



hotelworks

asset management  
& hospitality consulting

C9 MARKET UPDATE:

# Phuket Hotel Pipeline

January 2009

**Development of new Phuket hotel properties remains strong, despite ongoing political issues in the country and international financial downturn. Thirty new hotels are at various stages of development with over 4,918 rooms due to hit the supply side over the next three years through 2011, according to market research conducted by leading Thailand hospitality consulting firm, C9 Hotelworks.**

Currently on the island there are nearly 40,000 rooms in registered tourism establishments, ranging from guest houses up through to branded hotels with approximately 10,000 of these, or 25% of total supply, being international star rated. Adding in the new inventory there will be an increase by 50% of the existing international standard units, with 47% being upscale and luxury hotels, 41% midscale, 9% budget/economy and 3% extended stay (villas/condos). 2009 is set to see the largest surge in supply with 38% or 1,850 new rooms scheduled to open.

*“Significant trends emerging include a greater number of Thai investment entities developing new hotels at the back of both publicly listed firms and private individuals. Much of this can be attributed to the domestic liquidity and greater availability of debt. Branding of hotels is also on the rise with 27 of the 30 hotels operated by international, regional and domestic chains. Thailand based brands such as Anantara and Centara are growing at a rapid pace and regional chains such as Langham are now expanding into the country.”*

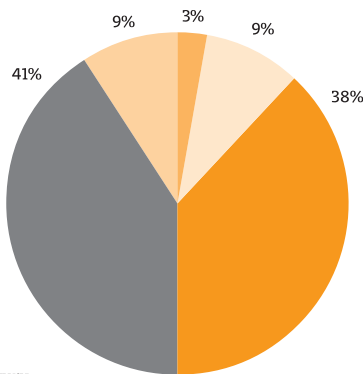
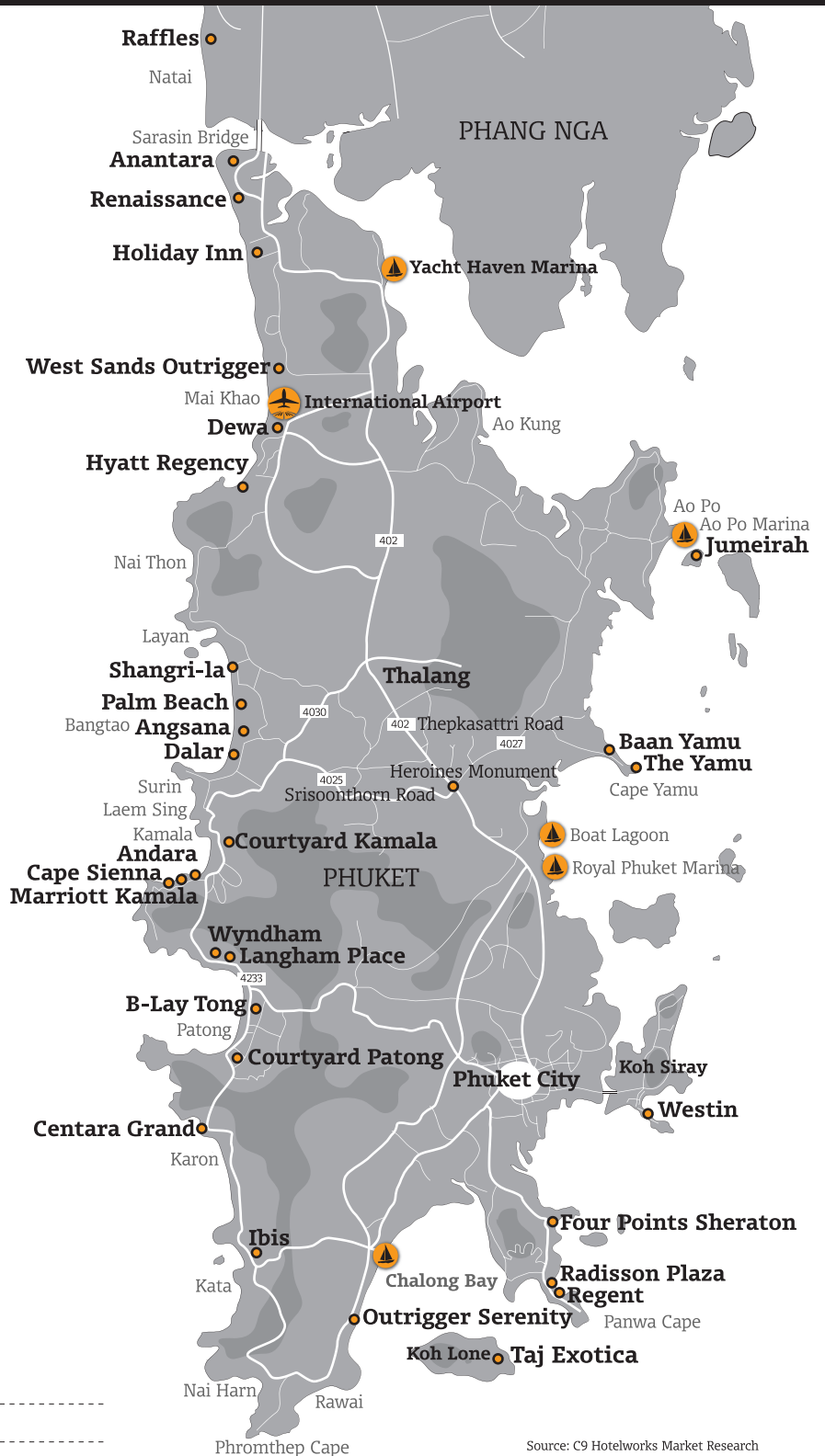
**Bill Barnett, Managing Director C9 Hotelworks**

