



THE MARKET: A UNIQUE OPPORTUNITY IN SOUTHEAST ASIA

Introduction

Southern Laos is no longer a secret. It is an accelerating market — preserved, authentic, and structurally growing. NONESAVANH sits at the exact crossroads of this transformation.

An Accelerating Destination

Champasak Province is projected to welcome 580,000 tourists in 2026, up from 420,000 in 2025. Laos as a whole is projected at 6.2 million international arrivals, with an average stay extending to 5.5 nights and an average daily spend rising to \$65. Pakse — Laos' third-largest city with 88,000 inhabitants and a metropolitan basin of 150,000 — currently has zero modern shopping centers within a 50 km radius, representing a catchment area of 800,000 to 1,000,000 consumers.

The Global Senior Wave

The world population aged 65 and over reaches 750 million in 2026, growing 3% annually. Approximately 400 million of them have comfortable purchasing power and actively seek retirement destinations offering quality of life, security and financial accessibility. European retirement budgets range from \$1,500 to \$3,000 per month, while the "sunshine retirement" trend in Southeast Asia grows at 15% per year.

A Structural Backpacker Flow

Southern Laos is a mandatory stop on the Thailand–Laos–Cambodia backpacker circuit: a young, experience-driven demographic growing at 12% annually across Southeast Asia, staying 3 to 7 nights with accommodation budgets of \$5–15 per night. NONESAVANH captures this flow with 50 energy-autonomous bamboo cabins at \$5 and \$10 per person per night — positioned below local guesthouses (\$10–15) and hostels (\$8–12) in price, and above them in nature integration, safety and eco-responsibility.

Four Structural Trends

Medical and wellness tourism: +25% per year in Southeast Asia.

Senior digital nomads: +40% per year, seeking exotic destinations with reliable connectivity.



Responsible eco-tourism: European demand up 30% annually for low-carbon accommodations.

Intergenerational tourism: +15% global growth, families sharing authentic experiences with their elders.

NONESAVANH sits at the crossroads of all four.

A Category of Its Own

The regional offer is polarized: on one side, aging heritage hotels (4★ at \$80–120/night, limited senior services); on the other, basic guesthouses (\$10–15) without international standards. NONESAVANH creates its own category — a 3★+ intergenerational ecosystem combining senior long-stay, family tourism, eco-tourism camping and a local commercial hub, on a titled, debt-free 7-hectare estate with existing assets. No outside developer can buy fifteen years of trust-based relationships with the communities of Donglangkham and Sanasomboune.

A Density of Attractions

The UNESCO site of Wat Phou, Khone Phapheng Falls (the widest in Southeast Asia), the 4,000 Islands archipelago, Tad Fane and Tad Yuang waterfalls on the Bolaven Plateau, high-altitude coffee plantations, sunset cruises on the Mekong, and Thai/Cambodian border markets: this density guarantees a constant visitor flow, extends stays, and justifies competitive pricing while maintaining comfortable margins.

Sources: Lao Ministry of Tourism, World Tourism Organization 2026.