



HOSPITALITY CONSULTING

Phuket

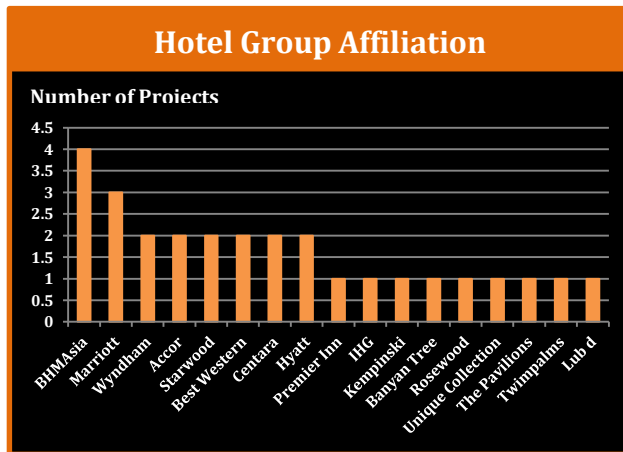
Hotel Pipeline Update

March 2016

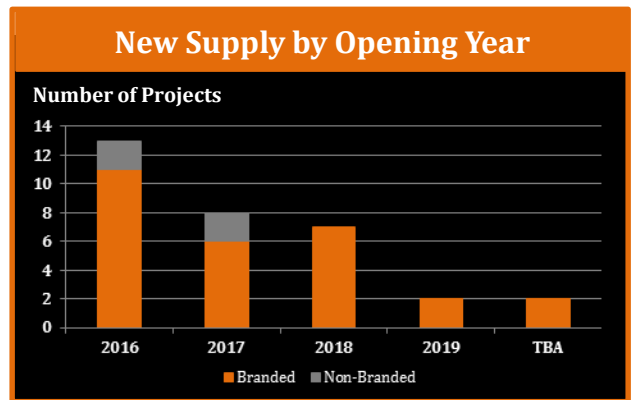
Branded hotel room supply accounts for 90% of incoming Phuket pipeline

Widely known international hotel brands are rising in prominence

Phuket's legacy of independent properties is becoming a thing of the past as the island's future brandscape is now dominating by branded offerings.



Source: C9 Hotelworks Market Research



Sentiment by developers is now firmly on the side of the chains, in not only reflected by the current pipeline but also demonstrated by a number of recently announced conversions led by the French hotel group ACCOR.

We expect this trend to continue with a secondary shift that takes the form of increased number of hospitality-led residences under planning.

Bill Barnett, Managing Director, C9 Hotelworks

Market Trends

- Marriott and Best Western are the key chains controlling more than a quarter of Phuket's supply pipeline, by number of rooms.
- From a total of 32 projects, 29 are new-build hotels and 3 are either expansion or conversions of existing properties.
- Strong sentiment in the popular destination of Patong contributes towards 34% of the island's room supply pipeline.

Pipeline Characteristics

- An increase of 5,216 rooms between 2016 and 2019 is forecasted, with 30% opening in 2016 and 23% in 2017.
- Approximately 71% and 75% of the branded and independent hotels, respectively are sized 100 keys or more.
- The incoming pipeline of 32 properties will include 28 branded hotels (4,677 keys) and 4 independent hotels (539 keys).

Nai Yang

Phuket Marriott Resort & Spa Nai Yang Beach



Brand: Marriott

- Marriott Resort & Spa Nai Yang Beach is re-branded from Imperial Adamas Beach Resort, and will be re-opened in the second half of 2016.
- TCC Hotels Group owns the 197-key renovated property.

Source: C9 Hotelworks Market Research

Layan

The Pavilions Phuket



Brand: The Pavilions

- The project is an extension of the existing hotel The Pavilions Phuket and is residential-led.
- Comprised of 44 units which will open in March 2016.

