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HOTEL FACILITY SUMMARY OF UPSCALE HOTEL PROGRAMMING IN CHINA

酒店设施

中国高档酒店硬件设施综述

Wayne Wei 韦一
Analyst 分析师

Henrich Huang 黄致超
Associate Director 副董事



With the envisaged development pattern of China's hotel industry and the increasing spending power of the travellers, China's upscale hotel market remains potential for future growth and prosperity. Yet the moderation of economic growth makes upscale hotel investment an exciting but uneasy venture in China. This publication provides a brief summary of China's upscale hotel programming, giving hotel operators, investors and owners a clear view of upscale hotel development trend from a programming perspective.

Introduction

By the end of 2014, there were 11,600 star-rated hotels in China, including 783 five-star hotels and 2,431 four-star hotels, registered compounded annual growth rates of 11.8% and 8.1%, respectively, between 2005 and 2014. From a room count perspective, four-star hotels increased by about 12.3% during 2005–2014, accounting for 30.4% of total star-rated hotels room supply in 2014, whereas five-star hotels increased from 8.0% in 2005 to 18.4% in 2014. However China's double-digit economic growth was brought to an end in 2012. The country is experiencing a crucial period of dealing with the slowdown in economic growth, making difficult structural adjustments and absorbing the effects of previous economic stimulus policies. In December 2012, the introduction of the 'Eight Provisions' by the Chinese Central Government, which stresses that all the government sectors should practice thrift and reduce office and reception expenses, still has an impact on the upscale hotel segment to date. Under such 'new normal' development circumstances, how to choose the most appropriate facility for a hotel became the new obstacle that the hotel investors and owners need to tackle. A total of 684 benchmark upscale hotels in 145 different cities (512 international branded hotels and 172 local branded hotels), spread across first to fourth tier cities in China are chosen as sample hotels for the purpose of this study. There are 593 city/urban hotels, 81 resorts and 10 airport hotels, representing 459 five-star hotels and 225 four-star hotels in total for the sample set. We summarise their hotel programming, analyse from the perspectives of Room Facilities, Food and Beverage Facilities, Meeting Facilities and Other Facilities. We also selected a

representative international upscale hotel brand, which is one of the first international chained hotel brands that operates in China, to compare their brand standard with the current upscale hotel facility trend in China.

鉴于中国酒店行业的预期发展模式以及旅客消费能力的日益提高，中国的高档酒店市场在未来仍然有望继续繁荣发展。然而，经济增长放缓将使中国的高档酒店投资充满挑战，虽然高档酒店的投资、开发仍然振奋人心。本文将对中国的高档酒店硬件设施进行简要概述，从酒店硬件设施的角度出发，让酒店经营者、投资者和业主对高档酒店的发展趋势有一个明确的了解。

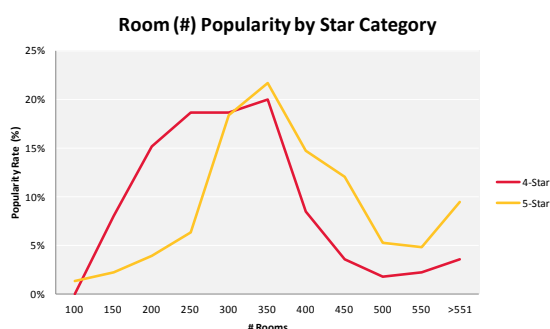
简介

截至 2014 年末，中国共有星级酒店 11,600 家，其中五星级酒店 783 家、四星级酒店 2,431 家，2005 年至 2014 年间复合年均增长率分别为 11.8% 和 8.1%。客房数量方面，四星级酒店客房数在 2005 年至 2014 年间增长约 12.3%，2014 年占星级酒店客房总供应量的 30.4%，而五星级酒店客房数占比从 2005 年的 8.0% 增加到 2014 年的 18.4%。然而，2012 年中国经济两位数增长时期告一段落。中国经济状态目前正处于增长速度换挡期、结构调整阵痛期、前期刺激政策消化期的“三期叠加”时期。2012 年 12 月，中央出台了“八项规定”，强调政府部门厉行节约，减少办公接待费用。这对高档酒店市场至今仍有所影响。在这个新常态的发展趋势下，如何为酒店选择最合适的设施，是酒店投资者和业主需要好好应对的新挑战。在本分析中，有 684 家标杆高档酒店被选为样本酒店，它们分布于 145 个中国一线至四线城市（512 家国际品牌酒店和 172 家本地品牌酒店）。其中城市酒店 593 家、度假酒店 81 家、机场酒店 10 家，均为五星级（459 家）或四星级（225 家）。我们概括了这些酒店的硬件设施，并从客房设施、餐饮设施、会议设施和其他设施方面进行分析。我们也选定了一个代表性的国际高档酒店品牌，这是第一个在中国运营的国际连锁酒店品牌，我们将其品牌标准与当前中国高档酒店的设施情况进行比较。

