



C9 HOTELWORKS

# Samui

## Hotel Market Update

July 2021

# Samui Plus roll-out is first step in reviving the destination's tourism industry

## Stressed hotels pin hopes on return of foreign visitors

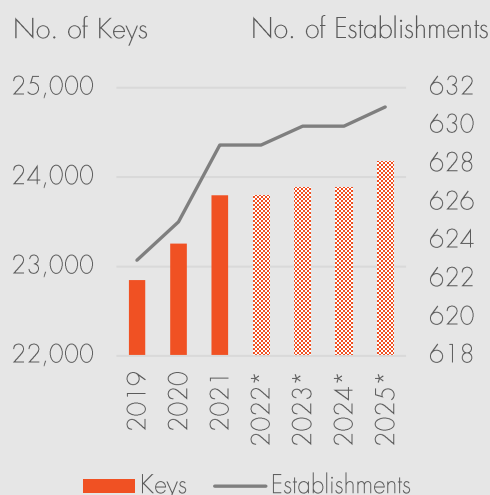
"Prior to the COVID-19 outbreak, Koh Samui's demand growth relied heavily on Samui International Airport and Surat Thani International Airport's airlift. The number of total passengers at Samui International Airport hit 2,417,246 in 2019 and dropped down to 869,235 passengers in 2020.

Koh Samui is expected to gradually emerge from the pandemic as a desirable upscale boutique destination for regional and international visitors. One favorable factor is it has avoided the crush of mass market hotels that have risen in many other Thai and Southeast Asian resort locations.

Due to airlift restrictions, low-cost airlines use Surat Thani International Airport on the mainland. The growing prominence of the Surat Thani airport as a secondary hub has improved accessibility to Koh Samui and increased broader access for the island.

Presently, there are 629 registered accommodation establishments with 23,797 keys in Koh Samui. Between now and 2025, there are eight confirmed pipeline projects identified, with an additional 1,443 keys coming on stream. Based on our research, the flow of incoming properties remains largely intact, though some projects are delayed.

### Samui Hotel Pipeline



Source: C9 Hotelworks / Market Research

Based on the Thailand Ministry of Tourism and Sports timeline, the Samui Plus program is scheduled to kick off on July 15th. Koh Samui, Koh Phangan, and Koh Tao are planned to reopen for fully-vaccinated travelers. Koh Samui's success going forward is anticipated to be leveraged by the recent Phuket Sandbox opening progress."

Bill Barnett, Managing Director, C9 Hotelworks

### Trends

- Pre-pandemic, there were thirteen and four direct international flights to Samui and Surat Thani International Airports, respectively.
- While negative growth is expected across all segments, domestic demand is generally higher in upscale resorts.
- Bangkok Airways has issued an option to the Samui Airport Property Fund (SPF) to terminate its operation. This is likely a commercial issue and not expected to disrupt airport services.

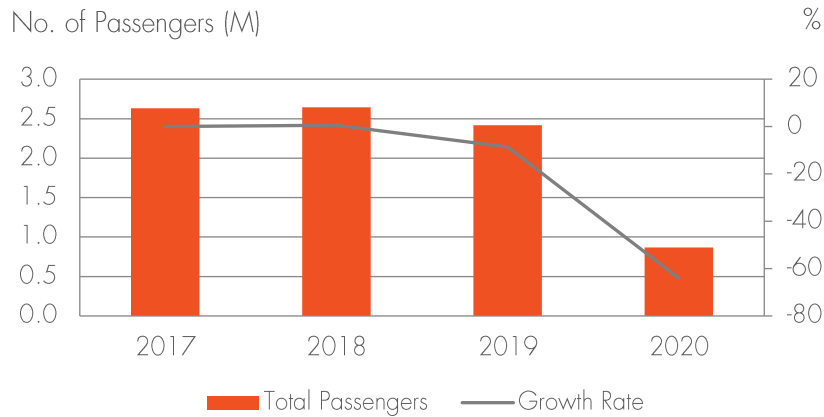
### Forward Outlook

- In mid-July 2021, Bangkok Airways is resuming the Phuket - Samui route to accommodate visitors under Phuket Sandbox and Samui Plus traffic.
- Reopening of the strategic Samui - Singapore and Samui - Hong Kong air routes currently have no confirmed dates for resumption.
- Hotel transaction activity is expected to reach increased levels in Q3 and Q4 of this year given the prolonged impact of the pandemic on hotel owners carrying high debt levels.

