



Accommodation Trends

Thailand and beyond by the numbers

Thailand Tourism Forum 2017

Jesper Palmqvist



apinfo@str.com

© 2016 STR, Inc. All Rights Reserved.

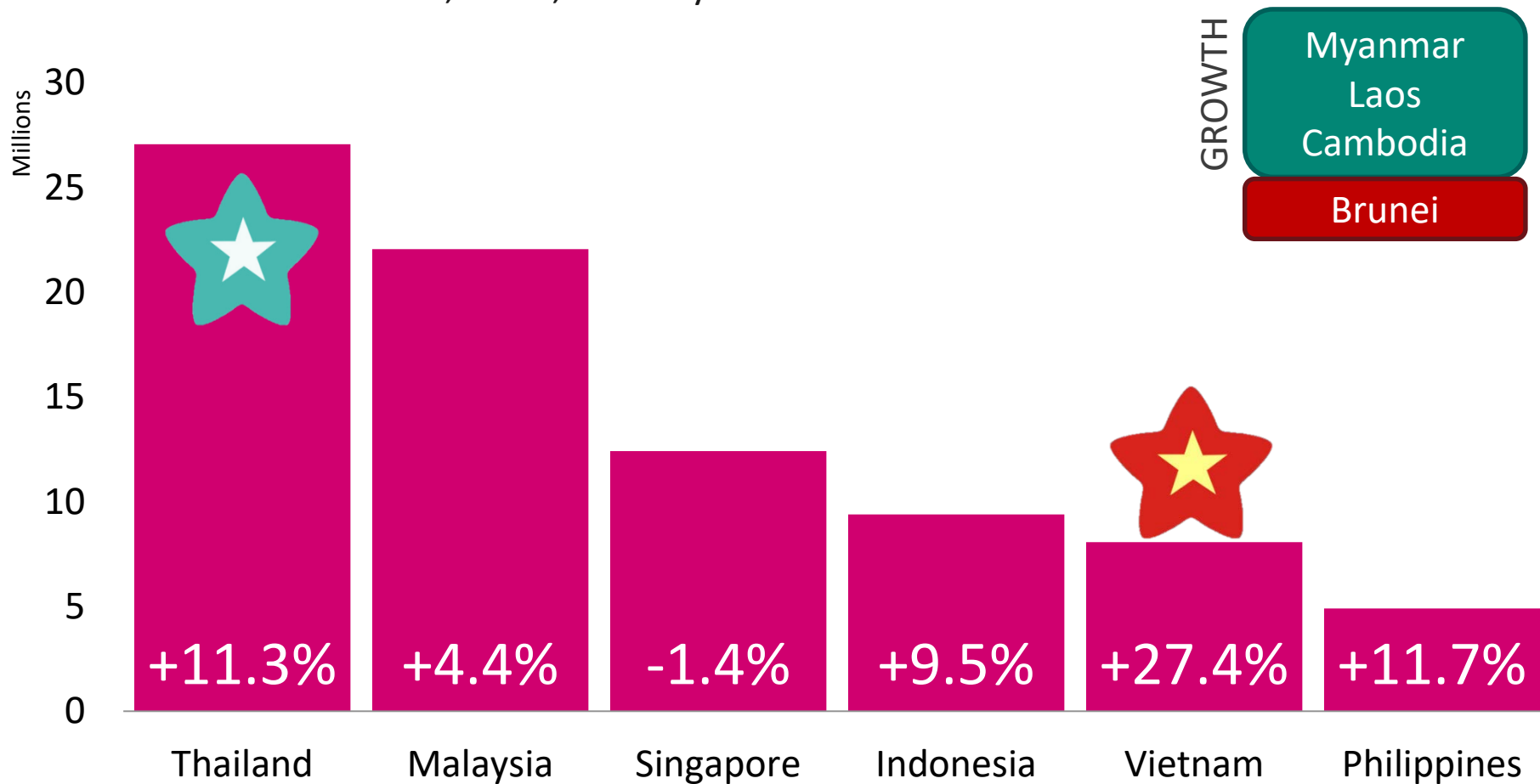
Any reprint, use or republication of all or a part of this presentation without the prior written approval of STR, Inc. or STR Global, Ltd. trading as STR (collectively "STR") is strictly prohibited. Any such reproduction shall specifically credit STR as the source. This presentation is based on data collected by STR. No strategic advice or marketing recommendation is intended or implied.

