



JONES LANG
LASALLE HOTELS®

仲
量
聯
行

Market Insight China

中国市场聚焦

Presented to

UNWTO / PATA Forum, Guilin 为联合国世界观光组织 / 亚太旅游协会桂林大会而作

Lily Ng, Senior Vice President China

吴嘉保，中国区高级副总裁

2009年11月14日

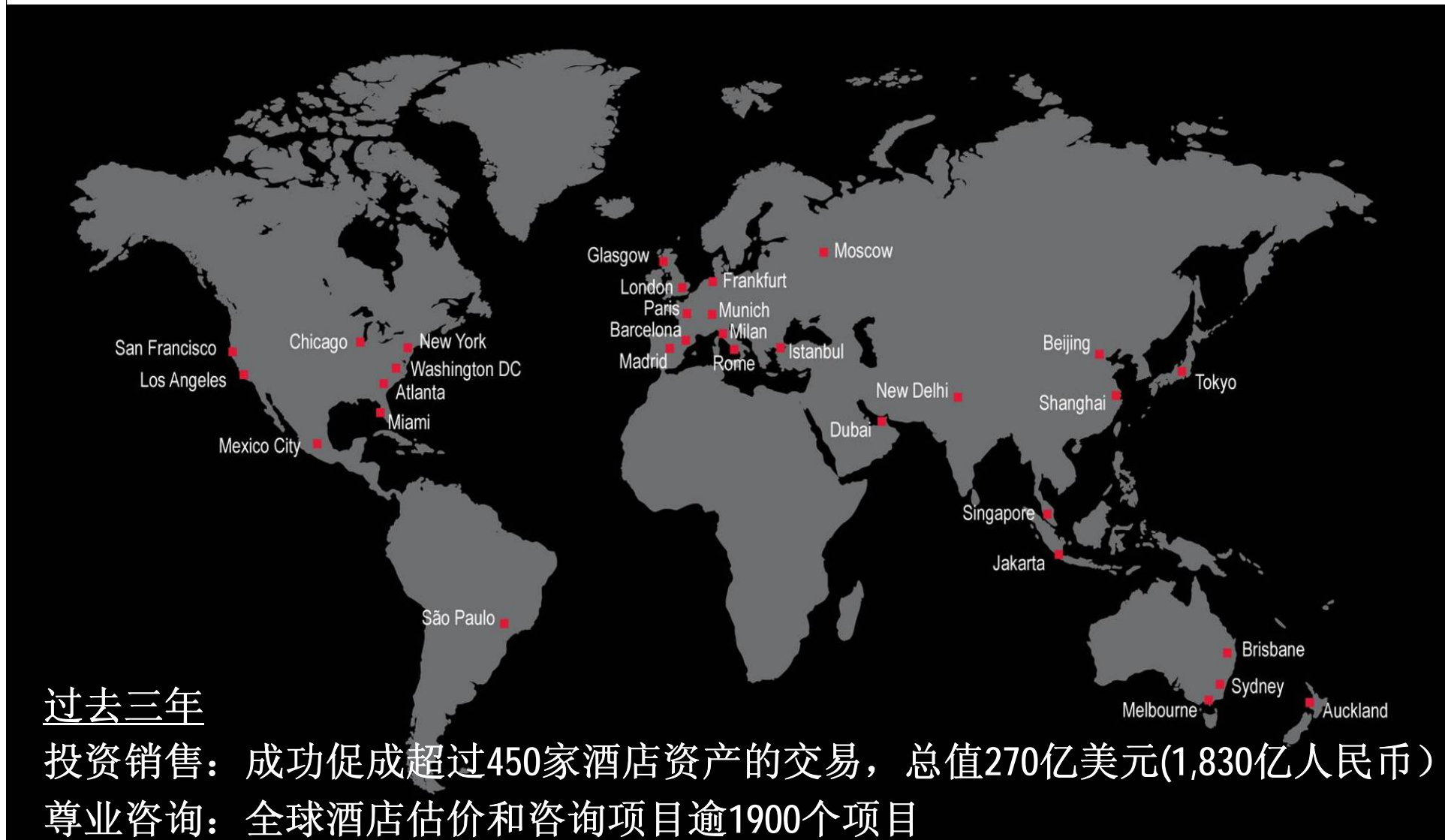


Agenda 议程

- 1) Market Insight China – Recent Trends & Development
中国市场聚焦 – 近期趋势与发展
- 2) Yangzte River Delta, Pearl River Delta and Dongbei
长江三角洲，珠江三角洲和东北地区
 - a) Key Characteristics and Recent Developments
主要特点和近期发展
 - b) Tourism Arrivals & Characteristics
旅游到达人次和特点
 - c) Supply & Performance Trends
未来酒店供给和经营表现趋势
- 3) Summary & Observations
总结与观察



仲量联行酒店集团 **市场深资**



过去三年

投资销售：成功促成超过450家酒店资产的交易，总值270亿美元(1,830亿人民币)

