



# Hotel Performance in China and Asia

## Still good news for China performance?

Jesper Palmqvist | Christine Liu

2016 5 18 18 May 2016



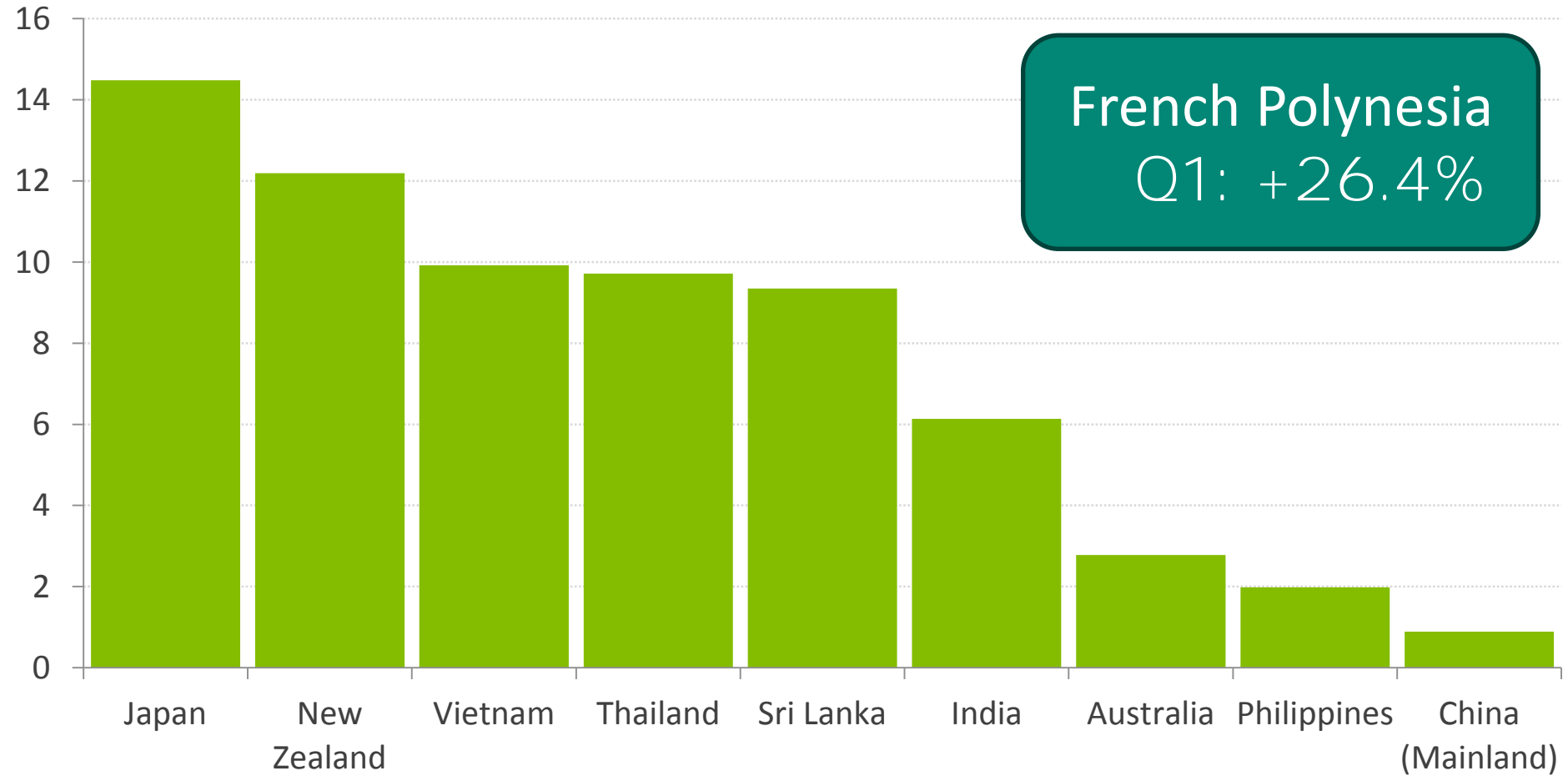
[apinfo@strglobal.com](mailto:apinfo@strglobal.com)