Hotel Name	Area	Rooms	Opening
Anantara Phuket Resort and Spa	Mai Khao	83	Oct 2008
<b>Renaissance Resort and Spa Phuket</b>	<b>Mai Khao</b>	<b>150</b>	<b>Oct 2009</b>
Holiday Inn Phuket Mai Khao Beach Resort	Mai Khao	266	Q4 2010
<b>West Sands Outrigger Resort Phuket</b>	<b>Mai Khao</b>	<b>433</b>	<b>Q4 2009</b>
Dewa Phuket Resort	Nai Yang	96	Dec 2008
<b>Hyatt Regency Phuket Resort and Spa</b>	<b>Nai Yang</b>	<b>151</b>	<b>TBA</b>
Angsana Phuket Resort and Spa	Bangtao	134	2011
<b>Shangri-la's Phuket Resort and Spa</b>	<b>Bangtao</b>	<b>315</b>	<b>2010</b>
The Palm Beach Club	Bangtao	42	Q2 2009
<b>Dalar Resort Bangtao Beach</b>	<b>Bangtao</b>	<b>200</b>	<b>Dec 2008</b>
Courtyard by Marriott Phuket at Kamala Beach Hotel	Kamala	180	Dec 2008
<b>Andara Resort Residences</b>	<b>Kamala</b>	<b>37</b>	<b>Q4 2009</b>
Cape Sienna Phuket Hotel and Villas	Kamala	146	Mar 2009
<b>Phuket Marriott Resort and Spa at Kamala Cove</b>	<b>Kamala</b>	<b>202</b>	<b>Q3 2009</b>
Langham Place Miora Resort and Spa	Kalim	78	2010
<b>Wyndham Vacation Resort Pantipa Phuket</b>	<b>Kalim</b>	<b>65</b>	<b>Q1 2009</b>
Courtyard by Marriott Phuket at Patong Beach	Patong	390	Dec 2008
<b>B-Lay Tong Hotel</b>	<b>Patong</b>	<b>125</b>	<b>Q2 2009</b>
Ibis Kata Phuket	Kata	260	Q1 2010
<b>Centara Grand Phuket Beach Resort</b>	<b>Karon</b>	<b>262</b>	<b>Q1 2010</b>
Outrigger Serenity Terraces Resort Phuket	Rawai	78	Q1 2009
<b>Taj Exotica and Spa Resort Phuket</b>	<b>Koh Lone</b>	<b>79</b>	<b>2011</b>
Westin Siray Bay Resort and Spa, Phuket	Koh Siray	256	Jan 2010
<b>Radisson Plaza Resort Phuket Panwa</b>	<b>Panwa Bay</b>	<b>217</b>	<b>2009</b>
Regent Phuket Cape Panwa	Panwa Bay	106	Mar 2009
<b>Four Points by Sheraton, Makham Bay</b>	<b>Makham Bay</b>	<b>200</b>	<b>Jan 2011</b>
Jumeirah Private Island Resort	Koh Raet	107	Q4 2011
<b>The Yamu</b>	<b>Cape Yamu</b>	<b>91</b>	<b>Q4 2009</b>
Baan Yamu Residences by Twinpalms	Cape Yamu	62	Q4 2009
<b>Raffles Phang Nga Resort and Residences</b>	<b>Bo Dan/Phang Nga</b>	<b>107</b>	<b>2011</b>

**4,918 rooms due to hit the supply side over the next three years to 2011**

Adds Mr. Barnett, "The hotel market in Phuket 2.0 is seeing a strong shift of new properties at the northern end of the island in particularly Mai Khao and now even over the bridge into Phang Nga. The East Coast and Phang Nga bay are set to define a new era of luxury properties at the back of offerings which include The Yamu - designed by the design dream team Philippe Starck/Jean Michel Gathy, Jumeriah Private Island and Taj Exotica."

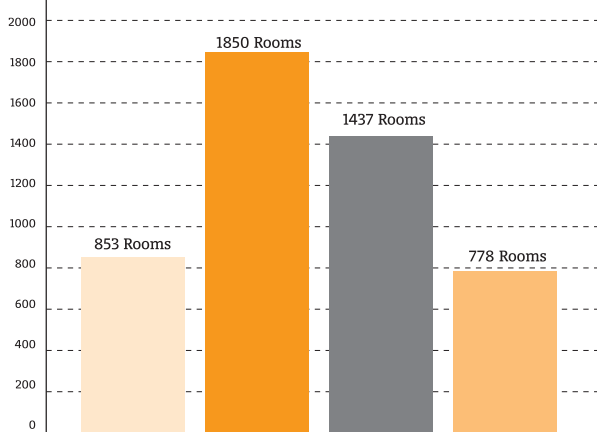
"There remains growing concern on possible oversupply issues facing the island in the coming years and what is currently a sleeping giant, in terms of supply growth, is the conversion of exclusive villas and condos, in the non-traditional accommodation segment, becoming a direct competitor to the mainstream hotel market." Mr. Barnett concluded



- Luxury
- Upscale
- Midscale
- Economy / Budget
- Extended Stay (Villas / Condos)

Source: C9 Hotelworks Market Research

Number of Rooms



Source: C9 Hotelworks Market Research

**C9 Hotelworks Company Limited**  
 9 Lagoon Road, Cherngtalay,  
 Thalang, Phuket, 83110, Thailand  
 T: +66 (0)76 271 535  
 F: +66 (0)76 271 536  
[www.C9hotelworks.com](http://www.C9hotelworks.com)  
[info@C9hotelworks.com](mailto:info@C9hotelworks.com)