



hsmmai

# POWER-UP

EDUCATION & NETWORKING EVENT

4:30PM - 8:00PM

meet share learn unwind

FOR COMMERCIAL HOTELIERS



VENUE:

Bangkok Trading Post (Lobby Floor)



HEDNA



# Thailand Market Performance & Outlook Trends



**BOUSSERIND COMSON**  
Sr. Dir. of Sales, TH & VN  
Amadeus

**BANGKOK**

**POWER-UP**

EDUCATION & NETWORKING

For Commercial Hoteliers





# The Power of Travel Intelligence

**Demand Generation:**

Inspire, Convert, Retain  
Profitable Demand

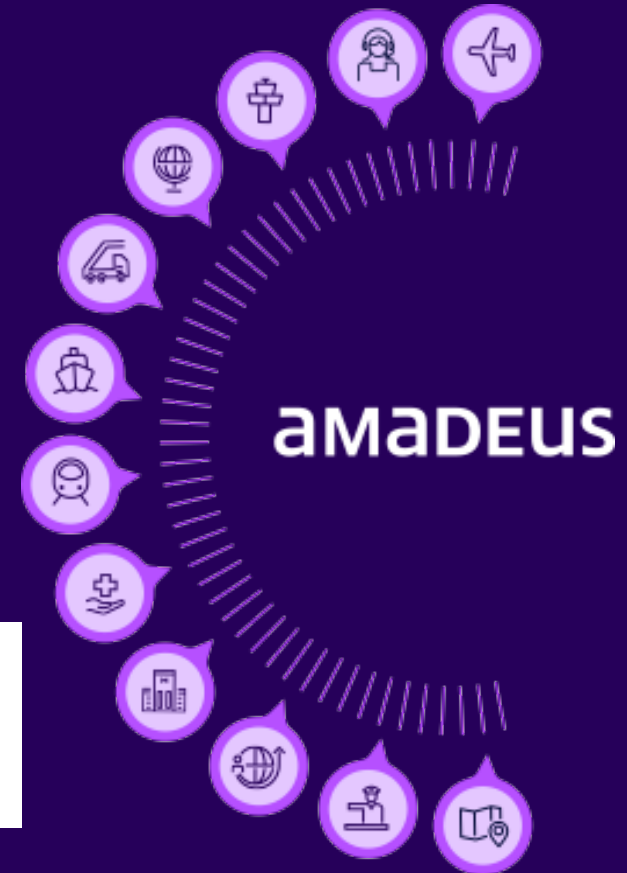
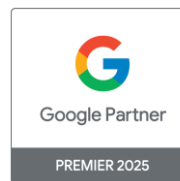
**Bousserind Comson**  
Senior Director of Sales, Thailand & Vietnam

# Our customers & partners



## Strategic alliances



# Amadeus offers the most comprehensive one-stop shop data across traveler's journey



**TRAVELER**  
Traveler  
Socio demographic

**INSPIRATION**  
Air Searches

**BUYING**  
Air Bookings &  
Hotel Demand

**TRAVELING**  
Traffic & Schedule

**EXPERIENCING**  
Hotel Occupancy &  
Length of Stay

**450m bookings**  
Leverage unique  
Amadeus bookings  
database

**+200m pax**  
Searched daily for  
insight into worldwide  
travel demand

**100% bookings**  
Coming from **all three**  
**GDSs** (Amadeus,  
Sabre, Travelport).

**4500 airports**  
With active traffic

**+35m prop.**  
To see short-term  
rental trends

**Trend data**  
Age, Gender, Nationality

**20k OTAs &  
TA**  
Worldwide

**65k hotels**  
Worldwide to leverage  
demand and rate  
insights

**+900 airlines**  
to benefit from  
schedule data

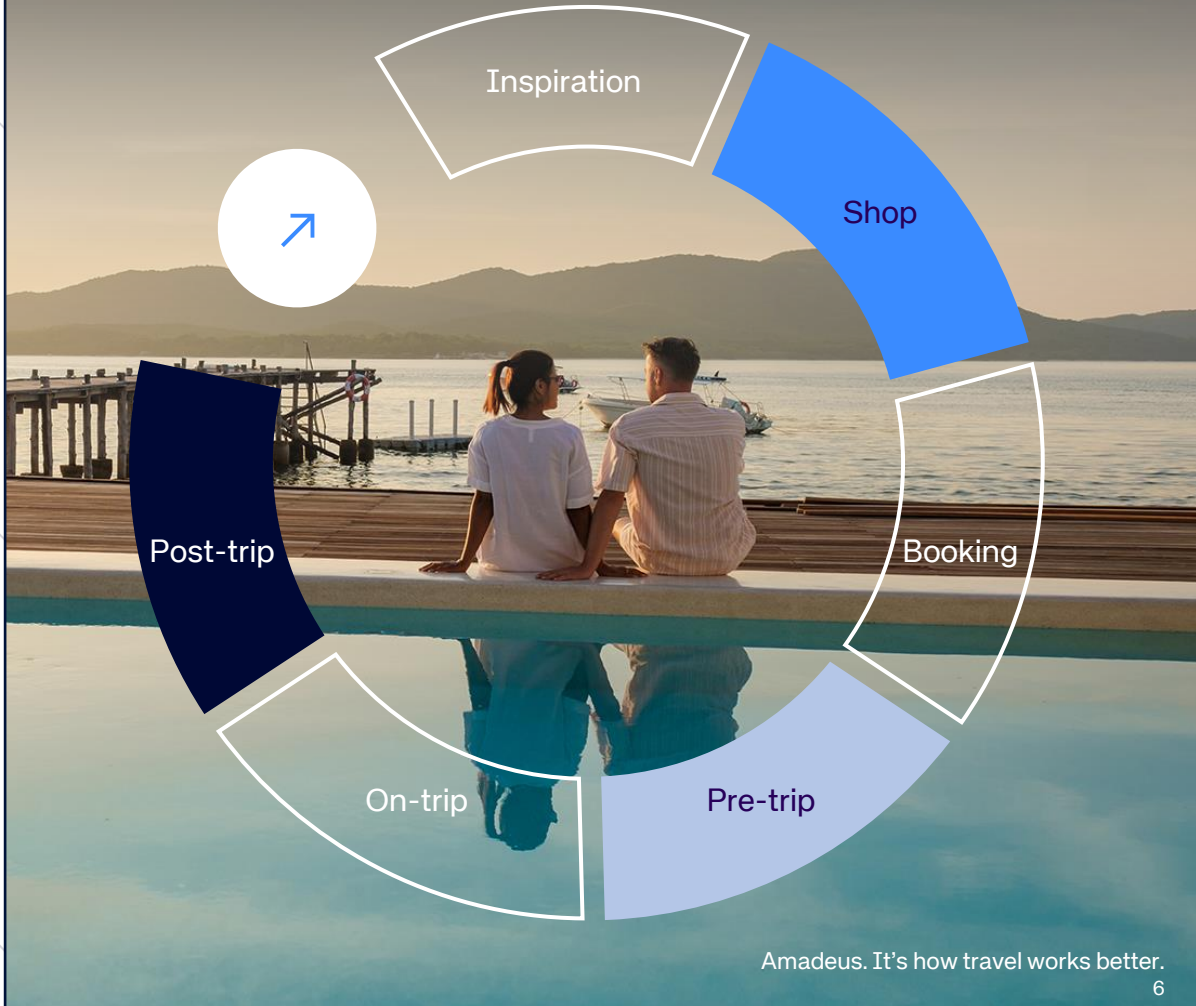
**On-the-books data**  
That is constantly  
updated