尊业咨询：全球酒店估价和咨询项目逾1900个项目



JONES LANG
LASALLE HOTELS®

仲
量
聯
行

Market Insight **China –**
Recent Trends & Developments
中国市场聚焦 - 近期趋势与发展

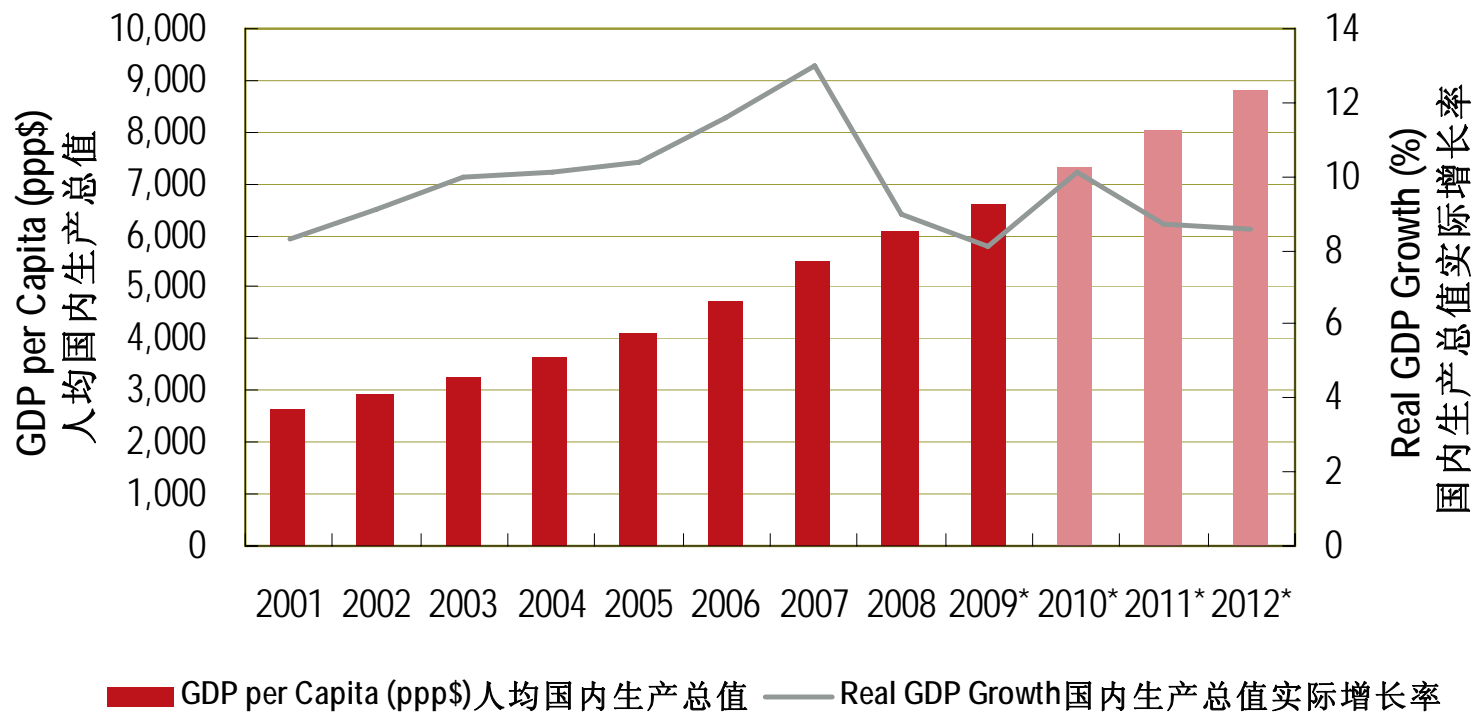
Key Economic Indicators China 中国主要经济指数

China's Economy Defying The Worldwide Economic Downturn

中国经济走势与世界经济下滑趋势南辕北辙

China: GDP Development 2001 - 2012 Forecast

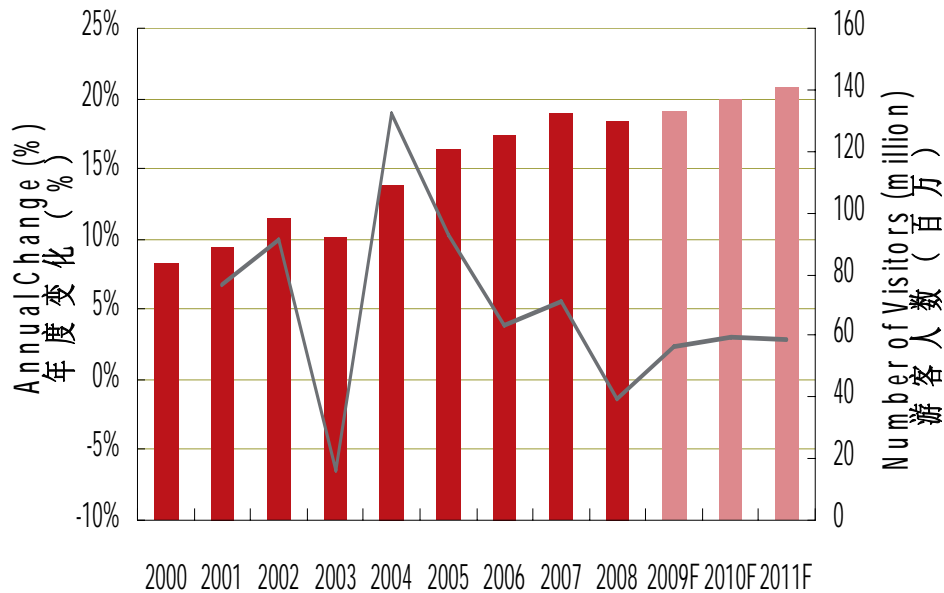
中国：国内生产总值2001年至2012年发展趋势及预测



China Tourism Market 中国旅游市场

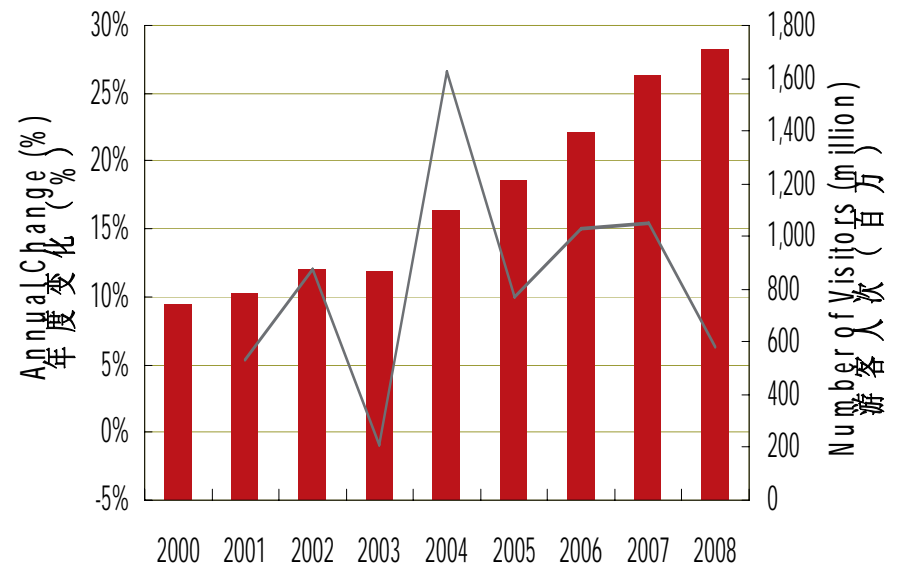
A Tale of Two Visitors 旅游者到达人次分析

International* Visitor Arrivals 国际旅游者到达人次



■ Number of Visitors (million) 游客人数 (百万) — Annual Change (%) 年度变化 (%)