Room Facilities

Key Count. Differences in location, branding and positioning will affect a hotel's key count. Our research indicated that the majority of the upscale hotels in China, about 47% of the four-star hotels and 55% of the five-star hotels have a key count between 200 and 400, among which 19% of the four-star hotels and 18% of the five-star hotels house 300 guestrooms. A key count of 350 is the most popular for both four-star hotels and five-star hotels, recording percentages of 20% and 22%, respectively. Our market study explained the trend that meeting groups are one of the crucial segments for China's upscale hotels. Although the introduction of the "Eight Provisions" caused a decrease of the government official spending, the increase of corporate conferences and trainings in the long term we still provide the potential of growth for the meeting group segment. A key count of 350 will allow the hotel to host multiple meeting groups. According to the international brand that we selected for the study, their hotel will have at least 300 guestrooms. Considering the construction costs and future upgrading and re-positioning, guestroom around 300 is considered as an appropriate room key scale for upscale, full-service hotels in China.

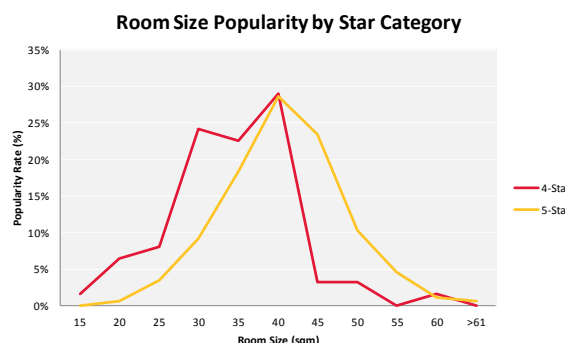
CHART 1: HOTEL ROOM NUMBER POPULARITY



Room Size. Hotel room size is directly linked to the in-room experience for hotel guests. A spacious guest room will not only provide additional living and bathroom space but also allow the hotel to install more sophisticated facilities and therefore advance guest comforts. Through the research we found that 40m² is the most popular standard room size for both four-star and five-star hotels in China, accounted for 29% each. For a standard room in the international hotel brand we selected for this study, the minimum room size is 45m², which is larger than 92% of the four-star hotels

and 60% of the five-star hotels in our sample set. A relatively large hotel room will create wow effects and impress the guests; it is expected that the future upscale hotel development trend will see guests that are in favor of larger and more sophisticated rooms.

CHART 2: STANDARD ROOM SIZE POPULARITY



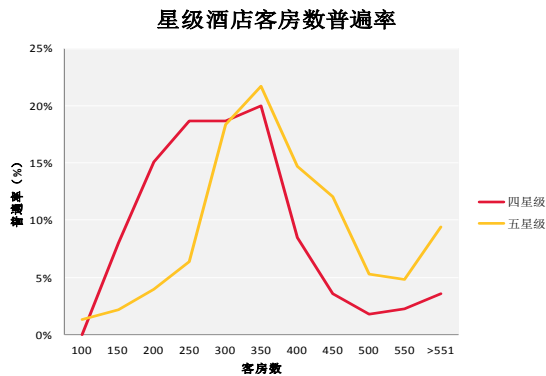
Suite Ratio. Suite ratio (suite count/total room count) represents the percentage of suite units within a hotel, it reflects a hotel's market orientation and the capability to host VIP guests. Our research indicated that the suite ratios for most of the upscale hotels in China range between 5% and 13%. Among the four-star hotel market, a suite ratio of 11% is the most popular while a 10% suite ratio is the most popular for five-star hotels. However we noted that for resort destination properties, higher-end hotel brands and hotels in prime locations feature suite ratios higher than the average. The selected hotel's brand standard specified that their property should have at least a 10% suite ratio, corresponding to the figure shown above. For an upscale hotel, a sufficient amount of suites are essential to host high-end guests, while the higher room rates could also be the hurdles for hotels intending to achieve higher occupancy rates.

客房设施

客房数量——地理位置、品牌和定位的不同，对酒店的客房数将有所影响。我们的研究表明，中国大多数高档酒店中，约 47% 的四星级酒店和 55% 的五星级酒店客房数在 200 间至 400 间之间，其中 19% 的四星级酒店和 18% 的五星级酒店拥有 300 间客房。350 间客房是四星级和五星级酒店当中较普遍的客房数，这两个星级酒店市场中拥有此客房数的酒店数量比例分别为 20% 和 22%。我们的市场研究对于会议团体作为中国高档酒店至关重要的细分市场之一的趋势进行了阐述。虽然“八项规定”的出台导致公务支出减少，

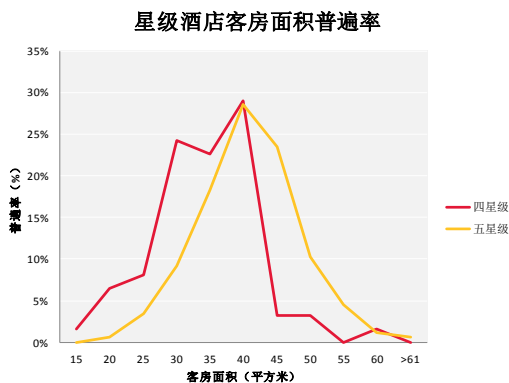
然而随着企业会议和培训的增加，在长期来看会议团体市场仍具有增长潜力。350 间的客房数将使酒店具备接待各类会议团体的能力。根据我们在本项研究中所选定的国际品牌所提供的信息，其酒店将至少有 300 间客房。考虑到建设成本和未来升级翻新和重新定位的可能情况，约 300 间客房的规模对中国全方位服务高档酒店来说是恰当的客房数。