Benchmarking
↑ your world

ASEAN 'six majors' – International arrivals growth in most places

YTD Oct '16

Source: Tourism Boards, NTOs, Ministry of Tourism

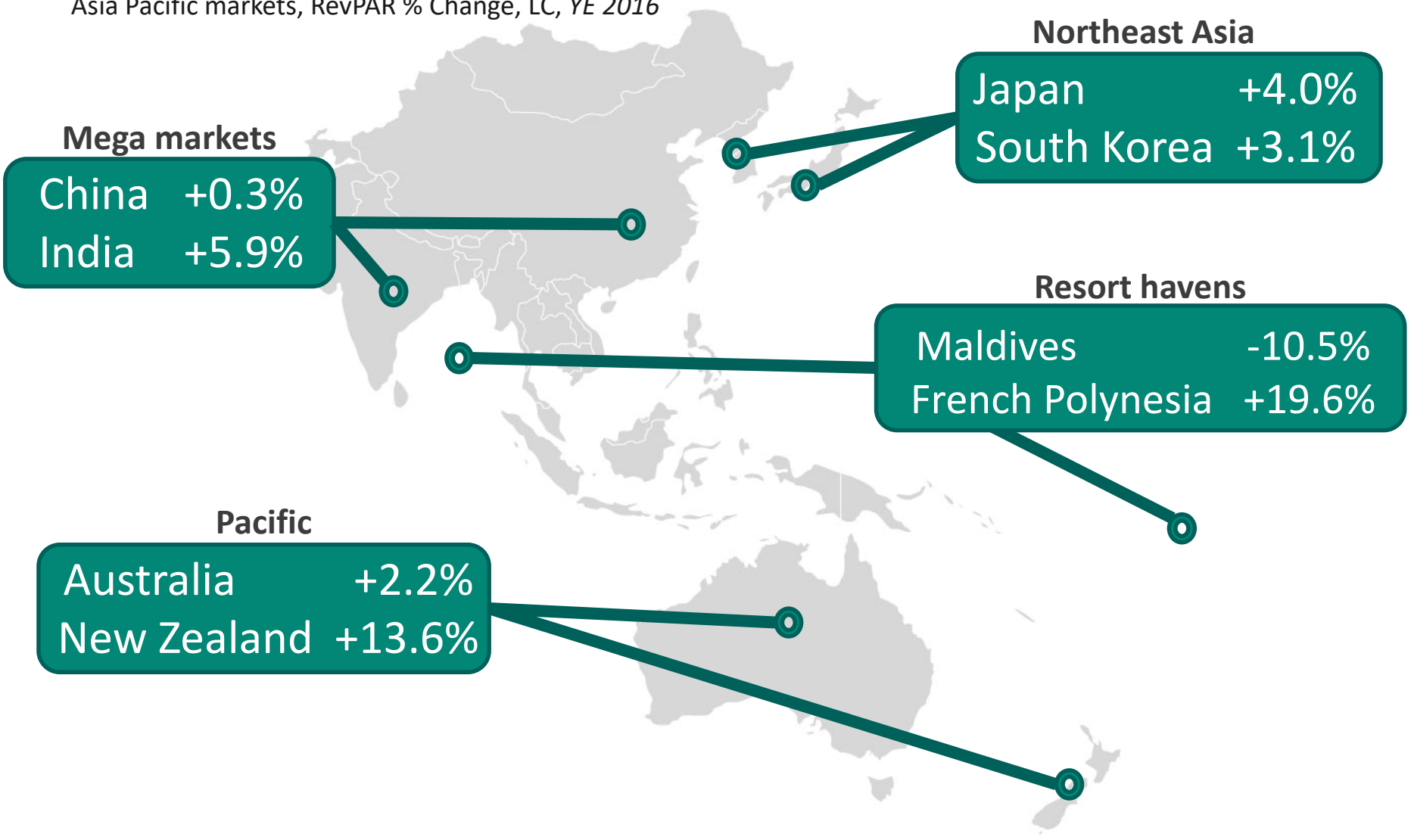




2016 a year with mostly positive performance growth

Key market snapshots

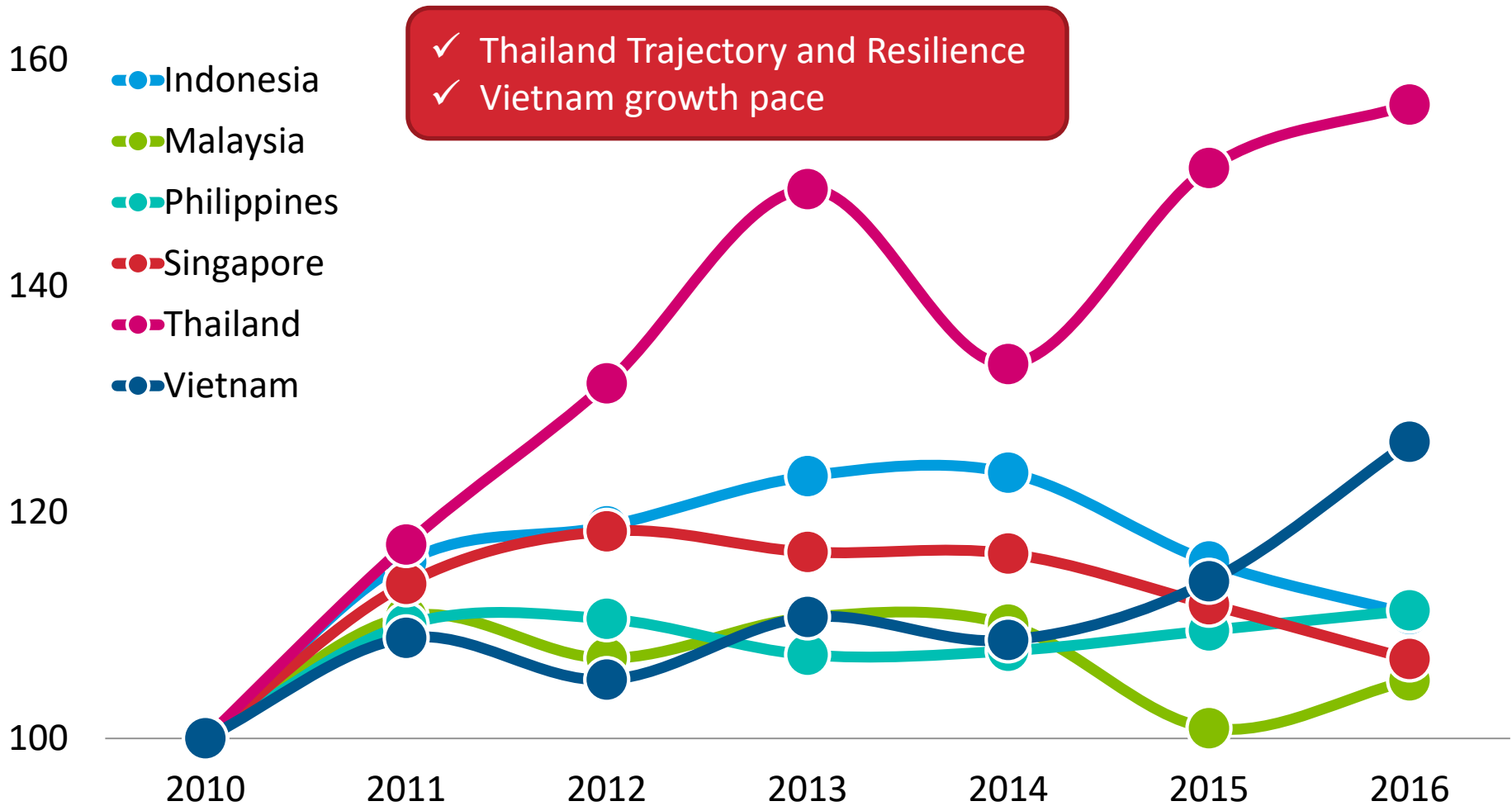
Asia Pacific markets, RevPAR % Change, LC, YE 2016



Thailand in the ASEAN 'six majors' countries

RevPAR Performance (Indexed to 2010)

