



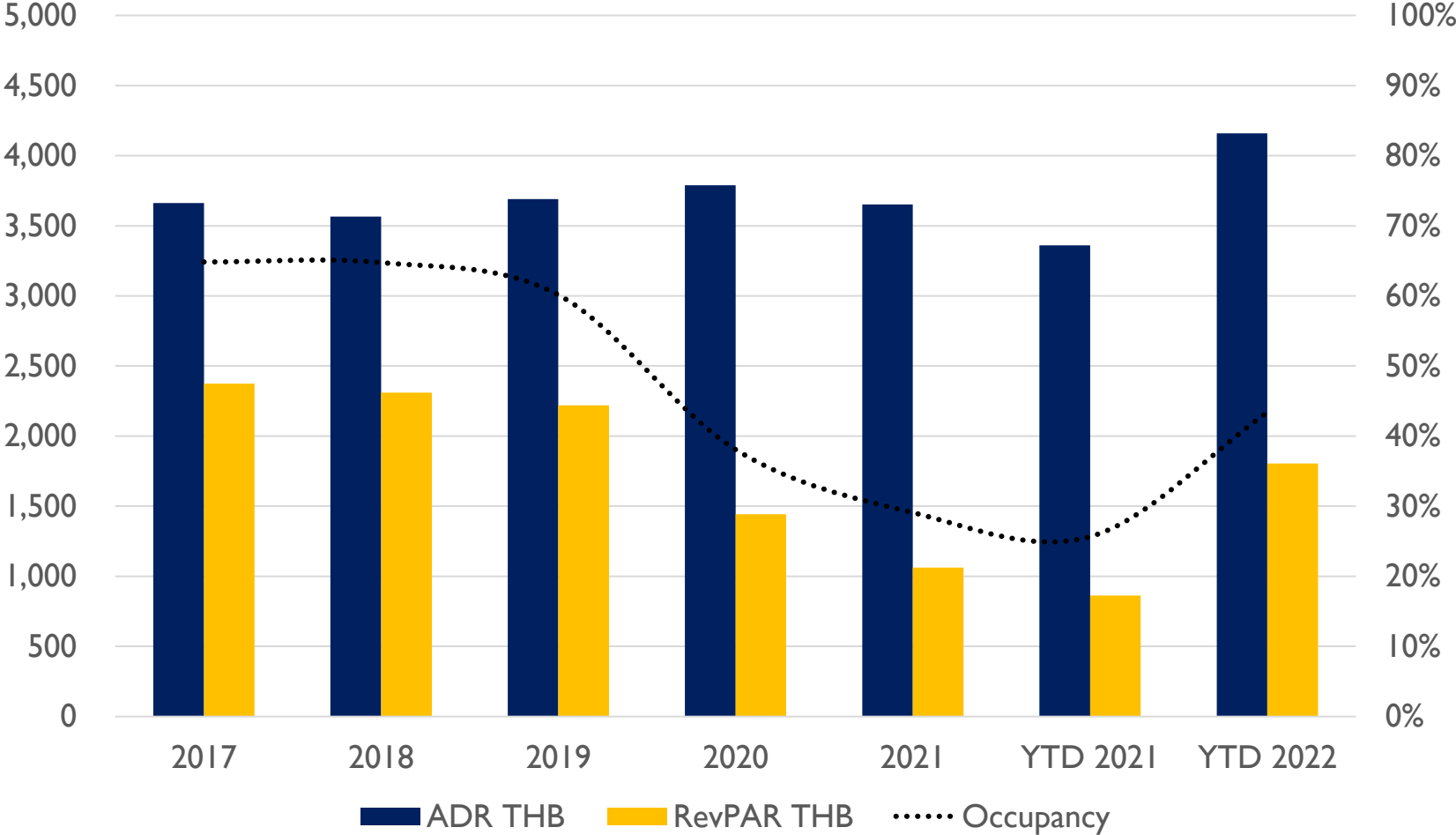
# Royal Coast Riviera Club

## Hua Hin Hotel Market Update & Outlook

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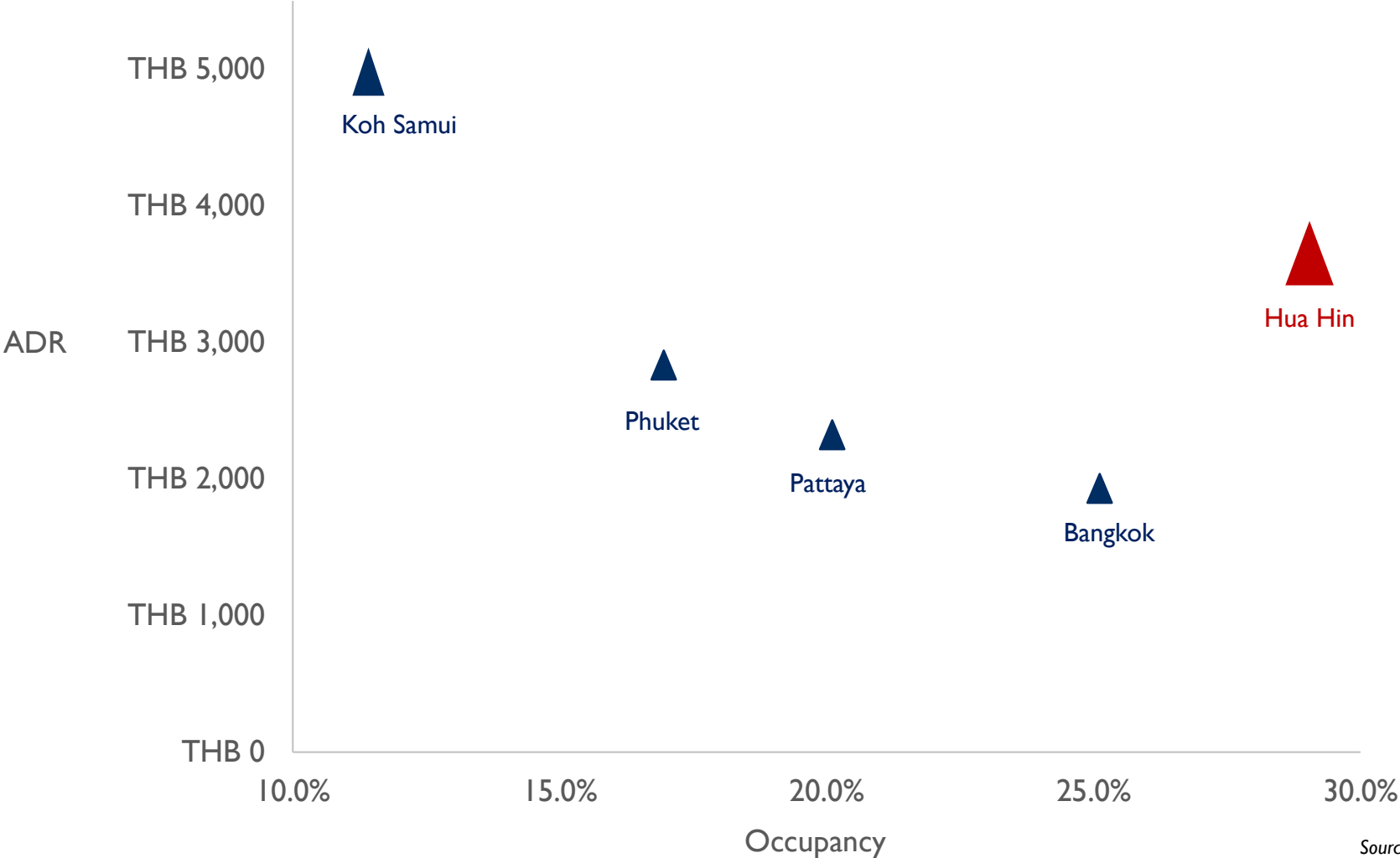
Nikhom Jensiratanakorn, Director