\* for searches,  
schedules, and  
bookings.

12 months of forward-looking data\*

# Helping our customers at every step of the journey

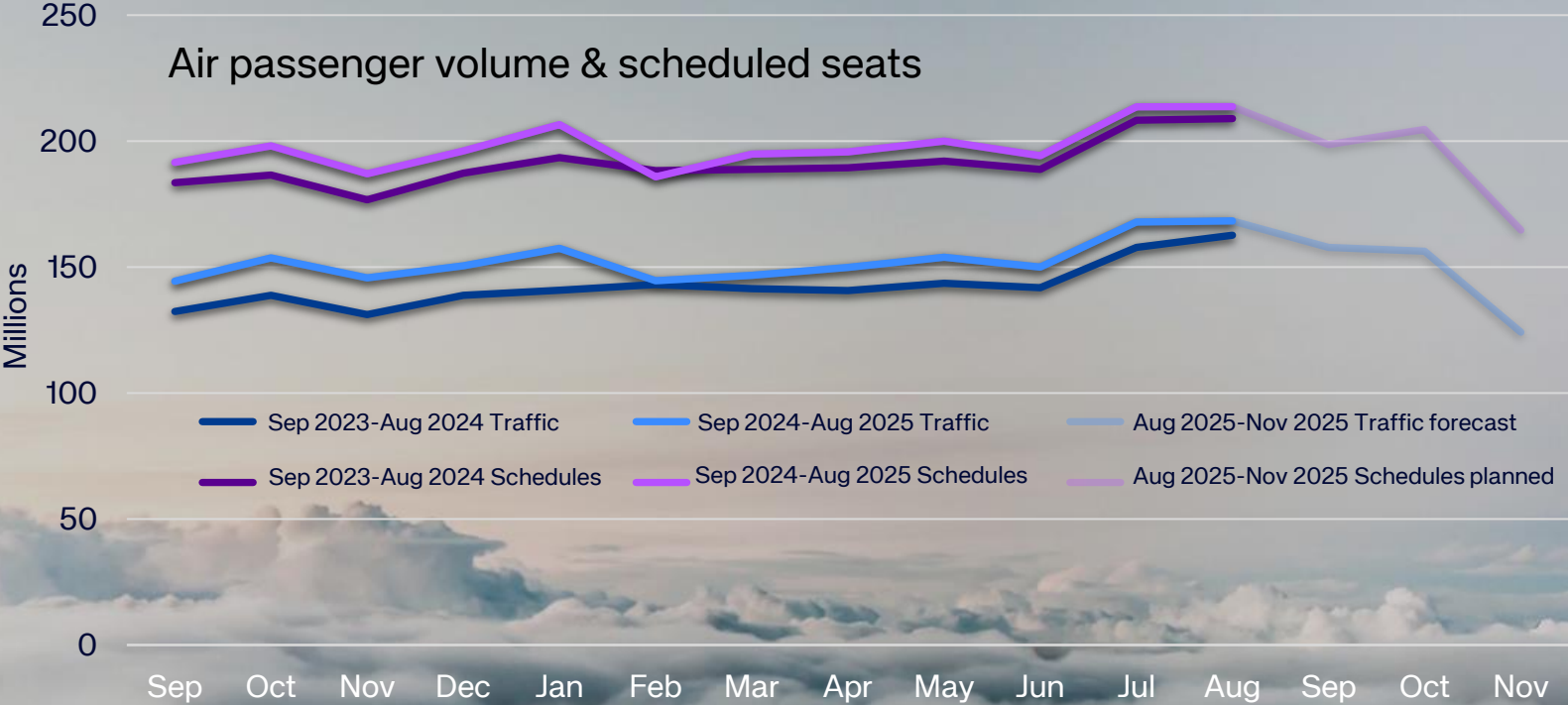
From the moment travelers begin searching for their trip to the time they return home, Amadeus empowers **hotels, destinations, and travel providers** with industry-leading technology and insights that enable exceptional experiences at every step of the journey.