# Growth markets



2016 3 12

RevPAR growth (LC, %), Rolling 12m up until Mar 2016



# Declining markets



2016 3 12

RevPAR growth (LC, %), Rolling 12m up until Mar 2016

Malaysia

Singapore

Indonesia

Maldives

South Korea

Myanmar



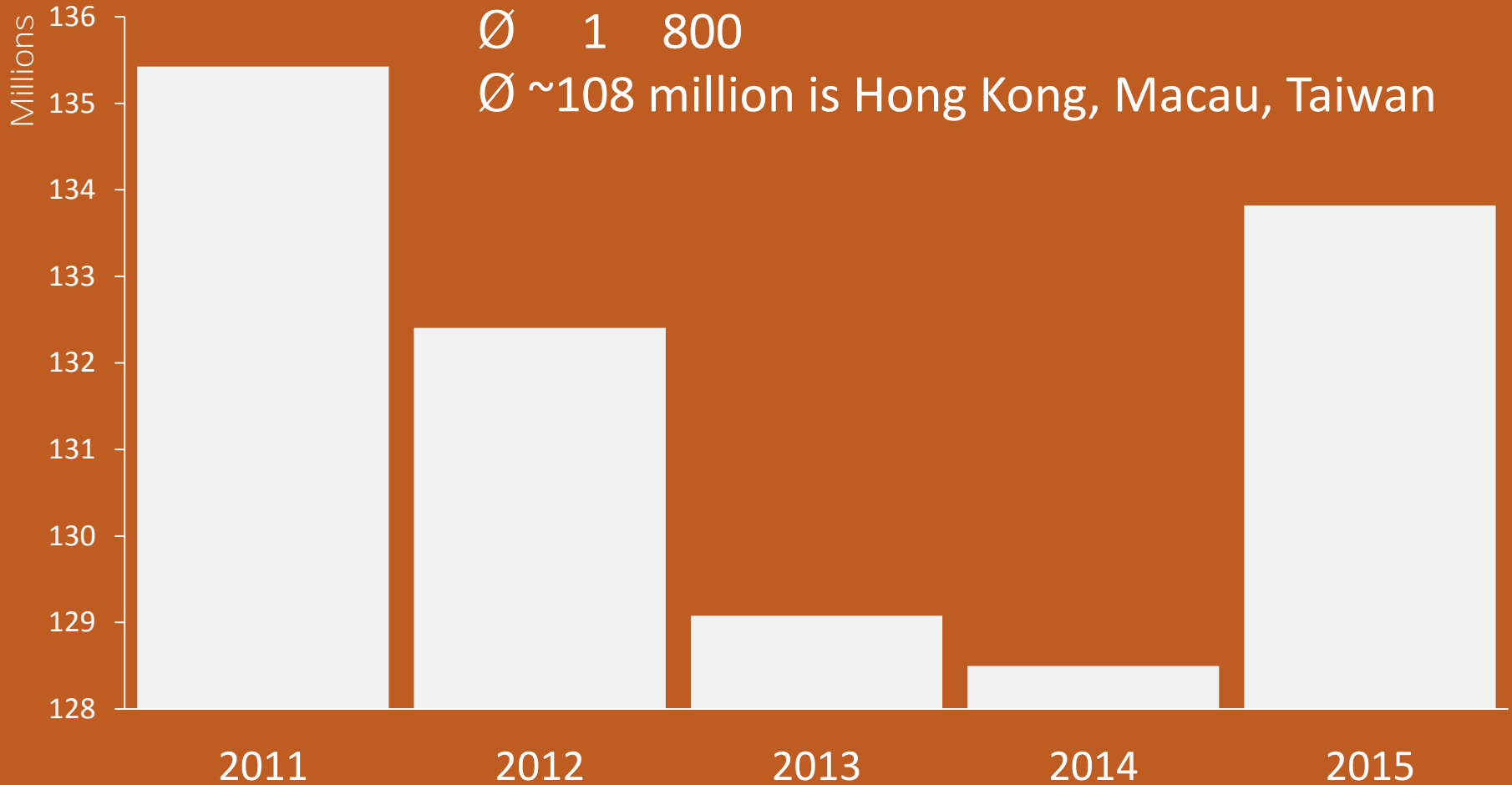
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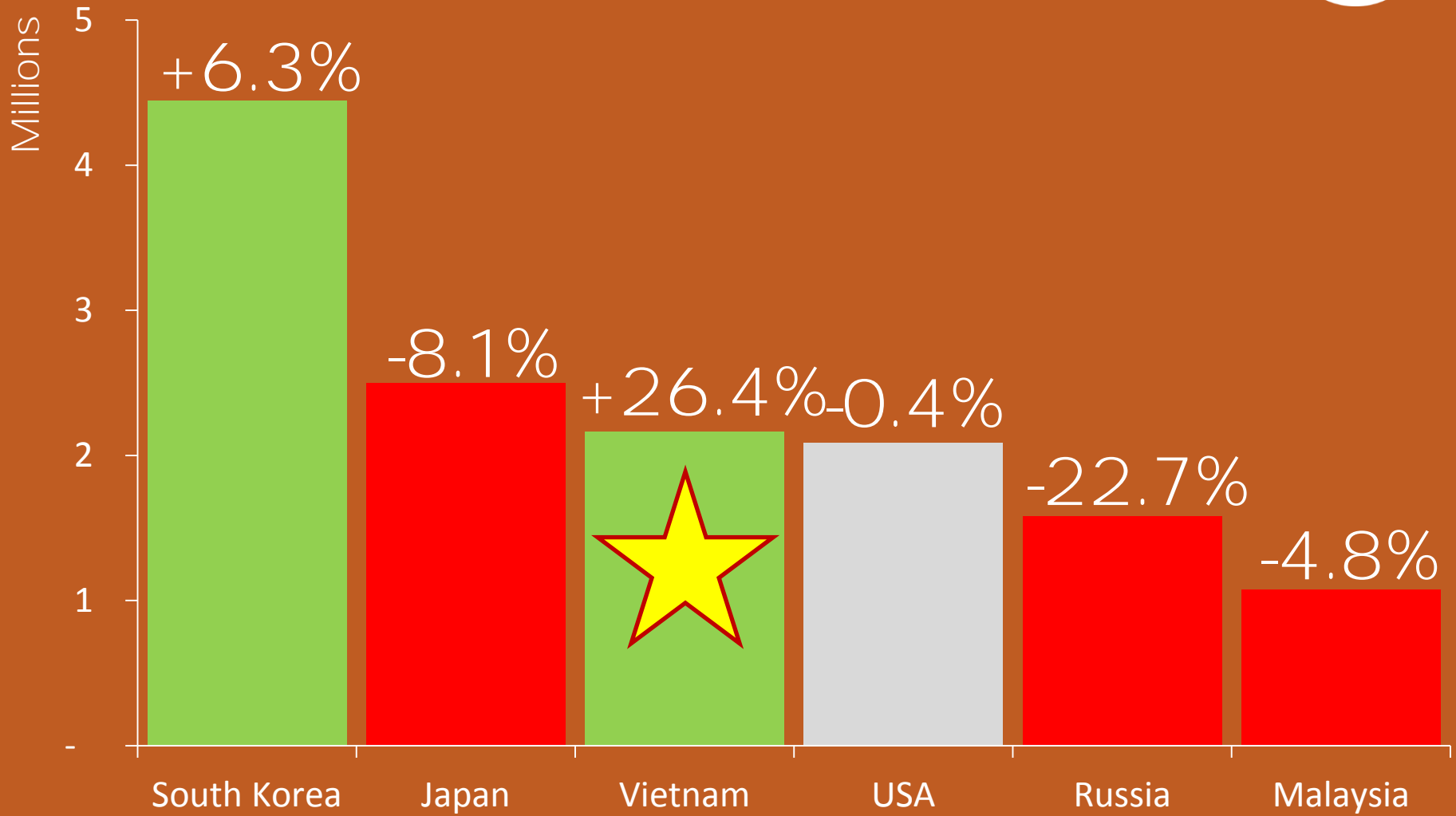
## Perspective!

