



196+ roundtable
thailand+

myanmar, thailand

online
(17.02.2022)

23
participants

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NOTES

1) calculated as per PKF sample; includes all
properties with at least 100 rooms; 2) as per 31
December 2021; 3) as per the PKF contract
database; 4) from the viewpoint of hotel groups

supply

1,379 properties	298,896 rooms ¹
47% branded rooms	54% chain affiliated rooms

group / brand profile

- › strongest brand: **Novotel**
- › strongest group: **Accor**
- › fastest growing brand: **DusitD2**
- › fastest growing group: **Phuket Holiday Services**
- › strongest regional brand (global presence): **NH**
- › fastest growing regional brand: **DusitD2**

key takeaways

- › Under the uncertainty due to changing travel restrictions and omicron waves, hotel performance for resort destinations reachable by car, such as Cha-am and Hua Hin, are almost reaching 2019 levels, outperforming other leisure destinations that require air travel and more planning.
- › Operators reported more buying power amongst domestic guests in Thailand. At resorts in city outskirts, higher room categories with private pools sold out faster as travellers prioritised social distancing and hygiene. Even the mere lifting of alcohol restrictions could release significant pent-up demand.
- › Despite that banks in Thailand have been relatively lenient and supportive, financing for hotel projects has become increasingly difficult due to the lingering unpredictability of the pandemic, particularly for small, individual companies.
- › Compared to European and American owners, Asian owners tend to be more conservative and risk-averse in developing lifestyle hotels, given their unfamiliarity with these products. However, an increasing number of lifestyle properties is foreseen as the second or third generation of the owners are more inclined towards such concepts after experiencing it themselves.

pipeline

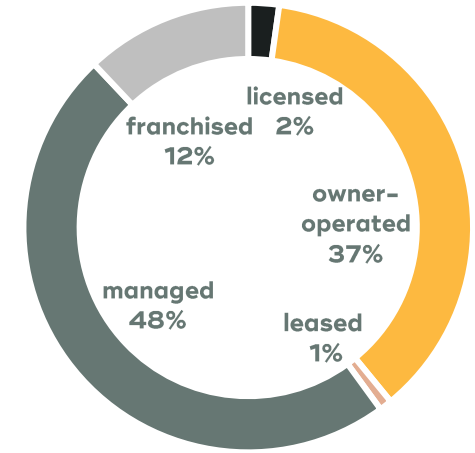
186 properties	50,739 rooms ^{1,2}
139 hotels under construction	47 planned hotels

selected openings of 2021

- › Dusit D2 Hua Hin Hotel & Residences, Hua Hin, **518 rooms**
- › Patong Bay Hill, Kathu, **449 rooms**
- › Wyndham Grand Nai Harn Beach Phuket, Rawai, **353 rooms**
- › Avani+ Khao Lak Resort, Takua Pa, **327 rooms**
- › Ibis Styles Bangkok Silom, Bangkok, **264 rooms**

contracts

456 properties	113,204 rooms under contract ^{2,3,4}
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