# Hotel Market Performance, Hua Hin



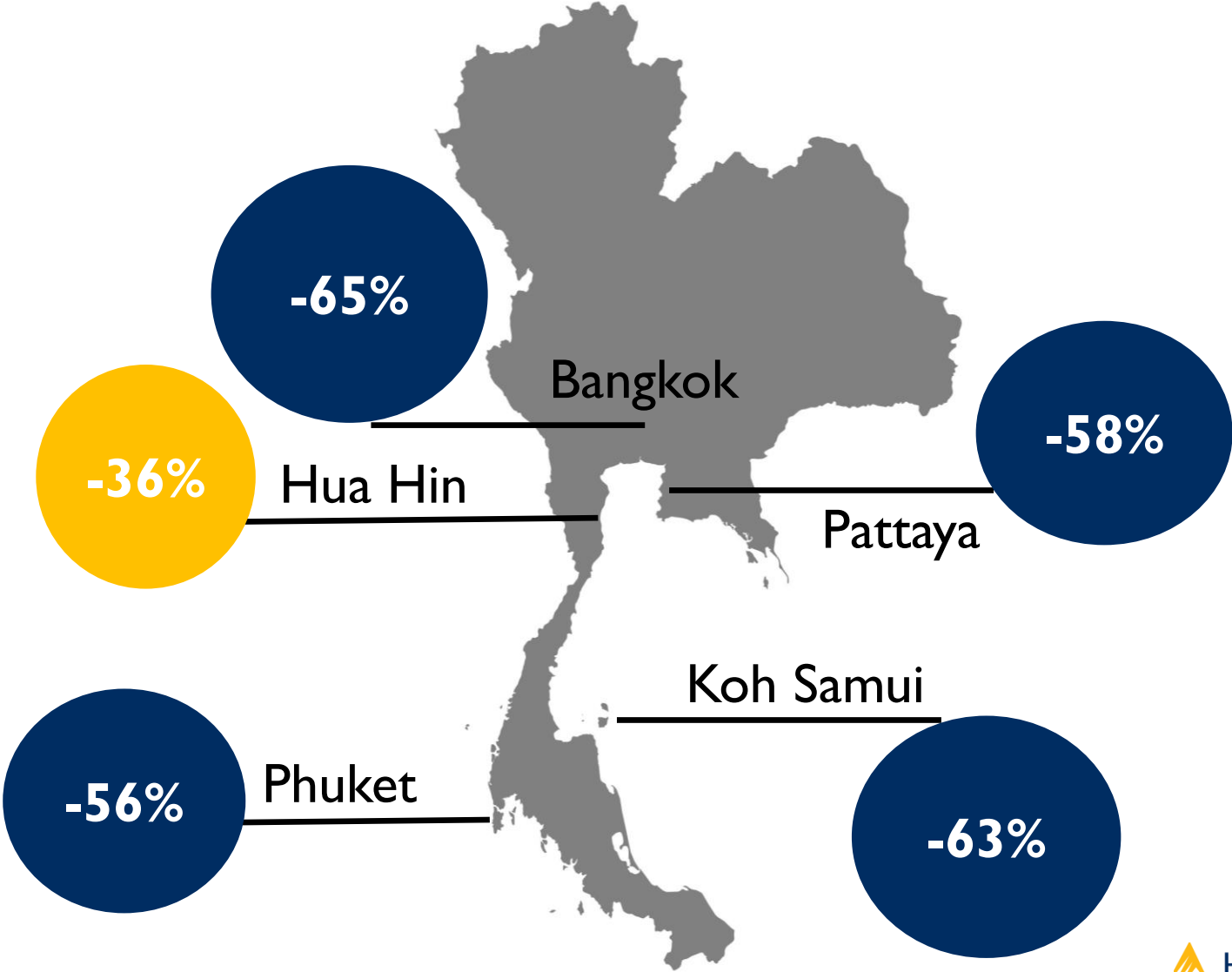
Source: STR

# How did Hua Hin Stack Up in 2021?



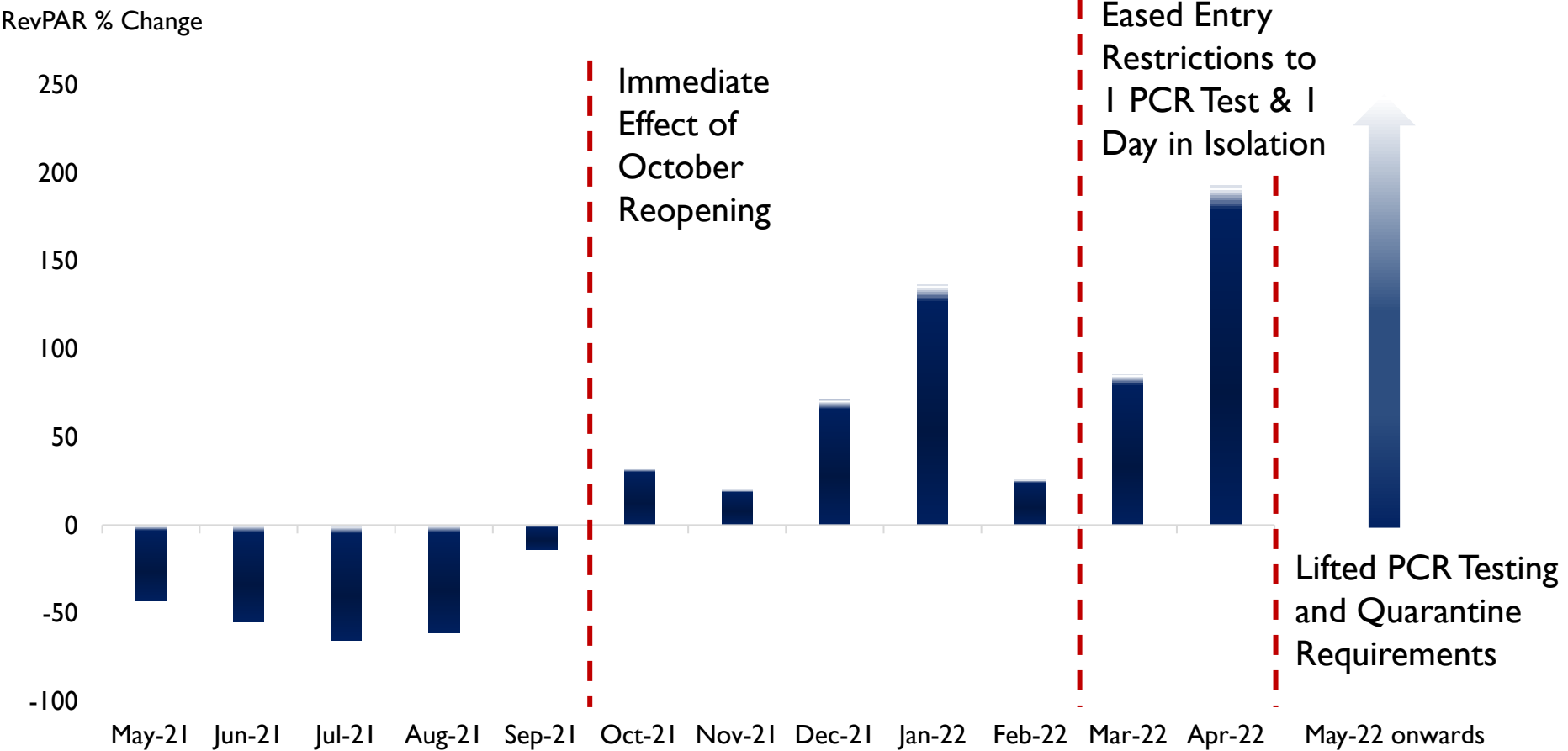
Source: STR

# RevPAR Change April YTD 2022 vs. April YTD 2019



Source: STR

# A Promising Outlook For Hua Hin RevPAR Recovery



Source: STR

# Global Pandemic Situation at a Glance

As of June 3<sup>rd</sup> . 2022

## North America

**Vaccination Rate: 64%**  
Total Cases (millions): 100.1  
Cases per Million People: 167,838  
Death Rate%: 1.5%

## Europe

**Vaccination Rate: 66%**  
Total Cases (millions): 199.1  