Ø 1 800

Ø ~108 million is Hong Kong, Macau, Taiwan



@



2015  
2015

YE 2015, CNY

Mainland China 2015 Highlig



+0.4%

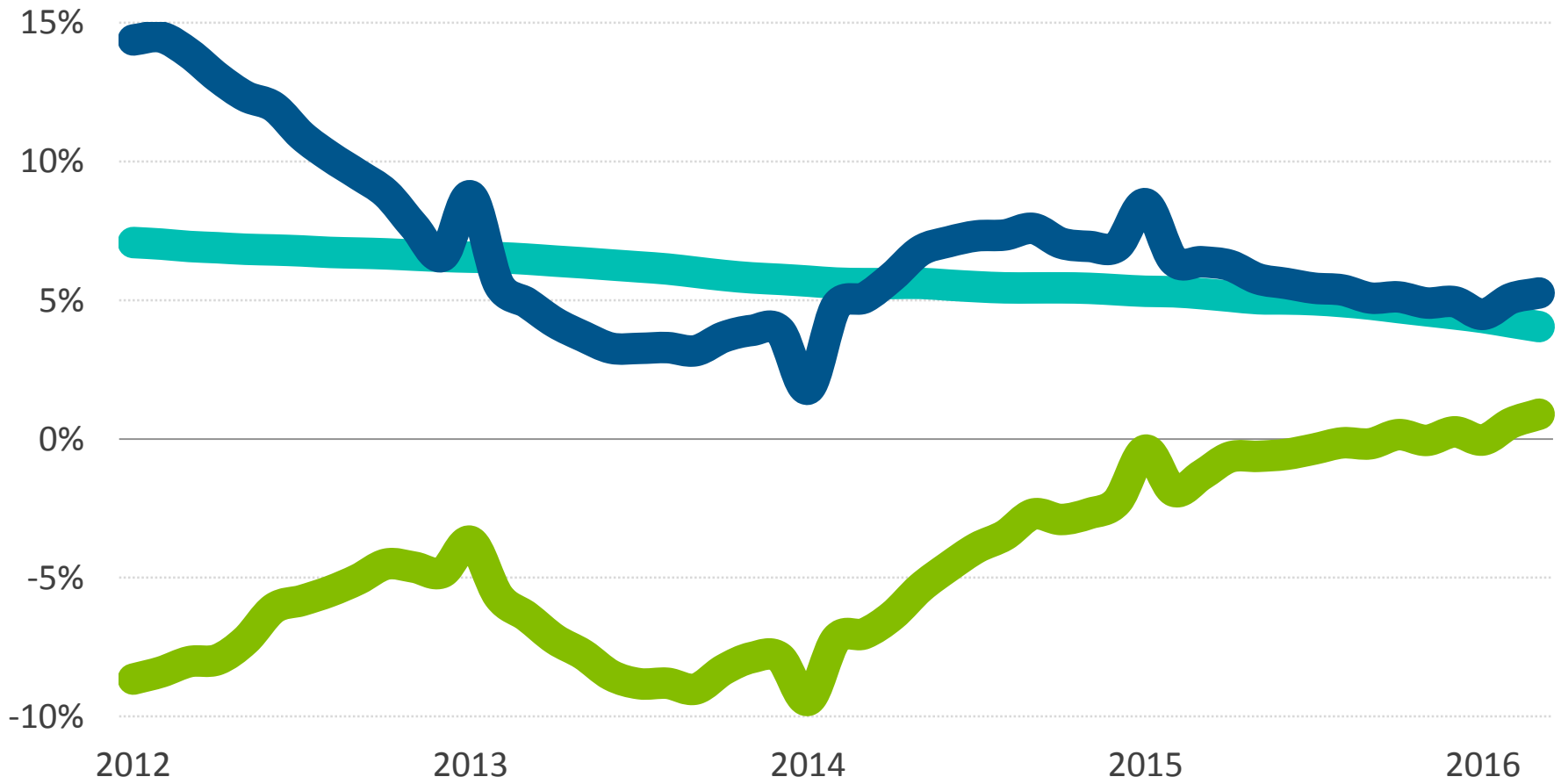
*RevPAR growth  
year-over-year*

# Mainland China Demand & Supply



2012 2016 3 12  
12MMA, 2012-Mar 2016, %Change

