



May 2025

European Long-Haul Market Lifts Phang Nga Occupancy to 79%, Up 8% Year-on-Year

Khao Lak’s 2024 RevPAR Surged 30% Compared to Pre-Pandemic 2019 Levels

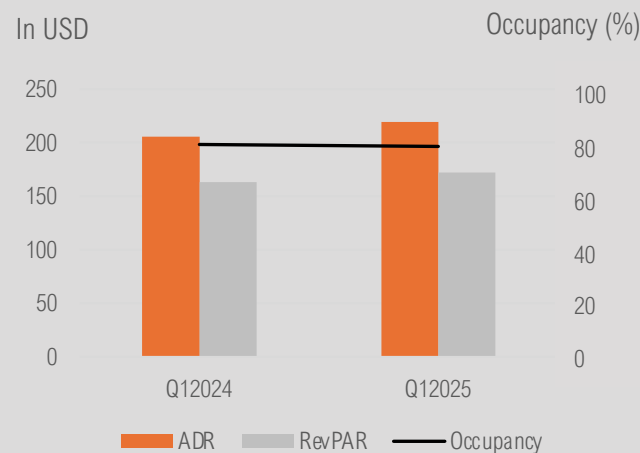
In 2024, Phang Nga welcomed a total of 4,142,571 guest arrivals at accommodation establishments, reflecting a strong recovery with a 23% year-on-year increase from 2023. This positive momentum continued into the first quarter of 2025, with 1,105,454 guest arrivals, an increase of 9% compared to the same period in the previous year. These trends highlight the province’s sustained growth in tourism demand.

European travelers accounted for 78% of total international guest arrivals in 2024, reaffirming Phang Nga’s position as a key long-haul leisure destination. Additional contributions from Asia at 8%, Oceania at 7%, and the Middle East at 7% highlight an increasingly diverse international visitor base. The strong performance has been supported by increased international flight capacity during the winter season, Thailand’s visa exemption policy for 93 countries, and improved air connectivity, all of which have contributed to the continued growth in tourism.

Khao Lak’s hotel market demonstrated solid performance in the first quarter of 2025, with the average daily rate increasing by 7% compared to the same period in 2024. Revenue per available room also rose by 6% year-on-year, indicating continued strength in both rate levels and room night demand.

In the real estate sector, Phang Nga experienced continued appreciation in land values, driven by the expansion of luxury resorts and upscale residential villa developments. The upward trend has been further supported by infrastructure improvements, including enhanced road connectivity from Phuket, the planned Andaman International Airport in Khok Kloi, and the Maritime Hub Project. These developments are expected to improve accessibility and reinforce the province’s attractiveness to both investors and developers seeking long-term opportunities in the tourism and residential sectors.

Khao Lak Hotel Performance



Source: C9 Hotelworks Market Research & STR

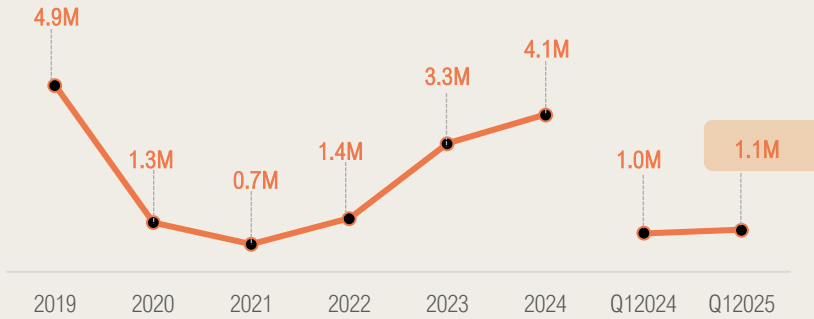
Future Outlook

- The Andaman International Airport will span 7,300 rai, featuring two runways and capacity to accommodate 22.5 million passengers annually. Airports of Thailand (AOT) is currently seeking funding through a public-private partnership (PPP) to support the project.
- The Maritime Hub Project will redevelop piers on Koh Yao Noi and Koh Yao Yai, creating a 97-kilometer marine route linking Phuket and Krabi. Travel time will be reduced to under 2 hours by boat from 3.5 hours by car. The project is scheduled for completion in 2027.
- The Phang Nga Tourism Association plans to engage with Bolt and Grab to explore expanding their operations from Phuket to Phang Nga, aiming to improve local transportation services and support tourism growth.