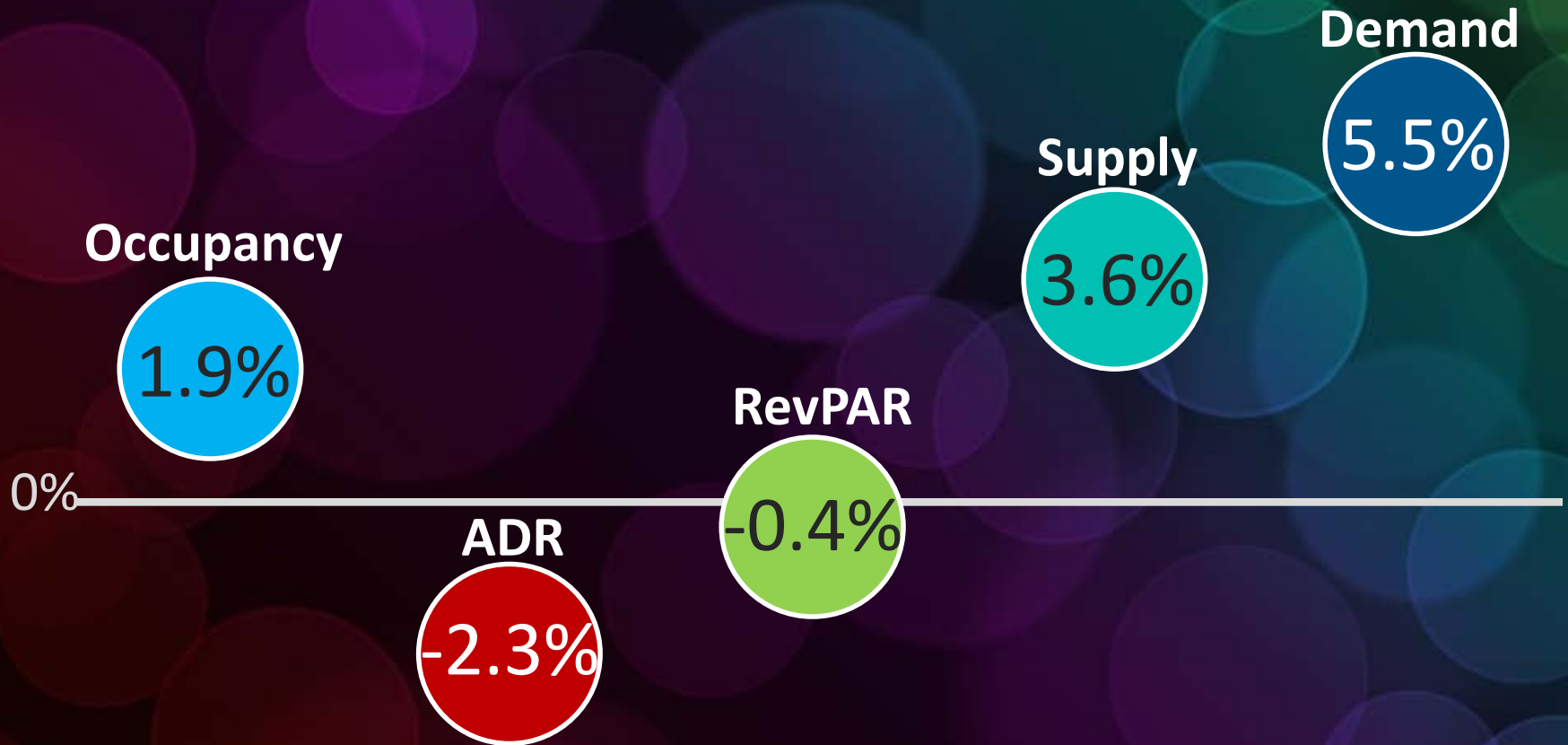
Local Currency, 2010 - 2016



ASEAN Hotel Performance

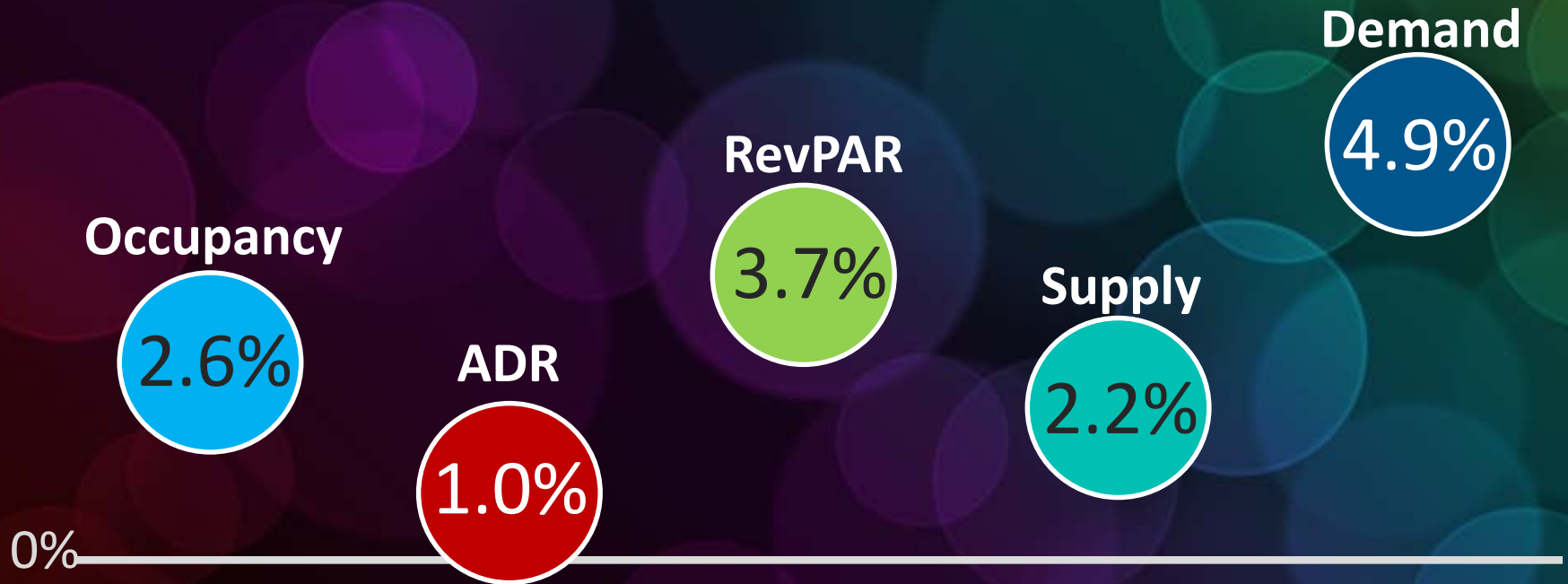
What's driving growth?