Domestic Visitor Arrivals 国内旅游者到达人次



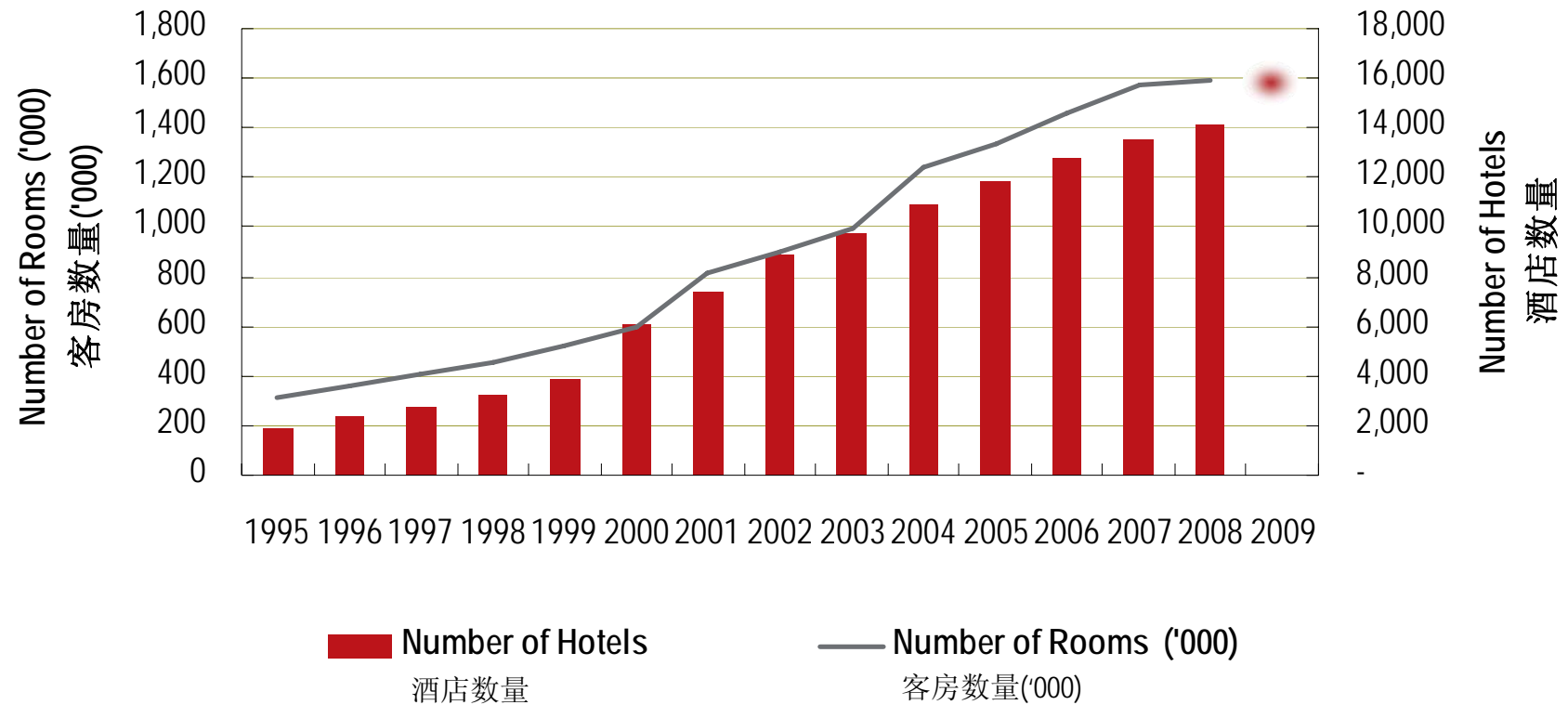
■ Number of Visitors (million) 游客人次 (百万) — Annual Change (%) 年度变化 (%)

