

GoTrip's Bangkok Short-Term Rental Market Entrance Strategy

Explore opportunities through understanding demand, supply, pricing, and guest satisfaction trends for strategic growth in Bangkok's short-term rental market with data evidences.

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Introduction



Data:

1. Airbnb 2024 Listing, Reviews data
2. Thailand Ministry of Tourism and Sports, Tourist arrivals 2023 - 2024

Tasks:

1. Analyze short-term market trends in Bangkok
2. Optimize pricing strategies
3. Identify key opportunities for market entrance

Thailand Tourism Overview

Key Tourism Trends - Growth & Dynamics

Overall Growth Trajectory

2024 projected growth is strong at 28% compared to 2023.

Regional Shifts & Market Shares

Asia-Pacific holds approximately 70% market share in 2024.

GoTrip Implication: Focus on Asia-Pacific recovery and leverage Europe's demand strength with tailored offers.



Regional Market Share & Growth

Asia-Pacific	25.8M arrivals	72.64% market share	+27.97% growth
Europe	7.3M arrivals	20.65% market share	+23.09% growth
Middle East	0.74M arrivals	2.09% market share	+23.60% growth
Oceania	0.88M arrivals	2.47% market share	+12.78% growth
Africa	0.17M arrivals	0.47% market share	+36.80% growth

Top Source Countries by Volume



China

6.73M arrivals, +91.22% growth



Malaysia

4.95M arrivals, +7.04% growth



Central/Eastern Europe

2.48M arrivals, +21.12% growth



India

2.13M arrivals, +30.74% growth



Korea (Republic of)

1.87M arrivals, +12.58% growth

Insight

Peak Season:

February, June-July, November-December

(Lunar New Year, summer vacation, Christmas)

Off-Season:

September-October

Main Visitor:

China, Malaysia, India

Overall Growth:

- 2024 total tourist volume: 64 million, year-on-year increase of 40%
- Particularly strong growth from China and India

Policy Advantage:

Permanent visa-free entry in late 2023

(Reference: exmoo.com/article/229266.html)



Suggestions

Platform Promotion Strategy

Peak Season:

Focusing on summer vacation, Songkran, and Thai New Year).

Off-Season (September-October):

Promote cultural events (e.g., Vegetarian Festival)

Partners:

Collaborate with airlines and travel agencies to offer peak-season package deals.

Host Recommendations

High-Demand Months:

Update listing photos, descriptions, and offer competitive pricing to capture peak-season demand.

Festival Benefits:

Provide festival-themed perks to attract off-season bookings.

Revenue of Rooms

Total No. of Rooms - 12.64K

Short-Term Rental Room Supply

Avg. Days Occupied - 106

Average Demand (Occupancy Days)

Avg. Peak Revenue Capacity (PRC) - 264K

Average Maximum Revenue



Insight

Revenue, Supply and Demand by Price Tier

Price Tier	Avg .Revenue	No. of Rooms	Avg. Occupancy Day	Demand
High Tier (> 5,000 THB)	 Moderate revenue (B264K)	~1,200	116 days	Strong
Mid Tier (2,001-5,000 THB)	 Highest revenue (B400K)	~3,400	107 days	Steady
Mid-Low Tier (1,001-2,000 THB)	 Low revenue (B200K)	~5,200	103 days	Weak
Low Tier (100-1,000 THB)	Minimal revenue (B75K)	~ 2,700	99 days	Poor performance

Supply & Demand

(High Tier Priced Rooms)

Insight 1

Supply and Demand of High Tier Rooms by Neighborhood

Neighborhood	No. of Rooms	Avg. Occupancy Day	Demand
Ratchathewi	 Low supply (100 rooms)	high occupancy (140 days)	Strong
Vadhana	 High supply (400 rooms)	low occupancy (80 days)	Market saturation
Khlong Toei	 Moderate supply (200 rooms)	100 days	Balanced
Bang Rak, Pathum Wan, Huai Khwang, Sathon	100 rooms each	100 days	Poor performance

Insight 2

Price Distribution of Higher Tier Rooms

Price Range	No. of Rooms	Avg. Occupancy Day	Demand
5,000 THB	 ~900 rooms	114 days	Strong
15,000 THB	 ~70 rooms	96 days	Moderate
10,000 THB	 ~240 rooms	87 days	Low

Suggestions

Investment Focus:

- Mid Tier (2,001-5,000 THB) and High Tier (> 5,000 THB) rooms
- Ratchathewi and Pathum Wan (high occupancy, low supply)

Avoid Oversupply:

- Mid-Low Tier (1,001-2,000 THB)
- Vadhana (low occupancy, high supply)

Price Range Strategy:

