



HOSPITALITY CONSULTING

Southeast Asia

Tented Accommodation Market

February 2016

Demand for back-to-nature experience creates a niche hospitality market

The key is to provide escapist atmosphere through unique design and location

“Modern travelers’ preferences are shifting to a deeper interest in eco-tourism and culture, thus creating a new market for tented accommodation. Enter the new world of glamping.

Southeast Asia’s market size stands at 29 properties with 533 tents. This lodging segment is in early stage development in the region; currently, there are 14 standalone and 15 hybrid resorts currently operating.

Most properties are located in secluded areas and offer products with eco-friendly designs and activities relating to the destination. High product differentiation has spurred a rebirth of the tent that is getting Millennial and traditional travelers out of the box.”



Source: C9 Hotelworks Market Research

Bill Barnett, Managing Director, C9 Hotelworks

Market Trends

- Property owners typically limit the total number of tents per project to provide an exclusive environment, unique product and design offering which is different to traditional hotels.
- To preserve the unique experience, strict age limits are commonly imposed which impact segmentation.
- International luxury brands Four Seasons and Aman are two groups that feature tented properties in Southeast Asia.

Forward Outlook

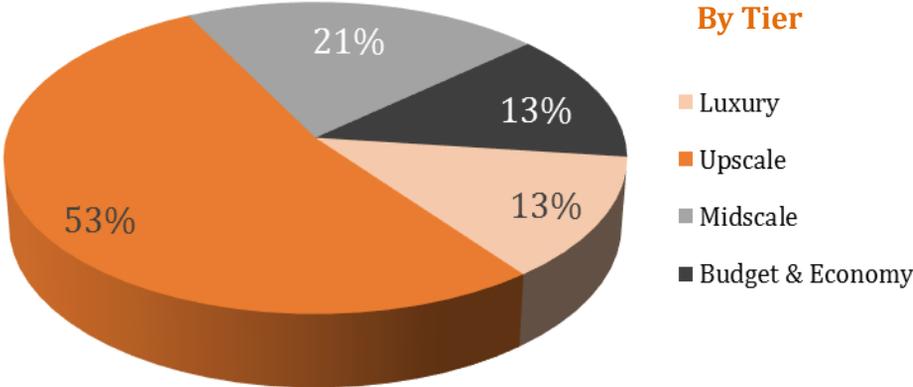
- More mainstream developers embracing the product due to high investment returns from low capital cost, shortened development period and flexible format.
- Emerging destinations in Myanmar, Cambodia, Laos and remote locations in Indonesia are expected to attract new pipeline projects.
- Innovative product designs and programming into niches like wellness, tree houses and active sports are expected to boost future growth.

MARKET OVERVIEW

Market Composition

- The majority of tented accommodations are independently owned and operated properties providing a limited number of tents. On average there are 19 tents per property.

Upscale sector is leading the market

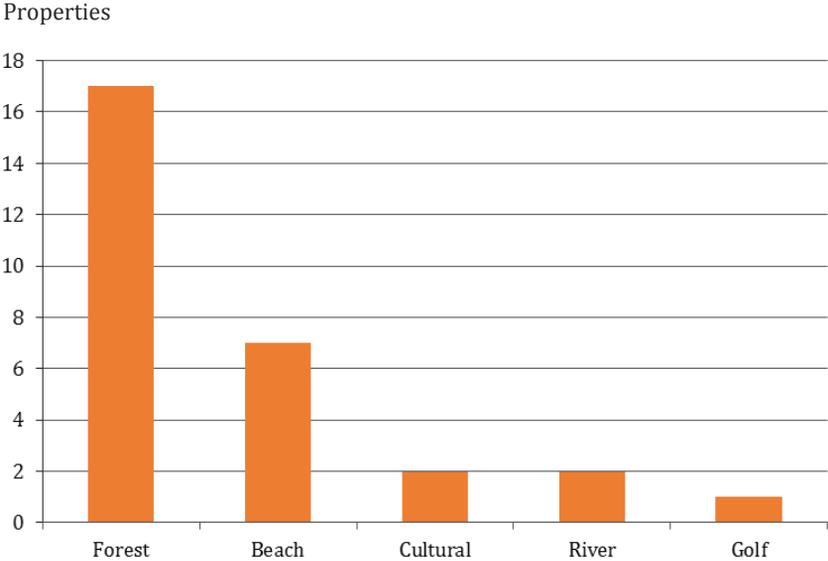


Source: C9 Hotelworks Market Research

Location

- While tented accommodation projects are spread throughout five destination types, the most popular ones are situated in forest areas. A large portion of properties offer private hospitality-led experiences with a shift to “glamping” (glamorous camping) which is perceived to be more active, social and intimate.

