



196+ roundtable indochina

cambodia, laos,
vietnam

online
(13.10.2022)

7
participants

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NOTES

1) calculated as per PKF sample; includes all
properties with at least 100 rooms; 2) as per 31
December 2021; 3) as per the PKF contract
database; 4) from the viewpoint of hotel groups

supply

| | |
|-------------------------|----------------------------------|
| 777 properties | 170,116 rooms ¹ |
| 50% branded rooms | 52% chain affiliated rooms |

group / brand profile

- › strongest brand: **Muong Thanh Luxury**
- › strongest group: **Muong Thanh**
- › fastest growing brand: **Best Western Premier**
- › fastest growing group: **Best Western**
- › strongest regional brand (global presence): **Muong Thanh Luxury**
- › fastest growing regional brand: **FLC**

key takeaways

- › Participants praised Vietnam's covid-related policies and strategies that have enabled travel and overall economic development. For the next five to ten years, Vietnam is still expected to attract significant investment in various industries including hospitality.
- › Mega development projects, which historically have suffered from lack of construction quality, infrastructure, and also demand, are now under long-term and even infinite delays.
- › Rates for luxury products are driven up significantly due to inflation, staff shortages and other challenges that the segment is pricing itself out of the competitive market. Participants urged a redefinition of luxury including increasing focus on efficiency, sustainability, and creativity.
- › Investors are aware and concerned about the skyrocketing land costs and increasing construction costs. Participants highlighted the need to plan for the first renovation cycle during construction of the project.

pipeline

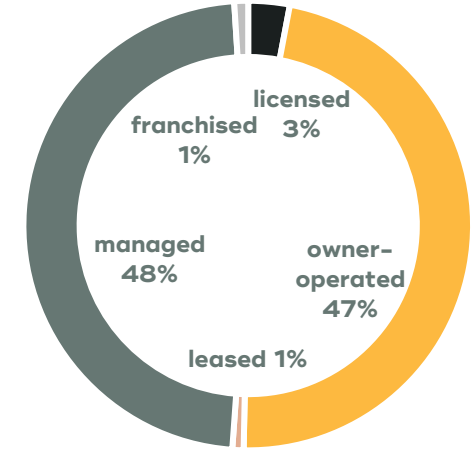
| | |
|-------------------------------------|--------------------------------|
| 127 properties | 49,850 rooms ^{1,2} |
| 102 hotels under construction | 25 planned hotels |

selected openings of 2021

- › Best Western Premier Sapphire Ha Long, Hạ Long, **1,008 rooms**
- › Centara Mirage Resort Mui Ne, Phan Thiết, **984 rooms**
- › Howard Johnson Plaza by Wyndham Blue Bay Sihanoukville, Sihanoukville, **522 rooms**
- › New World Phu Quoc Resort, Dương Đông, **375 rooms**
- › Wyndham Grand Flamingo Cat Ba Resort, Haiphong, **317 rooms**

contracts

| | |
|-------------------|--|
| 278 properties | 75,885 rooms under contract ^{2,3,4} |
|-------------------|--|



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