

China Budget Hotel Industry Survey Report, 2010

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Abstracts

In August 2010, ResearchInChina and 1DiaoCha conducted a joint survey of 600 consumers in mainland China over budget hotel consumer characteristics, including awareness of Top 10 budget hotels, access to hotel information, price selection, reservation way, top concern, hotel services, etc.

The findings concerning the hotel awareness indicate that nationwide budget hotels like 7 Days Inn, Home Inns, Jinjiang Inn, Holiday Star, Hanting Inns & Hotels, and Super 8 Hotel are best known, while regional ones are not so well-known.

The findings concerning the access to hotel information show that “search engine” is the dominating way, occupying over 60%, followed by “friends’ introduction”, so, word of mouth remains one of the reliable ways to spread hotel information.

And the findings concerning the selection of guest room prices show that standard guest rooms priced at RMB100-150 and RMB150-200 are the most popular and enjoy absolute advantages by each accounting for more than 30% of the consumer quantity; the ones priced at RMB200-300 take the second place with the consumer quantity proportion exceeding 15%; while others with excessively high or low prices are less accepted by the consumers.

Based on the analysis of consumer characteristics, we have correspondingly provided suggestions on improvement and development for domestic budget hotel industry as well as various hotel enterprises.

For instance, the findings concerning the accommodation purpose reveal that over 60% of consumers are for travel, approximately 30% are for business trip, and few are for visiting friends and relatives. As a result, we suggest that domestic budget hotel industry make more efforts and improve in the following aspects: firstly, to increase the number

of both hotel branches and guest rooms in cities with key scenic spots; secondly, to intensify the united promotion with tourism websites; and thirdly, to pay more attention to the supporting services for travelers, e.g. free maps of tourist attractions, guide service, ticket service, etc.

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