Phang Nga Hotel & Tourism Market Review

Guest Arrivals at Accommodation Establishments

No. of Guest Arrivals



9% Growth
From Q12024 to Q12025

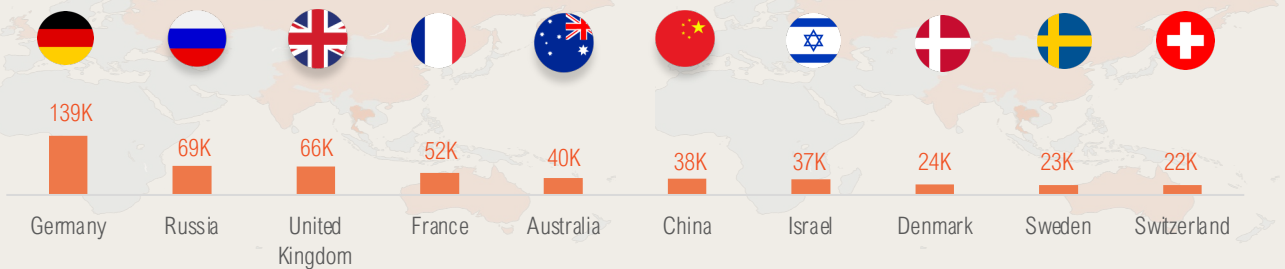


26% CAGR
From 2020 to 2024

Source: C9 Hotelworks Market Research & MOTS

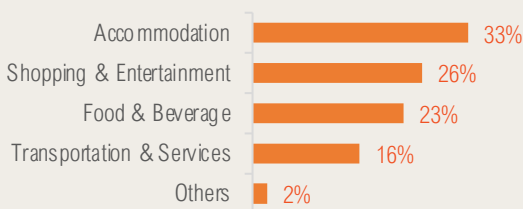
Top 10 International Source Markets

No. of Guest Arrivals



Source: C9 Hotelworks Market Research & Phang Nga Immigration Office
Note: Data as of FY2024

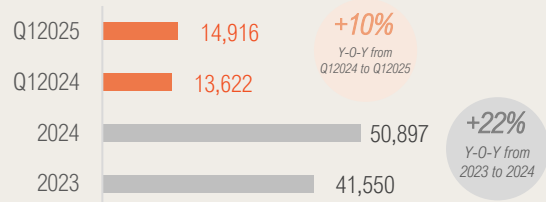
Tourism Expenditure



Source: C9 Hotelworks Market Research & MOTS

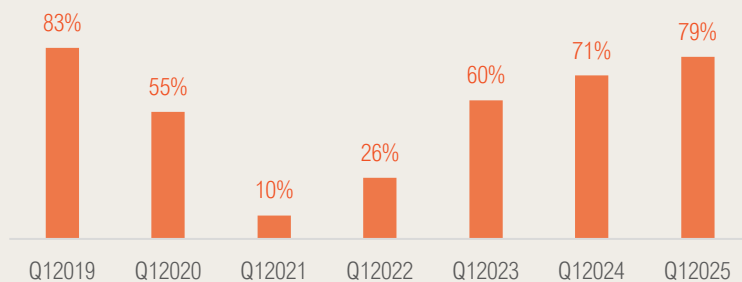
Tourism Revenue

THB (In Million)