# Air Passenger & Capacity Trends

# Worldwide to Asia Pacific: Passenger traffic and Capacity analysis

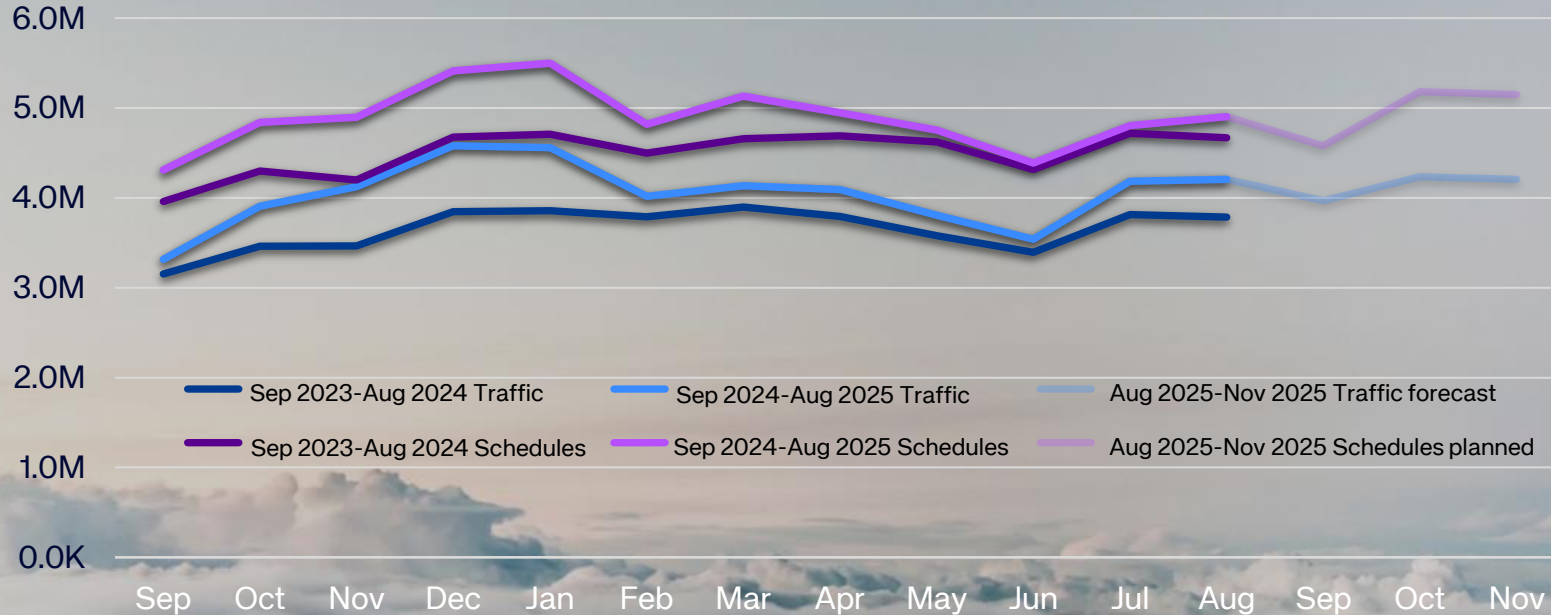
Air passenger volume & scheduled seats



7.0% growth

# Worldwide to Bangkok: Passenger traffic and Capacity analysis

## Air passenger volume & scheduled seats



10.6% growth

# Where do Bangkok's visitors come from? (Search and GDS booking view)

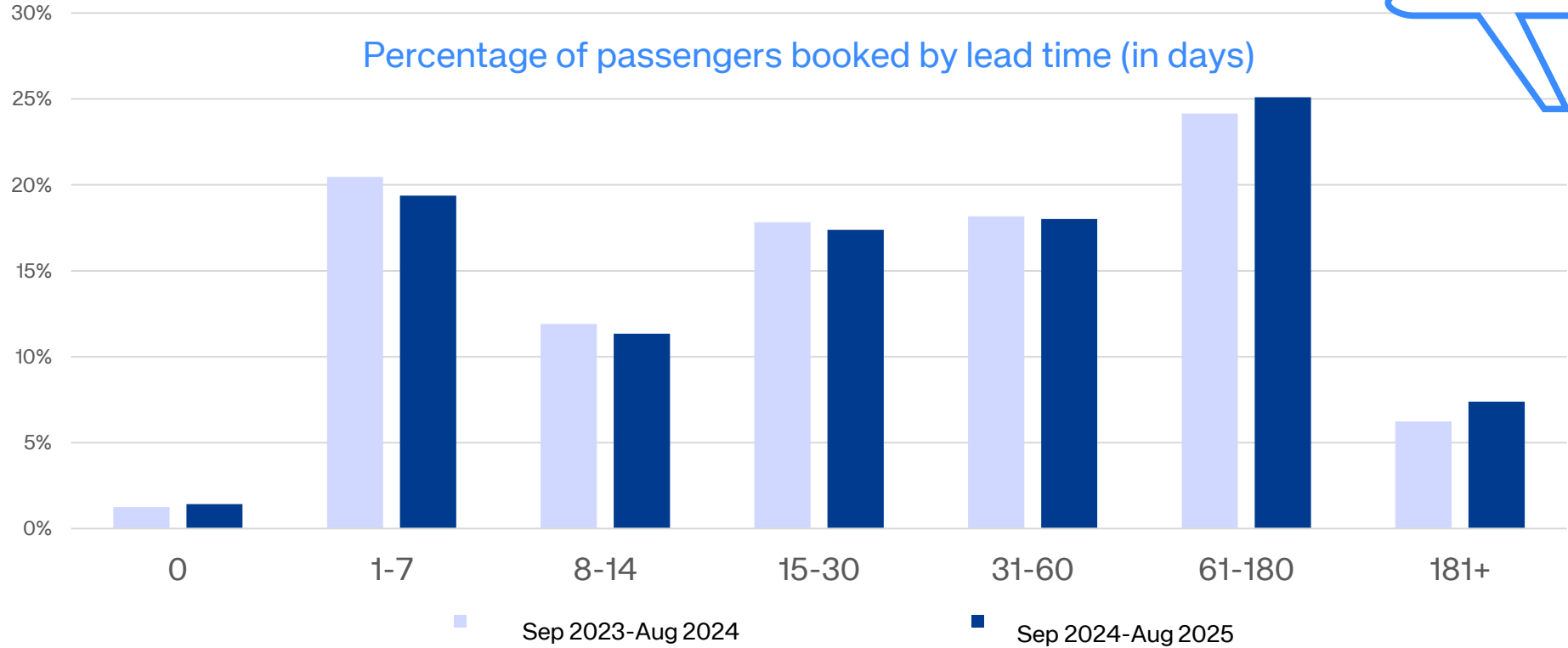
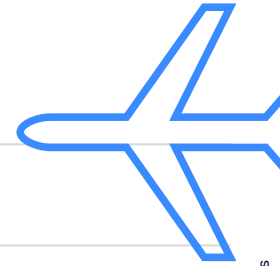
## Top 10 origin markets **searching** to Bangkok

Origin market	Sep.23-Aug.24 ranking	Sep.24-Aug.25 ranking
China	1	1
Thailand	2	2
India	3	3
United Sta.	4	4
United Kin.	9	5
Japan	7	6
Germany	8	7
South Korea	5	8
Australia	6	9
France	10	10

## Top 10 origin markets **sending passengers** to Bangkok

Origin market	Sep.23-Aug.24 ranking	Sep.24-Aug.25 ranking	Sep.24-Aug.25 vs Sep.23-Aug.24
Thailand	1	1	-11%
South Korea	2	2	-9%
India	3	3	-8%
Taiwan	4	4	3%
China	6	5	33%
Japan	5	6	20%
Hong Kong	7	7	-6%
United Kin.	9	8	10%
Germany	8	9	-5%
United Sta.	10	10	1%
<b>Total</b>	<b>60.2%</b>	<b>59.2%</b>	

