M THB, Yield: 5-7%.
Lifestyle & retirement focus.



Jomtien Beach

Entry: 1.2M THB, Yield: 6-8%.
Investment & expat friendly.



Naklua/Wong Amat

Entry: 4M THB, Yield: 5-7%.
Luxury & capital growth.



Central Pattaya

Entry: 0.9M THB,
Yield: 7-10%.
Short-term rental focus.



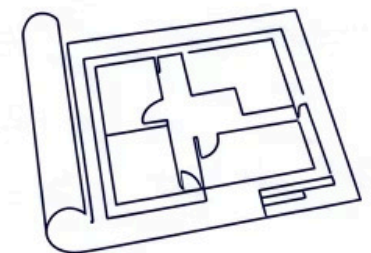
East Pattaya

Entry: 2.5M THB,
Yield: 4-6%.
Families & long stay.



Na Jomtien

Entry: 2.5M THB,
Yield: 5-8%.
Growth investment.



Key Buying Considerations

No matter which area grabs you, a few basics apply everywhere. Here's what every foreign buyer must know before signing anything.



Foreign Quota Ownership

Foreign buyers can own condos outright under the foreign quota system—up to **49% per building**. For houses or land, you'll need to buy through a Thai company or take a long-term lease.



Transfer Costs

Land office transfer costs are usually split. Buyers pay about **2.5% of the assessed value**. Common area maintenance fees run THB 35–80 per square meter monthly, depending on the property.




Due Diligence

Don't skip it. Check the **chanote (title deed)**, confirm foreign quota is available before you sign, and work with a reputable Thai property lawyer. This step protects your entire investment.



Full-Service Representation

At **Seaboard Properties**, we handle these steps as part of our full-service buyer representation. If you're after clear guidance—not canned answers—this is where you start.

 Ready to find your ideal Pattaya property? Contact Edelbert Buehler at Seaboard Properties Pattaya for personalized, expert advice backed by over 20 years of local market experience.

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YOUR PROPERTY CONSULTANT

Eddie Buehler

Managing Director — Seaboard Properties
Real Estate Agency Pattaya, Thailand

With 25+ years in Pattaya real estate, Eddie helps buyers and investors find the right property.

+66 (0)89 832 0430

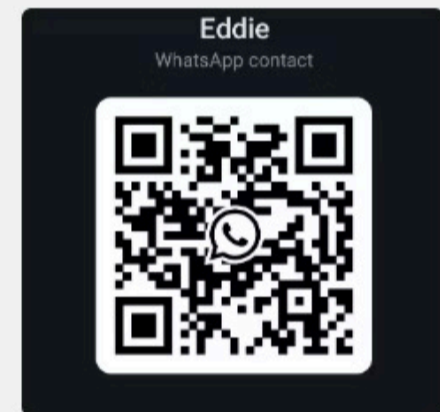
eddie@seaboard-properties.com

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Ladda Seasad

Property Consultant — Seaboard Properties
Real Estate Agency Pattaya, Thailand

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+66 (0)61 291 7306

ladda@seaboard-properties.com

www.seaboard-properties.com

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