

BANGKOK HOTEL

Hotel 1H 2024

CUSHMAN &
WAKEFIELD

3,675

Average Daily Rate (THB)

HoH
Chg12-Mo.
Forecast

75.2%

Occupancy Rate



1,045

New Supply (Room)



Thailand's Economy Expands at a Slower Pace

Thailand's economy in Q1 2024 expanded by 1.5%, slowing from 1.7% in Q4 2023. Growth in Q1 2024 was driven by exports, private consumption and investment, but public investment and government expenditure contracted. The government expects GDP growth of between 2.0% and 3.0% for 2024. Last year's growth was 1.9%. The Thai economy in 2024 will grow faster than in 2023, driven by private consumption, tourism, and public spending. The inflation rate in Q1 2024 contracted at 0.79% y-o-y, down from -0.53% y-o-y in Q4 2023. The Central Bank has forecast its inflation target range of 1% to 3% for 2024. The Central Bank maintained the key interest rate at 2.5% as of April 2024. The unemployment rate increased to 1.01% in Q1 2024, up from 0.81% recorded in Q4 2023.

Bangkok Hotel Indicators in 1H 2024 Show Similar Performance to 2H 2023

The average hotel occupancy rate in 1H 2024 was 75.2%, similar to the 75.4% rate in 2H 2023. The average daily rate (ADR) for all hotel sectors was THB3,675, a similar rate to THB3,678 in 2H 2023. RevPAR in H1 2024 was recorded at THB2,762 compared to THB2,772 in 2H 2023. Three new hotels opened in 1H 2024, adding a total of 1,045 keys to the existing supply. Bangkok's total hotel supply was recorded at 143,759 rooms in 1H 2024, up from 142,714 rooms in 2H 2023, growing by 0.7%. Approximately 15.76 million foreign tourists visited Thailand during the first five months of this year, up 38% from the same period last year. Thanks to the temporary and permanent visa exemption schemes, Chinese tourists have returned. The 2.91 million tourists from China topped the list of arrivals. Last year, the total number of foreign arrivals was recorded at 28 million, bringing in THB1.2 trillion in tourism revenue. Thailand is targeting a record of 40 million foreign arrivals and a substantial THB2.3 trillion in tourism revenue for 2024. The increase in foreign arrivals can be attributed to the introduction of new airline routes and increased flight frequency, making it easier for travelers to visit Thailand.

THAILAND ECONOMIC INDICATORS
Q1 2024

1.5%

GDP Growth

YoY
Chg12-Mo.
Forecast

-0.79%

Inflation Growth



1.01%

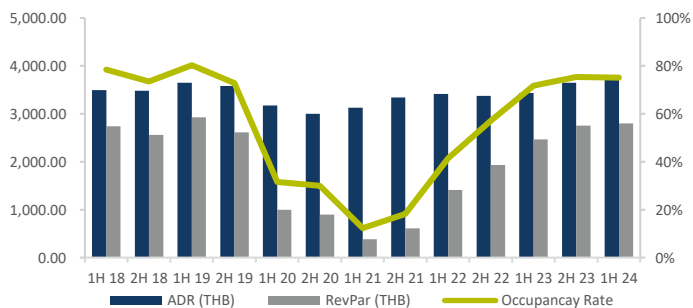
Unemployment Rate



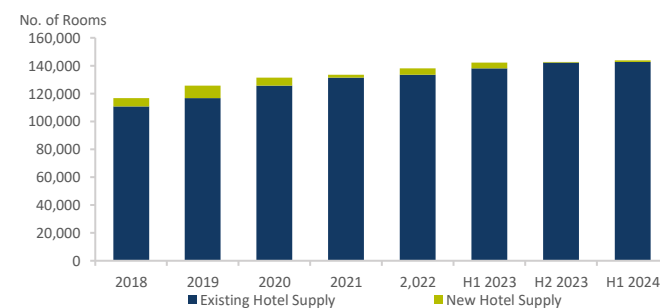
Hotel Investment Activity is Expected to Grow

The increasing number of foreign arrivals, as well as Thailand's initiatives on attracting tourists through visa promotions, is expected to revive the tourism sector and help ensure long-term economic stability. Hotel market investment activity is expected to expand in Bangkok's prime tourism districts, led by major operators. A total of 9,911 new rooms are expected to enter the market by 2027, expanding citywide inventory by 6.9%. Of the new hotels, 5-star properties are expected to dominate the supply (54%), followed by 4-star (34%), and 3-star properties (12%).