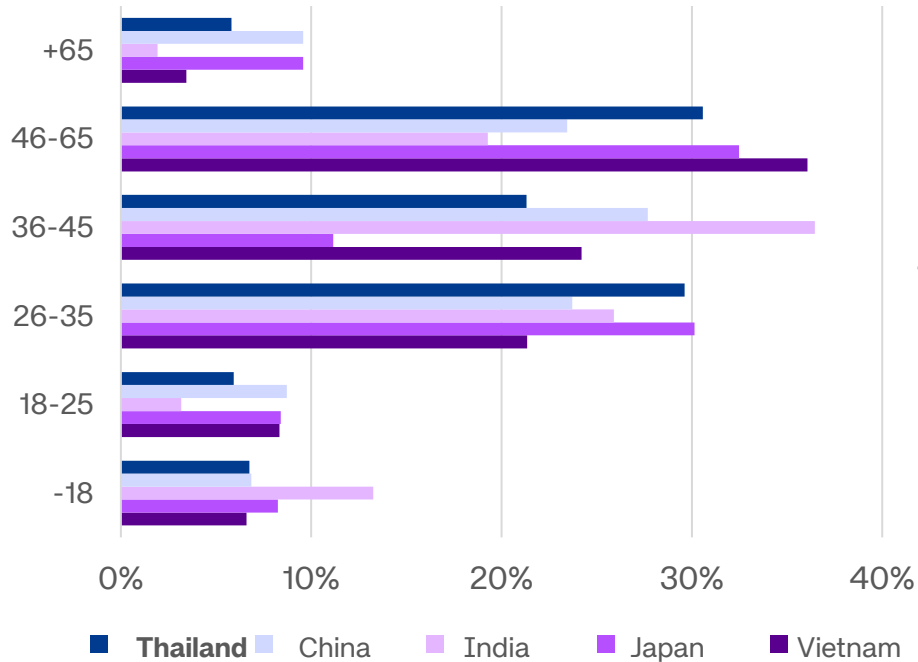
# Worldwide to Bangkok: Air travel bookings by Lead time



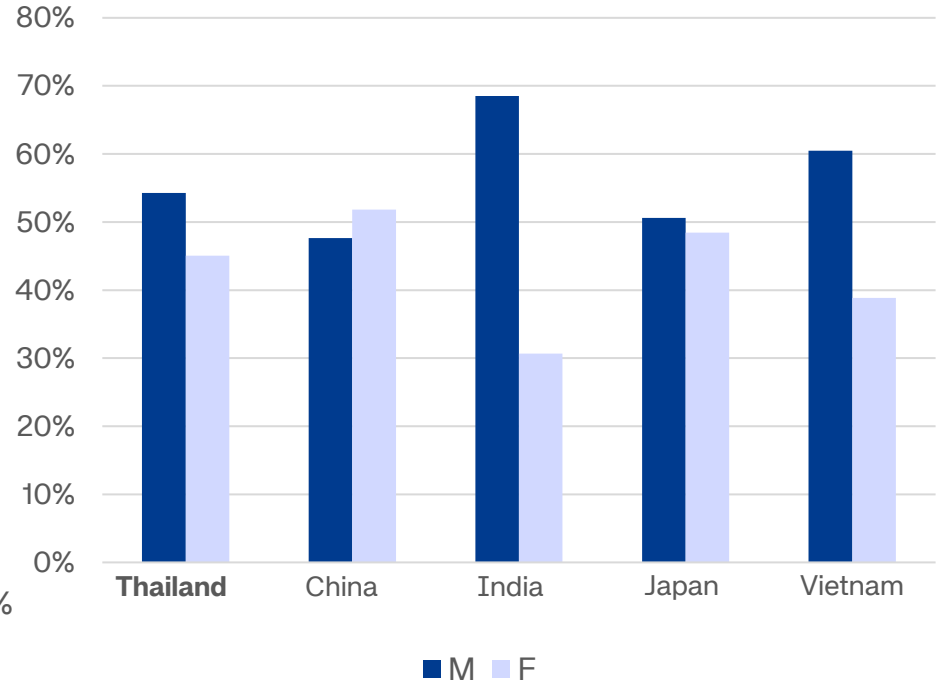
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# Types of travelers to Bangkok (origin markets)

Percentage of passengers booked by **age category**



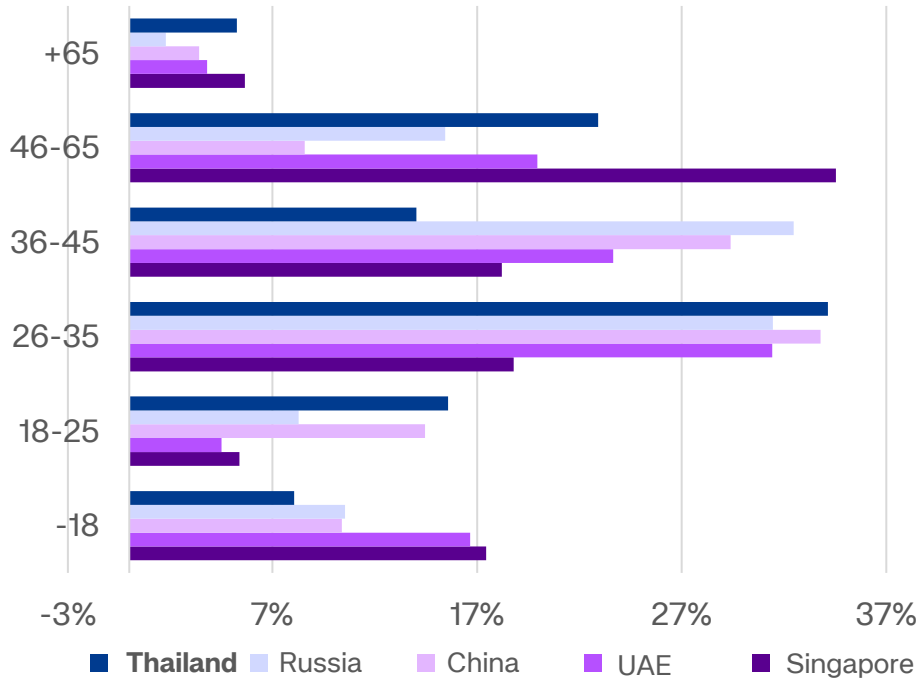
Percentage of passengers booked by **gender**