Cases per Million People: 265,878  
Death Rate%: 0.9%

## Asia

**Vaccination Rate: 70%**  
Total Cases (millions): 153.8  
Cases per Million People: 32,866  
Death Rate%: 0.9%

## South America

**Vaccination Rate: 75%**  
Total Cases (millions): 57.8  
Cases per Million People: 133,187  
Death Rate%: 2.3%

## Africa

**Vaccination Rate: 17%**  
Total Cases (millions): 11.9  
Cases per Million People: 8,667  
Death Rate%: 2.1%

## Oceania

**Vaccination Rate: 64%**  
Total Cases (millions): 9.9  
Cases per Million People: 206,787  
Death Rate%: 0.1%



Source: OurWorldindata.org

# Travel Restriction Map, June 2022



Thailand

Travel is Open

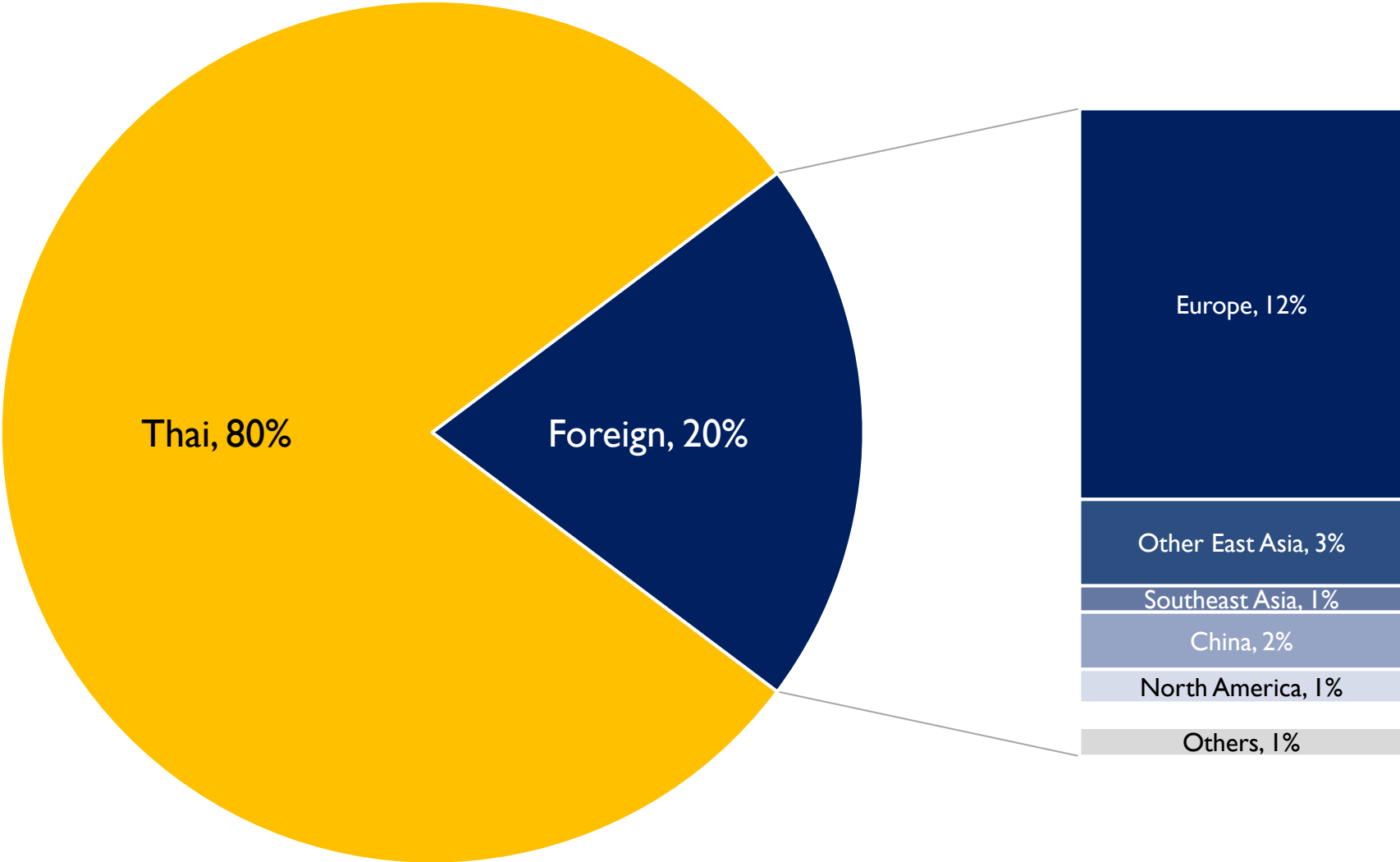
Test & Travel

Entry is restricted

Unknown

Source: Sherpa; Information available on 3<sup>rd</sup> June 2022  
Assuming departure from Thailand with a Thai Passport

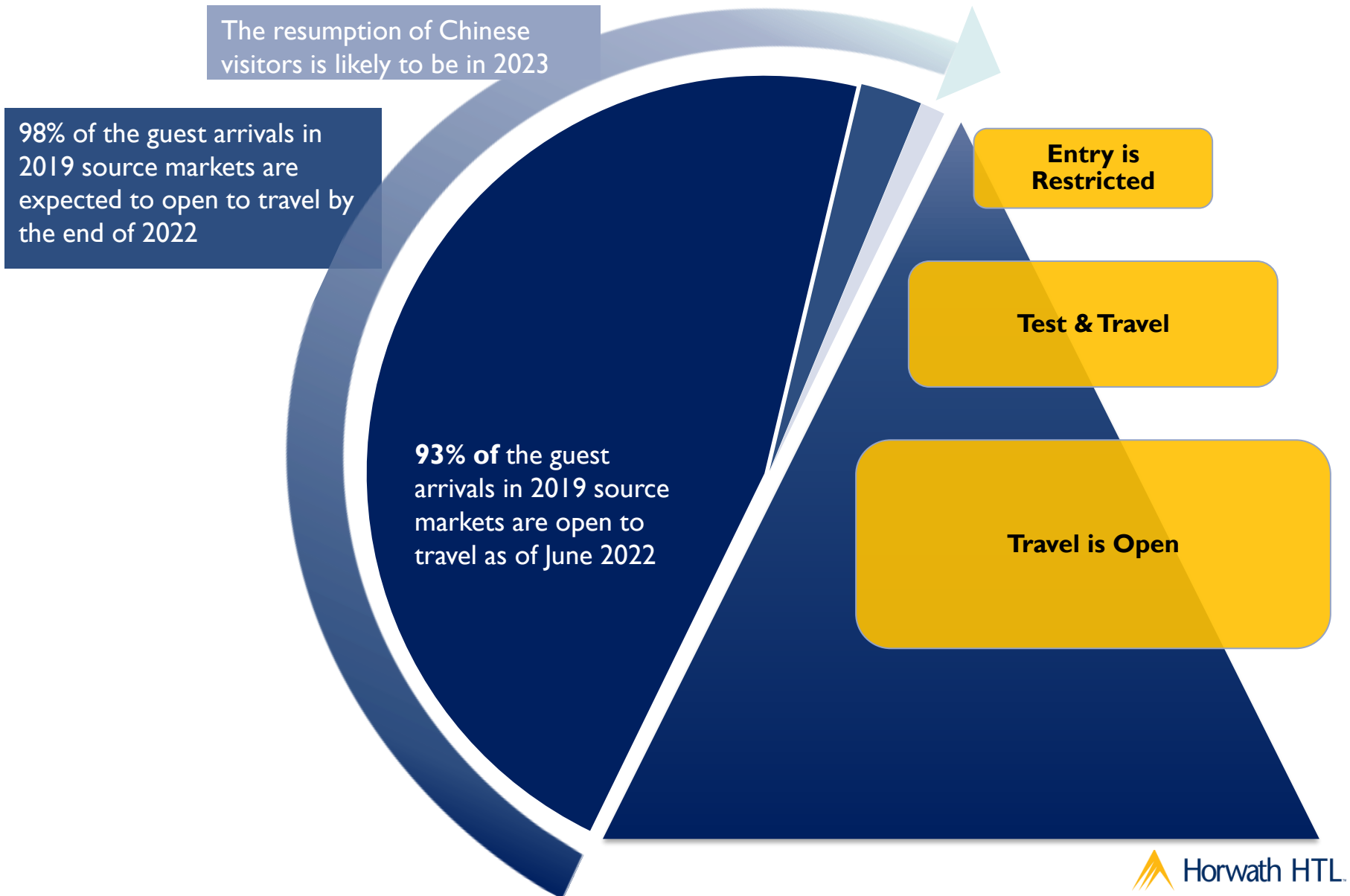
# Hua Hin Guest Nationality Mix, 2019



Source: Ministry of Tourism & Sports



# Travel Restrictions of the 2019 Source Markets



# Infrastructure Developments



## Upgrades include:

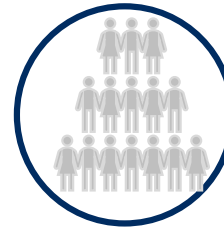
- 1 • Enlarge the Existing Passenger Terminal
- 2 • Expand Hangar Space
- 3 • Widen the Runway by Ten Meters

