

International lodging owner-operator Ascott records strongest-ever Southeast Asia signings

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Dhaka: The Ascott Limited (Ascott), the wholly owned lodging business unit of CapitaLand Investment (CLI), recorded a landmark year of signings in Southeast Asia in 2025, adding more than 7,300 units across the region. The figure represents a 55% increase over the 4,700 units signed in 2024 and marks Ascott's strongest signing performance in Southeast Asia to date, according to a press release issued on April 20.

Located on the shores of West Lake in Hanoi's upscale Tay Ho District, Ascott Tay Ho Hanoi is poised to become Ascott's largest full-service MICE hotel and a landmark events and hospitality destination in Vietnam's capital. Complementing the recently launched international convention center spanning 13 event venues, the hotel is set to fully open with 1,165 rooms, 10 food & beverage concepts, and a spa by

2027.

The momentum placed Ascott among the top three hospitality companies in Southeast Asia by new signings in 2025, according to Horwath HTL. Building on this performance, Ascott has an established regional portfolio comprising over 200 operational properties and a pipeline of about 150 properties across Southeast Asia, spanning multiple typologies and markets. With more than 25 new properties expected to open within the next 12 months, the pipeline reflects strong owner confidence in Ascott's brands and its proven ability to convert signings into operational properties at scale.

Ascott's expansion is underpinned by Southeast Asia's structurally resilient tourism fundamentals. Following the region's near-complete post-pandemic recovery in 2025, travel momentum is increasingly driven by intra-ASEAN demand, rising visitor spending, and improving regional connectivity. At the same time, the region's hospitality market remains highly fragmented, with independent and unbranded properties accounting for most hotel supply. As more owners look to established international operators for brand strength, distribution reach, and revenue capabilities, Southeast Asia continues to present a strong pipeline for Ascott's growth across signings and conversions.

Serena Lim, Chief Growth Officer, Ascott, said, "Southeast Asia continues to be one of the most dynamic hospitality markets in the world, and Ascott is well positioned to capture the opportunity. With over four decades in our home base, we have established deep market expertise and a trusted brand presence, positioning us for our next phase of growth."

"Our expansion is intentional and owner-led, anchored by long-term partnerships with owners who value our flex-hybrid model and its ability to deliver resilient outcomes. Supported by our multi-typology brand strategy, we have moved beyond our serviced residence heritage to unlock opportunities across a broader range of lodging types. The depth of owner interest and track record across Southeast Asia gives us confidence in both our pipeline and our ability to execute this expansion," Lim added.

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