

# Bangkok Hospitality Market Overview

Key statistics and demand drivers

Bangkok Hotel Investment Market 2026

Total hotel supply (citywide)

80,000<sup>+</sup>

rooms



## Segment depth

Luxury

Upper-upscale

Upscale

Select-service

Broad spectrum of branded and independent hotels supports diverse demand and pricing power.

## Major demand drivers



### International tourism

Leisure-led recovery with strong short-haul and rebuilding long-haul segments.



### Corporate travel

Bangkok's role as Thailand's commercial hub sustains weekday demand.



### MICE events

Conventions and exhibitions drive group nights and shoulder periods.



## Market liquidity

Bangkok remains one of Asia's most liquid hospitality investment markets, supported by active buyers and recurring transaction flow.

Key Market Intelligence

# Top Hotel Investors in Thailand

Bangkok-focused owners and developers

Bangkok Hotel Investment Market 2026



**Minor Hotels**

Owner-operator;  
diversified portfolio across  
Thailand and Asia.



**Dusit  
International**

Thai hospitality group with  
owned, leased, and  
managed hotels.



**Singha  
Estate**

Mixed-use developer;  
hotels and resorts in key  
Thai destinations.



**The Erawan  
Group**

Hotel investment company  
with multi-brand  
portfolios.



**Asset World  
Corp**

Hospitality and property  
platform with landmark  
assets.



Note: These groups collectively control multi-billion-dollar hotel portfolios across Thailand, with strong presence in Bangkok.

# Bangkok Hotel Investment Map — Prime Zones

Key hotel districts and investment profiles

Bangkok Hotel Investment Market 2026



## District profiles

Sukhumvit	Luxury & lifestyle hotels
Silom / Sathorn	Business hotels
Riverside	Ultra luxury
Siam	Mixed retail + hospitality
Rama 9	Emerging business district

Most major transactions occur along Sukhumvit, Silom/Sathorn, and Riverside corridors.

Illustrative map; not to scale. Source: public domain maps and market intelligence.

Key Market Intelligence

# Recent Hotel Transactions

Bangkok Hotel Investment Market 2026

Key deals and market context

Property	Buyer	Year	Value / Notes
Hyatt Regency Bangkok Sukhumvit	Institutional investor	2024	~THB 5.05B
Montien Surawong	Private investment consortium	2025	Redevelopment deal
Several ibis hotels (portfolio)	Origin Property	n/a	Value not disclosed



## Market note

Average hotel transaction size in Thailand reached ~THB 1.8B, significantly above the 10-year average of ~THB 1.0B.

## Deal Focus

Core corridors: Sukhumvit, Silom/Sathorn, Riverside

Key Market Intelligence

# Capital Sources in Hotel Deals

Investor profiles and strategic focus

Bangkok Hotel Investment Market 2026



## Private equity funds

Value-add seeking: operational uplift, renovation, and platform build.



## Regional developers

Mixed-use plays: hotels integrated with retail, office, or residences.



## Family offices

Trophy assets: long-term holds, wealth preservation, prestige.



## REITs

Stabilized portfolios: selective, accretive acquisitions.



Trend: Growing focus on asset repositioning and brand conversions to unlock higher yields.