Supply Demand RevPAR



2015



2015 was mostly positive



2015

- RevPAR % Change, 2015 FY, CNY





Fewer cities declined



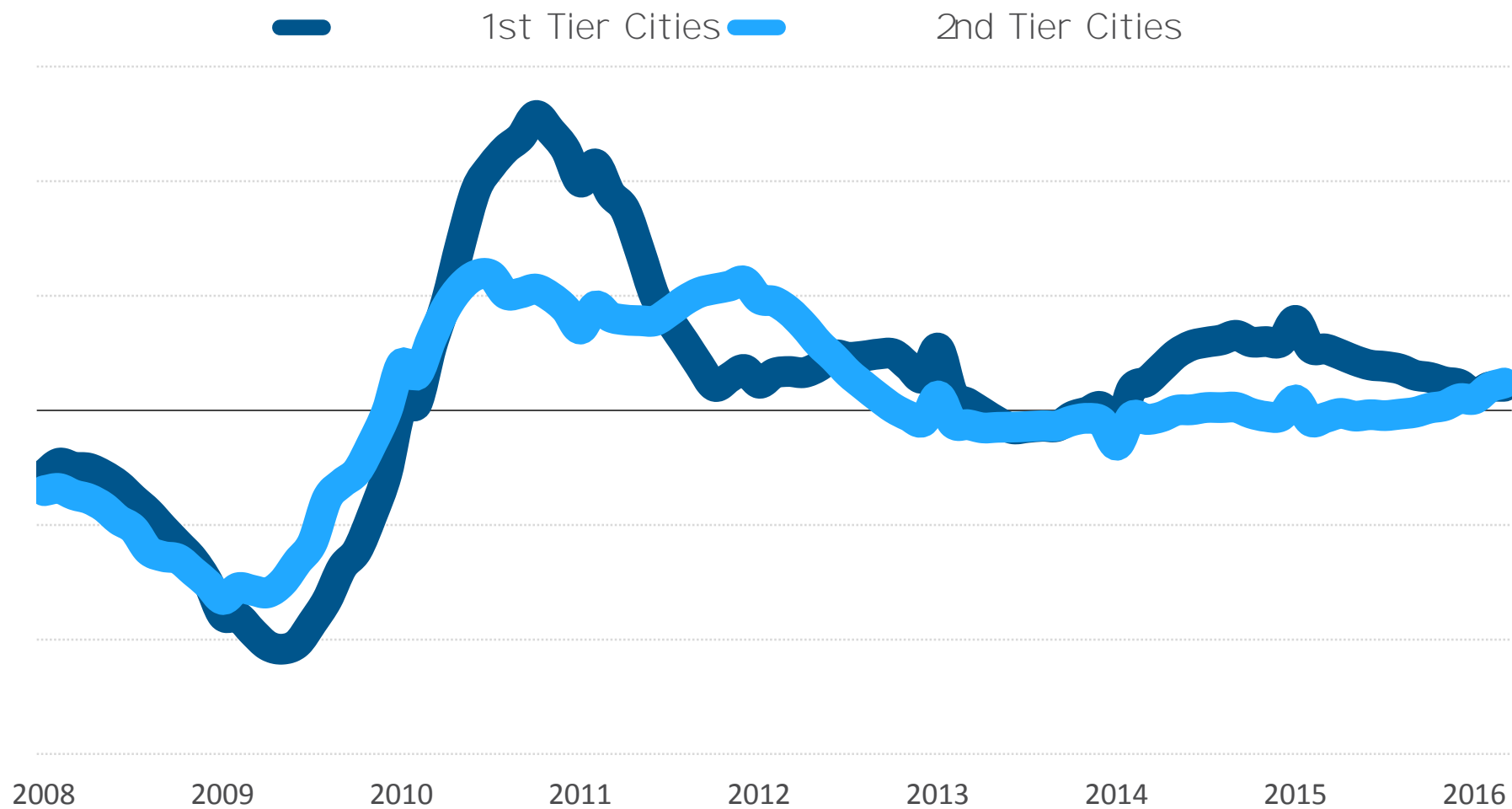
2015

- RevPAR % Change, 2015 FY, CNY



# Hotel Occ % 1<sup>st</sup> and 2<sup>nd</sup> tier cities

2008 2016 3 12  
