



196+ roundtable
china+

china, mongolia,
taiwan

shanghai
(25.04.2023)

10
participants

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NOTES

1) calculated as per PKF sample; includes all
properties with at least 100 rooms; 2) as per 31
December 2022; 3) as per the PKF contract
database; 4) from the viewpoint of hotel groups

supply

13,328 properties
2,572,629 rooms¹

58% branded rooms
59% chain affiliated rooms

group / brand profile

- › strongest brand: **Hanting**
- › strongest group: **Jin Jiang**
- › fastest growing brand: **Hampton by Hilton**
- › fastest growing group: **Hilton**
- › strongest regional brand (global presence): **Hanting**
- › fastest growing regional brand: **Grand New Century**

key takeaways

- › According to STR, the most successful cities in the first quarter of 2023, based on the ADR and occupancy indices, are those that can cater to both leisure and business demands, such as Chengdu, Suzhou, and Hangzhou. While traditionally popular cities like Shanghai, Beijing, and Shenzhen are still recovering and have not yet reached their pre-pandemic levels from 2019.
- › STR indicates that 2023 marks a year of repositioning in China. Even though it is only the first quarter following the lifting of COVID-19 restrictions, there is already substantial evidence that traveller behaviours have changed significantly. As a result, 2019 statistics may no longer serve as an appropriate benchmark moving forward.
- › ESG considerations have been gaining traction in China, with hotel operators beginning to report the energy consumption of each property for future benchmarking. Despite these efforts, China still lags behind Europe in terms of ESG considerations from investors and owners.
- › China has witnessed the development of various staff housing options from hotel employees to talents in the technology zones within – for example – the Greater Bay Area. This emerging trend is expected to play a crucial role in attracting and retaining talent amidst skyrocketing housing costs.

pipeline

595 properties
136,031 rooms^{1,2}

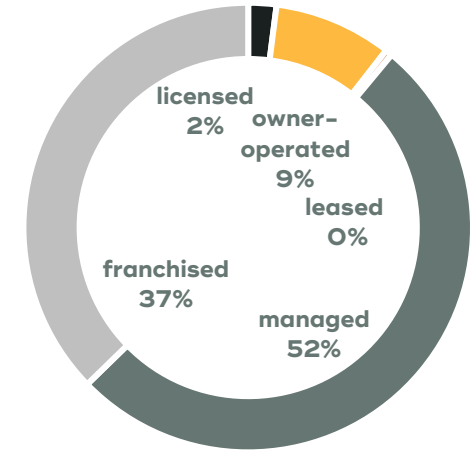
337 hotels under construction
258 planned hotels

selected openings of 2022

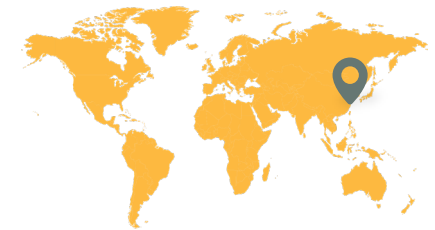
- › Hyatt Regency Hainan Ocean Paradise, Lingshui, **1,000 rooms**
- › Platinum Hanjue Hotel, Shanghai, **686 rooms**
- › Grand Skylight Hotel Ji'an, Jian, **664 rooms**
- › Wyndham Grand Zhaoqing Downtown, Maoming, **630 rooms**
- › Zigong Jianguo Hotel, Zigong, **549 rooms**

contracts

3,432 properties
789,302 rooms under contract^{2,3,4}



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