- Target the 5,000 THB and 10,000 THB price ranges for higher-tier rooms (high demand)

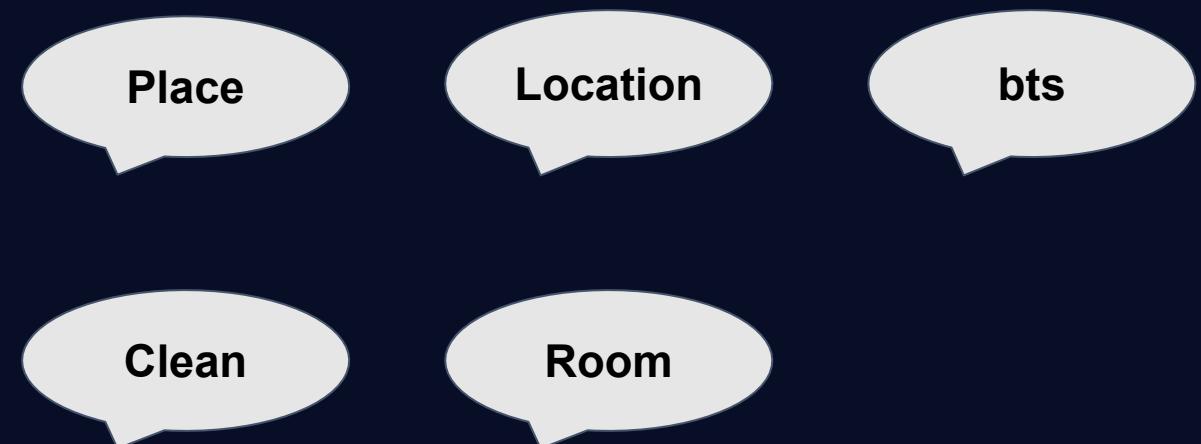
Customer Satisfaction

(Amenity)

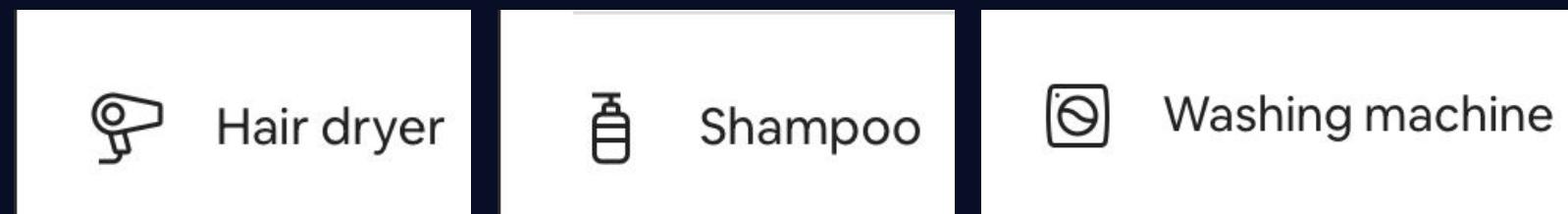
Insight

Amenity Score → Review Rating → Avg. of PRC

From Frequency of Review Words:



'Cleanliness' is important!!!



Enhancing Guest Satisfaction

Key Experience Drivers to Hosts

- Pay more attention to ‘Cleanliness’ by providing essential amenities
- Add high-demand amenities (e.g., Top 10 Amenities)

Platform Support

- Introducing the “Amenities Highlights” filter for Top 10 Amenities
- Create a “Guest favourite” badge for listings with average high rating to increase visibility and bookings