12MMA, Jan 2008 - Mar 2016, CNY

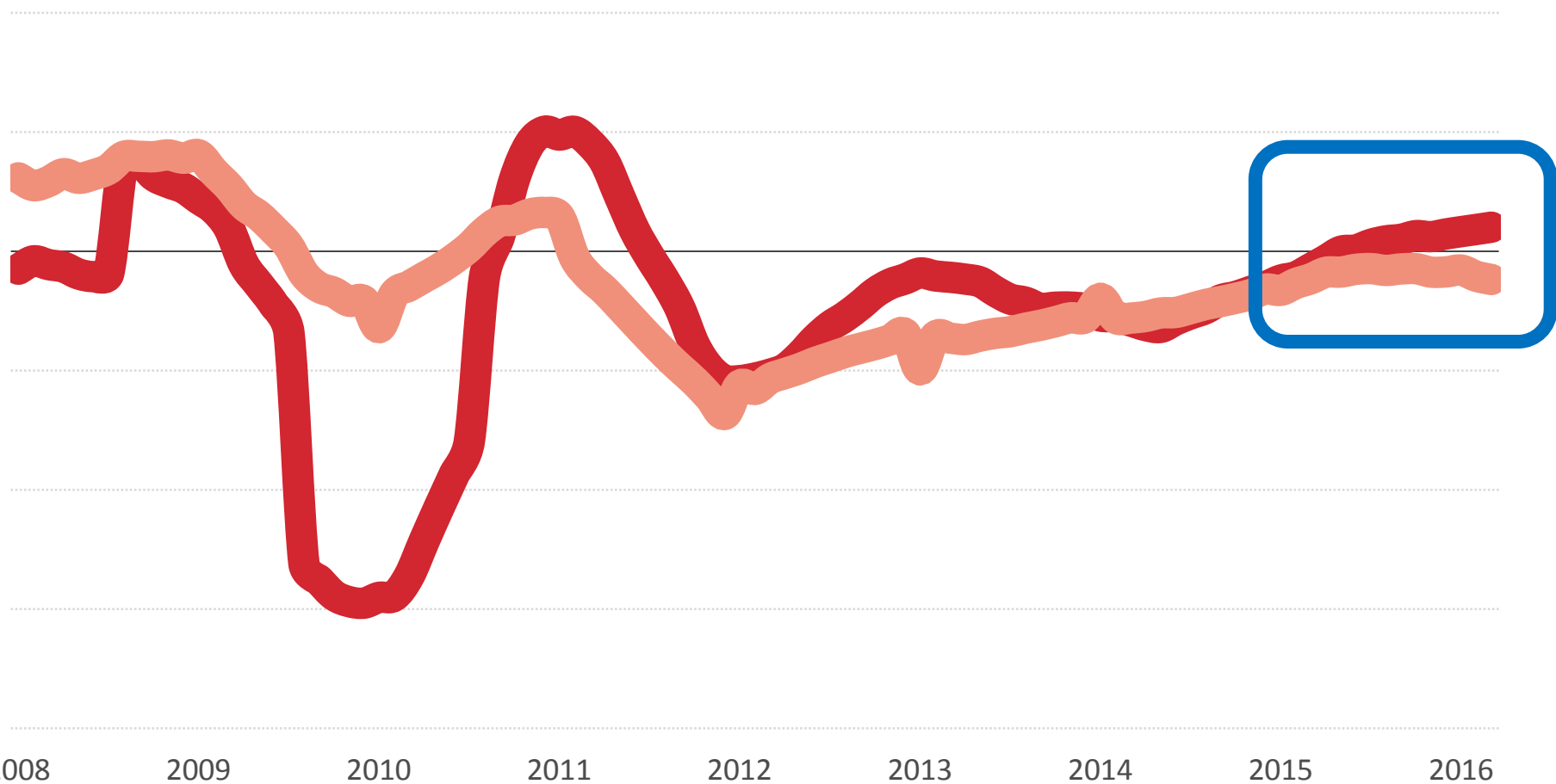




# Hotel ADR 1<sup>st</sup> and 2<sup>nd</sup> tier cities

2008 2016 3 12  
12MMA, Jan 2008 - Mar 2016, CNY

1st Tier Cities 2nd Tier Cities



Will the Monkey bring us fortune?