China Star-rated Hotel Supply 中国星级酒店供应

Strong Supply Pipeline 强劲的网络

China: Star-rated Supply Development 1995 – 2009 Forecast

中国：1995年--2009年星级酒店供应发展变化及预测

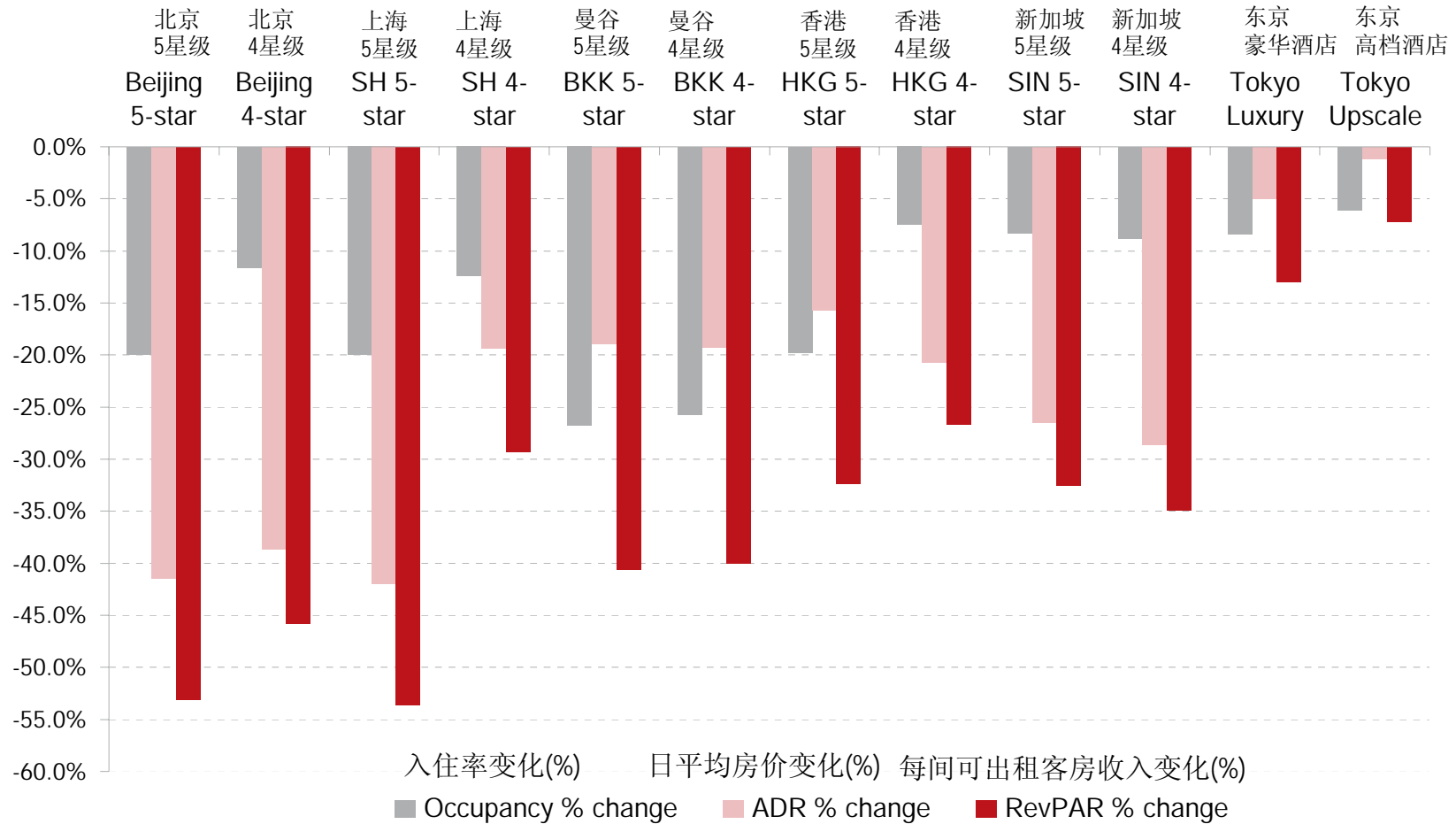


Hotel Trading Performance YTD Sept 2009

酒店经营表现分析-截至2009年9月

Severe trading downturn in Asia's primary markets, notably at the high-end

亚太地区一级市场酒店经营业绩下滑明显，高端酒店区间尤为显著





JONES LANG
LASALLE HOTELS®

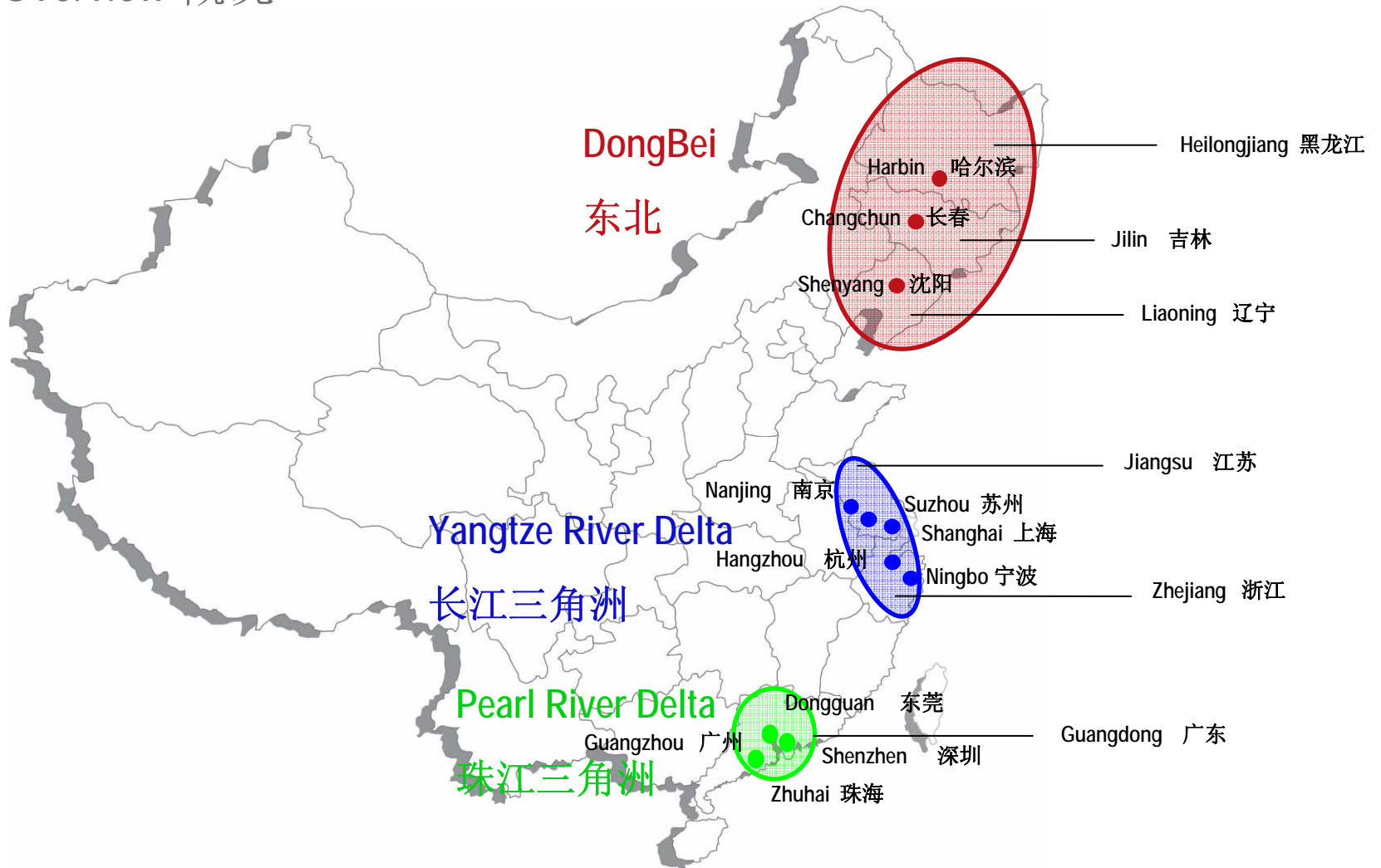