## Hua Hin Airport Upgrade



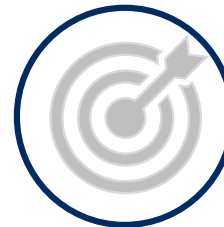
**THB 3.5 Billion**

Total Investments



**3 Million Passenger**

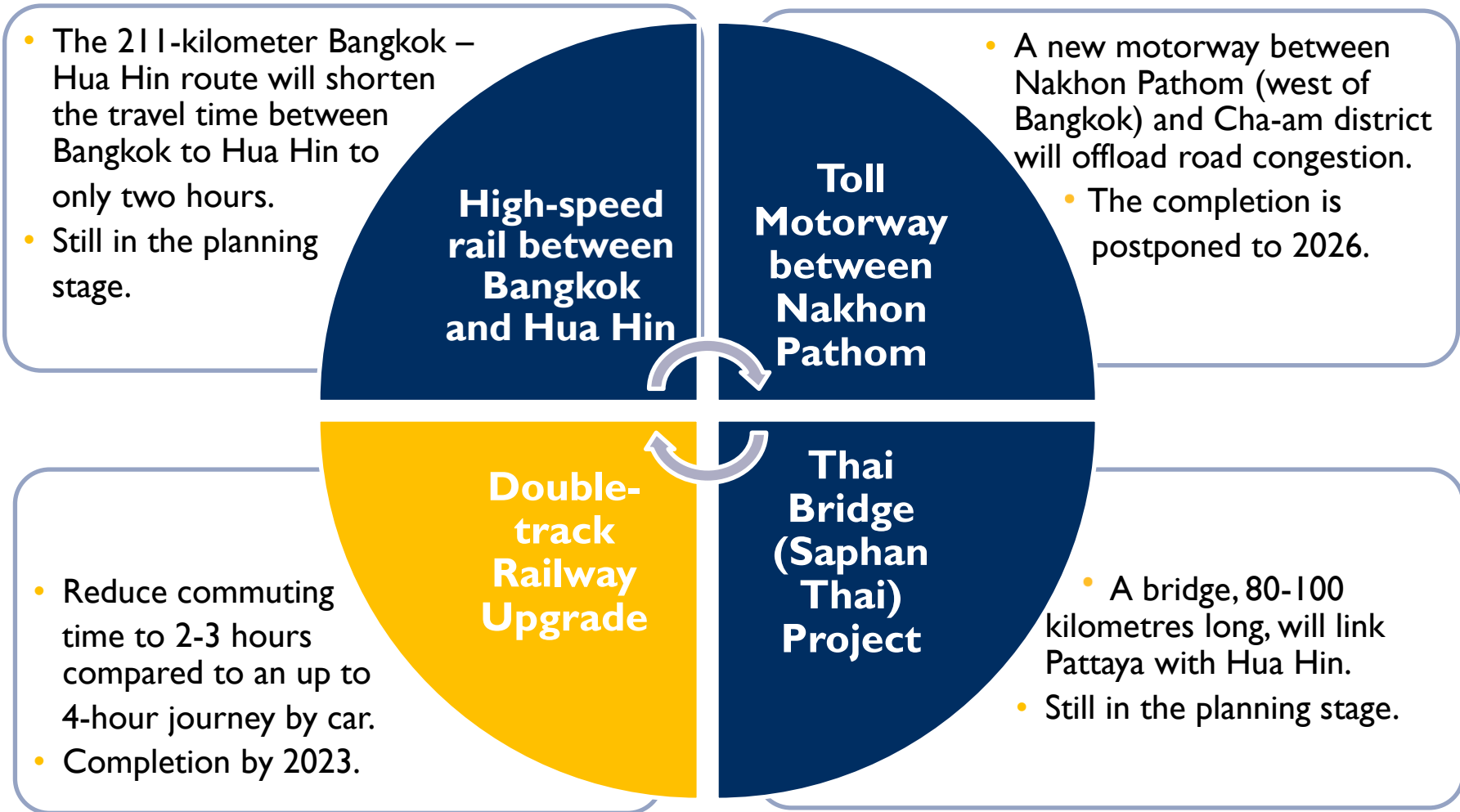
Tenfold Annual Capacity



**2024**

Target Completion

# Infrastructure Developments



# New Development/ Demand Generators



## Event Hub at Hua Hin Airport –

a multi-functional event space for business fairs, exhibitions, ticketed concerts and events. It will host an array of events held in the terminal building, hangars, and squares.

## Sky Walk

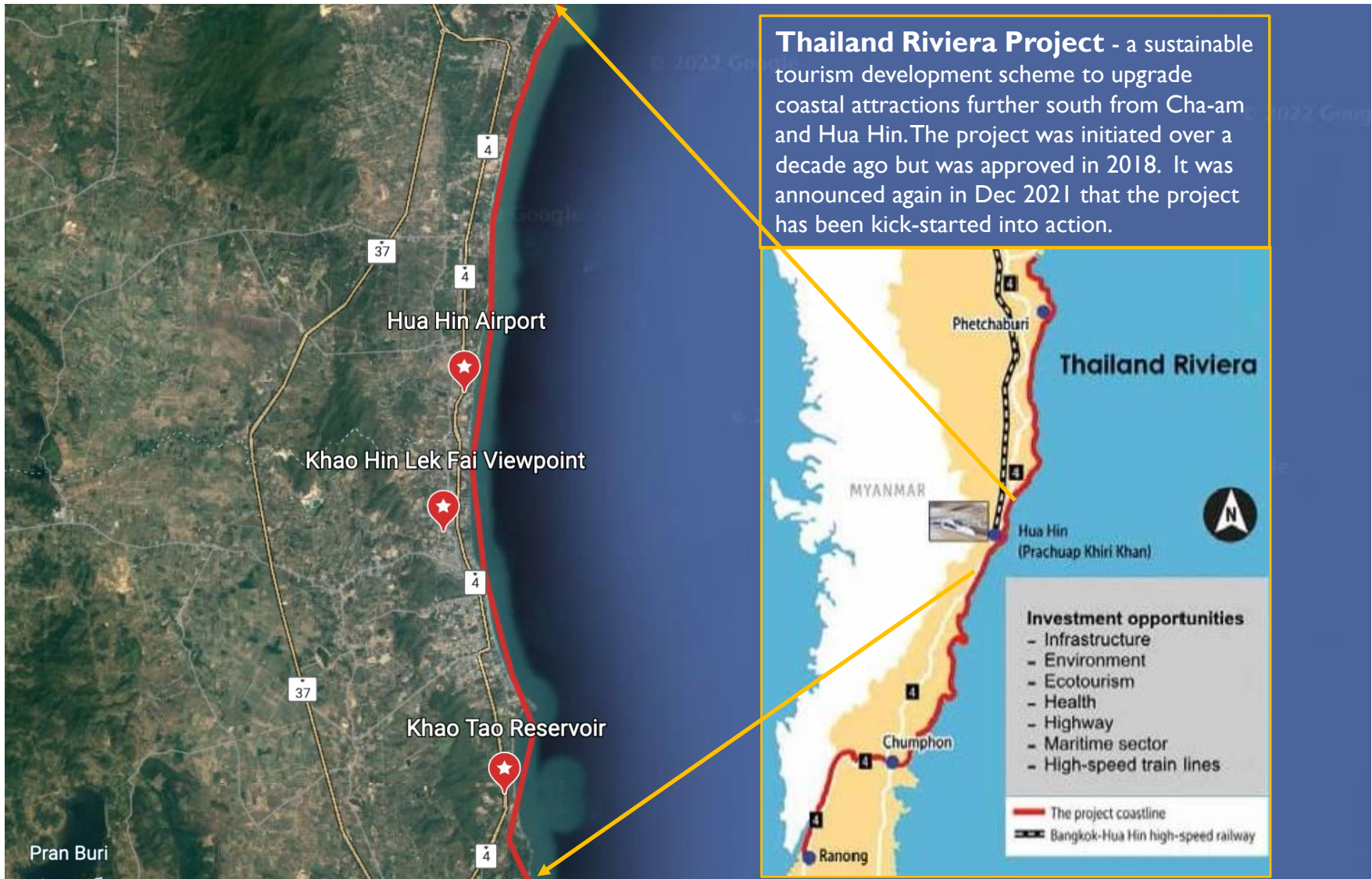
at the Khao Hin Lek Fai viewpoint - In May 2022, municipal officials voted in favour to apply for permission to redevelop a total 124 rai of land at Khao Hin Lek Fai for the construction of Sky Walk.