Location Composition



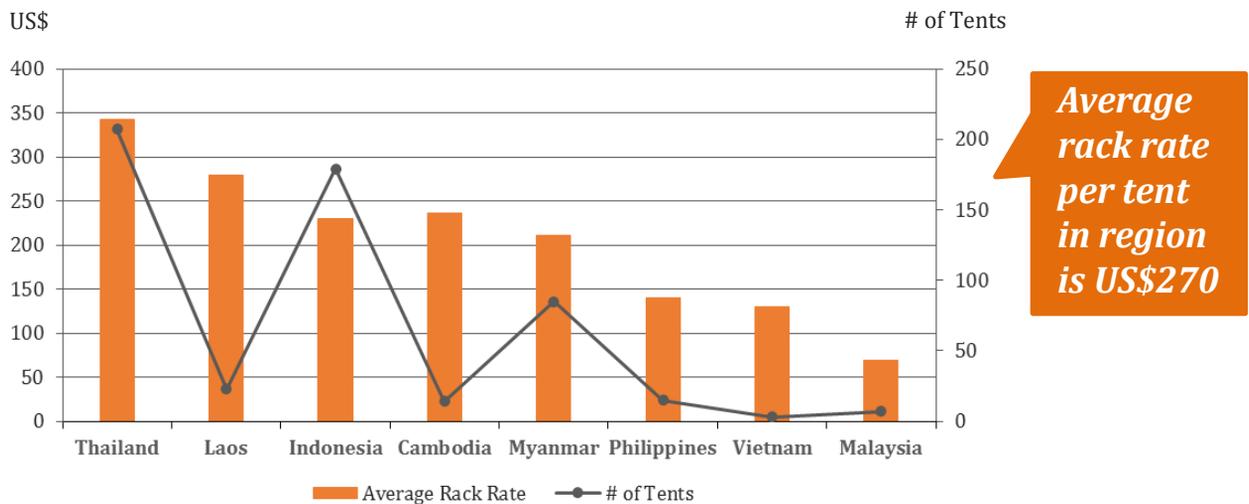
Forest and beach locations make up 83% of properties

Source: C9 Hotelworks Market Research

Average Rack Rate

- Pricing varies based on location and seasonality. Thailand leads the market with 39% of the total SEA tent supply and has the highest median average rack rate of US\$340.

By Country



Source: C9 Hotelworks Market Research

Pipeline

- Total pipeline of 4 properties with 89 tents represents a 14% increase to existing supply.

Property Name	Location	Tents	Opening Date
Watukaka	Indonesia	4	Q2 2016
Bawah	Indonesia	35	Q4 2016
The Boulder Valley Glamping Resort	Malaysia	45	2017
Rosewood Luang Prabang	Laos	5	2017

Source: C9 Hotelworks Market Research

- Two main suppliers which are leaders of tented accommodation are Escape Nomade and Exclusive Tents International. Escape Nomade was founded by Anneke van Waesberghe in Bali and the US-based Exclusive Tents International led by Paul Zway. Luca Franco's Luxury Frontiers is another group specializing in tented concepts, design and procurement.
- An upward trend of properties is developing in cultural destinations with 50% of the pipeline being in these locations.

About C9 Hotelworks



Bill Barnett
Managing Director

C9 Hotelworks is an internationally recognized consulting firm with extensive experience in the Asia Pacific region. Its core business focus includes:

- **Hotel and Resort Development**
- **Asset Management / Ownership Representation**
- **Project Feasibility and Analysis**

Key competencies include international hotel operator search, selection and contract negotiation, mixed use hotel and residential planning and operation reviews.

A wide range of both institutional and private developers and a comprehensive portfolio of completed projects give C9 the skill set and background to focus on key issues, evaluate complex ones and assist clients in achieving solid results. Based in Phuket, Thailand and led by Managing Director Bill Barnett, who has 30 years of experience in Asia Pacific, the firm is well positioned to serve an increasing demanding marketplace.



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C9 Hotelworks Company Limited

9 Lagoon Road, Cherngtalay, Thalang, Phuket, 83110, Thailand

(Office located at the entrance of Laguna Phuket)

T: +66 (0)76 271 535

F: +66 (0)76 271 536

www.c9hotelworks.com

info@c9hotelworks.com