YE 2016, US Dollar, in Constant Currency



Thailand Hotel Performance

What's driving growth?
YE 2016, THB

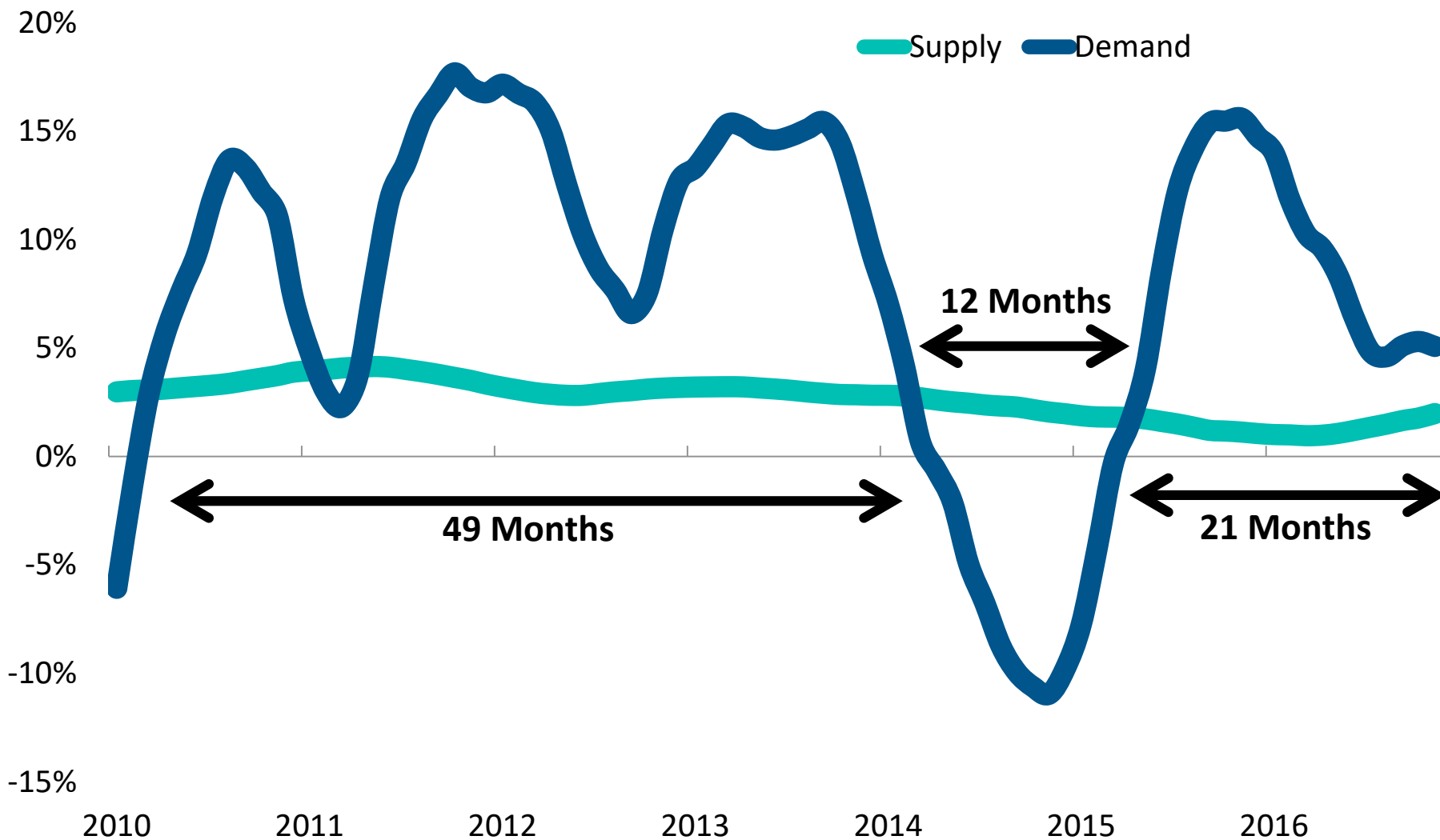




Thailand Hotel Performance

Supply & Demand Growth

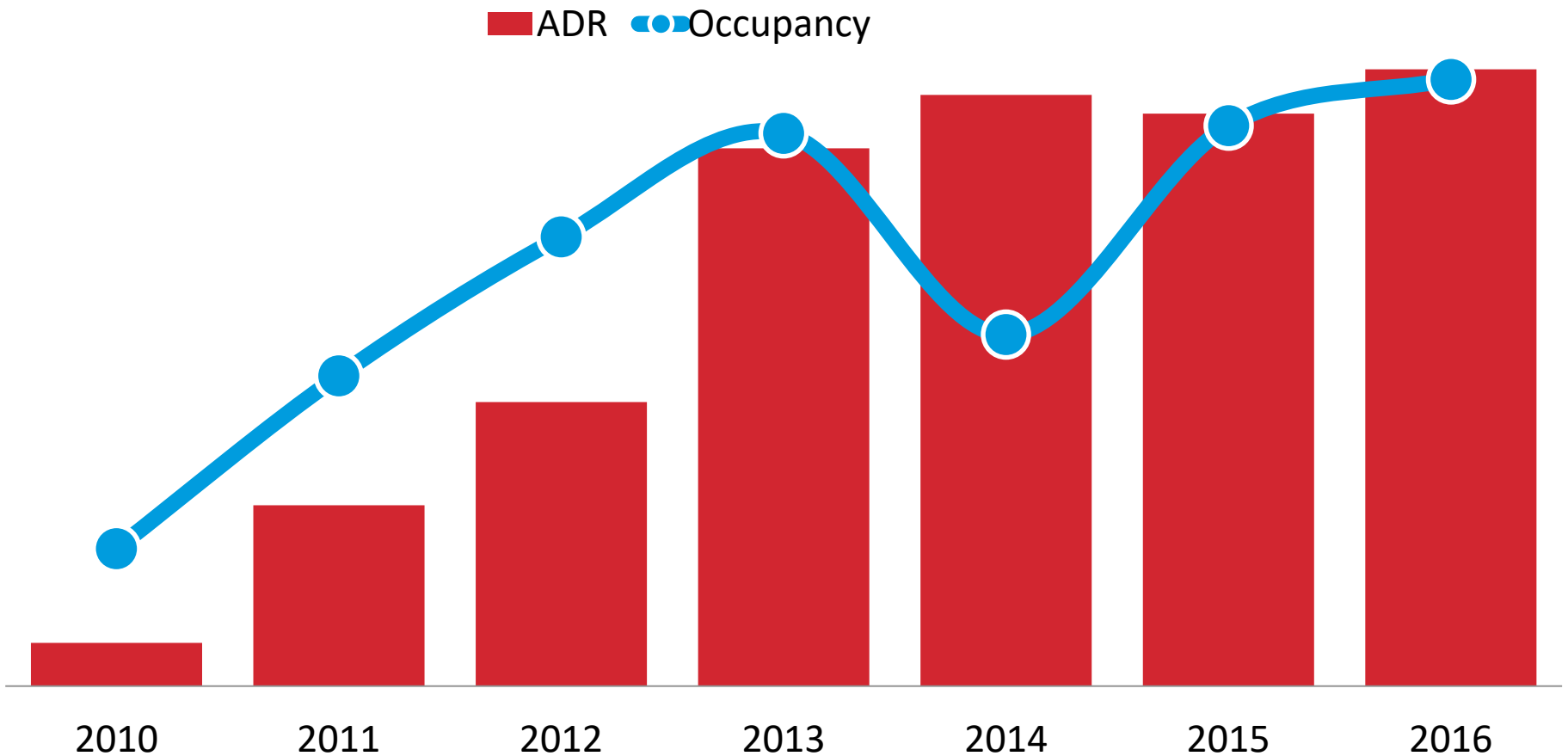
Jan '10 – Dec '16



Thailand Hotel Performance