## The Turtle Bay

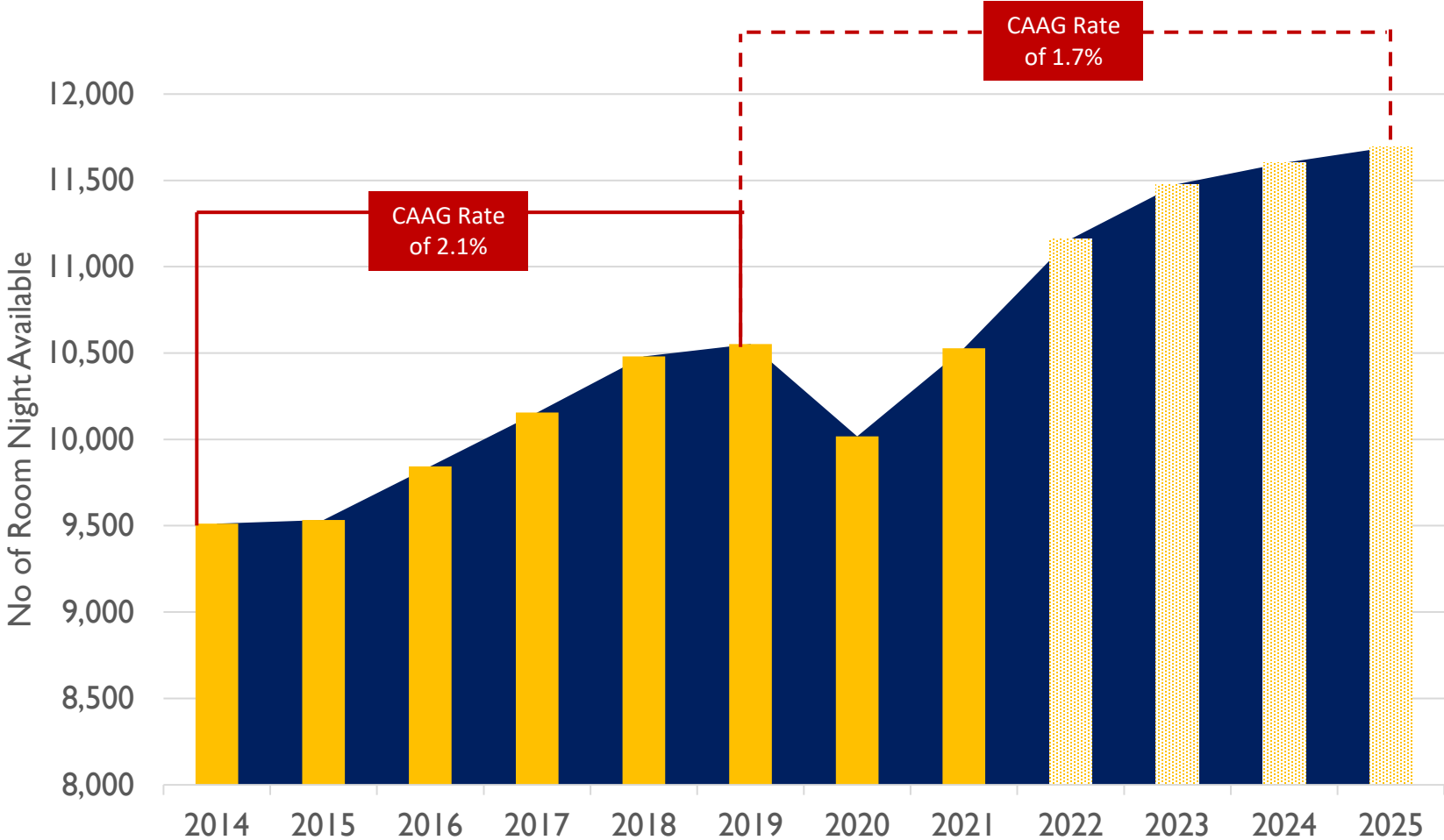
- the site is located near Khao Tao Reservoir. The project is going to be a new eco tourist destination including organic eatery, local artisan's souvenir shop as well as homestay style lodging.



# New Development/ Demand Generators



# Moderate and Consistent Supply Growth



Source: STR; Horwath HTL

# Hua Hin Market Fundamentals – Pros & Cons

## Pros

- ❖ High vaccination rates, especially in primary destinations, and progressive relaxation of travel restrictions.
- ❖ Domestic demand boosted by travel stimulus packages in 2022.
- ❖ Pent-up demand for Thailand, especially when mass tourism has not returned.
- ❖ Reliant on long-haul markets, among the first to come out of pandemic.



## Cons

- ❖ China's border will likely remain closed until year end or Q1 2023.
- ❖ Some (Asian) countries continue travel restrictions or protocols, adding cost and complexity.
- ❖ Slow recovery of international group demand.