仲
量
聯
行

Regional Trends

区域市场趋势分析

China's Regional Markets 中国区域市场分析

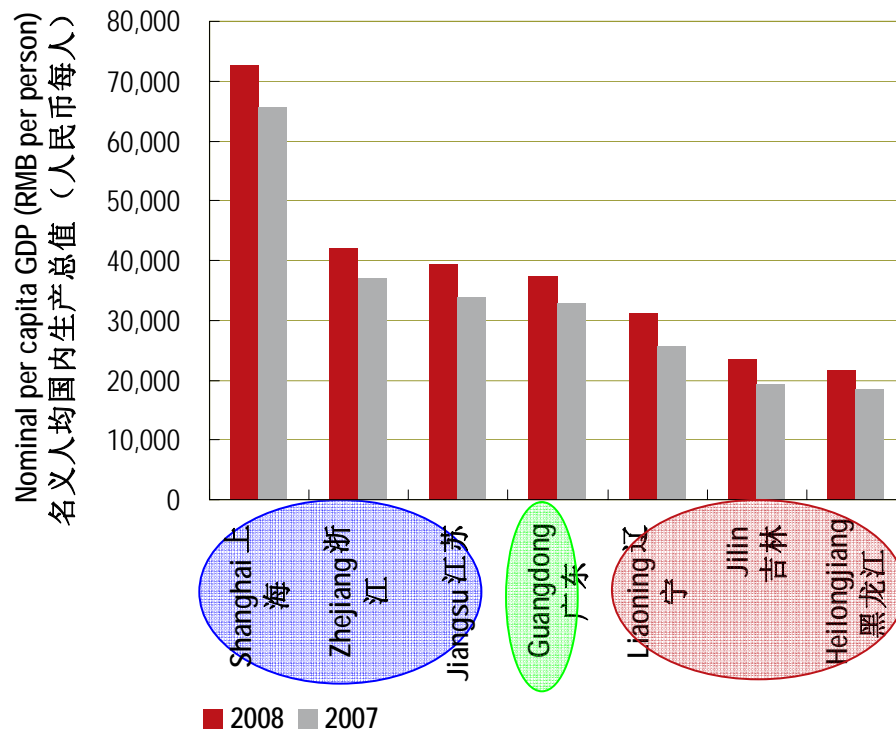
An Overview 概况



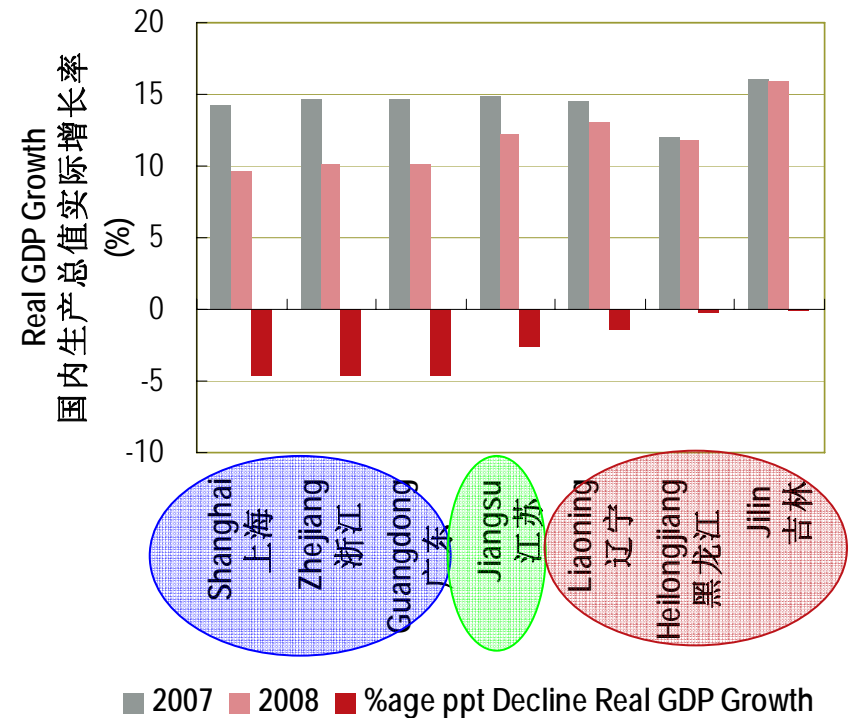
China's Regional Markets 中国区域市场分析

GDP Characteristics 国内生产总值特点

China Provinces: GDP per Capita 2007 & 2008
中国主要省份：2007和2008年人均国内生产总值



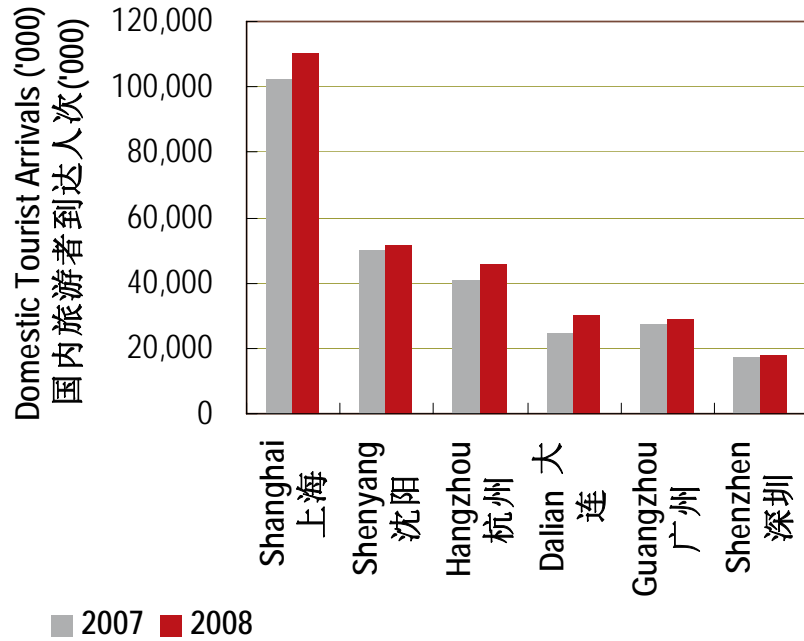
China Provinces: Real GDP Growth 2007 & 2008
中国主要省份：2007和2008年实际国内生产总值增长率