Regional Market Trends

12635 Rooms, 44 Neighborhoods

Vadhana - Most Popular and Most Revenue

1st

No. of Rooms

17%

Of total Rooms

1st

Avg. Days Occupied

25%

More Avg. Days Occupied
than Avg. of Bangkok

1st

Avg. PRC

171%

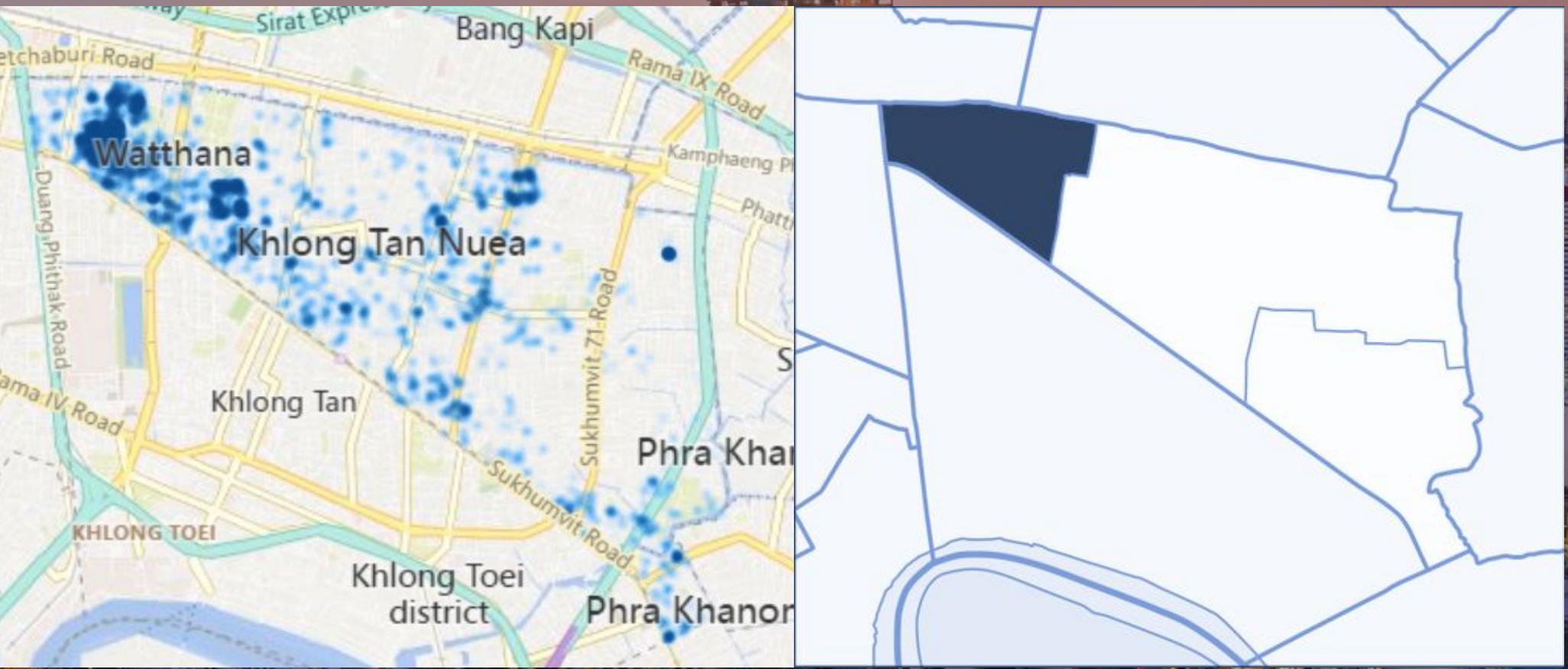
of Bangkok Avg. Peak
Revenue Capacity

Vadhana - Insights

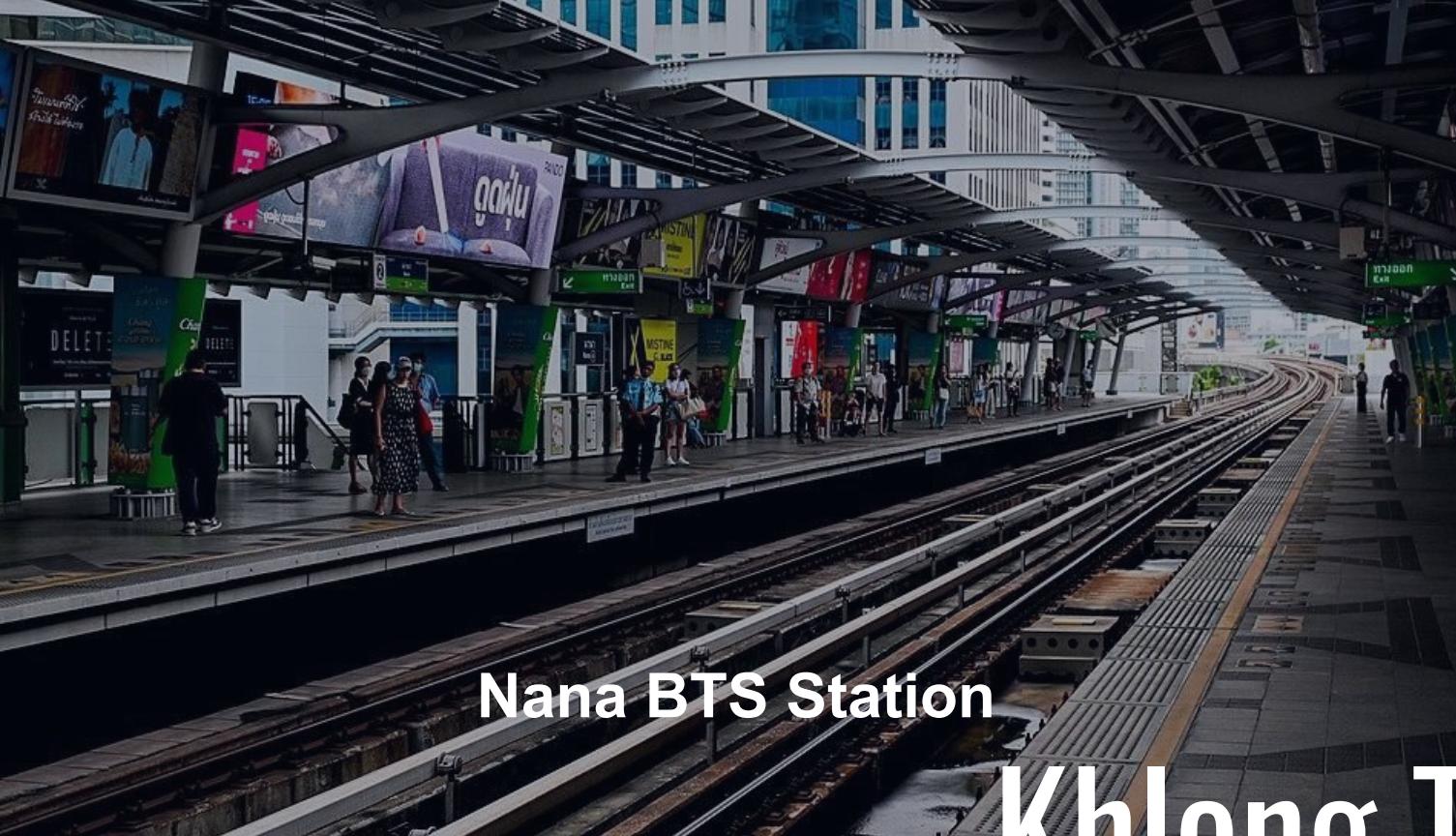


Incredibly
Convenient
Transportation

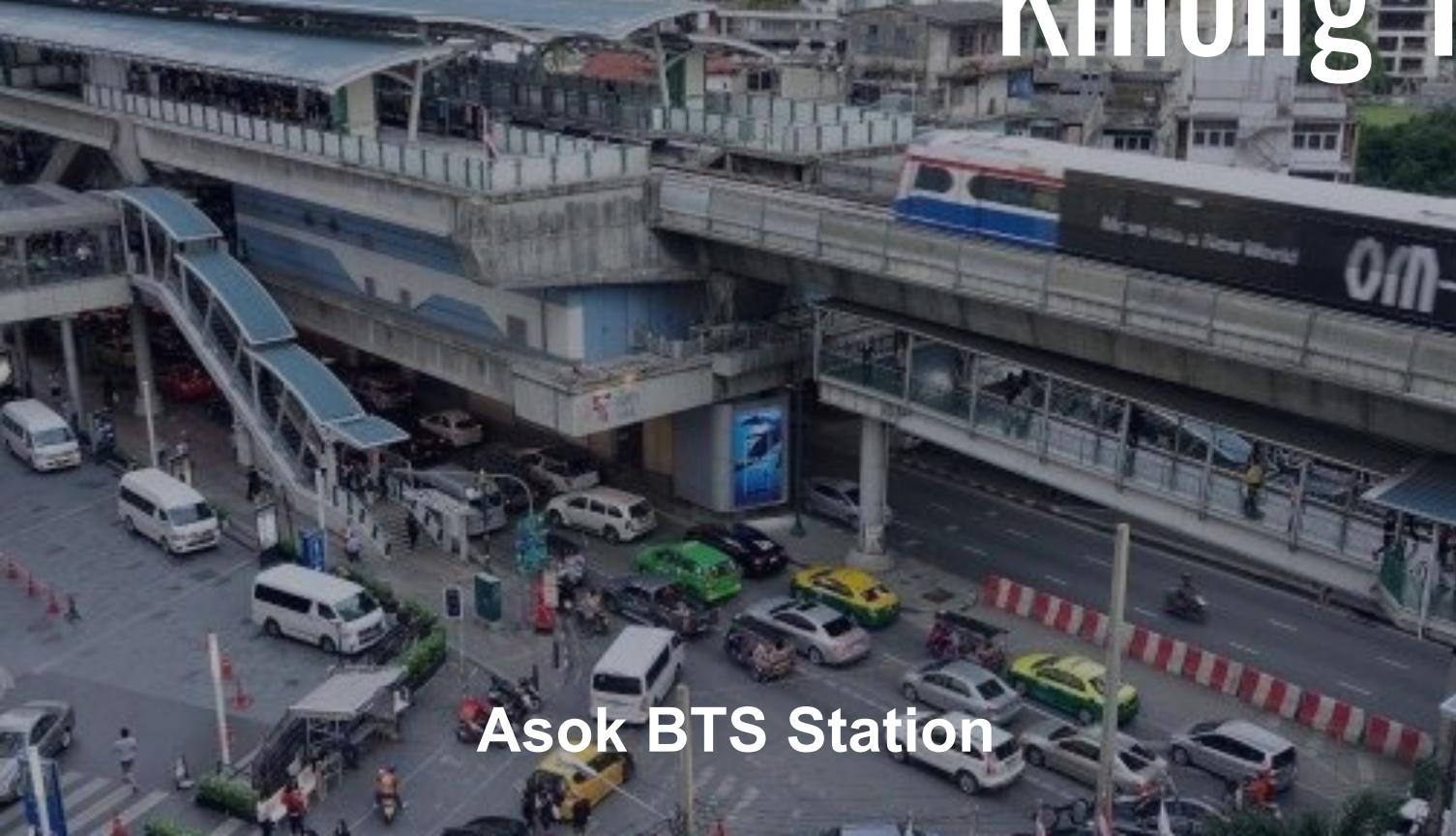
Vadhana - Insights



