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MAY 2016  
2016年5月

EXCERPTS

# CHINA HOTEL INVESTMENT WATCH 2016

CHENGDU

节选

# 中国酒店投资展望 2016

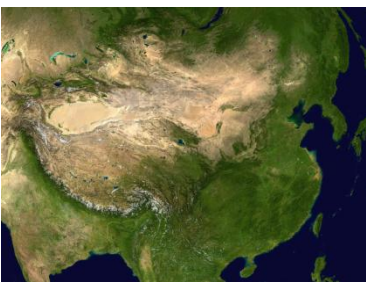
成都

Daniel J Voellm 王敬源

*Managing Partner, Asia-Pacific*  
管理合伙董事-亚太区

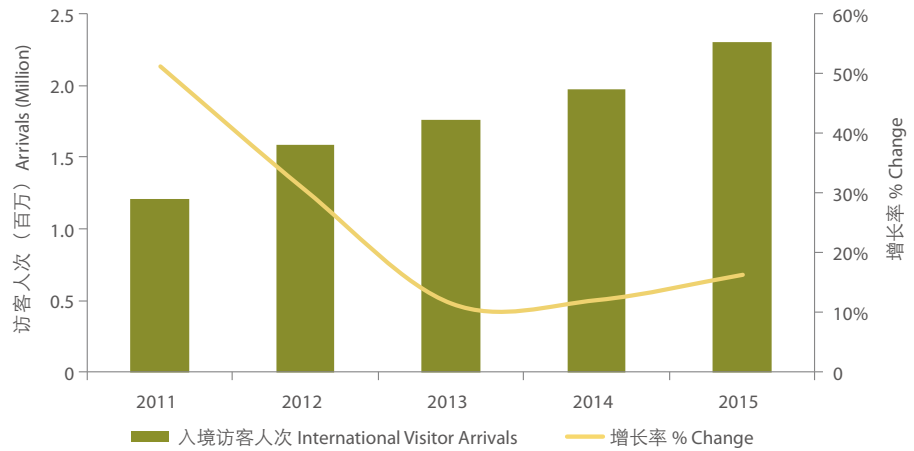
Wei Yi 韦壹

*Senior Analyst* 高级分析师



## 成都国内和入境访客人次 DOMESTIC AND INTERNATIONAL VISITOR ARRIVALS, CHENGDU, 2011–2015

Total visitation to Chengdu continued to grow in the past five years and exceeded 190 million visitor arrivals in 2015, with domestic visitation accounting for about 99% of total arrivals. With a growing number of Fortune 500 companies that are expanding their footholds in Chengdu and the continuous development of new international flight routes, international visitor arrivals to Chengdu recorded steady growth in the past few years, exceeding 2.3 million in 2015.

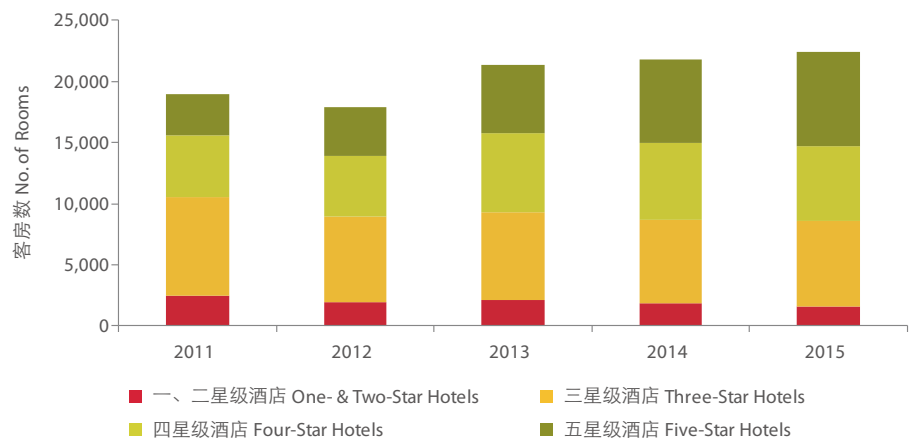


来源：豪威盛 Source: HVS Research

## 成都星级酒店市场供给 STAR-RATED HOTEL MARKET SUPPLY, CHENGDU, 2011–2015

2015年成都市星级酒店共有113家，客房供应量约为22,409间，比2014年增长3%。其中五星级酒店市场占比最大，共计约7,733间客房，在过去几年间五星级酒店客房供应所占市场份额逐渐增加。

In 2015, there were 113 star-rated hotels with an aggregate of 22,409 rooms in Chengdu, representing a 3% growth from 2014. The five-star segment occupied the largest share of room supply at 7,733 rooms, gradually increasing over the past few years.



