MARKETBEAT
JAKARTA
HOTEL H2 2025

CUSHMAN & WAKEFIELD

MARKET FUNDAMENTALS

	YOY Chg	12-Month Forecast
37.0% Vacancy Rate	▲	▼
-1,338 Net Absorption, units	▼	▲
1,148,120 ADR IDR / Night	▲	▲

ECONOMIC INDICATORS

	YOY Chg	12-Month Forecast
5.0% Indonesia GDP Growth	▬	▲
2.92% Indonesia Inflation Rate	▼	▲
4.75% Indonesia Central Bank Rate	▼	▼

Source: Central Bank and Census Bureau

SUPPLY: ONLY TWO NEW HOTELS COMMENCED OPERATION IN 2025

Only two new hotels commenced operation in 2025: d'primahotel PIK Jakarta (69 rooms - Midscale) and ARTOTEL Hub Simpang Temu (90 rooms - Upper Midscale).

The cumulative total supply of midscale to luxury hotel rooms until the end of year 2025 was recorded at 44,016 rooms with the following room supply distribution: 3-star of 27.2%, 4-star of 41.6%, 5-star of 20.1%, and Luxury of 11.1% respectively.

Several rebrandings with new operators were recorded, at Artotel Harmoni (ibis Styles Jakarta Gajah Mada), Grand Platinum Jakarta (Swiss-BelHotel Sawah Besar), and Discovery SCBD (Alila SCBD).

DEMAND: OCCUPANCY LEVEL DECREASED 4.7% DURING 2025

Government budget efficiency measures, particularly those restrict business travel and official events, have adversely impacted demand for rooms and meeting space in 2025, particularly in the market with heavy reliance on government-related activities, such as Jakarta.

By end of 2025, occupancy rates reached 63.5%, reflecting a 4.7% decline YoY. The occupancy level by hotel category were recorded at: 3-star (midscale) hotels at 61.7%, 4-star (upper midscale) hotels at 64.2%, 5-star (upscale & upper upscale) hotels at 64.9%, and luxury hotels at 61.2% respectively.

The biggest decline (-6.1%) in occupancy rates occurred in 4-star hotels as most 4-star hotels with MICE facilities are highly dependent on meeting activities from government institutions and state-owned enterprises. Minimum occupancy decline (-0.5%) was observed in the luxury segment, as this segment mostly targets upper segment individuals, business travelers, corporate and social private events which are not affected by the government budget efficiency.

