

China growth softening, but increases from e.g. India, Japan, Korea and USA - Building on MICE and broad customer base. The new norm? 3-5% growth, not 10%+

50,000 new rooms on the way
Over 16,000 in Bangkok

Incorporating physical, regulatory and market risks of sustainability into hotel development planning

Strong THB and an expected **Economic Extended Stagnation** creating headwinds

2018 growth
2019 declines
2020 BKK pickup

Diversify Arrivals

Navigate Economic Uncertainty

Manage new Supply

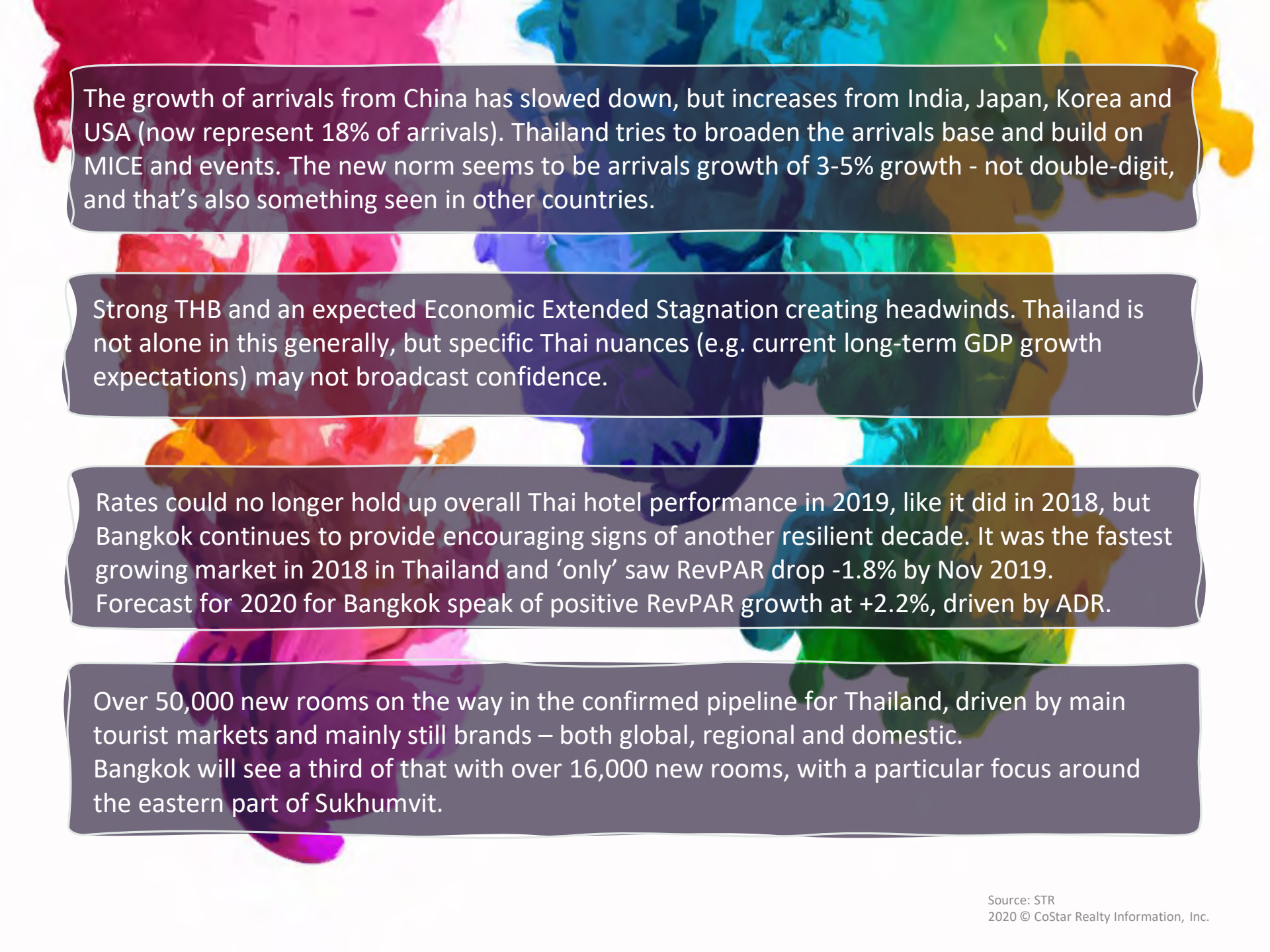
Drive Performance

Long-term Sustainability



Keeping Thailand Tourism Resilient

Key factors 2020 and beyond



The growth of arrivals from China has slowed down, but increases from India, Japan, Korea and USA (now represent 18% of arrivals). Thailand tries to broaden the arrivals base and build on MICE and events. The new norm seems to be arrivals growth of 3-5% growth - not double-digit, and that's also something seen in other countries.

Strong THB and an expected Economic Extended Stagnation creating headwinds. Thailand is not alone in this generally, but specific Thai nuances (e.g. current long-term GDP growth expectations) may not broadcast confidence.

Rates could no longer hold up overall Thai hotel performance in 2019, like it did in 2018, but Bangkok continues to provide encouraging signs of another resilient decade. It was the fastest growing market in 2018 in Thailand and 'only' saw RevPAR drop -1.8% by Nov 2019. Forecast for 2020 for Bangkok speak of positive RevPAR growth at +2.2%, driven by ADR.

Over 50,000 new rooms on the way in the confirmed pipeline for Thailand, driven by main tourist markets and mainly still brands – both global, regional and domestic. Bangkok will see a third of that with over 16,000 new rooms, with a particular focus around the eastern part of Sukhumvit.