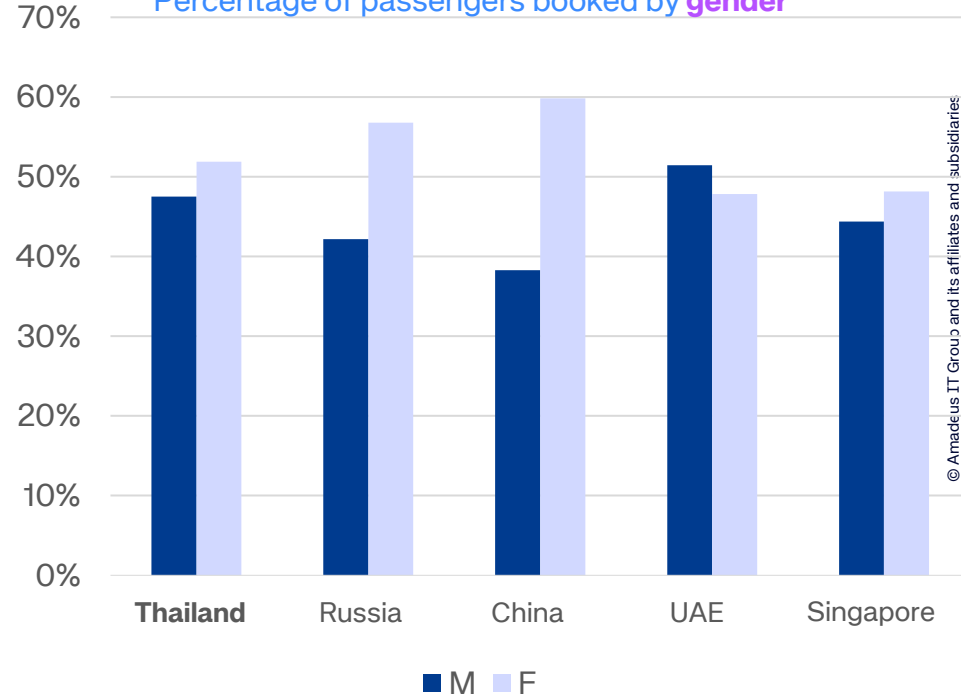
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# Unlike travelers to Phuket...

Percentage of passengers booked by **age category**



Percentage of passengers booked by **gender**



# Hotel Performance

# Unlock the right Insights to Transform Your Business Potential

HOTEL

DMO



**Demand360®**

Establish profitable demand strategies with greater visibility into the market, the competition, and how you stack up against them



**Agency360®**

Expand agency booking insights beyond the GDS for a total market view to improve leisure and corporate sales prospecting



**RevenueStrategy360™**

View all the forward-looking demand and rate data you need - in one place - to make the most informed revenue strategy decisions



**AmadeusNavigator360™**

Seamlessly merge Air, hotel and sociodemographic data to uncover every step of the traveler's journey and develop powerful destination marketing strategies.

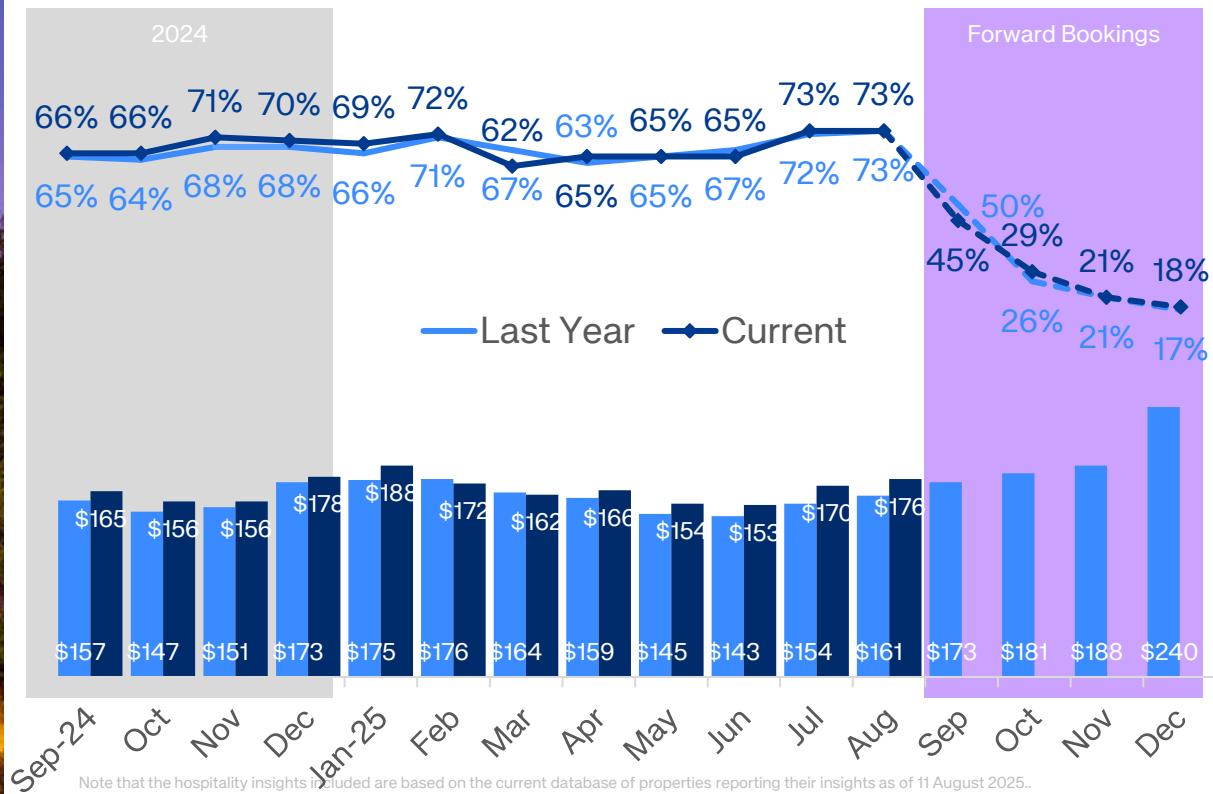
# South East Asia

**Sep.24 – Aug.25**  
 OCC: 68.1% / ADR: \$167  
 RevPAR: \$113

**Sep.23 – Aug.24**  
 OCC: 67.4% / ADR: \$159  
 RevPAR: \$107

## Hotel Occupancy & ADR

On-the-books by month compared to same time last year



Note that the hospitality insights included are based on the current database of properties reporting their insights as of 11 August 2025..