ADR, REVPAR, AND OCCUPANCY RATE



ANNUAL SUPPLY PIPELINE



Source: NESDC (National Economic and Social Development Council)

BANGKOK HOTEL

Hotel 1H 2024

CUSHMAN &
WAKEFIELD

MARKET STATISTICS

SUBMARKET	INVENTORY BY HOTEL STAR (ROOMS)				TOTAL INVENTORY (ROOMS)	TOTAL INVENTORY (PERCENTAGE)	AVERAGE DAILY RATE (THB /ROOM / NIGHT)	AVERAGE DAILY RATE (US\$ /ROOM / NIGHT)
	2 -STAR	3 -STAR	4 -STAR	5 -STAR				
CBD	1,956	16,093	31,259	26,297	75,605	52.6%	4,759	\$128.93
Bang Rak	198	2,180	4,248	5,326	11,952	15.8%	4,740	\$128.41
Khlong Toey	898	4,778	9,848	4,229	19,753	26.1%	4,677	\$126.69
Pathum Wan	165	1,259	4,311	7,739	13,474	17.8%	5,948	\$161.12
Sathorn	210	1,830	1,916	2,368	6,324	8.4%	4,212	\$114.11
Watthana	485	6,046	10,936	6,635	24,102	31.9%	4,148	\$112.38
City Fringe Areas	1,861	12,488	14,132	6,071	34,552	24.0%	3,497	\$94.72
Suburban Areas	1,035	3,942	3,051	370	8,398	5.8%	1,989	\$53.88
Outer City Areas	2,671	10,357	8,655	3,521	25,204	17.5%	2,061	\$55.84
Grand Total	7,523	42,880	57,097	36,259	143,759	100.0%	3,675	\$99.54

Remark: US\$/THB 36.9149 as of 24th June 2024

KEY NEW HOTEL PROJECTS IN CBD MARKET IN 1H 2024

HOTEL NAME	MARKET	SUBMARKET	ROOM	STAR
Tribe Bangkok Sukhumvit 39	CBD	Central East	272	3
Moxy Hotel Bangkok Ratchaprasong	CBD	Central Bangkok	532	3
Intercontinental Bangkok Sukhumvit 59	CBD	Central East	241	5

HOTEL PROJECTS UNDER CONSTRUCTION IN 2024

HOTEL NAME	MARKET	SUBMARKET	ROOM	STAR
Andaz One Bangkok	CBD	Central Bangkok	244	5
Hyatt House Sukhumvit 23	CBD	Central East	264	5
Jen Bangkok Thong Lo by Shangri-La Hotel	CBD	Central East	350	5
Summit Tower	CBD	Central North	354	5
Kromo	CBD	Central East	306	5
ibis Styles Bangkok Twin Towers	CBD	Central Bangkok	666	3
The Asiatique Bangkok Autographe Collection	City Fringe Areas	Central South	208	5
Hotel Indigo Phayathai	City Fringe Areas	Central North	210	4
Holiday Inn Express Bangkok Phayathai	City Fringe Areas	Central North	202	4
Holiday Inn Express Don Mueang Airport	Outer City Areas	Outer North	228	4
Cloud 11	Suburban Areas	Inner South	552	4
Mercure Bangkok Sukhumvit 60	Suburban Areas	Inner South	178	3

SARAWUT TIKHACHON

Senior Market Analyst
Thailand

+66 8 5977 8987

sarawut.tik@cushwake.com

NITA ATHAKAIWALVATHI

Senior Manager– Investment & Advisory
Thailand

+66 6 4464 1995

Nita.ath@cushwake.com

GARETH MICHAEL POWELL

Senior Director & Country Head
Thailand

+66 2168 3101 (Ext. 110)

gareth.powell@cushwake.comcushmanwakefield.com

A CUSHMAN & WAKEFIELD RESEARCH PUBLICATION

About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2023, the firm reported revenue of \$9.5 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), sustainability and more. For additional information, visit www.cushmanwakefield.com.

©2024 Cushman & Wakefield. All rights reserved. The information contained within this report is gathered from multiple sources believed to be reliable, including reports commissioned by Cushman & Wakefield ("CWK"). This report is for informational purposes only and may contain errors or omissions; the report is presented without any warranty or representations as to its accuracy.

Nothing in this report should be construed as an indicator of the future performance of CWK's securities. You should not purchase or sell securities—of CWK or any other company—based on the views herein. CWK disclaims all liability for securities purchased or sold based on information herein, and by viewing this report, you waive all claims against CWK as well as against CWK's affiliates, officers, directors, employees, agents, advisers and representatives arising out of the accuracy, completeness, adequacy or your use of the information herein.