



196+ roundtable
thailand+

myanmar, thailand

online
(18.05.2021)

20
participants

For enquiries about our research offerings,
please contact **Akshara Walia** at
research@pkfhospitality.com

For enquiries about upcoming events of
the PKF hospitality group, please contact
Maryana Turchyn at
events@pkfhospitality.com

The PKF hospitality group is a member firm of
the PKF International Limited family of legally
independent firms and does not accept any
responsibility or liability for the actions or
inactions of any individual firm or firm.

NOTES

1) calculated as per PKF sample; includes all
properties with at least 100 rooms; 2) as per 31
December 2020; 3) as per the PKF contract
database; 4) from the viewpoint of hotel groups

supply

1,515 properties	322,785 rooms ¹
44% branded rooms	51% chain affiliated rooms

group / brand profile

- › strongest brand: **Novotel**
- › strongest group: **Accor**
- › fastest growing brand: **Four Points by Sheraton**
- › fastest growing group: **IHG**
- › strongest regional brand (global presence): **NH**
- › fastest growing regional brand: **nhow**

key takeaways

- › Krabi was on the rise due to its increasing presence on social media as well as the changing restrictions for Phuket.
- › Phuket is currently targeting the European markets for their high vaccination coverage and their holidays coming up. However, the demand volume would be very dependent on airline volume. The previous main source markets like China and other East Asian markets are unattainable due to their own quarantine policies.
- › The hotel pipelines are going slowly, while branded residences almost did not see any progress.
- › Due to the lack of cash flow in the current situation, owners, investors and developers are mainly focusing on costs. Unfortunately, this stopped hotels from rethinking their audiences and value propositions, and the issues regarding infrastructure & sustainability that arose before covid are not yet addressed.
- › Not many conversions of urban hotels into aparthotels were observed, but aparthotels may become more attractive considering the likely longer length of stay due to quarantine measures.

pipeline

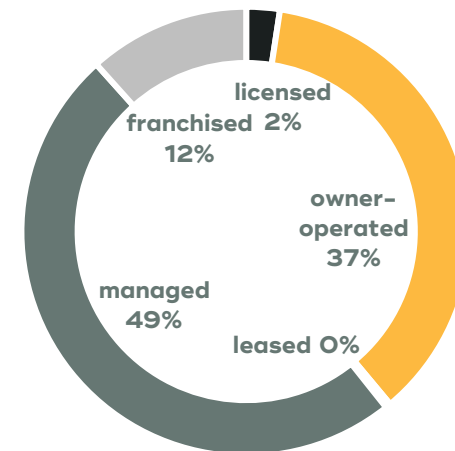
192 properties	51,655 rooms ^{1,2}
138 hotels under construction	54 planned hotels

selected openings of 2020

- › Four Points by Sheraton Phuket Patong Beach Resort, Kathu, **600 rooms**
- › Somerset Rama 9 Bangkok, Bangkok, **445 rooms**
- › OZO North Pattaya, Pattaya, **406 rooms**
- › Citygate Kamala, Kathu, **374 rooms**
- › Kimpton Maa-Lai Bangkok, Bangkok, **362 rooms**

contracts

473 properties	115,630 rooms under contract ^{2,3,4}
-------------------	---



196+ roundtables around the globe



learn more and find
the 196+ roundtables schedule at

www.196plus.com