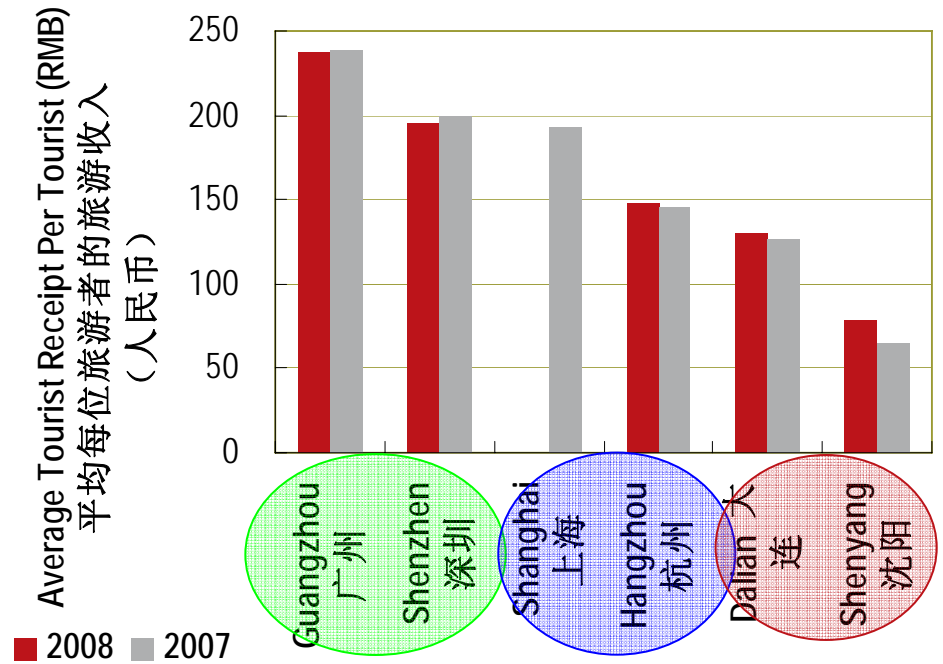
China's Regional Markets 中国区市场分析

Tourism Trends 旅游趋势

China Key Cities: Tourism Trends 2007 & 2008
中国主要城市：2007和2008年旅游趋势



China Key Cities: Average Tourist Receipts 2007 & 2008
中国主要城市：2007和2008年平均旅游收入

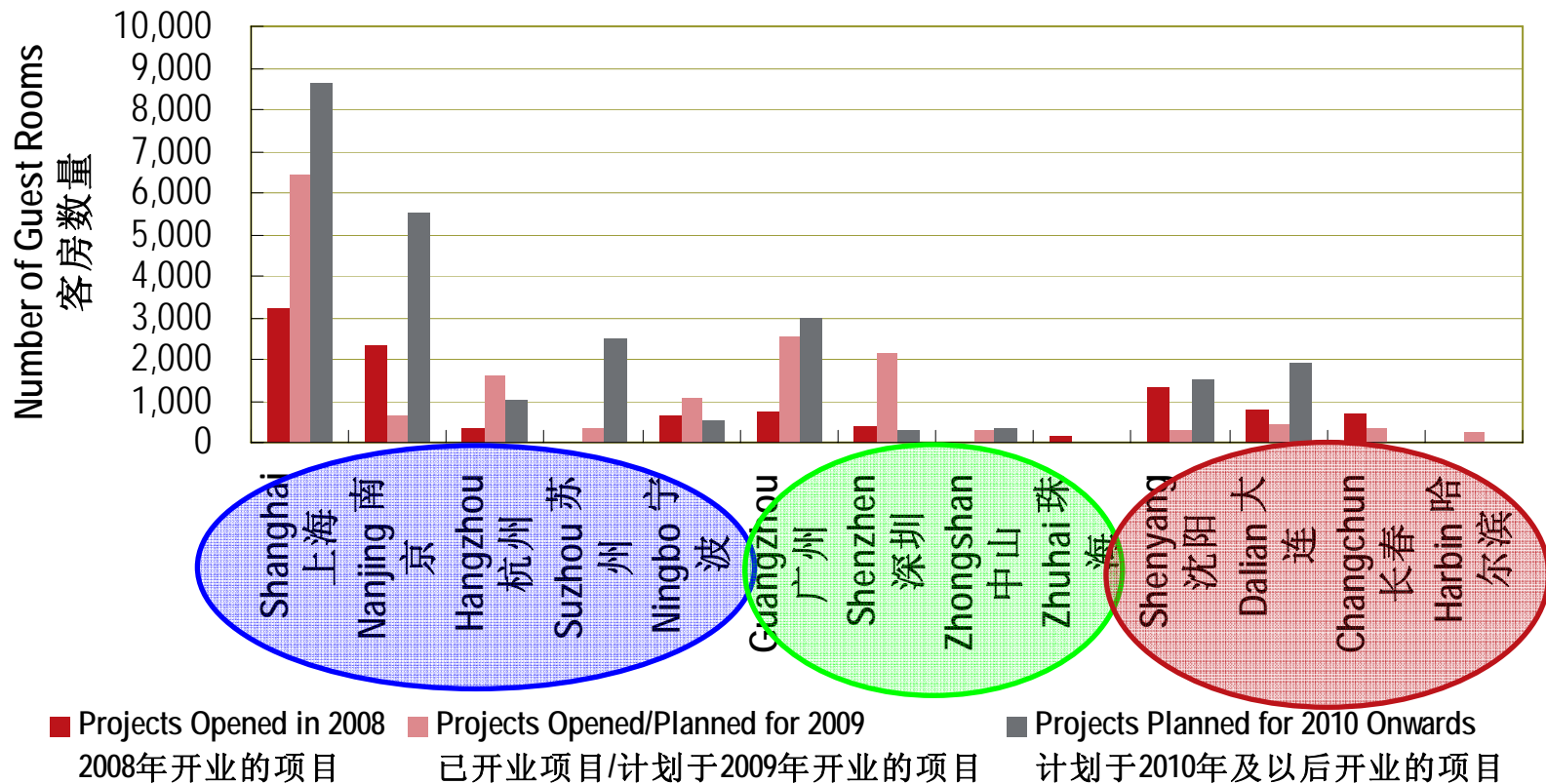


China's Regional Markets 中国区域市场分析

Future Supply Trends 未来供应趋势

China Key Cities: Future Supply Trends 2010 Onwards*

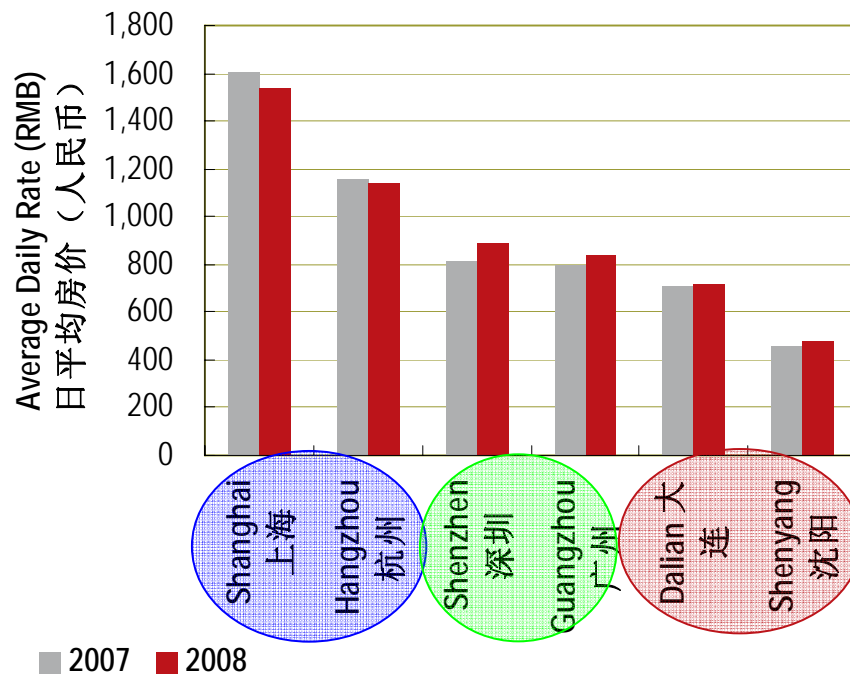
中国主要城市：未来酒店供应趋势计划于2010年及以后开业的项目



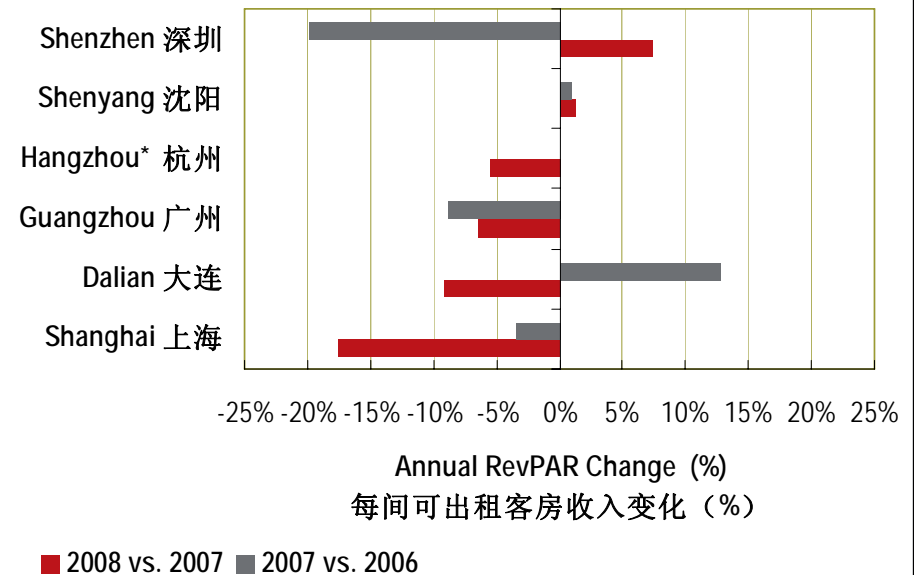
China's Regional Markets 中国区域市场分析

Performance Trends 酒店业绩趋势

China Key Cities: Room Rate Levels 2007 & 2008
中国主要城市：2007和2008年房价水平



China Key Cities: RevPAR Development 2007 & 2008
中国主要城市：2007和2008年每间可出租客房收入发展趋势





JONES LANG
LASALLE HOTELS®

仲
量
聯
行

Summary

& Observations

总结与观察

Market Insight China 中国市场聚焦

What we know..... 我们已知。 。 。 。

- China has 1.3 billion in population
中国拥有13亿人口
- China's GDP growth for the last three quarters reached 8.9% and is heading for 8.4% for the year
中国前3个季度的国内生产总值达8.9%，本年度预计可达8.4%
- China's RMB 4 trillion economic stimulus package
中国政府注入人民币四万亿元的经济刺激方案
 - Infrastructure development 基础设施建设
 - Bank lending 银行借贷