Source: Amadeus' Demand360® data as of 4 September 2025.

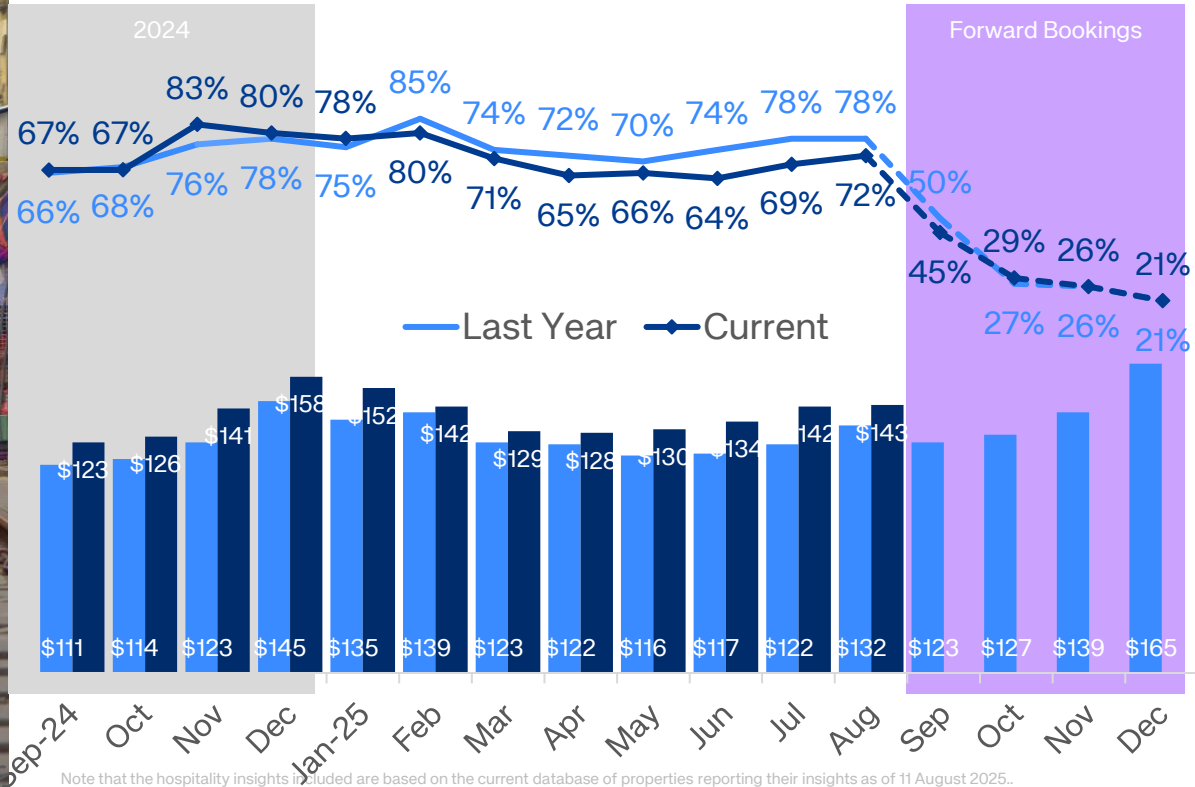
# Bangkok

## Hotel Occupancy & ADR

On-the-books by month compared to same time last year

**Sep.24 – Aug.25**  
 OCC: 71.8% / ADR: \$138  
 RevPAR: \$99

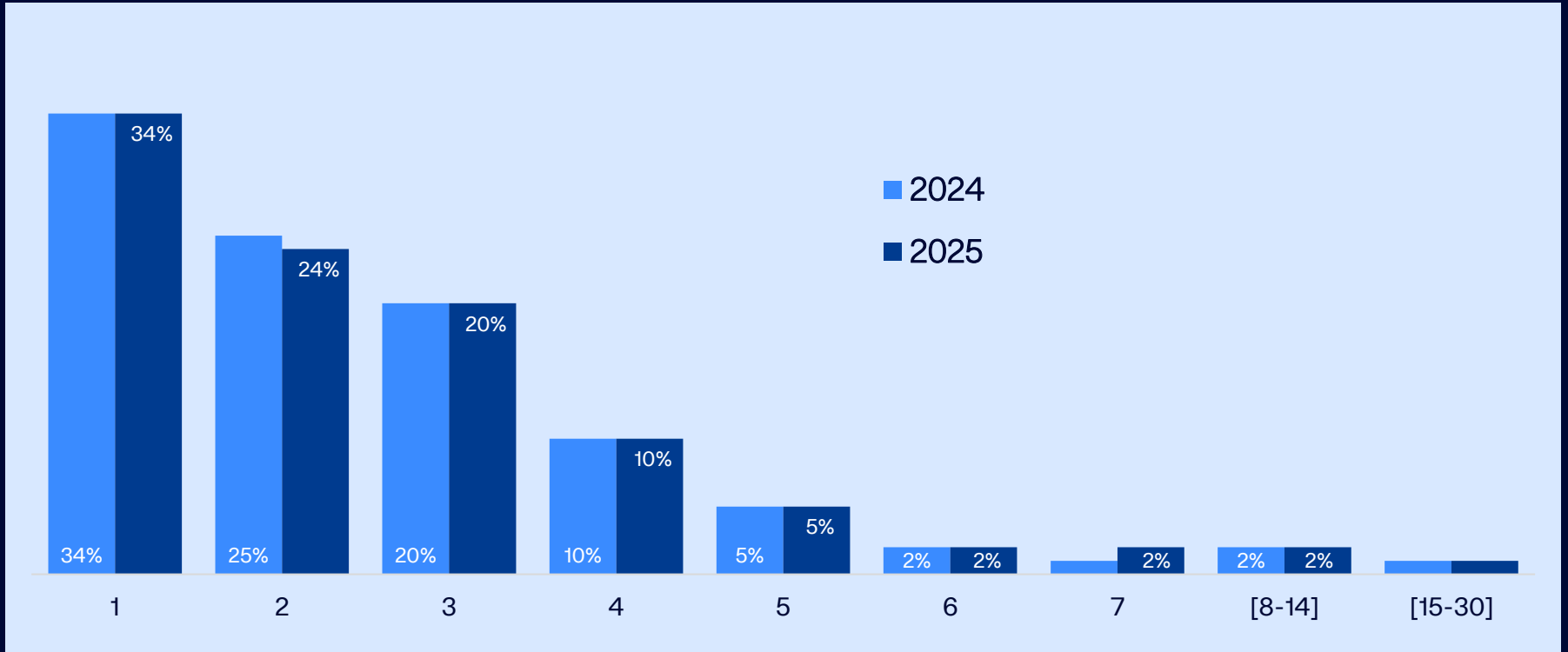
**Sep.23 – Aug.24**  
 OCC: 74.6% / ADR: \$125  
 RevPAR: \$94



Source: Amadeus' Demand360® data as of 4 September 2025.