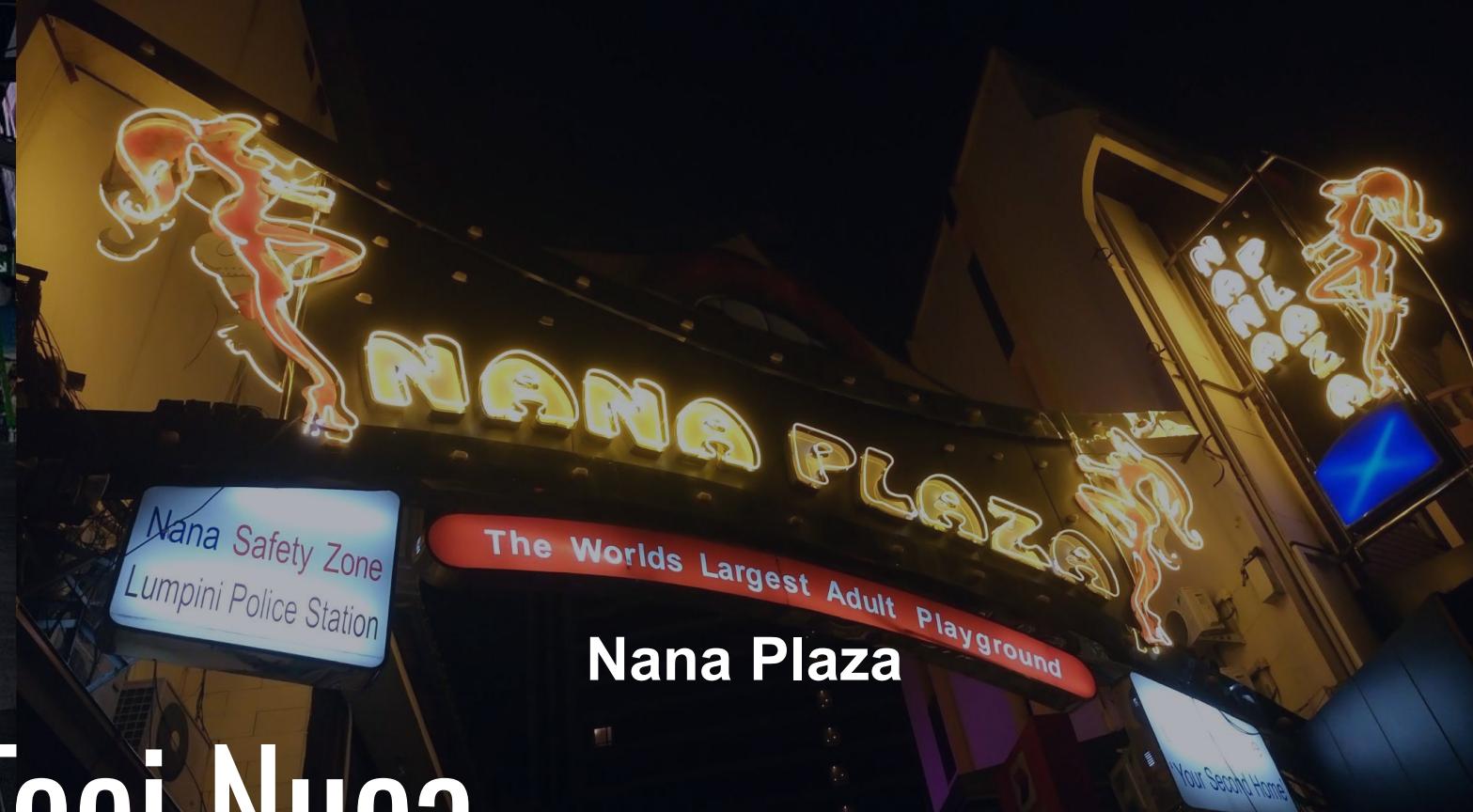
Khlong Toei Nuea
Key Region



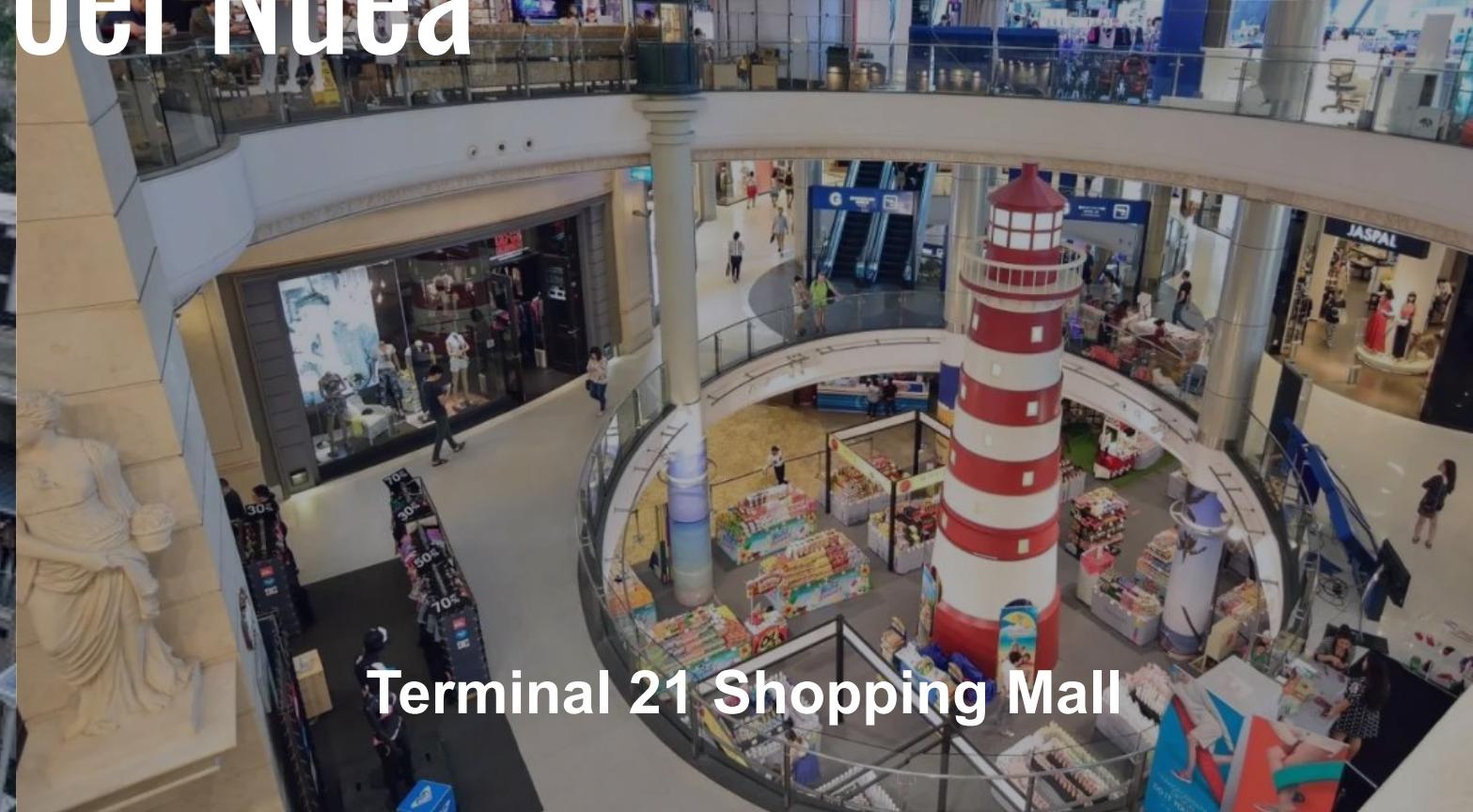
Nana BTS Station



Asok BTS Station



Nana Plaza



Terminal 21 Shopping Mall

Khlong Toei Nuea

Pathum Wan - Most Potential and Second Most Revenue

391

No. of Rooms

2nd

Avg. PRC

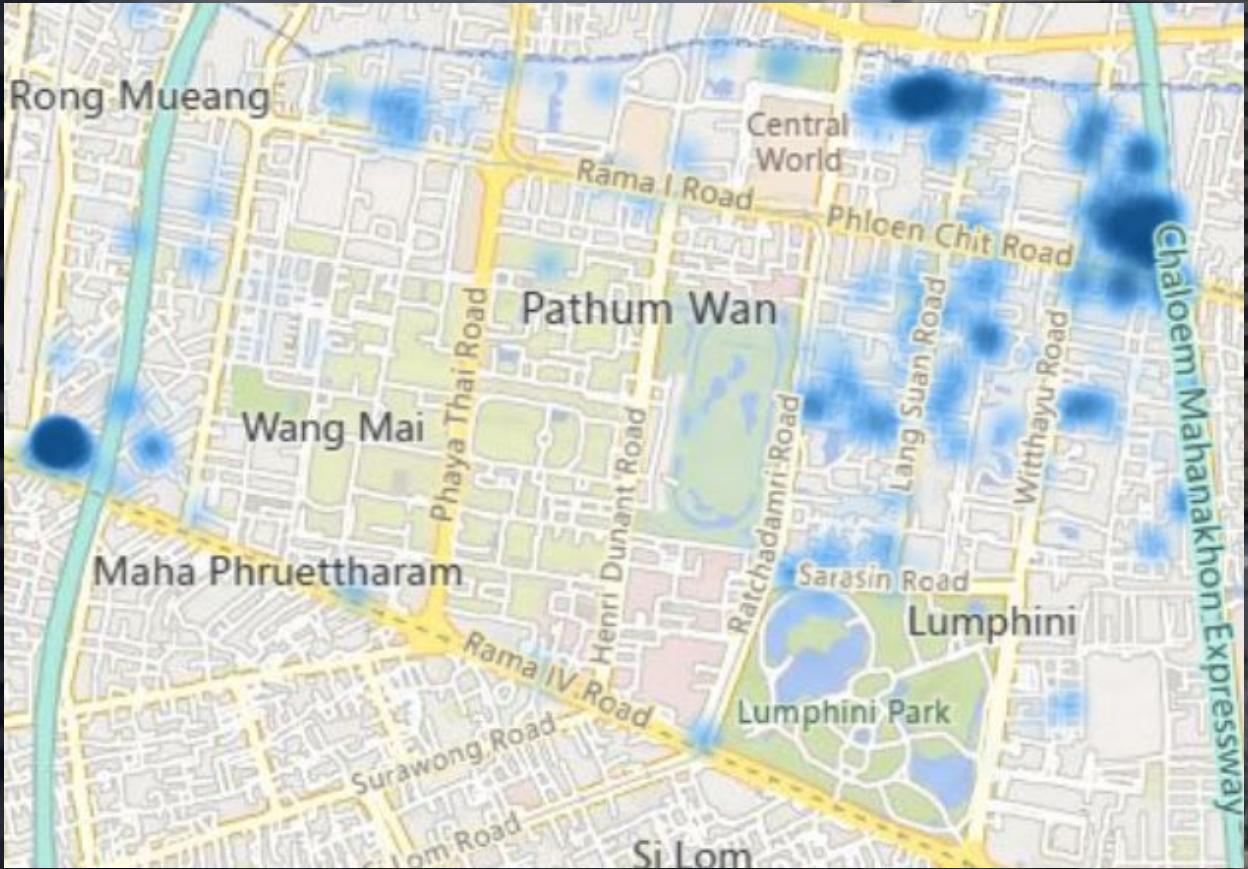
3%

Of total Rooms

162%

of Bangkok Avg. Peak
Revenue Capacity

Pathum Wan - Insights



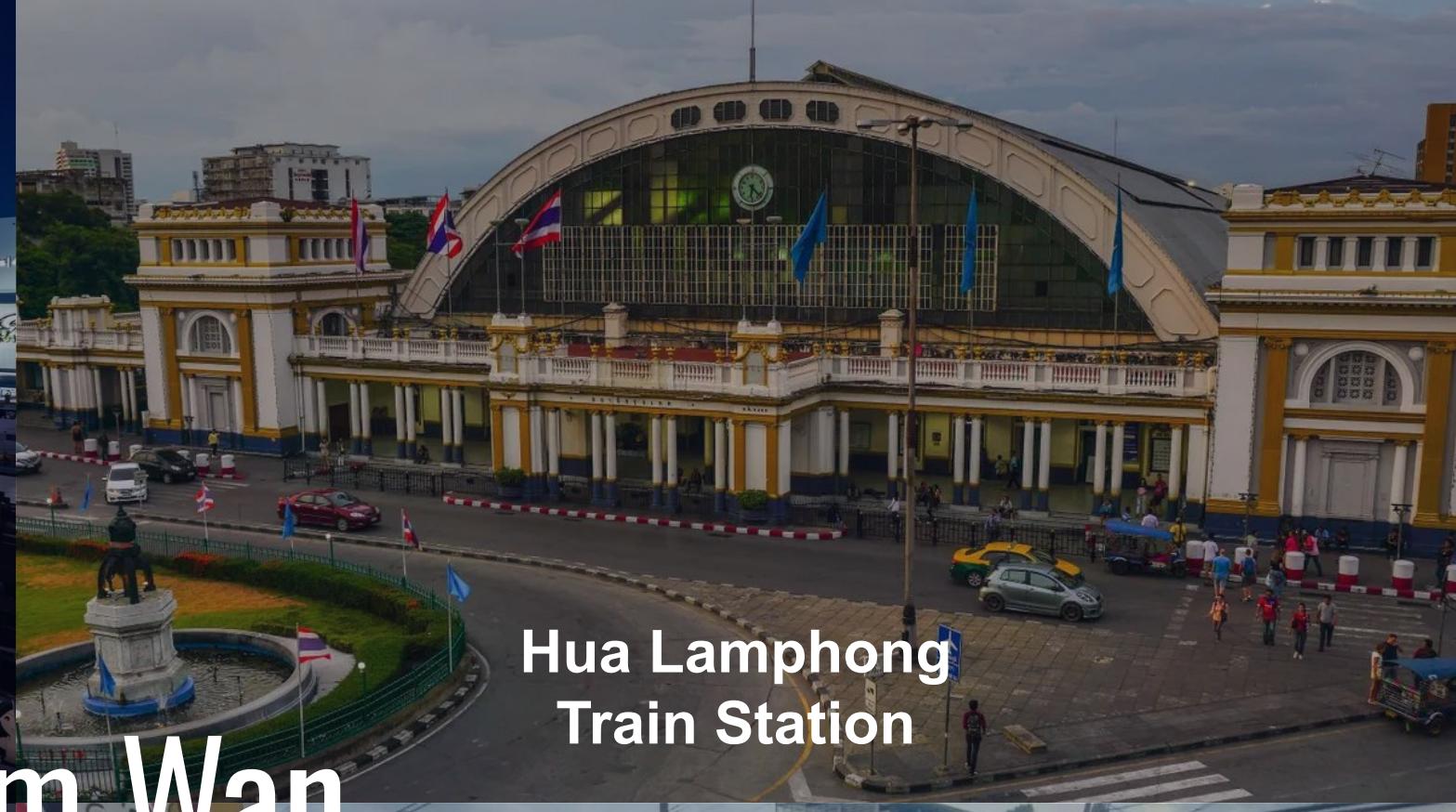
Railway is the Key