Source: C9 Hotelworks Market Research & MOTS

Market-Wide Occupancy



Source: C9 Hotelworks Market Research & MOTS

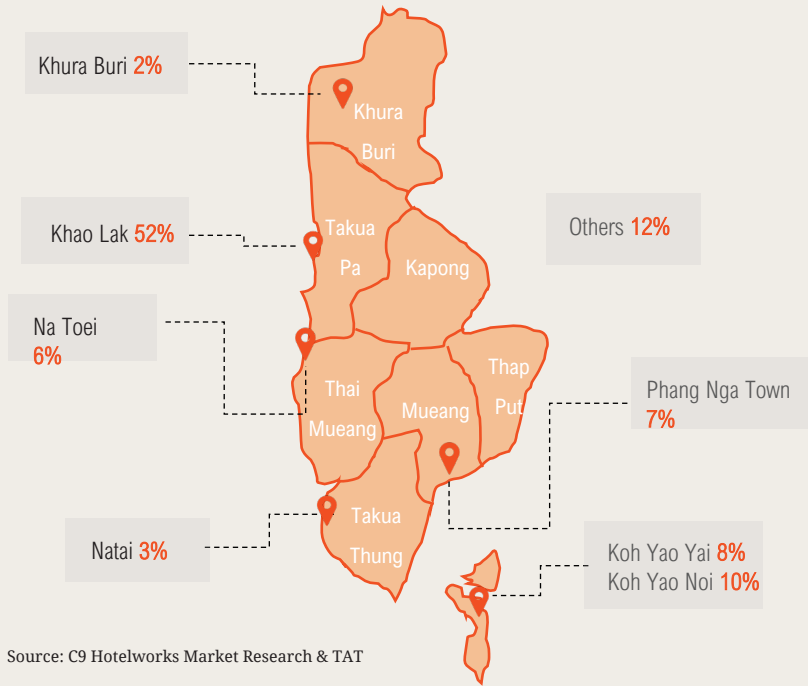


Phang Nga Hotel & Tourism Market Review

Hotel Supply

Hotel Supply by Area

As of March 2025, Phang Nga province had 350 registered accommodation establishments, totaling 15,705 keys.



Source: C9 Hotelworks Market Research & TAT

Hotel Supply by Type



25%

Bungalows and Homestays



75%

Registered Hotels

Source: C9 Hotelworks Market Research & TAT

Average Length of Stay

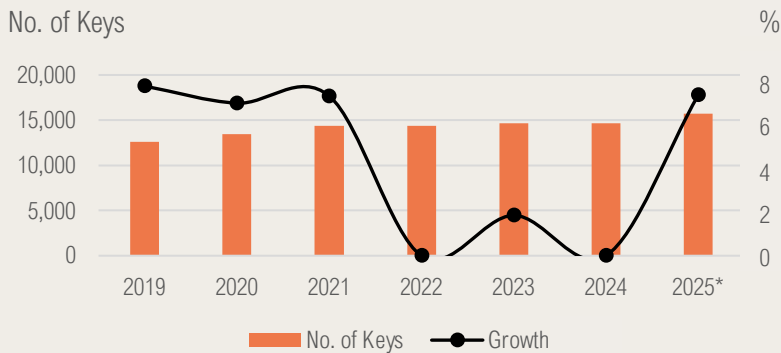


5.8 Days for International Travelers

3.2 Days for Domestic Travelers

Source: C9 Hotelworks Market Research & MOTS
Note: Data as of FY2023

Hotel Supply by Year



7% Growth

From 2024 to 2025



4.5% CAGR

From 2019 to 2025

Source: C9 Hotelworks Market Research & TAT
* Indicates forecasted data

Hotel Pipeline

Market-wide hotel supply increased by 7%, following a period of subdued growth averaging 1% over the past three years due to the pandemic. This rebound signals renewed development momentum in the hospitality sector.

