



Accelerating success.

# POST-COVID | WHAT'S NEXT IN THE THAILAND HOTEL MARKET?

## Prepared by

Colliers International (Thailand)  
Advisory Services & Research Services

## Prepared for

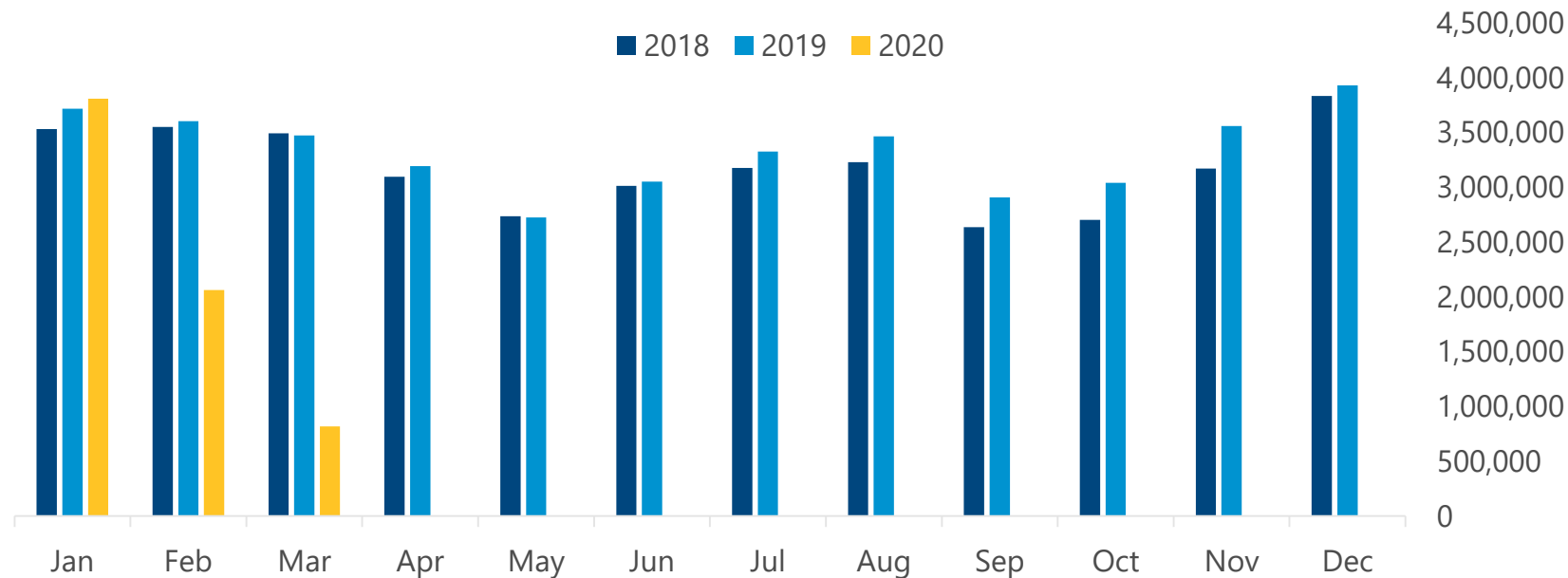
AustCham Thailand  
30 June 2020

# 01 WHAT HAPPENS IN THE THAILAND HOTEL MARKET?

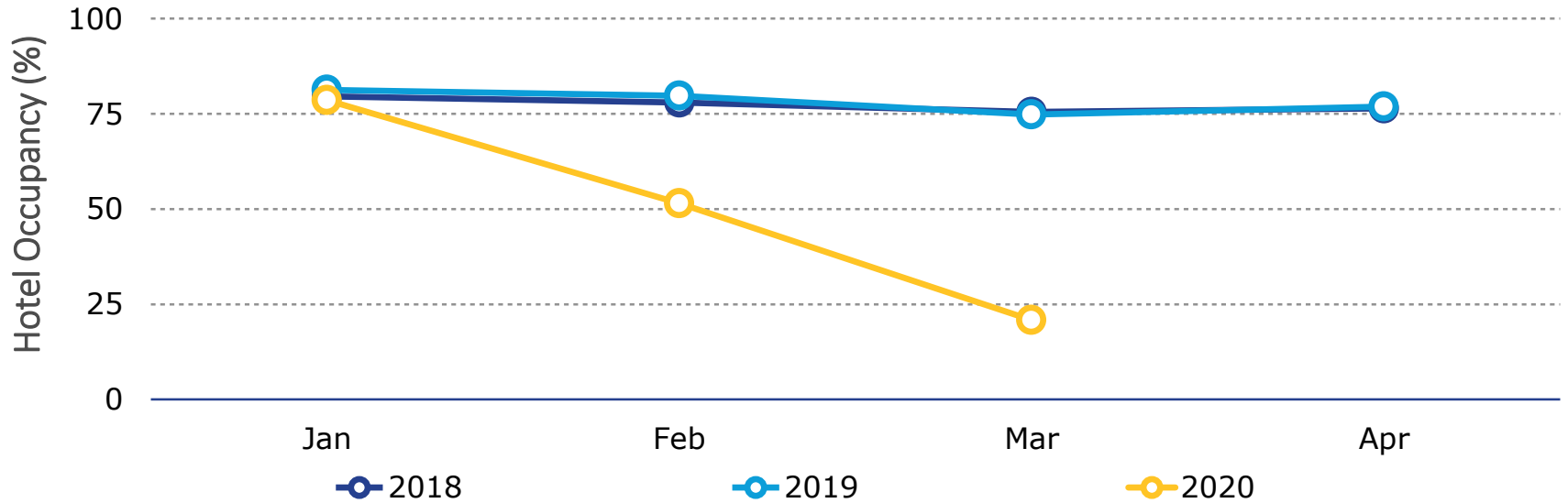