Occupancy & ADR Performance

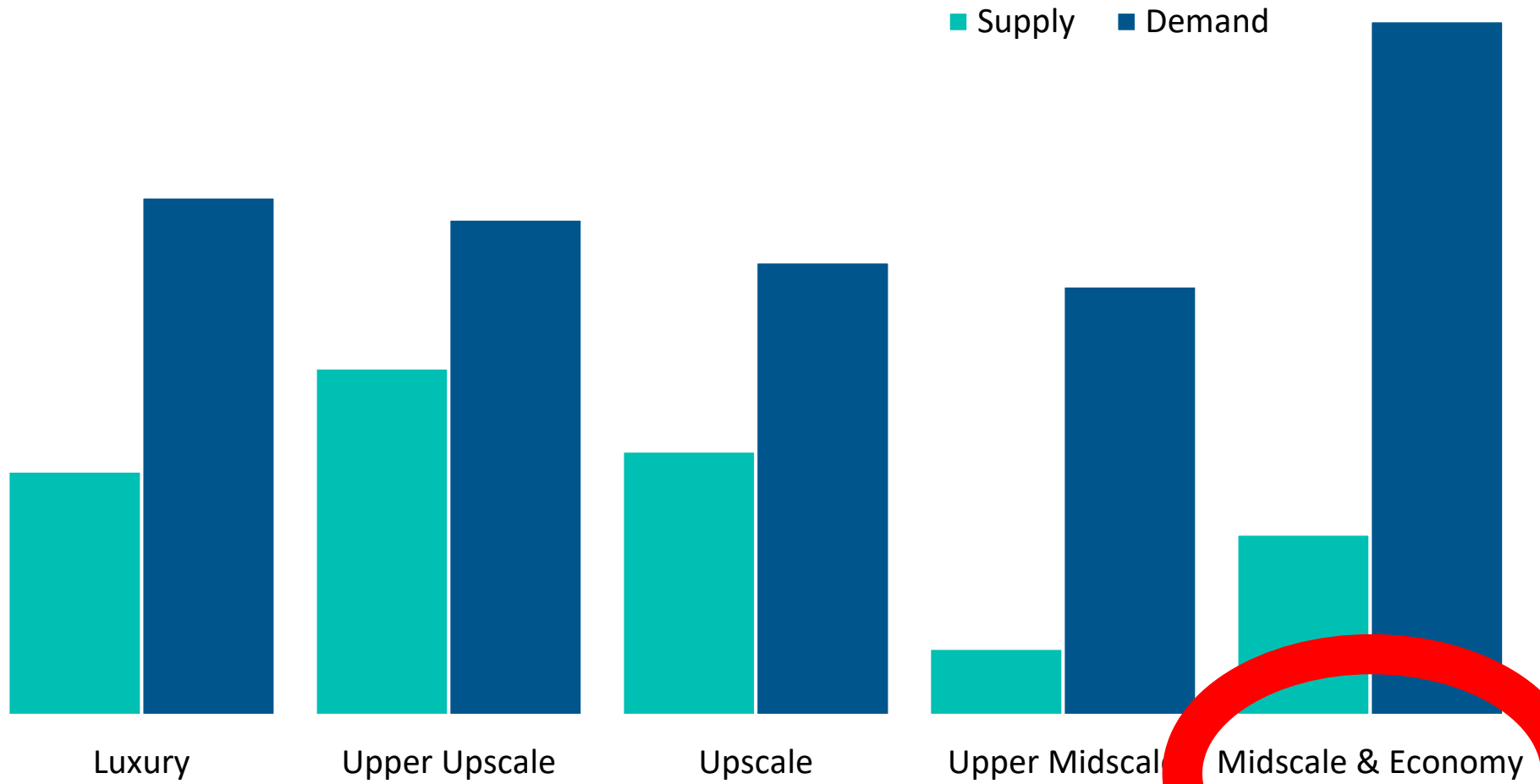
2010 – 2016



Thailand Hotel Performance

Supply & Demand Growth by Class

FY 2016

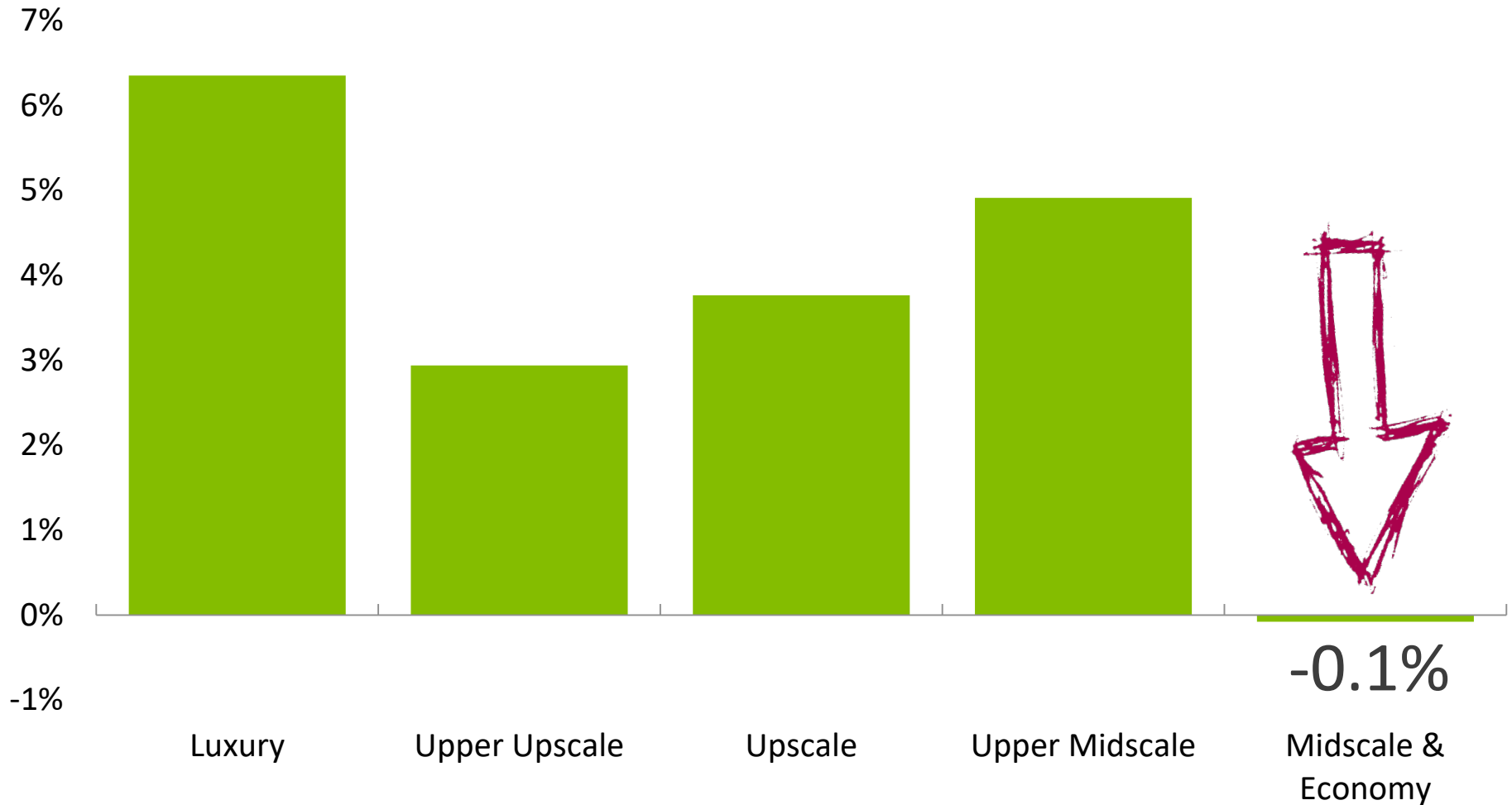




Thailand Hotel Performance

RevPAR Growth by Class

FY 2016, THB