# Hua Hin Market Fundamentals – Pros & Cons

## Pros

- ❖ Appreciation of major currencies against Thai Baht.
- ❖ Opening of Hua Hin airport for commercial use.
- ❖ Planned transport infrastructure and tourism projects

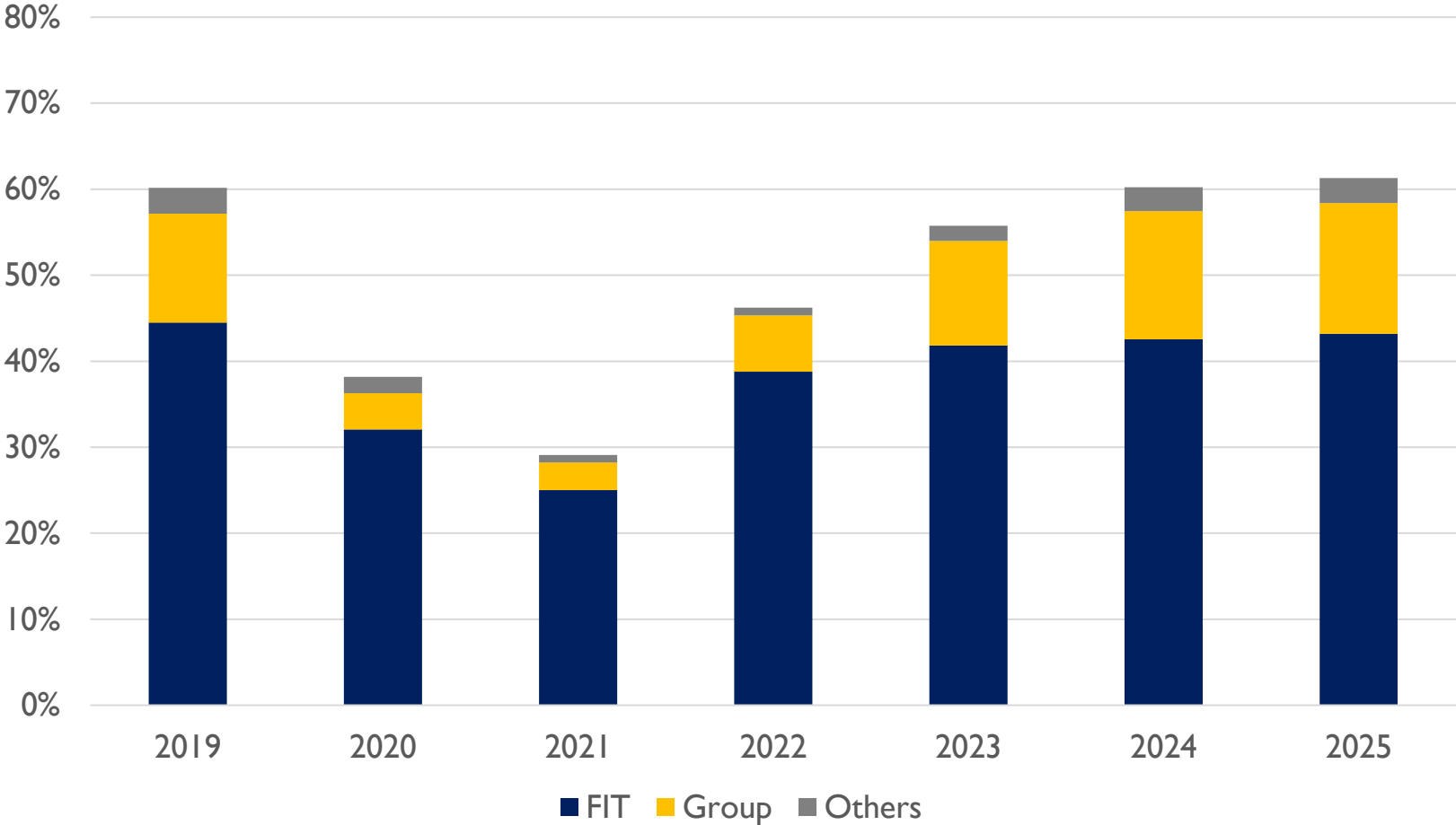


## Cons

- ❖ Global economic uncertainties driven by high energy prices and inflation → hurting discretionary spending.
- ❖ Outbound travel of Thais
- ❖ Russia – Ukraine conflicts
- ❖ Road congestion and a lack of new major demand generators.
- ❖ Competition from comparable destinations within Thailand and around the world.



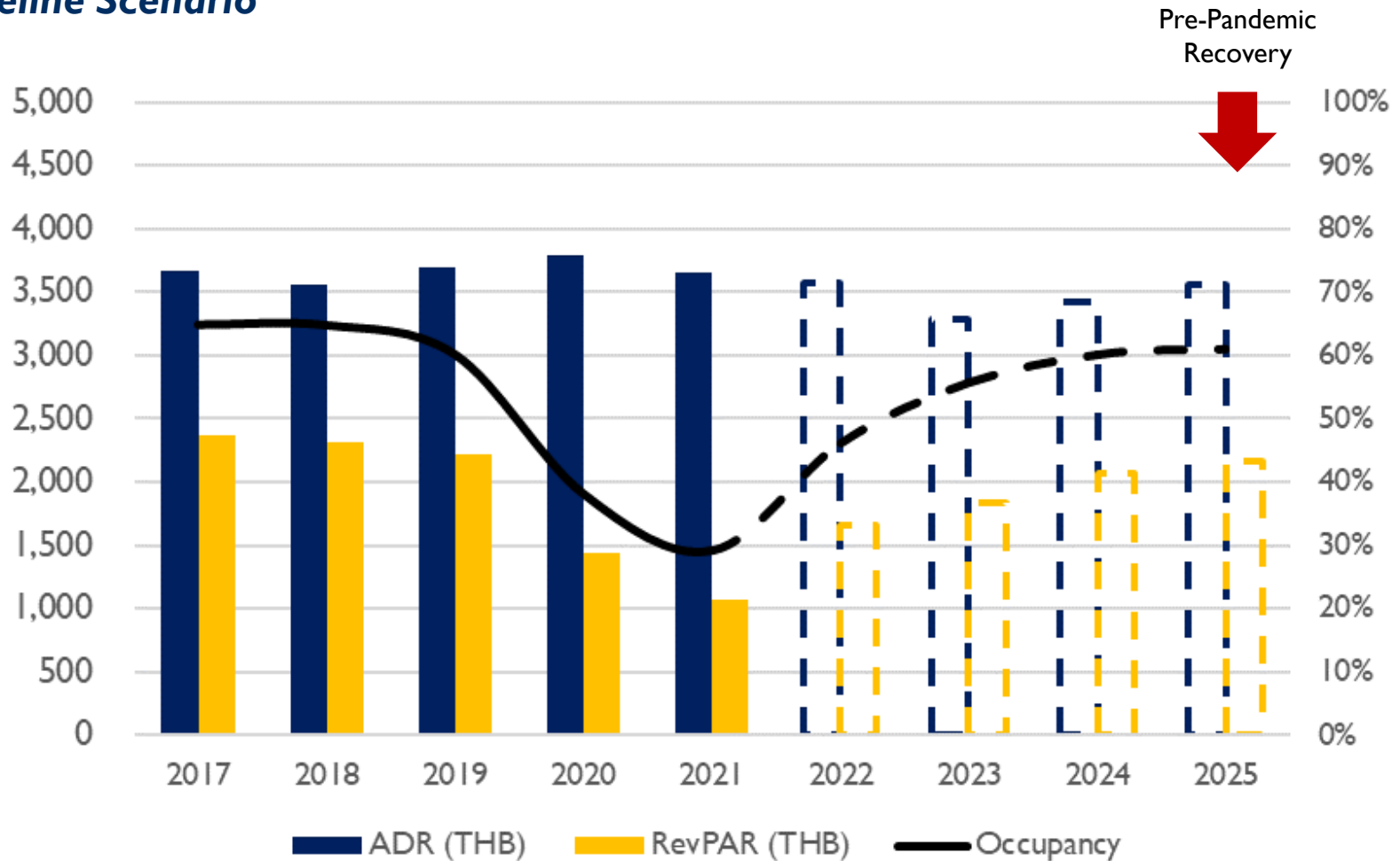
# Occupancy Performance Outlook by Segment



