



- [ABOUT TTG ASIA](#)
- [FEEDBACK](#)
- [MEDIA KIT](#)
- [SUBSCRIBE](#)
- [CONTACT US](#)

 [Advanced Search](#)

MAIN MENU

- [Home](#)
- [News](#)
- [Chatroom](#)
- [Special Reports](#)
- [Destination Reports](#)
- [Best Picks](#)
- [Back Issues](#)
- [Editorial Calendar](#)

Apr 24 - 30, 2009 / No.1579

ALWAYS THAILAND

65 new hotels by 2010



Artist impression of Four Points by Sheraton Bangkok, Sukhumvit 15: scheduled to open next year

Demand may be dropping but Thailand is still poised to receive more rooms.

According to Thai Hotels Association (THA) president, Mr Prakrit Chinamouphong, around 65 new hotels and 11,150 rooms will open throughout the country from this year till next. These are on top of the 61 hotels and 9,919 rooms that opened last year.

Of the new projects, 11 are Accor properties opening from now until 2011, bringing the chain's Thai portfolio to 39 hotels.

Accor Asia Pacific chairman and chief operating officer, Mr Michael Issenberg, said Accor had faced many crises in its more than 20 years in Thailand and the hotel chain remained confident the country would be able to wade through yet another difficult time.

"Thailand is a strong tourism brand. We remain committed and will continue to expand in the country."

Other international hotel chains are also stepping up their Thai interests. Marriott International will open eight properties; Best Western, more than eight; and Starwood Hotels and Resorts, at least 12.

Thai-based Centara Hotels and Resorts is pushing ahead with its expansion plans to grow its portfolio to 22 hotels by the end of this year, despite trimming its revenue forecast. President, Mr Gerd Steeb, said prior to the fourth quarter of last year, the group had initially projected a 19 per cent increase on this year's revenue, but after a re-evaluation at the beginning of the year, the projection was re-adjusted to about nine per cent.

He said: "The industry still wants to make sure there will not be any recurrence of airport closure in Bangkok, and is taking a wait-and-see approach on the financial crisis, with a general concern that tourism movements in the second and third quarters will be very bad."

Despite the bleak tourism outlook, Mr Steeb said Centara was spending more than 4.6 billion baht (US\$127.8 million) developing two new five-star properties – one each in Pattaya and Phuket – and extending the group's management expertise to a host of new hotels in the country.

According to Phuket-based C9 Hotelworks' market research, 30 hotels are in various stages of development in Phuket alone. Some 4,918 rooms will come online from this year until 2011.

C9 Hotelworks managing director, Mr Bill Barnett, said room supply in Phuket was on the upturn as the destination still had good fundamentals with its international reputation and direct regional air access.

He said there was still room to grow the high-end and budget categories in Bangkok, and flying international hotel flags amid the current financial downturn



OTHER TTG SITES

- [::BTN Asia-Pacific](#)
- [::CTW](#)
- [::IT&CMA](#)
- [::TTG Asia Media](#)
- [::TTG Daily News](#)
- [::TTGmice](#)
- [::TTG Travel Awards](#)
- [::TTG Travel Club](#)

would help stimulate interest, depending on the scale of the projects.

“The problem of mid-range hotels, when the market collapses, is when five- and four-star properties lower their rates. If people see that it is just US\$50 higher than mid-range, they will go for upper-category hotels because of greater value.” –
Sirima Eamtako

MORE STORIES:

[Dive thrills on the cheap](#)
[Ecotourism operators target European families](#)
[Exploring new avenues](#)
[Hotel Check - Grand Dorsett Labuan Hotel](#)
[Murky times ahead](#)
[Re-building blocks](#)
[Riding out the storm](#)
[Viewpoint](#)