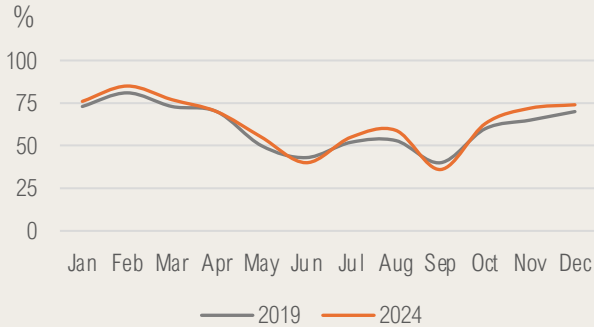
Hotels	Location	Keys	Opening Year
Khaolak Paradise Resort (Expansion)	Khao Lak	15	2026
Marriott Vacation Club Khao Lak Resort	Khao Lak	150	2028
InterContinental Phang-Nga Bay Resort	Samet Nangshe	60	2028
Total		225	

Source: C9 Hotelworks Market Research

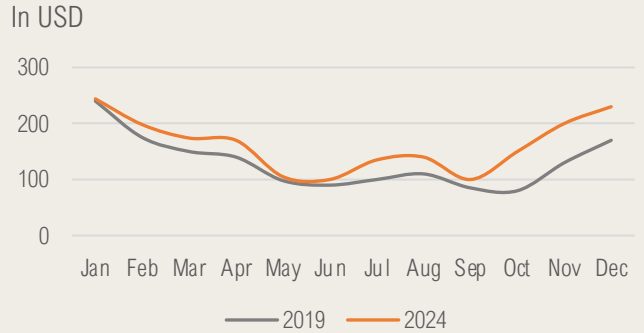
Khao Lak Hotel Market Review

Khao Lak Hotel Performance

Occupancy



Average Daily Rate (ADR)



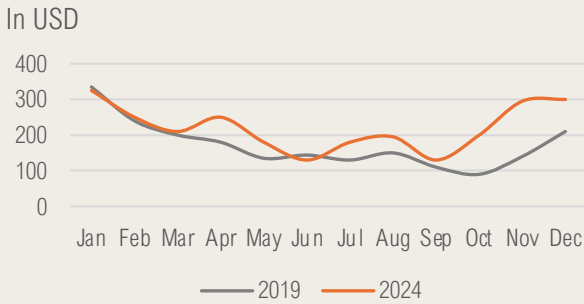
Source: C9 Hotelworks Market Research & STR

In 2024, Khao Lak's occupancy rate rose 3% above 2019 levels, with February marking the peak month.

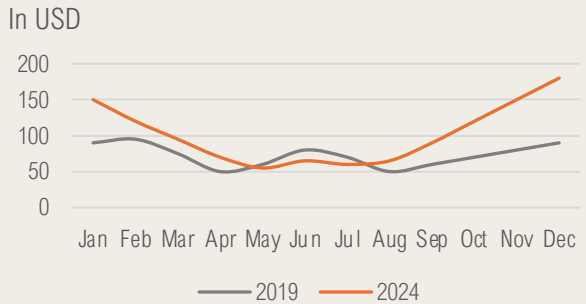
The average daily rate in 2024 increased significantly, rising 24% compared to 2019, demonstrating stronger rate performance.

Average Daily Rate by Tier

Luxury & Upper Upscale



Upscale & Upper Midscale



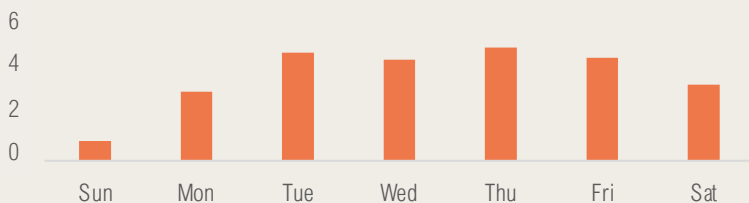
Source: C9 Hotelworks Market Research & STR

In 2024, the luxury and upper upscale segment achieved a 28% increase in average daily rate compared to 2019, reflecting sustained demand in the high-end sector.

The upscale and upper midscale tier in 2024 experienced a 40% increase from 2019, reflecting enhanced market positioning and strengthened rate performance in the mid-range segment.

Day of Week Effect in Average Daily Rate

Y-O-Y Growth (%)



The consistent ADR throughout the week underscores Khao Lak's strength as a leisure-driven destination. Stable pricing reflects the dominance of long-stay vacationers and leisure travelers, highlighting steady demand across weekdays.

Source: C9 Hotelworks Market Research & STR