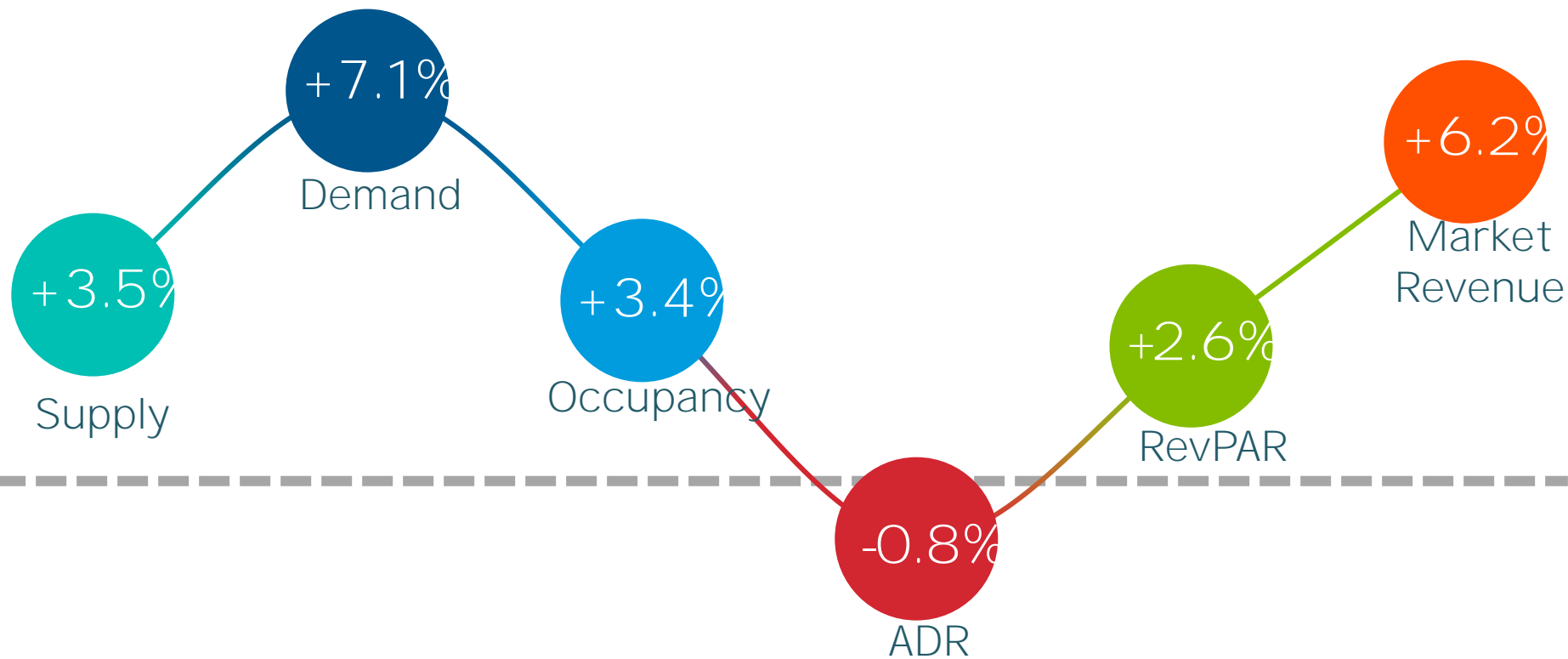
**+2.6%**

*2016 Q1 RevPAR growth ~~year~~ year  
RevPAR*

*Mainland China*



Mainland China driving growth



Mar 2016 YTD, Main KPIs YoY, % Change, CNY - 2016

# RevPAR growth comparison



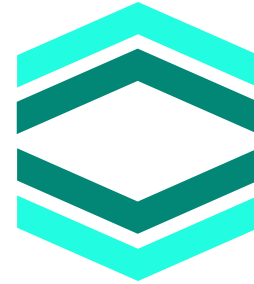
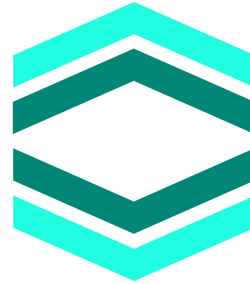
2016 Q1