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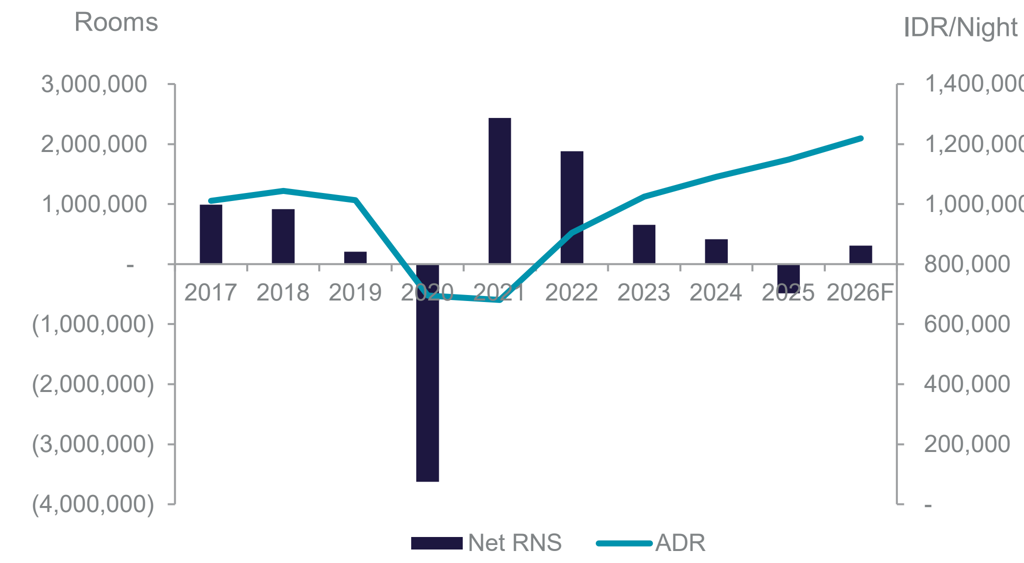
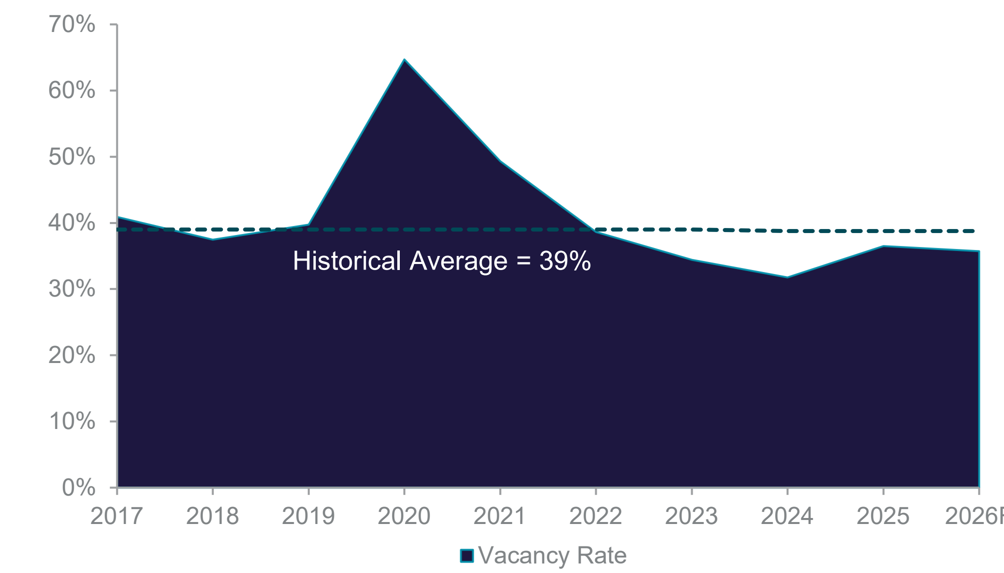
OVERALL NET ABSORPTION & ADR



OVERALL VACANCY



KEY PROJECTS UNDER CONSTRUCTION

PROPERTY	LOCATION	SEGMENTATION	ROOMS	COMPLETION
MaxOne Hotel Wahid Hasyim	Wahid Hasyim	Midscale	110	2025
Mercure Daan Mogot	Daan Mogot	Upper Midscale	190	2025
ParkRoyal Jakarta	Thamrin	Upscale	162	2026
Marriott Gelora Jakarta	Palmerah	Luxury	300	2026
Fairfield By Marriot Jakarta S. Parman	Slipi	Upper Midscale	250	2027
Andaz Jakarta	Thamrin	Upscale	198	2028

ADR: ADR TREND WAS RELATIVELY STABLE DURING 2025

Although the decline in demand for rooms and meeting space will put pressure on occupancy rates and average daily rates (ADR), ADR of each segment still shows growth 1.5-3%: The YTD December 2025 average room rates (ADR/night) were respectively recorded at: 3 stars - Rp. 501,000; 4 Star - Rp. 867,600; 5 Star - Rp. 1,820,800 and Luxury - Rp. 2,399,900.

OUTLOOK: THE MARKET WILL STILL FACE CHALLENGES IN 2026

In addition to government agencies still implementing cost efficiencies on hotel meeting expenses, travel frequency has also generally decreased due to weakening public purchasing power, as seen from the relatively stable number of visitors to Jakarta and the decline in hotel occupancy rates during 2025.

Hotel operators are focusing on market diversification, product and service innovation which previously focused on guests from government institutions and state-owned enterprises are now enhancing their services and products to attract guests from private companies, professional associations, communities, and political parties.

Some hotel submarkets could have recovery potential, especially high-end hotels (5-star) that rely on global brands and FIT (Individual Traveler) guests, as well as the 3-star hotel segment that may be supported by non-MICE events such as music concerts, marathons, and other national or international events in Jakarta.

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