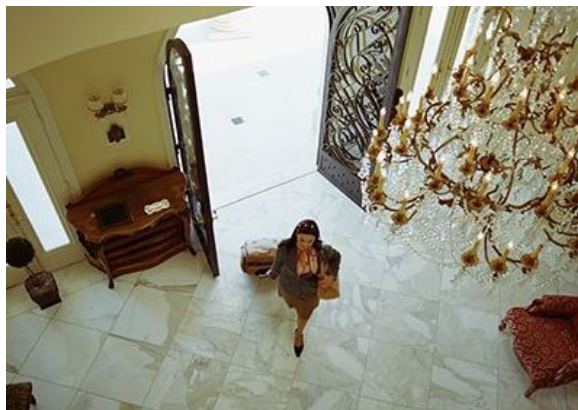


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“The rise of home sharing is posing a threat to conventional hotel business as consumers, especially young consumers, are craving unique and authentic experiences. Hotel groups should strengthen their own advantages, such as professional customer services and fitness facilities, to stay competitive in the market.”

- Summer Chen, Senior Research Analyst

This report looks at the following areas:

- How to cope with rising threat from home-sharing business?
- How to better target parents?
- How to win over young consumers?

The total travel accommodation market in China, by number of outlets, grew at a CAGR (Compound Annual Growth Rate) of 18.1% from 2012-17, to reach a total of 297,182 outlets in 2017. The year-on-year growth rate has been slowing down since 2016, suggesting that the market supply has been returning to rationality.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Covered in this Report

Inclusions

Exclusions

Definitions

Figure 1: Definition of low/mid/high MHI groups, by city tier

Executive Summary

The market

Figure 2: Best- and worst-case forecast for total travel accommodation outlets, China, 2012-22

Companies and brands

The consumer

Young consumers favour non-standard accommodations

Figure 3: Penetration of accommodations, by travel type, February 2018

Figure 4: Penetration of selected non-standard hotel accommodation, stayed with friends for leisure travels, by generation, February 2018

Hotels win over non-standard accommodations in most aspects, except local experience

Figure 5: Perceptions of different types of accommodations, February 2018

Location, amenities and brand reputation are the most critical in choosing a hotel

Figure 6: The most important consideration factors in choosing accommodations, leisure vs business, February 2018

Foodservice is largely explored, while there is an opportunity for beauty services

Figure 7: Amenities and services used, February 2018

Smart TV and air-purifying equipment worth investing in

Figure 8: Amenities and services worth paying more for, February 2018

Figure 9: Amenities and services worth paying more for, TURF analysis, February 2018

What we think

Issues and Insights

How to cope with rising threat from home-sharing business?

The facts

The implications

How to better target parents?

The facts

The implications

Figure 10: Kid-friendly amenities, Martinhal Family Hotels & Resorts, Portugal

Figure 11: Music studios and baking room, Buds by Shangri-La, Singapore

How to win over young consumers?

The facts

The implications

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The Market – What You Need to Know

- Market supply returns to rationality
- Booming of domestic leisure and business travel driving market growth
- Healthy growth remains for the unclassified category while decline continues in the classified category

Market Size and Forecast

- Market supply returns to rationality
 - Figure 12: Total travel accommodation outlets, China, 2012-17
- A sustainable growth forecast in the next five years
 - Figure 13: Best- and worst-case forecast for total travel accommodation outlets, China, 2012-22

Market Factors

- The booming domestic travel market
 - Figure 14: Market size of domestic travel market, by number of visits, China, 2012-17
 - Figure 15: Market size of inbound overnight travel market, by number of visits, China, 2012-17
- Business travel market growing rapidly as well
- More convenient transportation making travel easier than ever
- Family trips with kids prevailing
- Rise of sharing economy posing a threat to conventional hotel industry

Market Segmentation

- The classified category: decline continues
 - Figure 16: Classified travel accommodation outlets, by star rating, 2012-17
 - Figure 17: Best- and worst-case forecast for classified travel accommodation outlets, China, 2012-22
- The unclassified category: healthy growth remains
 - Figure 18: Unclassified travel accommodation outlets, by types of accommodation, 2012-17
 - Figure 19: Best- and worst-case forecast for unclassified travel accommodation outlets, China, 2012-22

Key Players – What You Need to Know

- The big three lead
- Differentiating through themes, targeted demographics, and technology
- Trends worth knowing

Market Share

- The formation of the big three through mergers and acquisitions
 - Figure 20: Leading hotel brands in the accommodation market, by number of hotel rooms, China, 2016 and 2017

Competitive Strategies

- Leading brands put greater focus on mid-scale hotels
- Themed hotels to differentiate
- Greater focus on family stays with kids
 - Figure 21: Kids' in-room fun pack, Hilton, China, 2017
- Embracing high technology

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Figure 22: Smart speaker in hotel room, InterContinental Hotel, Beijing, 2017

Go beyond accommodation hosters to be one-stop travel agencies

Who's Innovating?

