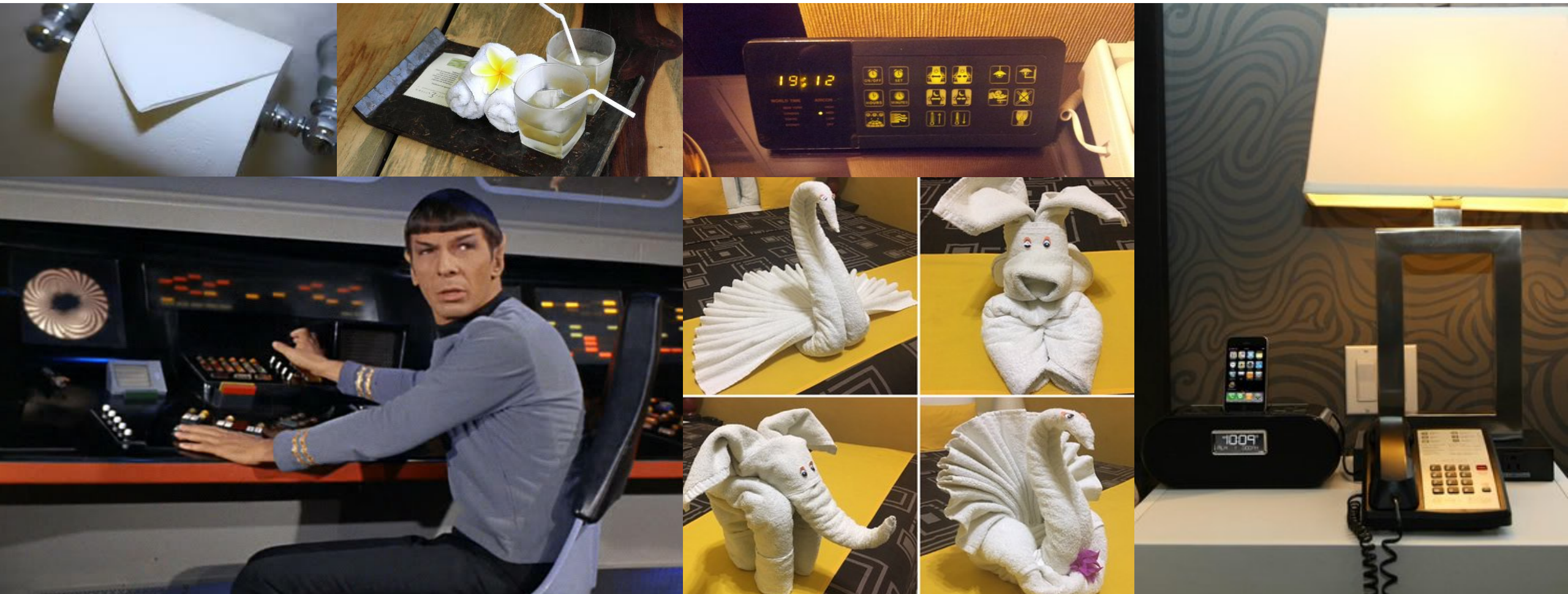


TAPPING THE BUZZ

HOTELS VS SERVICED APARTMENTS



When we all think alike, then no one is thinking



BREAKING NEWS hotels recreate living spaces (not)



Hotels remain a derivative business model (same same, but different)



Serviced Apartment

QUIZ
TIME!



Yes, there will be prizes

1. What is extended stay?
2. What is long stay?
3. Do serviced apartments in Thailand need a hotel license?



Living in hotels is not a new idea

- Coco Chanel
- Nichola Tesla
- Howard Hughes
- Sid Vicious(+ Nancy)



Evolution of extended stay



Serviced apartments in Thailand



Brand, what brand?



Disruption



“the Bélo”





Bill's Six Buzzworthy Thailand trends

- Unlicensed accommodation
- Branded residences
- Serviced apartments competing with hotels for transient business – brand creep
- Stressed economic and development model – too big, too cheap (It's a small world)
- Commoditizing offering vs driving rates
- Resort market upside

Bottom line – SA's are one of
hospitality's most exciting spaces as the
lines blur, the sector can disrupt