# Length of Stay | Bangkok

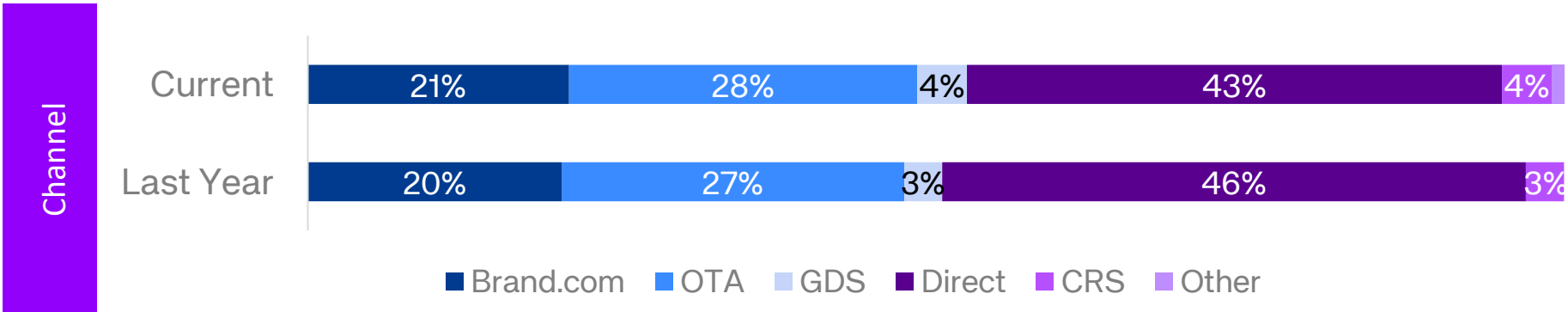
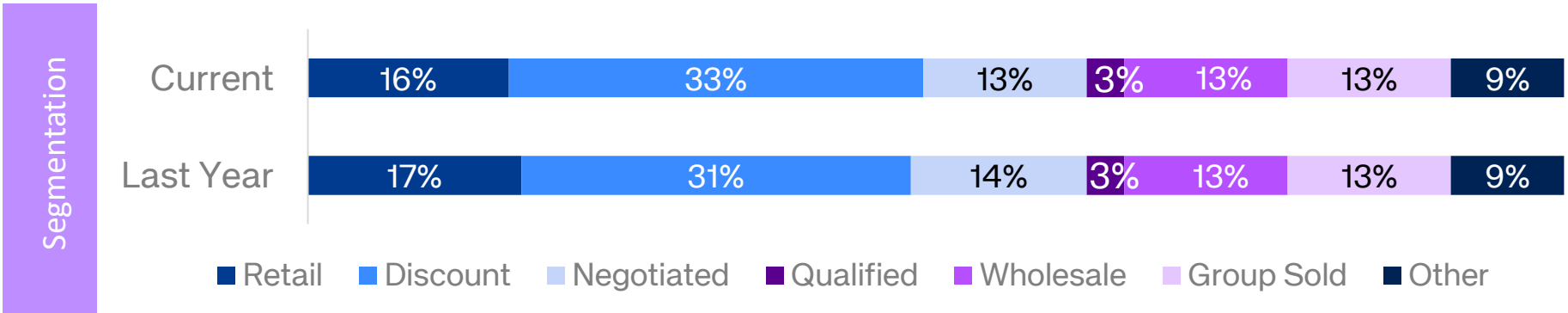
YTD 2025 vs. last year.



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# Segment & Channel | Bangkok

Room Nights Mix for **Sep.24 – Aug.25** vs. last year.

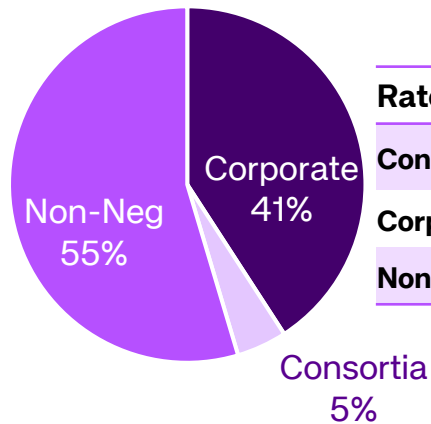


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# GDS Channel Performance | Bangkok

Sep.24 – Aug.25 vs. last year.

Market	Bangkok	vs LY
Room Nights	430 K	+12.0%
Revenue	\$87.2 M	+21.4%
ADR	\$203	+8.4%