	2011	2012	2013	2014	2015
五星级酒店 Five-Star Hotels	18%	22%	26%	31%	35%
四星级酒店 Four-Star Hotels	26%	28%	30%	29%	27%
三星级酒店 Three-Star Hotels	43%	39%	34%	31%	31%
一、二星级酒店 One- & Two-Star Hotels	13%	11%	10%	9%	7%

来源：豪威盛 Source: HVS Research

## 成都酒店区分布 DISTRIBUTION OF HOTEL SUBMARKETS, CHENGDU, 2016–2019



A 市中心 City Centre  
B 天府新区 Tianfu New District

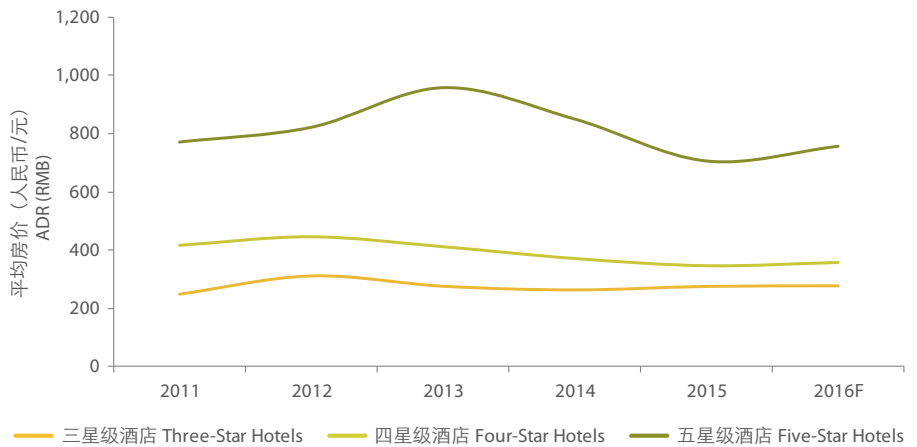
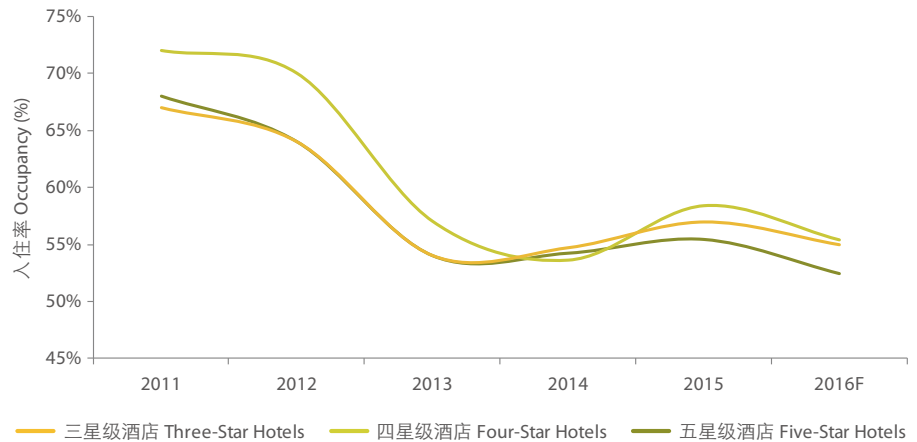
● 现有酒店区 Existing Hotel Submarket ● 新兴酒店区 Emerging Hotel Submarket