Source: C9 Hotelworks Market Research

Bangtao

Cassia Phuket (Phase 2)



Brand: Banyan Tree

- Cassia Phuket is developed by Banyan Tree Holdings and features a total of 334 units.
- Phase 2 is expected to complete in 2017 with 105 units added to the project's existing 229 keys.

Source: C9 Hotelworks Market Research

Centra Bangtao Resort Phuket



Brand: Centara

- Thailand-based International hotel group Centara will manage this as it's 8th resort in Phuket.
- Opening in 2017, Centra Bangtao Resort has 170 keys.

Source: C9 Hotelworks Market Research

Project Details

X2 Vibe Phuket Bangtao



Brand: BHMASia

- X2 Vibe Phuket Bangtao is scheduled to open in 2017 and offers rooftop and garden swimming pools.
- The hotel includes 85 keys with 11 room configurations.

Source: C9 Hotelworks Market Research

Kamala

X2 Kamala Residences



Brand: BHMASia

- X2 Kamala is located on the hillside above Kamala Bay and is expected to open in 2016.
- The hotel supplies 9 luxurious private pool villas with one- to three- bedroom layouts.

Source: C9 Hotelworks Market Research

Twinpalms Residences MontAzure



Brand: Twinpalms

- Twinpalms MontAzure is an oceanfront hotel condominium project that is slated to open in Q1 2018.
- Featuring 75 upscale units, the project offers one- to three- bedroom unit configurations.

Source: C9 Hotelworks Market Research

Best Western Premier Himalai Resort



Brand: Best Western

- Located on Millionaires Mile near Kamala Beach, Best Western Premier Himalai Resort will open in 2019.
- Developed by Blue Horizon Group, the 402-unit hotel condominium consists of 17 buildings.

Source: C9 Hotelworks Market Research

Kalim

Sheraton Phuket Kalim Beach Resort



Brand: Starwood

- Opening in January 2018, Sheraton Phuket Kalim Beach Resort is owned by Phuket Advance Development Ltd.
- The resort is located on a 4.3 hectares site and will have 230 hotel rooms and villas.

Source: C9 Hotelworks Market Research

Patong

Premier Inn Phuket Nanai



Brand: Premier Inn

- The Premier Inn Phuket Nanai is located in Patong with a 350-key offering.
- Set to become Premier Inn's first Phuket hotel, it will debut in Q4 2018.

Source: C9 Hotelworks Market Research

Days Inn Patong Beach Phuket



Brand: Wyndham

- The hotel is a conversion of the 121-key Aloha Villa with a major room renovation being undertaken.
- A grand opening is set on the 1st March 2016, the 122-key project is managed by Kosmopolitan Hospitality.

Source: C9 Hotelworks Market Research

The Lunar Patong



Independent

- Located at Patong, the hotel is projected to open in Q1 2016.
- Lunar Patong features 125 suites and deluxe rooms, ranging from 32 to 57 square meters.

Source: C9 Hotelworks Market Research

Project Details

X2 Vibe Phuket Patong



Brand: BHMAsia

- Situated in the center of Patong, the 116-key hotel offering sea and mountain views, and will open in 2016.
- X2 Vibe Phuket Patong features an infinity rooftop pool and bar as a key facility.

Source: C9 Hotelworks Market Research

Indigo Phuket Patong



Brand: IHG

- Projected to open in 2018, Indigo Phuket Patong is the first Indigo hotel in Phuket.
- The 180-room project is owned by Kepsup Group Company Limited.

Source: C9 Hotelworks Market Research

Centara Grand Moringa Resort & Spa Phuket



Brand: Centara

- Centara Grand Moringa Resort & Spa is located on a 16 hectares site on the perimeter of Patong.
- The 350-key resort is developed by Yangrangsi Company Limited.

Source: C9 Hotelworks Market Research

Boutique Corporation Hotel (Unnamed)



Independent

- Opening in Q1 2017, the project offers 200 keys.
- The hotel is developed by Boutique Group of Companies and the hotel brand is currently not finalized.