Source: STR; Horwath HTL

# Hotel Market Performance Outlook

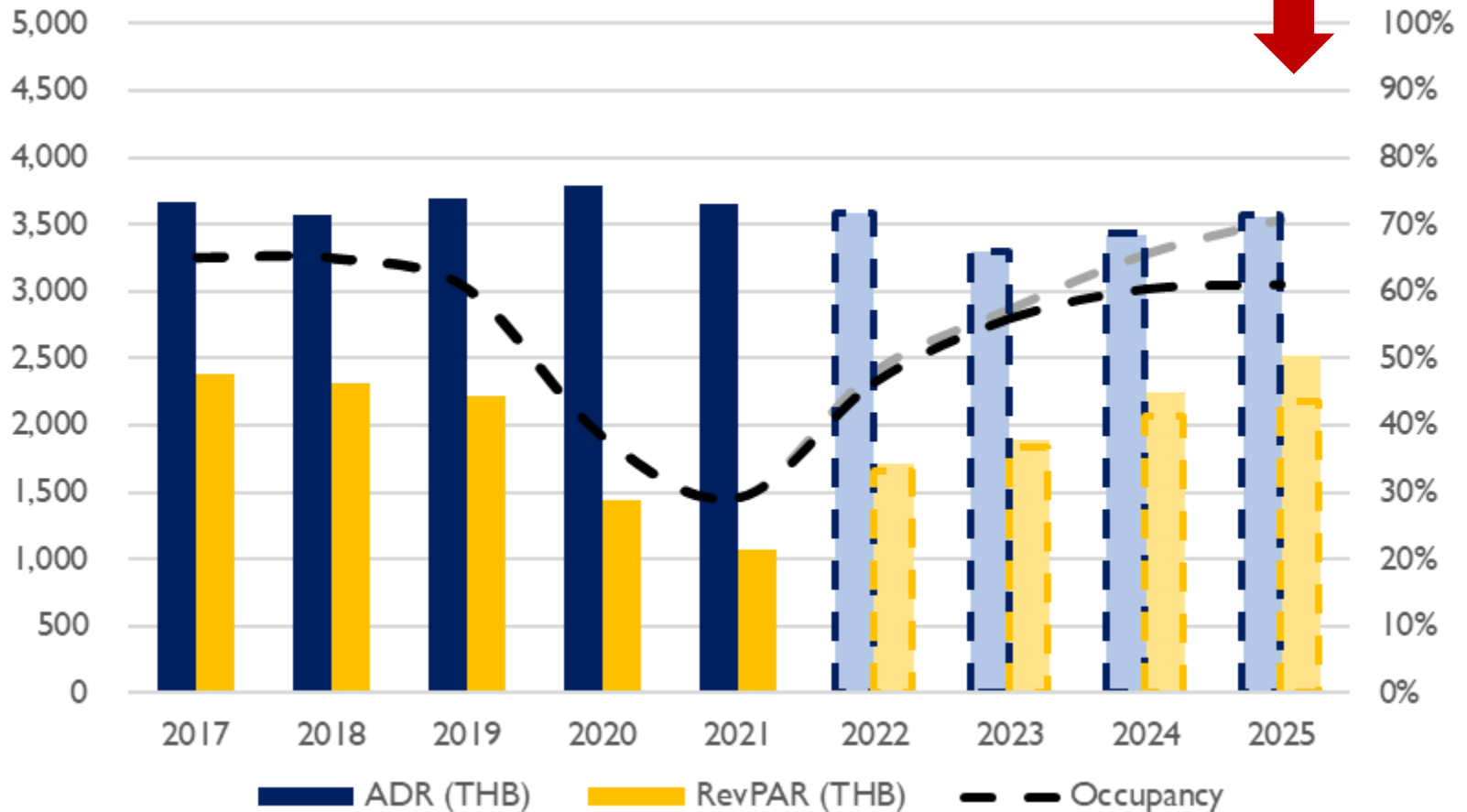
## Baseline Scenario



# Hotel Market Performance Outlook

## Hua Hin Airport Opening Scenario

Exceed pre-pandemic results



# Food for Thoughts

## A reason to smile about.



- According to Johns Hopkins University, **Thailand is ranked 6<sup>th</sup>** for the world's strongest health security.
- Thailand was ranked **2<sup>nd</sup> wellness destination**, after Australia. (Wellness tourism initiative 2020 global survey results from Global Wellness Institute, 2020)
- Bangkok Rank **1<sup>st</sup> out of 150 'Workation' Cities**. (Holidu.co.uk, 2021)
- Thailand ranked **5<sup>th</sup> best worldwide for retirement**. (Money.co.uk, 2021)
- In the 2022 Readers' Choice Awards, **Bangkok held on to the 'Best City' with Phuket and Koh Samui being named 3<sup>rd</sup> and 4<sup>th</sup> 'Best Islands'**. (DestinAsian Magazine, 2022)
- The Visa Global Travel Intentions Study ranked **Thailand the 4<sup>th</sup> most chosen destination** for international tourists, behind the United States, the United Kingdom, and India.



# Food for Thoughts

A reason to **think** about.



**What about Hua Hin and  
the Royal Coast Riviera  
Tourism?**





**Thank You!**