

Condominium new launches dip due to smaller project sizes. 2025 hotel performance saw a slight ADR decrease and more pressure on occupancy

QUARTERLY HIGHLIGHTS

Condominium: New launches hit a record low since H2 2023, with only 1,716 units entering the market in this period. This decline is attributed to a shift toward smaller-scale developments, with no single project exceeding 320 units.

Sales performance remained strong especially for local established developers, with total units sold reaching 2,800—a 5.1% increase half-on-half.

Tourism: During H2 2025, Chonburi welcomed 13.8 million visitors, a modest Y-o-Y decline of 0.6%. Thai visitors increased 2.5% Y-o-Y, contributing to a greater proportion for 64% of total arrivals. Full-year 2025 visitor arrivals totaled 27.6 million, a 1.1% decrease from 27.9 million in 2024.

Hotel: Pattaya hotel market comprises 34,743 keys across 161 properties. Performance in H2 2025 experienced a decline in both occupancy and ADR. 2025 hotel performance showed a slight decrease in ADR, while occupancy rates faced more pressure, with a decline of 5 percentage points.

FIGURE 1: Quick Statistics

Condominium	H2 2025	H-o-H	Y-o-Y
Completed Supply launched since 2014	15,013 units	+0.0%	+1.2%
Future Supply	18,744 units	+10.1%	+23.1%
Newly Launched	1,716 units	-49.2%	-10.9%
Hotel	H2 2025	H-o-H	Y-o-Y
Total Supply	34,743 keys	+2.1%	+2.1%
ADR	THB 3,449	-1.8%	-2.1%
Occupancy	65.5%	-1.3 pp	-5.1 pp

Note: For Condominium, CBRE only include projects with average price of THB 2 million and above, launched since 2014. For Hotel, CBRE only includes hotels in the Mid-range and above grades, with asking room rates above THB 1,300 per night.

PATTAYA PROPERTY MARKET UPDATE



Pattaya Condominium and Hotel Report

The Pattaya Property Market Update is a twice-yearly report from CBRE Research & Consulting in Thailand, offering data from a tried and tested database that provides professional analysis and clarity to the growing Pattaya property market.

This presentation includes detailed information and analysis drawn from CBRE’s 21 years of experience in the Pattaya resort market, covering condominiums and hotels. It addresses existing and future supply, newly launched and completed projects, demand, an overview of tourism, hotel key performance indicators, trends and a general market outlook.

Annual subscriptions are available. For more information, please email: research@cbre.co.th.

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