

# Market Performance of Chinese Listed Lodging Companies in 2015 Proposal

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## Abstracts

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### 1. INTRODUCTION

As online travel agent (OTA) and foreign hotel brands entered domestic lodging market, hotel industry having intense competition. In time, state-owned hotel enterprises reform and acquisition are the major forces causing small-mid size hotels shift to develop OTA and Internet+ market. In the top places of the OTA realm. According to the report 'China Chain Hotel Market Analysis and Future Development Tendency Report', Ctrip, Qunar, and Elong are the top three companies leading the OTA industry captured with over 70% market shares.

There are 8 listed companies in lodging industry in China; the 8 listed companies have been made over RMB9 billion in revenue, and the total total asset has reached over RMB45 billion. Shanghai Jin Jiang International Hotels Development Company is the one with the largest total asset, and it has made most revenue among 8 listed companies.

#### 1) The Aim of this report

To provide readers with comprehensive & in-depth understanding of China's lodging industry;

To understand the development situation of lodging industry in China;

Get more information of the major lodging producers in China;

Gain insight into the major lodging producers about operation;

To predict what future of China lodging industry will be;

To reveal opportunities in China lodging industry.

## 2) Benefit from the report

Financial performance in 2015 and YoY changes, including revenue, operating profit, net profit, revenue and gross profit margin from lodging business;

Changes of revenue and net profit in the latest five years and the reasons;

Adjustment to business structure in the recent 2-3 years;

Development strategy and development trends in the near future.

## 3) Deliverables

PDF-format report, with around 15-30 pages.

## 4) Time needed

Three working days needed.

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- 3.8 Jinling Hotel Corporation, Ltd.

### COMPANIES COVERED

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- Shenzhen Century Plaza Hotel Co., Ltd.
- Huatian Hotel Group Co., Ltd
- Guangzhou Lingnan Group Holdings Company Limited
- Hainan Dadonghai Tourism Centre (Holdings) Co., Ltd.
- BTG Hotels (Group) Co., Ltd
- Shanghai Jin Jiang International Hotels Development Co., Ltd.
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