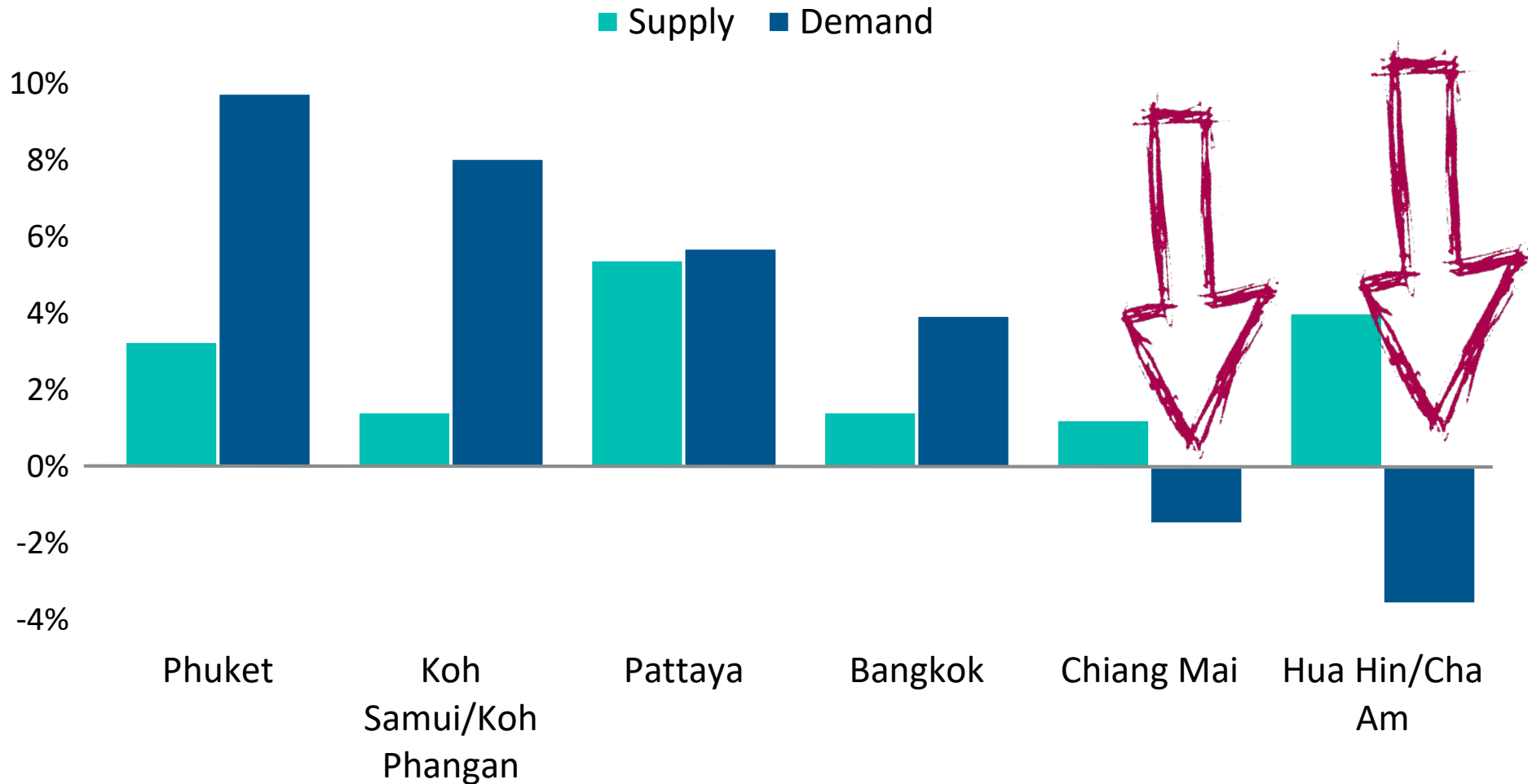




Thailand Hotel Performance

Key Markets Performance – Supply & Demand Growth

FY 2016

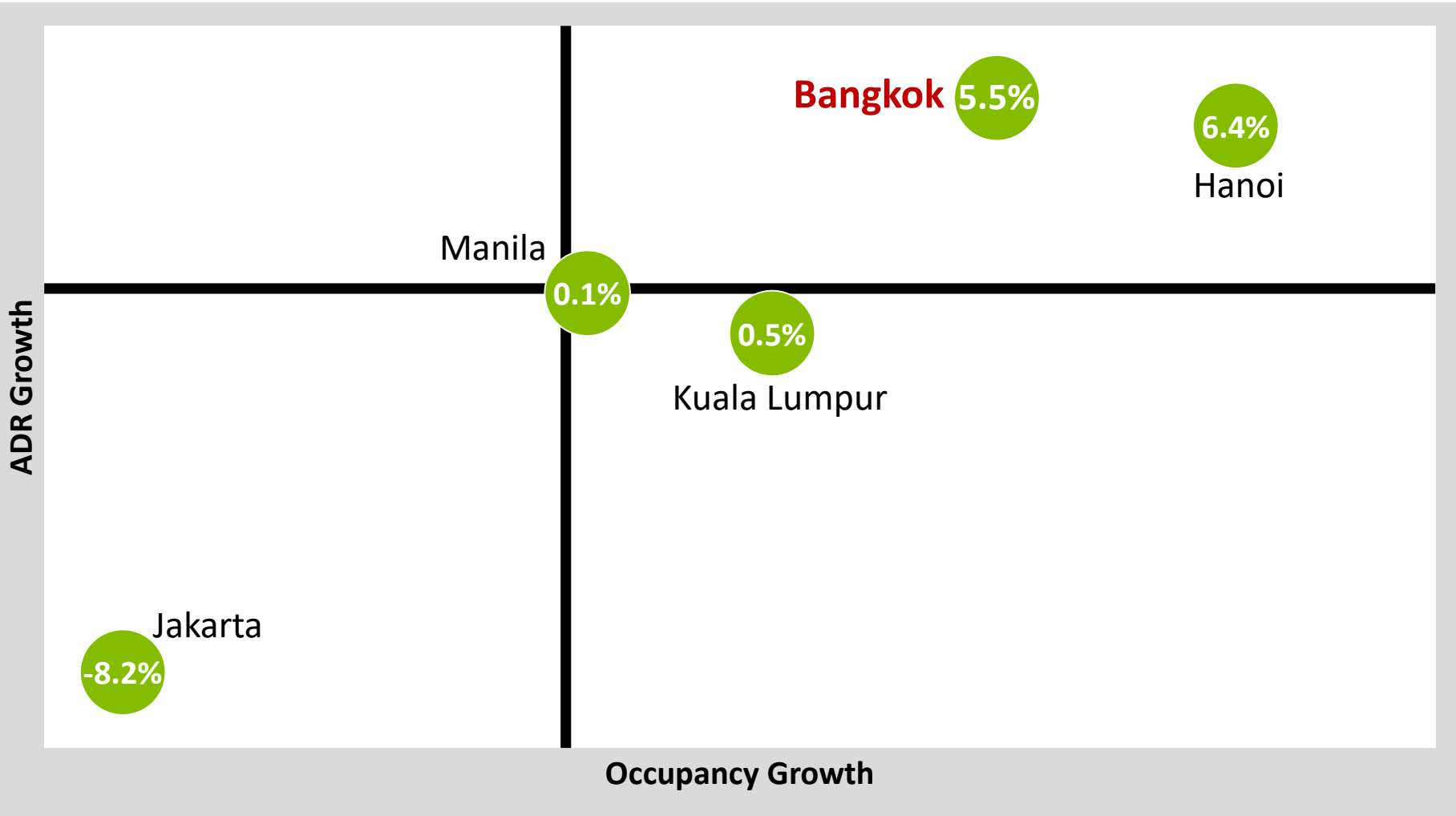




Bangkok vs ASEAN Capital Cities

Occupancy, ADR & RevPAR Growth

YTD Dec '16, in Local Currency



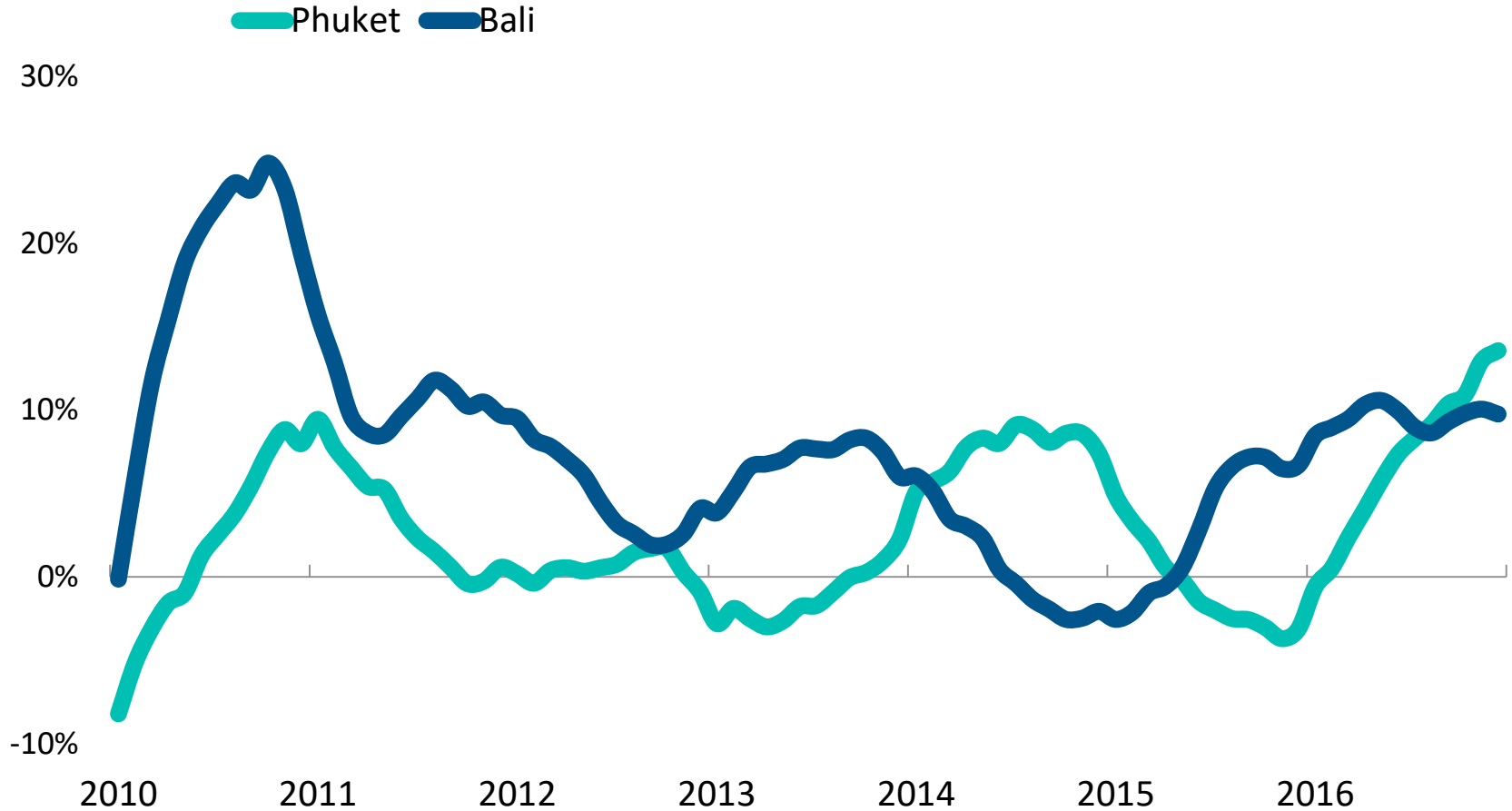
Position indicates ADR & Occupancy growth, number in circle indicating RevPAR growth



Phuket vs Bali – Now growing together

Demand Growth

Jan '10 – Dec '16





compression | opportunity \$



We studied the data with two questions:

1

How many nights in 2016 saw high occupancy?