---



# NUMBER OF FOREIGN TOURISTS VISITING THAILAND CLASSIFIED BY MONTH



# THAILAND HOTEL OCCUPANCY RATE



Meetings



Incentives



VS

LEISURE



Conferences



Exhibitions



# 02 WHAT'S NEXT FOR THAILAND TOURISM MARKET?

---



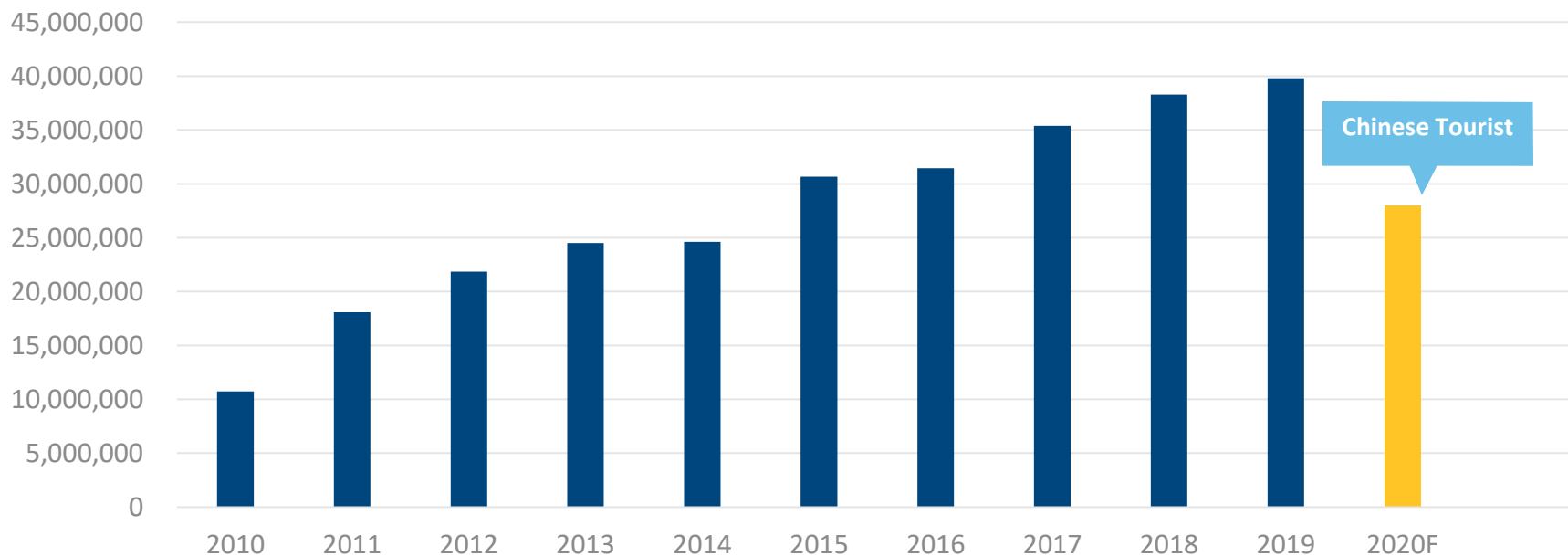
Secondary destination will  
see higher growth from a