# International Brands Expanding in Bangkok

Luxury, upper-upscale, and branded residences momentum

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**Accor**

Expanding with lifestyle & mid-to-upper scales



**Marriott  
International**

Premium & luxury flags; mixed-use positioning



**Hilton**

Upper-upscale presence; conversion opportunities



**IHG Hotels &  
Resorts**

Growth across luxury & lifestyle portfolios



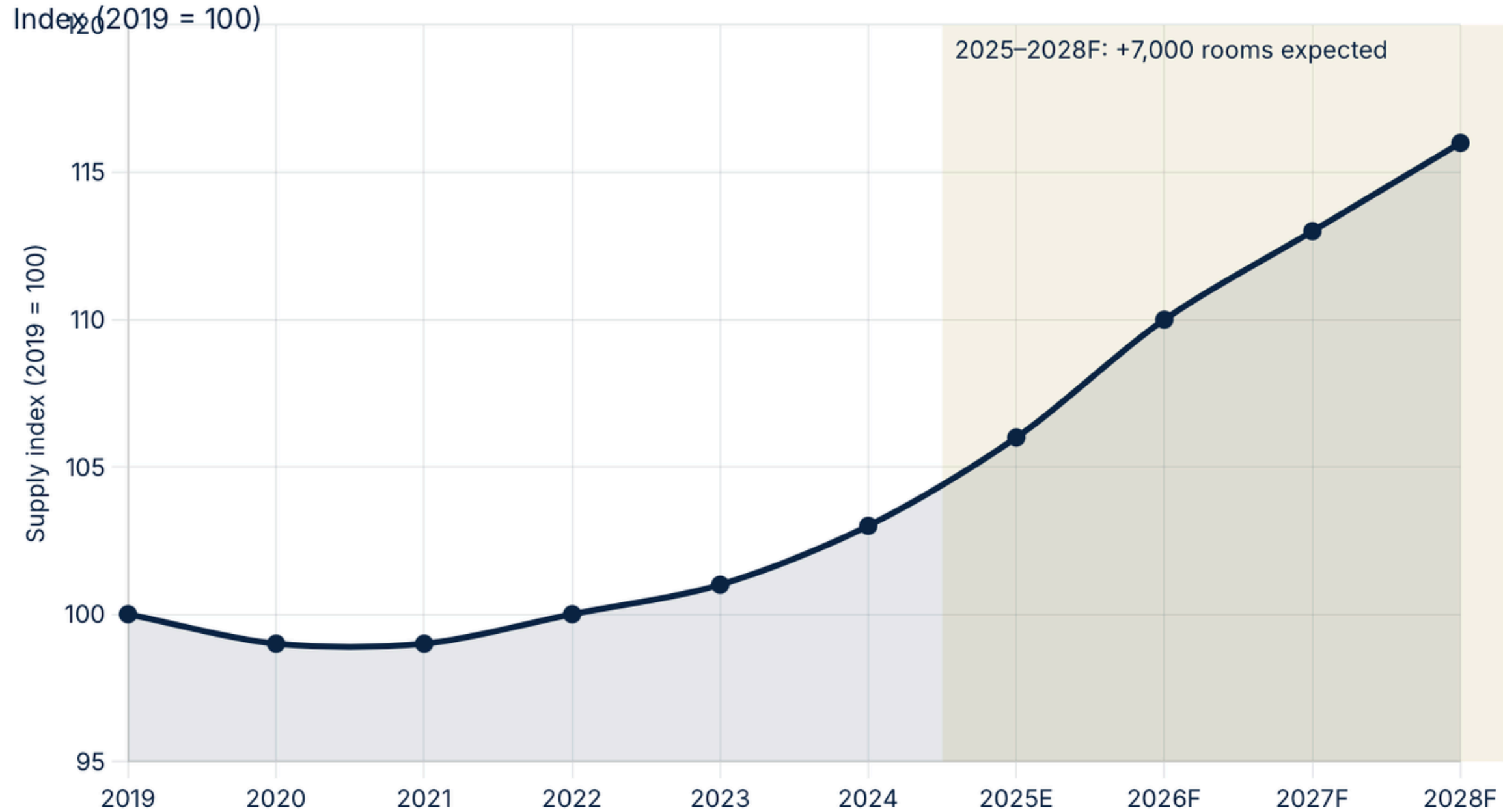
Focus: New developments skew toward luxury and upper-upscale segments, with rising adoption of branded residences and lifestyle concepts.

Key Market Intelligence

# Bangkok Hotel Supply Growth

Total room supply trend — 2019 to 2028F

Bangkok Hotel Investment Market 2026



## Trend highlights

- Steady increase in citywide room supply across the decade.
- Growth driven by mixed-use developments adding hotel keys.
- Central land scarcity catalyzes redevelopment of older assets.

Note: 7,000+ rooms expected 2025–2028 (market reports).

Illustrative index to show directional growth; values not to scale.  
Key Market Intelligence