# TOURISM MARKET REVIEW

## Tourism Indicators

### Total Passengers at Samui International Airport 2017 – 2020



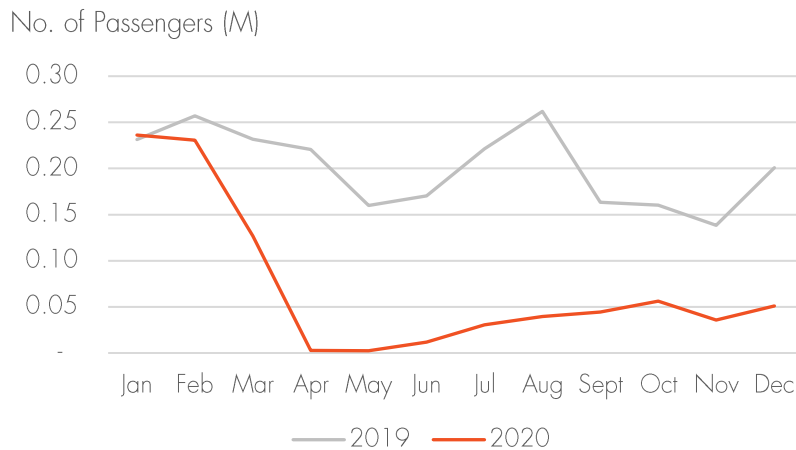
#### Total Passengers

2020: 869,235

2019: 2,417,246

Source: Civil Aviation Authority of Thailand

### Airport Passenger Seasonality – 2019 vs. 2020



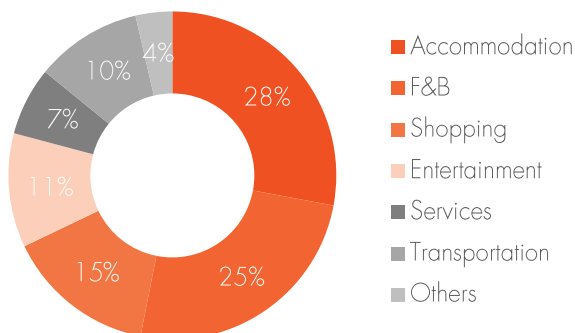
#### High Season

Dec - Mar

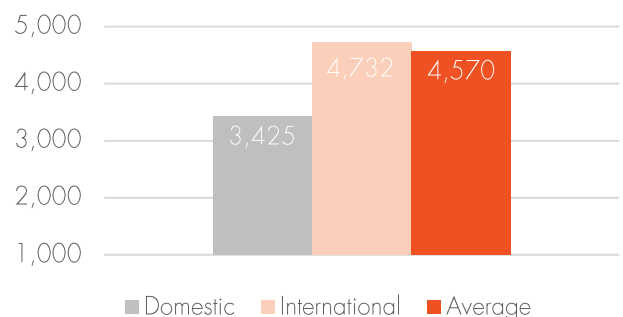
Jul - Sept

Source: Civil Aviation Authority of Thailand  
\*Samui Airport closed from April 10th through June 12th

### Tourism Spend & Average Daily Spend - 2019



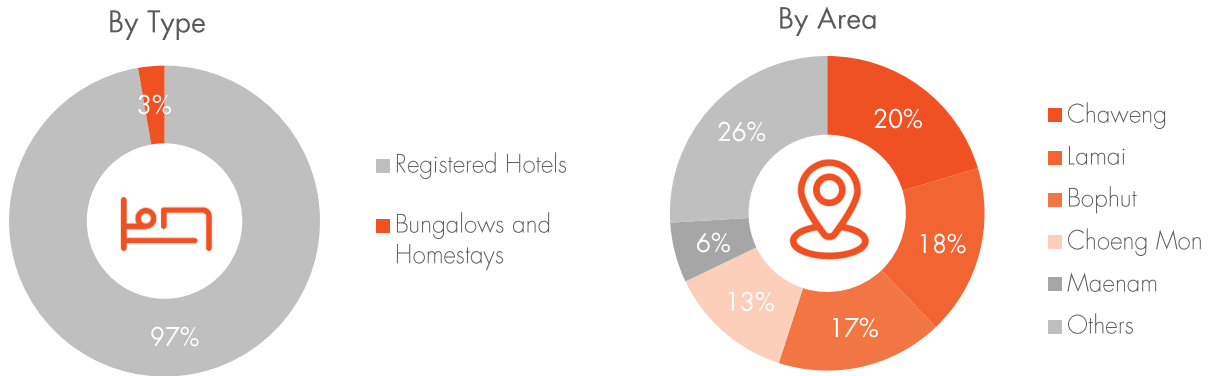
#### Average Spend/Person (THB)