Source: C9 Hotelworks Market Research

Project Details

Lub d Patong



Brand: Lub d

- Slated to open in July 2016, the 187-key project is the first Lub d poshtel in Phuket.

Source: C9 Hotelworks Market Research

Hyatt Place Phuket



Brand: Hyatt

- Located in the north of Patong, the project is projected to open in Q1 2016.
- The hotel overlooks the Andaman sea and a majority of its 161 rooms will have ocean views.

Source: C9 Hotelworks Market Research

Tri Trang

Andakira Crest Trang Resort & Spa Pool Villas



Independent

- Sited at Tri Trang beach, the resort incorporates an eco-friendly design.
- Planned to provide 144 luxury rooms, the property is expected to be fully operational by February 2016.

Source: C9 Hotelworks Market Research

Rosewood Phuket



Brand: Rosewood

- Set to open in the fourth quarter of 2016, the 71-villa hotel is the first Rosewood hotel in Thailand.
- Melbourne interior firm BAR Studio and Singapore's architecture company WOHA are creative leaders.

Source: C9 Hotelworks Market Research

Karon

X2 Vibe Phuket Karon



Brand: BHMA Asia

- Located at the Karon beach area, X2 Vibe Phuket will open in 2017 with 110 units.

Source: C9 Hotelworks Market Research

Kata

The Hermitage Resort



Brand: Unique Collection

- The Hermitage Resort is located on approximately 1.4 hectares of land and will open in Q2 2016.
- Featuring 79 keys, the resort offers private pool villas ranging from 36 to 135 square meters.

Source: C9 Hotelworks Market Research

Chalong Bay

Best Western The Beachfront



Brand: Best Western

- Owned by The Beachfront Development, the 216-key property provides studios, one- and two-bedroom configurations.

Source: C9 Hotelworks Market Research

JW Marriott Phuket Resort & Spa and Courtyard by Marriott



Brand: Marriott

- Both hotels are being developed by Srirungsukjinda Group.
- The two properties will open in Q2 2017, with JW Marriott featuring 189 keys and Courtyard with 277 rooms.

Source: C9 Hotelworks Market Research

Phuket City

Ibis Styles Phuket Phokeethra and Novotel Phuket Phokeethra



Brand: Accor

- A privately held Thai company, Phokeethra owns the two Accor branded hotels which are conversion and upgrades.
- Both opening in Q2 2016, Ibis Styles has 133 keys, with Novotel at 180 keys.

Source: C9 Hotelworks Market Research

Ramada ChaoFa Phuket



Brand: Wyndham

- Southern Star Co. Ltd is developing the 270-room Ramada ChaoFa Phuket which will open in late 2018.
- The hotel features a Ferris wheel and a sky pool to create a child-friendly environment.

Source: C9 Hotelworks Market Research

Koh Siray

Park Hyatt



Brand: Hyatt

- Planning to open in 2018, Park Hyatt has a total of 85 luxury keys.
- The project is developed by an affiliate of GCP.

Source: C9 Hotelworks Market Research

Kempinski Hotel Phuket



Brand: Kempinski

- Scheduled to open in 2018, the second Kempinski hotel in Thailand includes 85 suites and villas.
- The hotel is being designed by the renowned creative guru Bill Bensley.

Source: C9 Hotelworks Market Research

Koh Kaew

Foto Moken Hotel

— No Image Available —

- Foto Moken Hotel is located in Royal Phuket Marina and is a 70-room property scheduled to open in 2017.

Independent

Source: C9 Hotelworks Market Research

Ao Por

Sheraton Phuket Grand Bay Resort



- Sheraton Phuket Grand Bay Resort see the famed global chain return to the Phuket market.
- Slated to open in Q1 2019, the 200-room resort is owned by Apex Development.

Brand: Starwood

Source: C9 Hotelworks Market Research

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.



HOSPITALITY CONSULTING

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