The first co-working spaces in hotel

Figure 23: Prototype co-working lounge, Hotel Jen, Beijing, 2017

Conventional hotels tapping into home sharing

Pop-up hotels redefine glamping experience

Figure 24: Marriott's pop-up hotel yurt at Coachella, US, 2018

The new entertainment hub

Evolving the healthy hotel room

Figure 25: Built-in wellbeing wall, Swissôtel, Switzerland

The Consumer – What You Need to Know

Young consumers favour non-standard accommodations

Hotels win over non-standard accommodations in most aspects, except local experience

Location, amenities and brand reputation are the most critical in choosing a hotel

Smart TVs and air-purifying equipment worth investing in

Penetrations of Various Types of Accommodations

Mid-scale hotels are the most popular accommodation choice when travelling

Figure 26: Penetration of accommodations, by travel type, February 2018

Non-standard hotels are favoured among young consumers for leisure trips

Figure 27: Penetration of selected non-standard hotel accommodation, stayed with friends for leisure travels, by generation, February 2018

Figure 28: Penetration of hostels, by generation, February 2018

Travelling becomes an indispensable part of modern lifestyle

Figure 29: Penetration of travels, February 2018

Perceptions of Different Types of Accommodations

Hotels win over vacation rentals and guesthouses in most aspects...

Figure 30: Perceptions of different types of accommodations, February 2018

...yet local experience needed for hotels to target leisure stays

Figure 31: Perceptions of different types of accommodations, leisure vs business, February 2018

Vacation rental offers better overall experience

Figure 32: Perceptions of vacation rentals, by attitudes towards accommodations, February 2018

Guesthouses can target current hotel lovers who seek value for money

Figure 33: Perceptions of guesthouse, by attitudes towards accommodations, February 2018

Source: KuRunData/Mintel

High earners value brand reputation as much as location

Figure 35: The most important consideration factors in choosing accommodations for leisure travels, by income level, February 2018

Amenities and Services Used

Foodservice is largely explored

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Figure 36: Amenities and services used, February 2018

25-39-year-olds are fans of working out

Figure 37: Amenities and services used, gyms and swimming pools, by age, February 2018

High earners use facilities and services more, except dining

Figure 38: Selected amenities and services used, by income level, February 2018

Opportunity in beauty services

Bars can target women

Figure 39: Amenities and services used, bars, by age and gender, February 2018

Amenities and Services Worth Paying More For

Opportunities in various aspects, from entertainment to health, from technology to customisation

Figure 40: Amenities and services worth paying more for, February 2018

Six amenities/services to reach maximum consumers

Figure 41: Amenities and services worth paying more for, TURF analysis, February 2018

Young consumers value technology and entertainment more

Figure 42: Amenities and services worth paying more for, selected entertainment, by generation, February 2018

High earners value a wide range of amenities/services

Figure 43: Selected amenities and services worth paying more for, by income level, February 2018

Attitudes towards Accommodations

The majority of consumers are willing to pay more for a more comfortable stay when travelling

Figure 44: Attitudes towards accommodations, willingness to pay more for accommodations, February 2018

A separate hotel package is in favour

Figure 45: Attitudes towards accommodations, hotel package, February 2018

Figure 46: Attitudes towards accommodations, hotel package, by age, February 2018

Similar level of preference of traditional hotel and non-standard accommodations

Figure 47: Attitudes towards accommodations, vacation rentals and hotels, February 2018

Figure 48: Attitudes towards accommodations, guesthouses and hotels, February 2018

A sizeable swath of consumers prefer niche accommodation brands

Figure 49: Attitudes towards accommodations, well-known and niche brands, February 2018

Meet the Mintropolitans

Most willing to pay more for health facilities and technology in hotel rooms

Figure 50: Amenities and services worth paying more for, by consumer classification, February 2018

Prefer vacation rental to traditional hotel

Figure 51: Attitudes towards accommodations, vacation rental and hotels, by consumer classification, February 2018

Appendix – Market Size and Forecast

Figure 52: Market volume of total travel accommodation outlets, China, 2012-22

Appendix – Market Segmentation

Figure 53: Market volume of travel accommodation market, by market segments, China, 2012-22

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Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Abbreviations

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