Source: Thailand Ministry of Tourism and Sports  
\*Data as of FY2019

# HOTEL MARKET REVIEW

## Hotel Supply

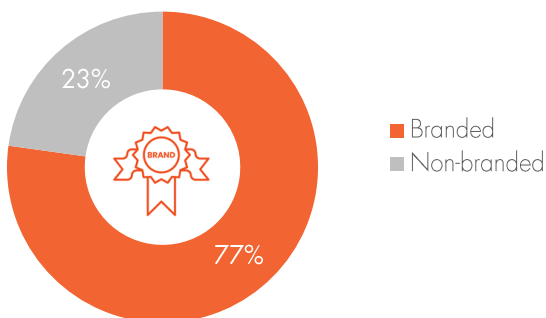


## Hotel Pipeline

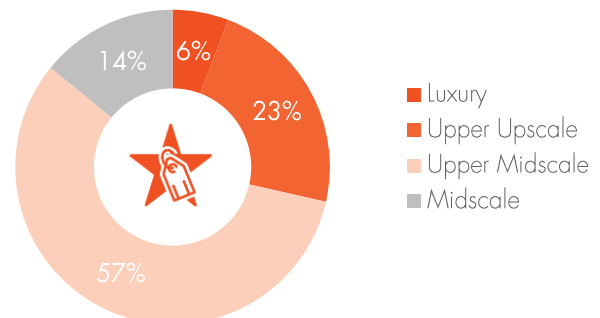
There are 809 keys from six new hotels entering the market by the end of 2021. Additionally, another 251 keys in three hotels are being rebranded.

Hotel Name	Location	Keys	Opening Year
Hyatt Regency Koh Samui	Bophut	140	Jul 2021
U Samui	Bophut	51	Nov 2021
Socialtel Koh Samui	Chaweng	130	Nov 2021
Holiday Inn Express Bophut	Bophut	200	Dec 2021
Holiday Inn Resort Bophut	Bophut	150	Dec 2021
Kimpton Koh Samui	Choeng Mon	138	Dec 2021
Nabor Bophut Koh Samui*	Bophut	52	2021
The COAST Koh Samui*	Maenam	125	2021
The Hive Hotel Koh Samui*	Lamai	74	2021
Sofitel So Samui	Choeng Mon	83	2023
Holiday Inn Express Samui Chaweng	Chaweng	300	2025

### Branded vs. Non-branded

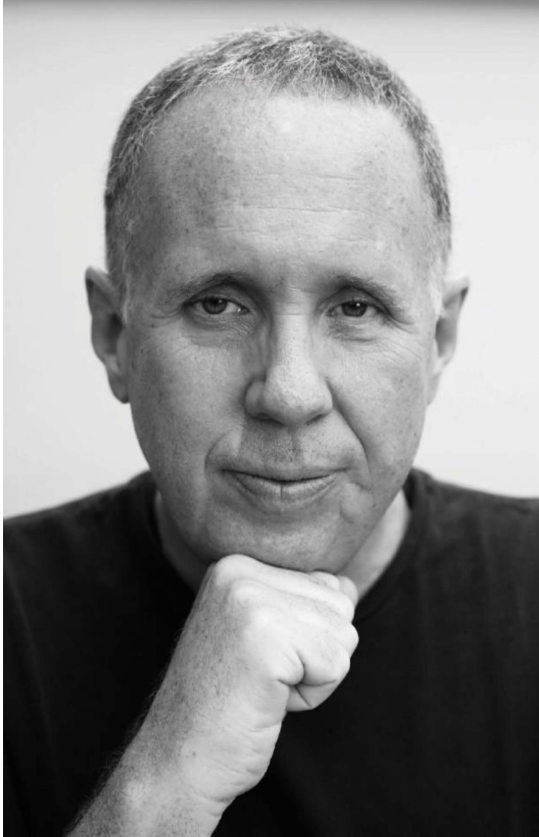


### Hotel Tier



Source: C9 Hotelworks Market Research

# About C9 Hotelworks



## BILL BARNETT

### MANAGING DIRECTOR

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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.