开业年份 Opening Year	新增供给 New Supply	酒店区 Submarket	客房数 No. of Rooms
2016	成都JW万豪酒店 JW Marriott Hotel Chengdu	A	300
	成都群光君悦酒店 Grand Hyatt Chengdu	A	390
	成都康莱德酒店 Conrad Chengdu	A	510
	成都文华东方酒店 Mandarin Oriental Chengdu	A	320
	成都华尔道夫酒店 Waldorf Astoria Chengdu	B	300
	成都棕榈泉费尔蒙国际酒店 Fairmont Chengdu	B	375
	成都瑞士酒店 Swissôtel Chengdu	B	380
	成都都江堰安麓酒店 Ahn Luh Dujiangyan	其他 Other	80
2017	成都英迪格酒店 Indigo Hotel Chengdu	A	200
	成都四季酒店 Four Seasons Hotel Chengdu	A	268
	成都领地中心希尔顿酒店 Hilton Chengdu Leading Center	A	210
	成都高新区花样年福朋喜来登酒店 Four Points by Sheraton Chengdu Hi-Tech Zone	B	259
	成都W酒店 W Chengdu	B	318
	成都丽笙酒店 Radisson Blu Hotel Chengdu East	其他 Other	245
	2019	成都万腾威斯汀酒店 The Westin Chengdu Wuhou	其他 Other
成都火车东站雅乐轩酒店 Aloft Chengdu East Railway Station		其他 Other	111
待定 TBC	成都高新区希尔顿花园酒店 Hilton Garden Inn Chengdu Hi-Tech Zone	B	177
	成都成华协信希尔顿酒店 Hilton Chengdu Chenghua	其他 Other	待定 TBC

### 成都星级酒店市场业绩 STAR-RATED HOTEL MARKET PERFORMANCE, CHENGDU, 2011–2016F

2015年，成都市各星级酒店入住率水平较2014年有所回升。然而，由于新增酒店供应的影响，成都五星级和四星级酒店市场平均房价均低于2014年的水平。总体来说，2013年以来新增酒店供应给成都市各星级酒店房价带来了一定的压力。

In 2015, the occupancy levels across all star-rated categories in Chengdu increased in comparison to 2014. However, owing to the addition of new supply, average rates for both the five-star and four-star hotel markets in Chengdu were lower in 2015 compared to the previous year. On the whole, the new supply added to the market since 2013 has put pressure on the room rates of star-rated hotels in Chengdu.



来源：豪威盛 Source: HVS Research

**未来展望：**未来两年将有十多家高档酒店共计4,155间客房进入市场，预计将进一步给现有市场带来竞争压力。随着大量新增酒店供应涌入，天府新区预计将发展成为一个充满活力的酒店集中区。

**Outlook:** A total of more than 10 high-end hotels with 4,155 rooms are expected to enter the market in the next two years, which is set to intensify market competition. With the anticipated influx of substantial new supply, Tianfu New District is set to emerge as a dynamic hotel submarket.



## ABOUT HVS

**HVS**, the world's leading consulting and services organization focused on the hotel, mixed-use, shared ownership, gaming, and leisure industries, celebrated its 35<sup>th</sup> anniversary in 2015. Established in 1980, the company performs 4,500+ assignments each year for hotel and real estate owners, operators, and developers worldwide. HVS principals are regarded as the leading experts in their respective regions of the globe. Through a network of more than 35 offices and more than 500 professionals, HVS provides an unparalleled range of complementary services for the hospitality industry.

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*Everywhere.***

**HVS ASIA PACIFIC** is represented by its offices in Beijing, Shanghai, Shenzhen, Hong Kong, Bangkok, Singapore, and New Delhi. Through its four offices in Greater China, HVS has appraised or advised on existing hotels and resorts, as well as development projects located in more than 150 cities and resort markets across China. HVS also hosts four of the main annual industry events in the region, namely the China Hotel Investment Conference (CHIC), Hotel Investment Conference - South Asia (HICSA) and the Tourism, Hotel Investment & Networking Conference (THINC) Indonesia; and Tourism, Hotel Investment & Networking Conference (THINC) Sri Lanka. The China Hotel Investment Conference (CHIC), now in its 12th year, is widely regarded as the most influential hotel investment conference in the region.

