

Presented by
Nattanicha Eiamwattanasin
6004641442

THE ESTIMATION OF HOTEL ROOM RATE AND RAILROAD PROXIMITY

From 2017 5604641042 Patson



*5 Top Hotels near
Bangkok BTS &*

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RESEARCH QUESTION

- Does the proximity of the BTS affect the hotel room rate?
↑ Including all convenience transit
- How hotels in different business zone price the room rate?
- How the room rate is volatile between different area?



METHODOLOGY

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Methodology

Cross sectional data

400 hotels: 1star-5star
Information from Agoda



- Should collect data directly from Hotel website
- The Collecting data date wasn't appropriate

Theory: Hedonic price

To identify the
pricing factor



- They separate area into CBD area variable and 5zones variable as independent. Thus it's over intercept.

OLS Model

Concentrating on Log
linear regression



- Should double check that they face with heteroscedasticity problem or not. Not focus only with r-square.

Result

Table 4: Estimation results of implicit price as percentage change attributes to change in each different characteristic effect (Hedonic pricing)

VARIABLES	Model IV:		Model V:		Model VI:	
	No zone		No CBD		Total	
Lnprice	Coefficient	Std. error	Coefficient	Std. error	Coefficient	Std. error
distM	-0.00256	(0.0157)	-0.0545***	(0.0189)	-0.0464**	(0.0213)
distB	-0.0625**	(0.0313)	-0.0584**	(0.0292)	-0.0539*	(0.0278)
cen	-0.0290***	(0.0101)			-0.0138	(0.0176)
bus	0.0541	(0.0341)	0.0645*	(0.0329)	0.0648**	(0.0328)
pier	0.260***	(0.0916)	0.287***	(0.098)	0.290***	(0.0992)
star	0.385***	(0.0325)	0.372***	(0.0314)	0.372***	(0.0315)
sqmet	0.0144***	(0.00260)	0.0137***	(0.00245)	0.0136***	(0.00245)
chain	0.0984**	(0.0408)	0.0923**	(0.0409)	0.0914**	(0.0408)
breakf	0.129***	(0.0396)	0.134***	(0.0390)	0.133***	(0.0390)
bar	0.154***	(0.0375)	0.162***	(0.0374)	0.164***	(0.0377)
restau	0.0410	(0.0412)	0.0385	(0.0404)	0.0422	(0.0400)
zoneb			-0.0374	(0.0474)	-0.0547	(0.0509)
zonec			0.275***	(0.0738)	0.247***	(0.0823)
zoned			0.145***	(0.0501)	0.114*	(0.0594)
zonef			0.0455	(0.0983)	0.0875	(0.115)
constant	5.505***	(0.100)	5.534***	(0.0995)	5.560***	(0.104)
Observations	400		400		400	
R-squared	0.759		0.770		0.771	

Robust standard errors in parentheses *** p<0.01, ** p<0.05, * p<0.1

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Thank you