12 mts rolling

1<sup>st</sup>

+6.0%

-4.2%



2<sup>nd</sup>

+0.4%

0.0%

2016

2016 Q1 brought few changes from 2015



Big city growth



2016

RevPAR% Change 2016 Q1Y



2016

2016 Q1 brought few changes from 2015



still growing

Hangzhou  
Suzhou  
Dalian  
Wuhan

comeback

⌘  
Tianjin

still declining

Qingdao  
Chengdu

now declining

Shenyang  
Sanya

# Shanghai keeps growing

| 12MMA, CNY



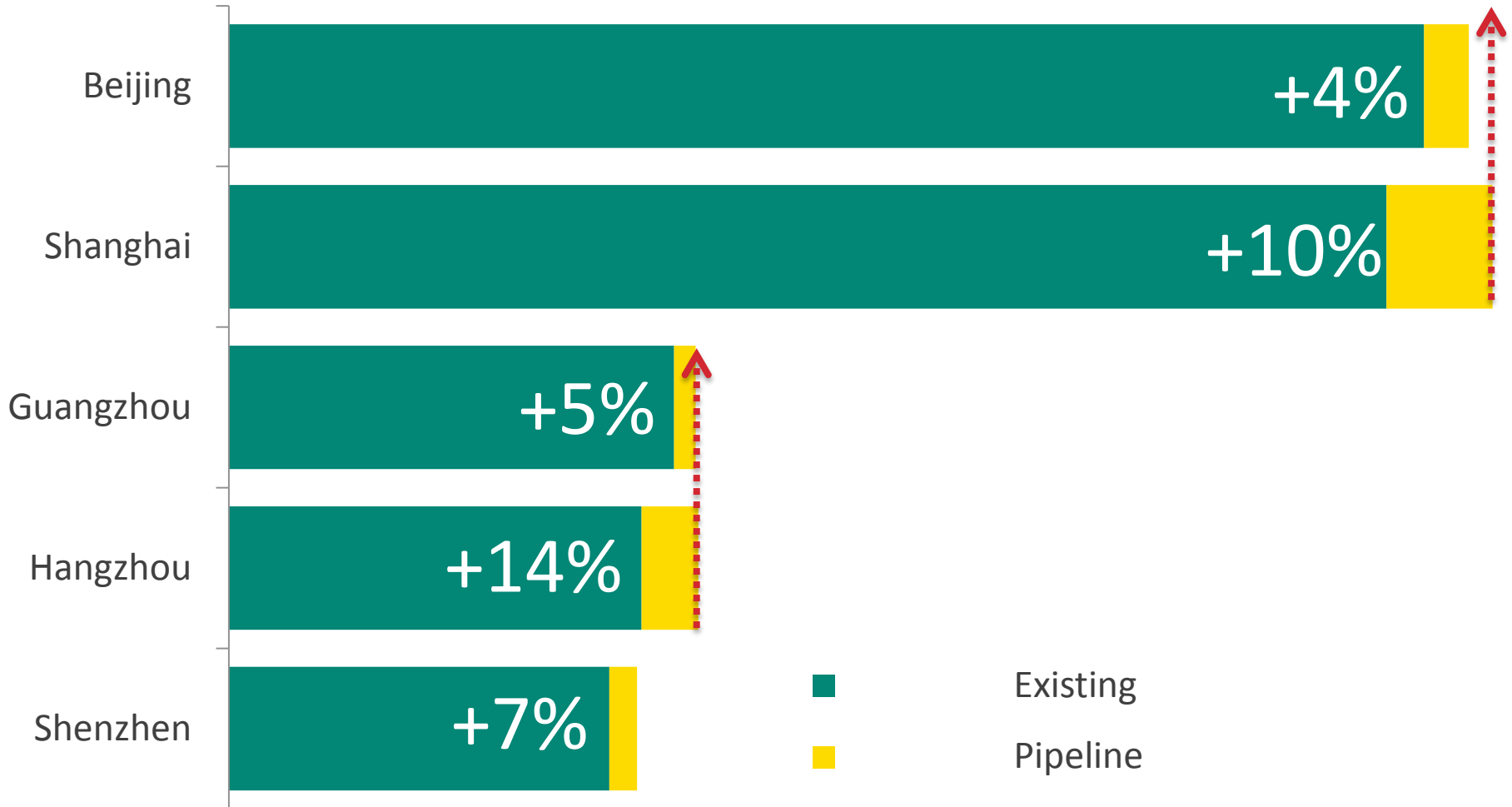


# Pipeline

# Major Cities Pipeline



2016 4  
as of April 2016, by room count ('000)





But some cities still adding a LOT of rooms

2016 4

%

as of April 2016, % of new rooms over existing in market

Sanya

Changsha Chengdu

Tianjin

56%

36%

28%

26%



# Thank You



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