Market Insight China 中国市场聚焦

What we know..... 我们已知。 。 。 。

- China real estate market prices are increasing – record-high property and land sales
中国房地产市场价格有增无减 – 物业和土地销售勇创新高
- China real estate market is seeing significant changes
中国房地产市场正在寻觅重大变革
- China's urbanization is well under way
中国城市化进程顺利开展

Market Insight China 中国市场聚焦

What we know.....我们已知。。。

- Many cities are building / expanding convention facilities and targeting MICE

许多城市正在筹建/扩建会议会展设施并看好会议会展市场

- Local government is developing leisure resources

各地市政府支持发展休闲旅游

- Hotel is favored as an asset type, but not so as an investment

酒店物业往往是发展重点，但作为单体投资回报率比较低

Market Insight China 中国市场聚焦

What we know.....我们已知

- International hotel management companies are aggressively expanding in China
国际酒店管理集团在国市场发展巨大的推动力
- The variety of hospitality products is increasing
酒店产品类型更加丰富
- Mainlanders traveling within and outside of China are increasing
国内旅游者的国内游和出境游数量增加



JONES LANG
LASALLE HOTELS®

仲
量
聯
行

Market Insight China 中国市场聚焦

Observations 我们的观察

- Economic recovery - Was there a downturn?
经济回暖 – 中国经济有没有出现下滑？
- China's economic fundamentals – How sound is it?
中国经济基础 – 是否强劲有力？
- Headline events – friends or foe?
重点活动 – 正负影响
- Growth for the business of growth
为了发展而增长的经济

Market Insight China 中国市场聚焦

Observations 我们的观察

- Government stimulus – short and long term impact
政府经济刺激 – 短期和长期影响
- Competition
市场竞争
- Too much too soon?
是否过多，过快？
- Market-driven versus planned – the fundament shift
市场推动vs规划设计—基础性的改变

Contact Details 联系方式

www.joneslanglasallehotels.com

Jones Lang LaSalle Hotels Beijing Office

4/F, West Wing Office, China World Trade Center,
1 Jianguomenwai Avenue, Beijing, 100004, PRC

Tel: (86) 10 5922 1352

Fax: (86) 10 6505 0298

仲量联行酒店集团 北京办事处

中国北京市建国门外大街1号
国贸西楼4层408室, 100004

Tel: (86) 10 5922 1352

Fax: (86) 10 6505 0298

Jones Lang LaSalle Hotels Shanghai Office

25/F, Tower 2, Plaza 66, 1366 Nanjing Road W
Jing An District, Shanghai 200040, PRC

Tel: (86) 21 6133 5369

Fax: (86) 21 6288 2246

仲量联行酒店集团 上海办事处

中国上海静安区南京西路1366号
恒隆广场2期25楼, 200040

Tel: (86) 21 6133 5369

Fax: (86) 21 6288 2246

This publication is the sole property of Jones Lang LaSalle Hotels, and must not be copied, reproduced or transmitted in any form or by any means, either in whole or in part, without the prior written consent of Jones Lang LaSalle Hotels. The information contained in this publication has been obtained from sources generally regarded to be reliable. However, no representation is made, or warranty given, in respect of the accuracy of this information. We would like to be informed of any inaccuracies so that we may correct them. Jones Lang LaSalle Hotels does not accept any liability in negligence or otherwise for any loss or damage suffered by any party resulting from reliance on this publication.



JONES LANG
LASALLE HOTELS®

仲
量
聯
行

Thank You 谢谢



Terms and Conditions of Use

This presentation is confidential to the recipient. No reference or any part of it may be disclosed without prior written consent of Jones Lang LaSalle Hotels.

We stress that forecasting is a problematic exercise which at best should be regarded as an indicative assessment of possibilities rather than absolute certainties. The process of making forward projections involves assumptions in respect of a considerable number of variables which are acutely sensitive to changing conditions, variations in any one of which may significantly affect the outcome.

This presentation has been produced solely as a general guide and does not constitute advice. Users should not rely on this report and must make their own enquiries to verify and satisfy themselves of all aspects of information set out in this presentation. We have used and relied upon information from sources generally regarded as authoritative and reputable, but the information obtained from these sources may not have been independently verified by Jones Lang LaSalle Hotels.

Whilst the material in this report has been prepared in good faith and with due care, no representation or warranty is made in relation to the accuracy, currency, completeness, suitability or otherwise of the whole or any part of the presentation. Jones Lang LaSalle Hotels, its officers, employees subcontractors and agents shall not be liable (to the extent permitted by law) to any person for any loss, liability, damage or expense ("liability") arising directly or indirectly from or connected in any way with use of or reliance on this presentation.

本报告属于保密信息，仅供该报告的接受者使用。未经仲量联行酒店集团针对有关出版方式和内容的书面许可，不得公开该报告中的任何部分或引用该报告的内容。

我们强调声明的是，相关的预测是对未来的展望，因此该预测最多只能用作对未来可能性的估测，不是绝对的确定的。前瞻性预测的过程涉及对一系列变量的假设，而这些假设条件对任何改变和变化都十分敏感，并将在很大程度上影响预测结果。

本报告只作为一般性指南，并不构成建议。使用者不应依赖该报告，而需要对该报告中的所有信息亲自查证，做出自己满意的判断。我们所使用并依赖的信息来源一般被认为具有权威性和良好声誉，但所采用的信息可能未经仲量联行酒店集团独立查证。

尽管我们秉持良好的诚信，细心准备了该报告内容，但我们对报告的全部或任何部分的准确性、时效性、完整性、适配性或其他方面不做表示或保证。仲量联行酒店集团，集团管理者、员工、分包商和代理（在法律允许的范围内）不承担任何人由于使用或依赖该报告所直接或间接产生的任何损失、责任、损害或费用（“责任”）。