

# Travel Accommodation in China

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## Abstracts

Sales of travel accommodation recorded lower growth of 7% in current terms in China in 2013, owing to the relatively-unfavourable economic environment and a cut in government expenditure on business travel. Hotels, especially high-end star-rated ones, were seriously negatively influenced by these conditions, which resulted in a sharp decline in occupancy. On the contrary, chained budget hotels continued with aggressive expansion in terms of outlets under strong support from franchising and...

Euromonitor International's Travel Accommodation in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Travel Accommodation by Category, Travel Accommodation by Channel.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Travel Accommodation market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Headlines

Trends

Prospects

Category Data

Table 1 Travel Accommodation Sales by Category: Value 2008-2013

Table 2 Travel Accommodation Outlets by Category: Units 2008-2013

Table 3 Travel Accommodation by Category: Number of Rooms 2008-2013

Table 4 Travel Accommodation Sales by Channel: Value 2008-2013

Table 5 Hotel NBO Company Shares: % Value 2009-2013

Table 6 Hotel Brands by Key Performance Indicators 2013

Table 7 Regional Hotel Parameters 2013

Table 8 Forecast Travel Accommodation Sales by Category: Value 2013-2018

Table 9 Forecast Travel Accommodation Outlets by Category: Units 2013-2018

Table 10 Forecast Travel Accommodation Sales by Channel: Value 2013-2018

Executive Summary

Strong Growth Supported by A Growing Need for Relaxation and Exposure To Foreign Cultures

Decelerating Economy and Anti-corruption Policies Underpin the Slowdown in Growth Investments, Mergers and Acquisitions Consolidate the Leading Positions of Top Players

Retail Offline Sales Still Dominate While Online Sales Enjoy Buoyant Growth

Upbeat Outlook for Travel and Tourism Over the Forecast Period

SWOT

Summary 1 China: SWOT

Demand Factors

Table 11 Leave Entitlement: Volume 2008-2013

Table 12 Seasonality of Trips: % Breakdown 2008-2013

Balance of Payments

Table 13 Balance of Tourism Payments: Value 2008-2013

Sources

Summary 2 Research Sources

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