

# Limited beachfront condominium supply boosted sales in luxury segment, while hotel rates remained stable despite falling occupancy

## QUARTERLY HIGHLIGHTS

**Condominium:** Ten new projects were launched, totaling 3,377 units, with the highest proportion in the Mid-range segment (THB 2-4 million per unit).

- Luxury beachfront projects have demonstrated outstanding sales performance, particularly those in central locations, due to limited supply.

**Tourism:** Chonburi welcomed 13.7 million visitors in the first half of 2025, reflecting a 3.4% Y-o-Y increase. Thai visitors surged by 10.6% Y-o-Y, accounting for 61% of total arrivals.

**Hotel:** Pattaya hotel market comprises 32,046 keys across 142 properties. Performance in H1 2025 saw a slowdown in occupancy, but ADR remained stable.

- However, the Thai Travel Co-pay campaign is anticipated to stimulate domestic tourism, providing a boost to hotel performance in Pattaya during the second half of 2025.

FIGURE 1: Quick Statistics

Condominium	H1 2025	H-o-H	Y-o-Y
Completed Supply launched since 2014	15,034 units	+0.0%	+3.6%
Future Supply	17,376 units	+11.5%	+22.6%
Newly Launched	3,377 units	+75.3%	-28.5%
Hotel	H1 2025	H-o-H	Y-o-Y
Total Supply	32,046 keys	1.5%	2.1%
ADR	THB 3,494	0%	0%
Occupancy	67.0%	-3.8 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](mailto:research@cbre.co.th).

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