BTS Silom, Sukhumvit Line, MRT Blue, Hua Lamphong Train Station





Siam Square



Hua Lamphong
Train Station

Pathum Wan



Phloen Chit BTS



Banthat Thong

Be close to the city center.



1. Tourist loves here! Most rooms, most occupied, most revenue.
2. GoTrip's Bangkok promotions should include rooms and attractions near the city center
3. Provide extra bonus if host can add a new room that is within the city center.

Be close to railway stations.



1. Especially near city centre and shopping malls like Phloen Chit, Nana, Asok, Sukhumvit.
2. Encourage host to promote their rooms to be close to stations, i.e. 5mins to XXX station.

Focus on Middle, High Tier Priced Rooms



1. Many rooms in Airbnb are Mid-low tier (1001-2000 THB): not popular & less potential revenue. Try to target rooms that are:
2. Middle Tier (2001-5000 THB): most popular & good return in revenue.
3. High Tier (5001+ THB): demanding & less supplied by Airbnb. Market gap!

Overall Suggestions



Pricing Optimization Strategies

- 1
- 2
- 3

Invest in Amenities

Higher amenity scores greatly boost prices. Make sure rooms have the essential amenities.

Neighborhood Price Tiers

Central areas command higher prices; advice Airbnb pricing in the dashboard

Distance to stations worth higher price

Proximity to stations in city center are the best predictor of demanding rooms



Key Recommendations for GoTrip Bangkok Launch

- 1 Focus host acquisition in city center neighborhoods, especially Vadhana and Pathom Wan
- 2 Provide hosts with dynamic pricing and amenity insights, using our dashboard
- 3 Emphasize competitive pricing, keep track Airbnb pricing data
- 4 Tailor marketing to key traveler demographics, especially Chinese and Malaysian Tourists
- 5 Support hosts to improve key amenities and cleanliness
- 6 Proximity to stations matters. Attract host with rooms close to stations to join GoTrip

Thank You