Additionally, HVS publishes a wide range of leading research reports, articles and surveys on all aspects of hospitality, including hotel valuations, investing, lending, operations, asset management and sales & marketing, among others.

For more information, please visit **HVS.COM**

## About the Authors

**Wayne Wei** is a Senior Analyst with HVS's Shenzhen office, specializing in hospitality consultancy. He joined HVS after completing a Bachelor of Science Degree at Ecole Hoteliere de Lausanne. Since then he has provided hotel investment advice and conducted valuations, feasibility studies, strategic advisories and other consultancy assignments in numerous cities across Greater China.



**Daniel J Voellm**, Managing Partner HVS Asia-Pacific, is based in Hong Kong and has provided advice in all major markets across 18 countries in the region. Daniel Voellm

started his career at HVS in the New York office; as Vice President at the global headquarters, he conducted a wide range of appraisals and market studies as well as underwriting due diligence services in 22 US states and in Canada. Daniel brings a strong understanding of the hospitality industry to HVS. His experience in hotel and food and beverage operations in Germany, Switzerland, England and the USA is complemented by an Honours Bachelor of Science degree from Ecole Hôtelière de Lausanne in Switzerland. Daniel works closely with key institutional and private owners of hotel properties, financiers, developers and investors, and has gained a strong understanding of their investment requirements and approaches to assessing the market value of investment properties. Daniel further advises on property and concept development and strategy.



## 豪威盛简介

**豪威盛**是一家全球领先咨询与服务机构，服务范围主要涉及酒店、综合开发项目、共享所有权、博彩和休闲物业。公司成立于1980年，每年为全球的酒店及房地产业主、管理公司和开发商进行超过4,500个咨询服务项目。豪威盛的领导团队由全球各区域的顶尖专家组成。豪威盛在全球各地设有超过35家办事处，由500多名经验丰富的专业人士组成，为酒店业提供无与伦比的优质配套服务。[HVS.COM](http://HVS.COM)

以全球视野结合本土智慧，引领酒店行业开拓卓越绩效。

**豪威盛亚太区**办事处分布于香港、曼谷、北京、广州、雅加达、上海和新德里。通过其位于大中华区的4家办事处，豪威盛曾为遍布中国150多个城市和度假市场的酒店、度假村和开发项目提供咨询。豪威盛还在亚太区主办四大主要年度行业盛会：中国酒店投资高峰论坛（CHIC）、南亚酒店投资会议（HICSA）、印度尼西亚旅游、酒店投资与交流峰会（THINC）和斯里兰卡旅游、酒店投资与交流峰会（THINC）。豪威盛今年成功主办中国最具影响力的酒店投资会议——第12届中国酒店投资高峰论坛。

此外，豪威盛也出版了大量涵盖酒店业各个领域包括酒店估值、投资、贷款、运营、资产管理、销售和市场营销等的研究报告、文章和调查分析报告。

如欲了解更多信息，请访问 [HVS.COM](http://HVS.COM)

## 作者简介



**韦壹**现任豪威盛深圳办事处高级分析师，主要负责酒店相关咨询服务。韦壹于瑞士洛桑酒店管理学院获得理学学士学位后加入豪威盛深圳办事处。自加入以来，他为大中华区各地区的市场提供了包括酒店投资建议、酒店估值、市场研究和可行性研究和酒店战略咨询等服务。



**王敬源**现任豪威盛亚太区管理合伙人，常驻香港，服务亚太地区的18个主要市场。他在豪威盛的履历始于本公司纽约总部，担任副总裁，在美国22个州和加拿大负责各类评估、市场研究和承销尽职调查服务。王敬源深入了解酒店行业，他在德国、瑞士、英国和美国获得的酒店和餐饮运营经验，与其所获得的瑞士洛桑酒店管理学院理学士（优等）学位相得益彰。王敬源与主要的酒店物业机构和私人业主、融资方、开发商及投资者密切合作，深入了解他们的投资要求和评估投资物业市场价值的方式，进而提供有关物业和概念开发及战略方面的咨询建议。