Rate Type	vs LY
Consortia	+7.1%
Corporate	-1.1%
Non-Neg	+24.7%

## Top 5 Agency Groups

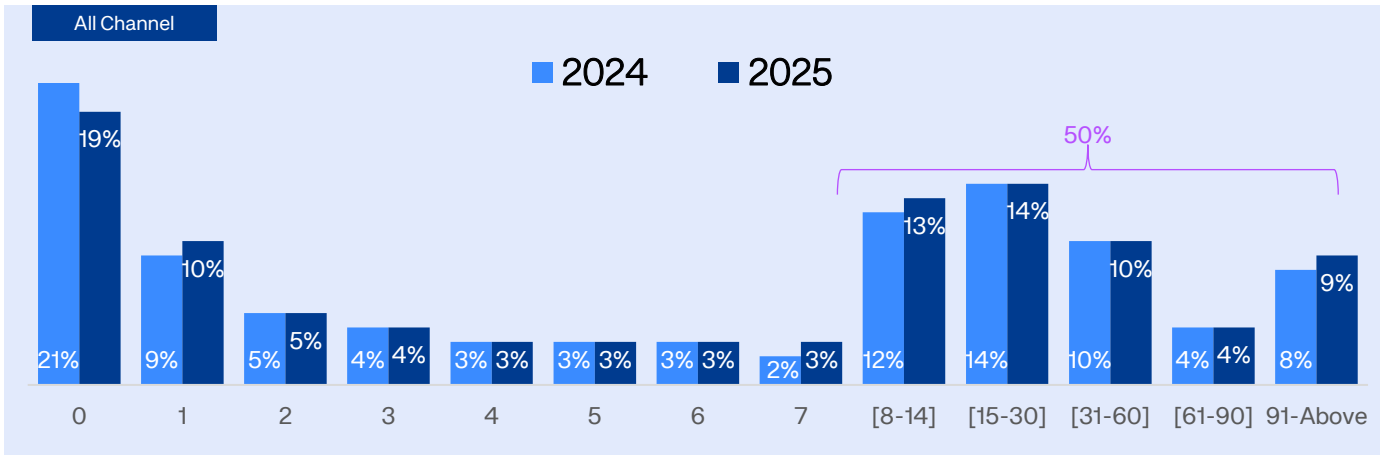
Agency	Revenue	Room Nights	ADR
AEGBT (inc. Egencia)	\$14,357,046	88,286	\$163
ABC Global Serv	\$14,255,963	47,147	\$302
AMEX Fine Hotels and Resorts	\$11,889,088	30,350	\$392
BCD	\$7,805,027	50,319	\$155
CWT	\$6,670,430	45,839	\$146

## Top 5 Corporations

Corporation	Revenue	Room Nights	ADR
Bytedance Ltd	\$1,769,446	13,480	\$131
Boston Consulting Group	\$1,148,179	6,123	\$188
McKinsey & Co	\$747,945	5,132	\$146
Amazon	\$673,007	4,080	\$165
Apple	\$650,074	4,161	\$156

# Hotel Booking Lead Time | Bangkok

YTD 2025 vs. last year.



## Highlights

- 38% of bookings occur within three days prior to arrival.
- Brand.com has the longest average lead time.
- GDS channel sees a greater proportion of bookings made within the 8 to 30-day window.

By Channel	[0-7]	[8-14]	[15-30]	[31-60]	[61-90]	91-Above
Brand	40%	11%	15%	13%	6%	15%
OTA	55%	10%	13%	9%	4%	9%
GDS	41%	17%	20%	12%	4%	6%
Direct	53%	15%	15%	8%	3%	7%
CRS	41%	14%	17%	12%	5%	11%

# Key Takeaways



Overall SEA continues to **receive strong demand**.



Despite seasonal downturns and inflation, **several markets perform growth** through changing environments.









The key is to **understand the demand** and **drive it to your hotel**.  
Increase bookings thru omni-channel media strategies, deliver targeted results.

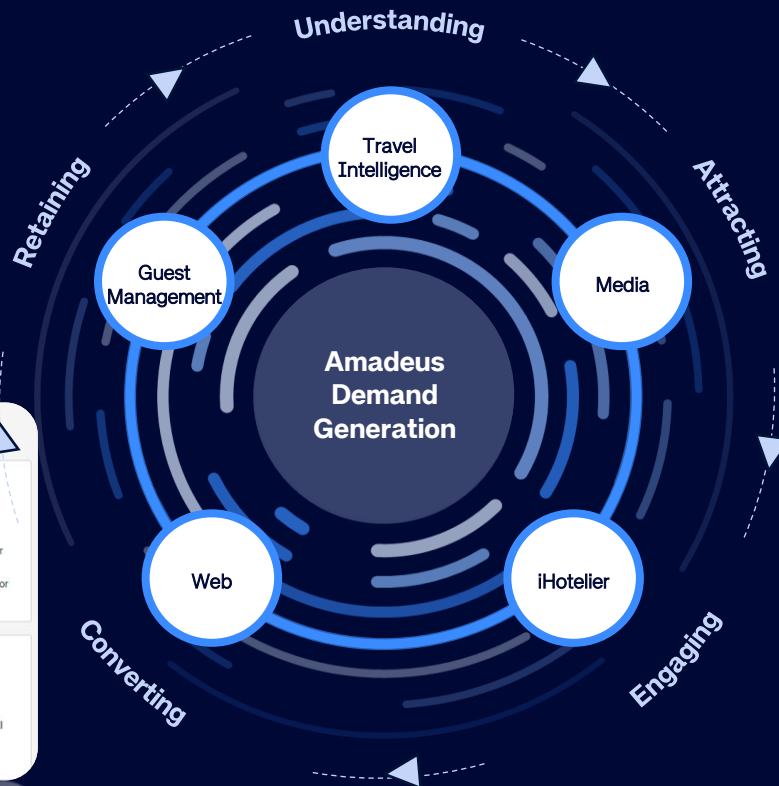
**→ Inspire, convert, and retain Profitable Demand**

# ONE data set from air demand to hotel guest optimization

- ✓ 360 view from **market, property, and guest data**
- ✓ The only **unified platform** for all Hospitality products
- ✓ **Increase & convert demand** with a streamlined guest journey

Welcome to Amadeus Hospitality Solutions

 <p><b>Business Intelligence</b></p> <p>The antidote to uncertainty is information. Unlock your hotel's true potential with intelligent insights to maximize revenues, increase occupancy, and streamline operational performance.</p>	 <p><b>Media</b></p> <p>Connect with travelers and build great relationships with travel sellers. Drive demand and influence visitors and guests through more channels with data-driven advertising campaigns.</p>	 <p><b>Reservations &amp; Guest Management</b></p> <p>Boost your hotel direct bookings and revenue with iHotelier solutions. Expand your hotel visibility, maintain rate parity, personalize booking experiences, and upsell strategically for increased profitability.</p>
 <p><b>Hotel Distribution</b></p> <p>Stand out in the market by distributing your content to our global network of subscribers and travel sellers - the world's largest travel marketplace.</p>	 <p><b>Delphi</b></p> <p>Sell, organize, and manage events smoothly and consistently with the most trusted Sales &amp; Catering software in the market today.</p>	 <p><b>Service Optimization</b></p> <p>Prioritize your behind-the-scenes work. Inspire exceptional stays. Simplify the management of daily operations to increase productivity, lower costs, and empower teams.</p>



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# amadeus

Visit our website to learn more  
about **Hospitality Market Insights.**

To request time to talk with an Amadeus  
representative, please contact us.

Amadeus. It's how travel works.





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