Thailand sees generally higher occupancy than most in ASEAN – but less than Singapore. Bangkok has more than Phuket and Upscale hotels during the weekdays are the busiest in general.

2

How much higher was the rate during those nights, compared to when occupancy was lower?

Thailand yields rate more than most other nations and optimizes more aggressively during busy periods. Within Thailand the biggest ADR upswing during high compression is in Phuket, notably in Luxury hotels and during the weekend.

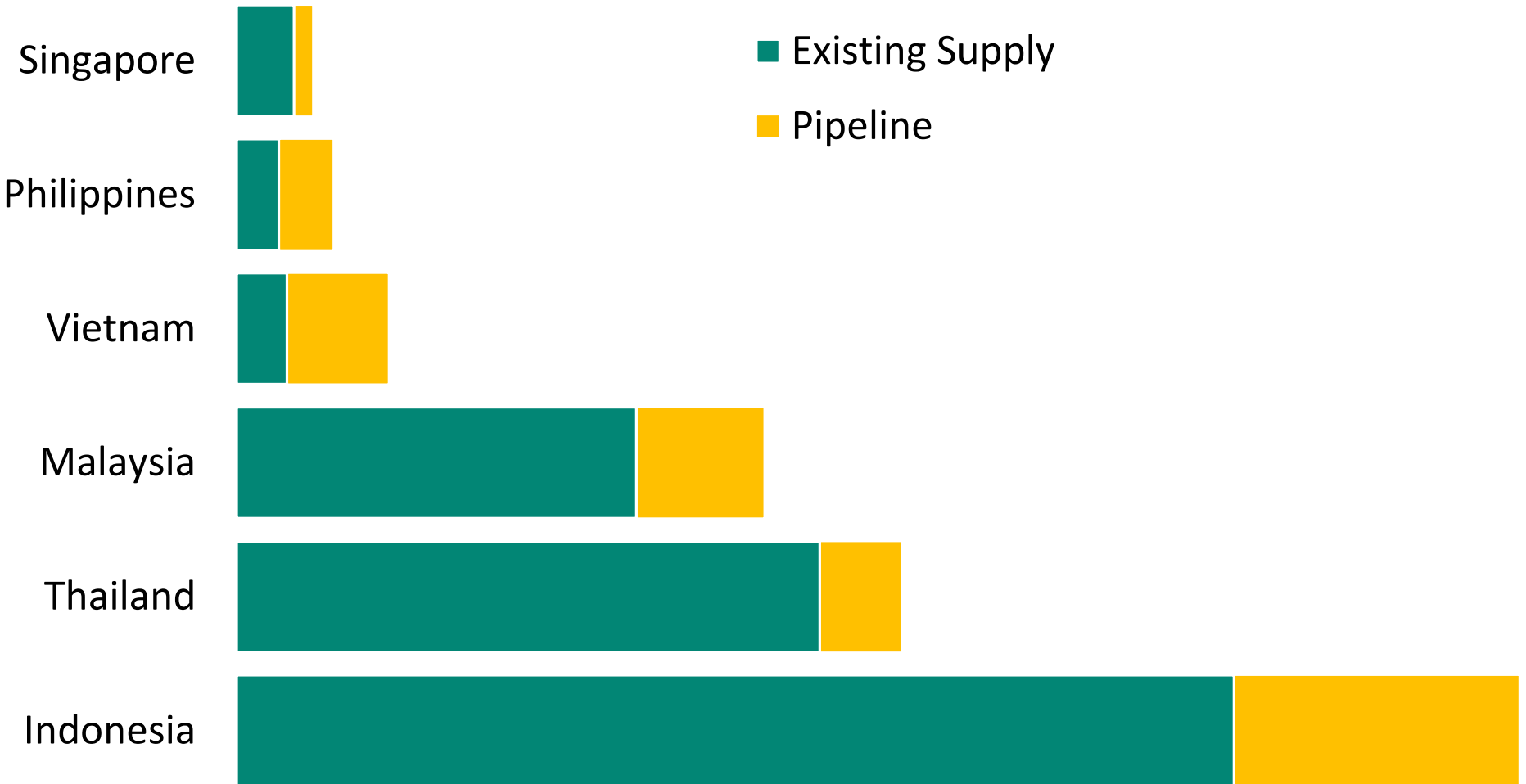
Conclusion

Regardless of contributing factors such as source markets, local dynamics and hotel class – the conclusion is that there is a wide variation within ASEAN in terms of revenue optimization during high occupancy compression, but Thailand very often leads the way.

The difference is big enough compared to other markets to conclude that there could be a yield opportunity in several markets.

ASEAN 'six majors' by Pipeline

Pipeline by Total Number of Rooms, as of Dec '16



The influence of

Alternative Accommodations

(staying with friends and family, camping, home-sharing)



airbnb - a force in the travel industry

- Legislative challenge
- Supply & Demand growth
- Hotels' growth was also strong
- Nuances
 - Length of Stay - Airbnb longer
 - Business travel - Much smaller than leisure
 - ADR & Occ - Hotel ADR/Occ higher
- Remember: Apples and Oranges



Airbnb & Hotel Performance

An analysis of proprietary data in 13 global markets



Analyzed by:

Jessica Haywood
Patrick Mayock
Jan Freitag
Kwabena Akuffo Owusu
Blaise Fiorilla

Download here:

<http://www.str.com/research1>

Markets included:

Boston

Los Angeles

Miami

New Orleans

San Francisco

Seattle

Washington, D.C.

Barcelona

London

Mexico City

Paris

Sydney

Tokyo



Thank you

For more information:

 apinfo@str.com

+65 6800 7850

wechat



© 2016 STR, Inc. All Rights Reserved.

Any reprint, use or republication of all or a part of this presentation without the prior written approval of STR, Inc. or STR Global, Ltd. trading as STR (collectively "STR") is strictly prohibited. Any such reproduction shall specifically credit STR as the source. This presentation is based on data collected by STR. No strategic advice or marketing recommendation is intended or implied.

Benchmarking
↑ your world