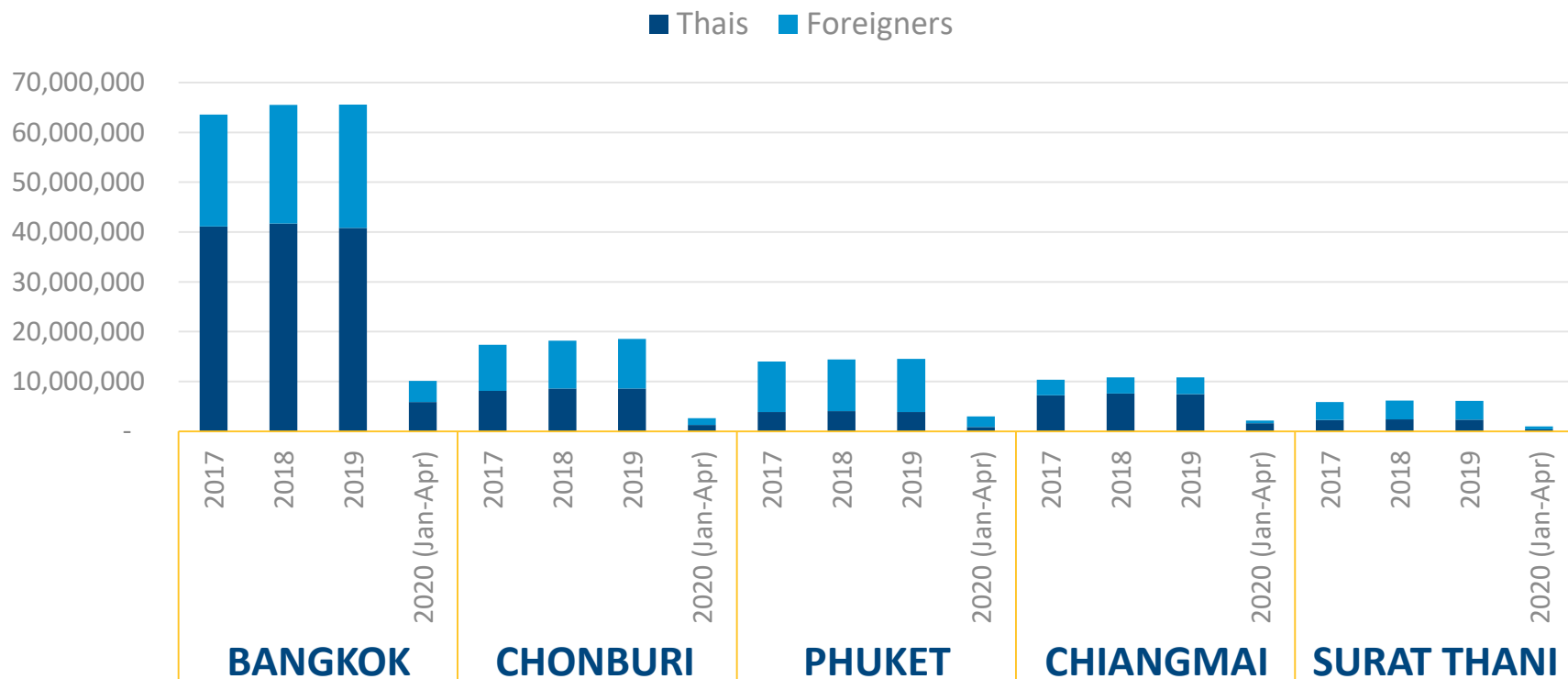
**domestic  
tourist**

in this period



## NUMBER OF FOREIGN TOURISTS VISITING THAILAND ANNUALLY





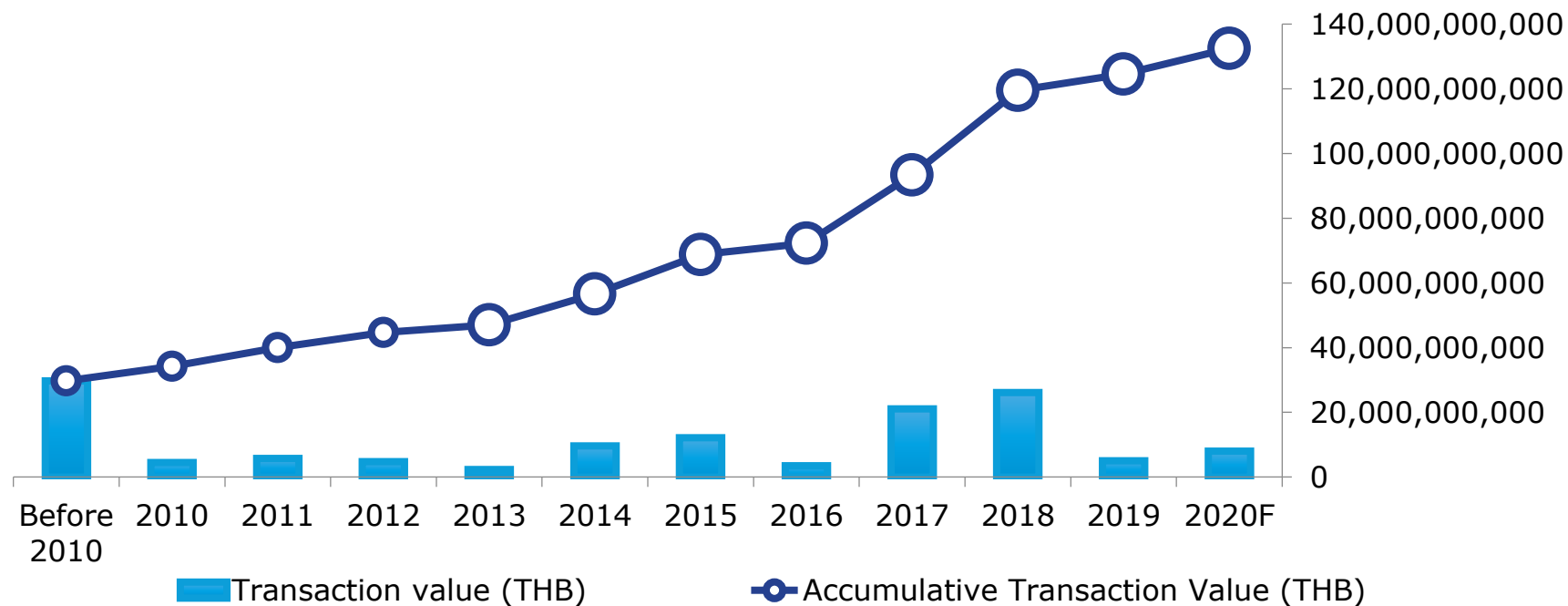
Source: Ministry of Tourism and Sport

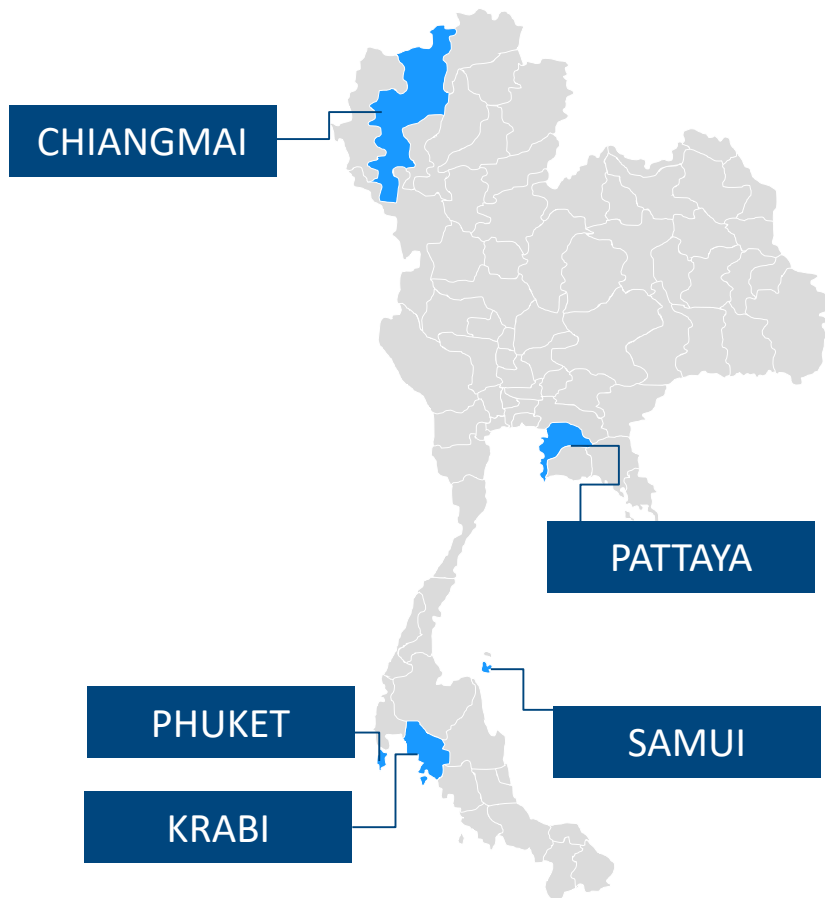
# 03 HOTEL TRANSACTION IN THAILAND

---



# HOTEL TRANSACTIONS AS OF 2H 2019





---

Over **200** hotels are publicly announced to dispose.

---

Price range from

**20 - 3,000+ MTHB**

---

90 of them are located in Phuket with price **lower than 1,000 MTHB**

---

Most hotel on sale have foreign target guest and were develop by **local developers**

# 04 COLLIERS' RECOMMENDATIONS

---







Accelerating success.

# OUR INTEGRATED REAL ESTATE SOLUTIONS

**Capital Markets &  
Investment  
Services**



**Tenant &  
Landlord  
Representation  
Services**



**Advisory Services**



**Valuation Services**



**Research Services**



**Colliers International | Thailand** Floor 17, Ploenchit Center  
2 Sukhumvit Road, Klongtoey, Bangkok 10110, Thailand

[www.colliers.com](http://www.colliers.com)  
Tel. +66 2 656 7000