

Koh Samui Hotel Supply Surges

The resort island of Koh Samui is experiencing growing pains as hotel supply hits 16,069 rooms, according to the Samui Hotel Market Update, an extensive research project into the market undertaken by leading Thailand consulting firm C9 Hotelworks. The company's managing director, Bill Barnett, said the prevailing challenge for the destination was a distinct lack of direct international flights, with domestic flight traffic representing 91% of all air traffic to the island during 2009. During the first six months of 2009, overall arrivals to Koh Samui slumped 23%, attributed mainly to political concerns. A strong second half upswing in occupancy fell short of clawing back the shortfall. Emerging growth markets were Eastern Europe, Malaysia, Indonesia, India and the Middle East.

