

## Hotels - China - September 2013

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"China's hotel market has grown rapidly in recent years, and future growth prospects also look good, but there is also rising competition in the market. While the number of Chinese people travelling for work and leisure has increased, hotel chains now face catering to the needs of an increasingly diverse range of travel needs."

Matthew Crabbe, Director of Research, Asia-Pacific

### This report looks at the following areas:

- What is the current state of the hotels market in China, how fast has it been growing and which sectors of the trade have been showing the strongest growth?
- Which are the leading hotel chains by size of networks, and what have the leading chains been doing to innovate in order to attract consumers, and build their brands?
- What are consumers' behaviour and attitudes towards hotels and travel accommodation, and what do they look for from their stay experience?
- Where are the opportunities for developing increased brand recognition and room occupancy among the different kinds of travellers, and what makes them choose hotels?
- How can providing a wider variety of better quality services help suit the needs of more different types of travellers?

The total size of the travel accommodation market in China, based on numbers of outlets, grew between 2008 and the end of 2013, to reach an estimated total of over 157,000 outlets.

The strong market growth has been pushed along during this period by the rapid development of budget hotel chains, alongside strong growth in the luxury hotels sector. These developments have been made possible by continuing rapid growth in average consumer incomes that have allowed more people to travel for leisure. It has also been helped by continued strong growth in China's industrial economy, leading to a rise in business travel.

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