Hotels these days are involving with more challenges and opportunities because with more expectations and intelligence, customers are trying to learn more about their favorite products and services. These consumers or, e-receivers of hotel e-reservation have certain factors which are related to e-reservation of hotel services. Therefore, the current study is going to determine how e-receivers' factors will be related to e-reservation of hotel services in Bangkok. For this purpose, 330 hotel e-receivers who have e-reserved their accommodations in Bangkok participated in the study. Likert Scale questionnaire was used to determine the correlation between e-receiver's factors and their e-reservation of the hotel services. The Person Correlation Coefficient was used to determine the degree of association between e-receiver factors and e-reservation of hotel services. The collected data reflected that there is significant positive relationship between e-receiver's prior knowledge, e-receiver's involvement, e-receiver's focused search, e-receiver's social tie, e-receiver's cognitive personalization, and e-reservation of hotel service; while there is near to perfect significant correlation between Skepticism and e-reservation of hotel services in four and five stars hotels in Bangkok. The existence of such correlation between e-receiver's factors and e-reservation of hotel services have presented significant contribution to hotel IT managers to apply the current findings in their management productivity as well as marketing managers to develop marketing strategies for their respective hotels.