图表 1：酒店客房数普遍率



客房面积——酒店客房面积对酒店客人的住宿体验起到直接的影响。一间宽敞的客房将不仅提供额外的居住和浴室空间，也可使酒店得以增设更完善的设施，并因此更进一步提升客人的舒适感。我们通过研究发现，40 平方米是中国四星级和五星级酒店当中最受欢迎的标准客房面积，这两个星级酒店市场中拥有此客房面积的酒店数量比例各为 29%。我们在本项研究中所选定的国际酒店品牌的标准客房面积最小为 45 平方米，大于我们样本集中的 92% 的四星级酒店和 60% 的五星级酒店的标准客房面积。相对较大的酒店客房将让客人赞叹并留下深刻印象，同时也将迎合未来酒店客人偏好更大、设施更完善的客房的预期高档酒店发展趋势。

图表 2：标准客房面积普遍率



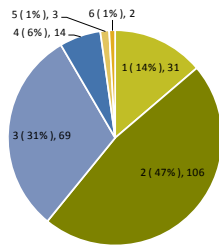
套房率——套房率（套房数除以总客房数）代表一家酒店的套房数量占比，反映酒店的市场定位以及接待贵宾的能力。我们的研究表明，中国大部分高档酒店的套房率在 5% 至 13% 之间。四星级酒店市场中，11% 的套房率是最普遍的，而最受欢迎的五星级酒店套房率为 10%。然而，我们注意到度假胜地的酒店物业、较高端的酒店品牌以及拥有较优越地理位置的酒店的套房率通常高于市场平均水平。根据我们所选定的酒店的品牌标准，其酒店的套房率必须至少为 10%，如以上图表所示。对于一家高档酒店，必须配备足够的套房以接待高端客人，但同时更高的房价也可能使酒店在实现更高的入住率方面面对一定难度。

Food and Beverage Facilities

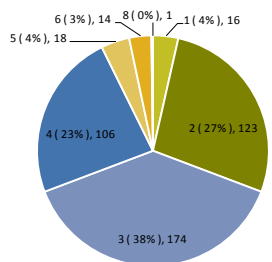
Restaurant and Bar Outlets. As the old proverb in China goes, Food is the paramount necessity of human beings. The food culture in China is broad and profound. Performance of Food and Beverage outlets has been the key to success for upscale hotels in China. According to our analysis, about 47% of four-star hotels are equipped with two food and beverage outlets (excluding the bar) whereas 38% of five-star hotels have three food and beverage outlets (excluding the bar). The majority of China's upscale hotels, 67% of four-star and 48% of five-star, provide only one bar facility. For the hotel that is chosen as benchmark for our study, their property requires to have three restaurants, including an all day dining restaurant, a Chinese restaurant and a specialty restaurant, plus a lobby lounge. This brand standard is also in accordance with China's five-star hotel standard.

CHART 3: HOTEL RESTAURANT FACILITY NUMBER POPULARITY

4 Star Restaurant Facility Popularity



5 Star Restaurant Facility Popularity



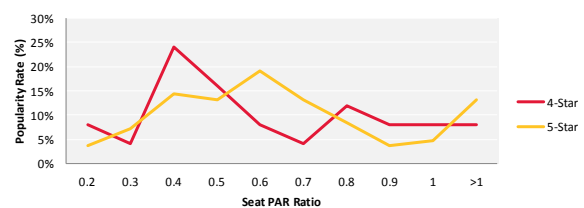
Seat PAR Ratio. Seat PAR Ratio (F&B outlet seats/room key count) is used to calculate how many seats that each available hotel room can occupy. Through the research we found that for an all day dining restaurant in a four-star hotel, the most popular seat PAR ratio is 50% whereas for a five-star hotel the ratio rise up to 60%. The most popular seat PAR ratio for a four-star hotel's Chinese restaurant is 40% while in a five-star hotel the ratio is 60%. A common bar seat PAR ratio for both four-star hotels and five-star hotels is 20%. The selected hotel's brand standard states that their all day dining restaurant should have at least 150 seats, which will give them a seat PAR ratio of 50%. Their Chinese restaurant will offer 250 seats, equals a seat PAR ratio of 80%. The seat PAR ratio for their lobby lounge is 30%. We noted that the seat PAR ratio for selected hotel's Chinese restaurant is 33% higher than common five-star hotel ratio in China. Chinese restaurant used to generate considerable revenue in China's hotel market. After the government introduced the 'Eight Provisions' to reduce office and reception expenses, hotel investors should be more flexible when deciding the number of seats, especially the number of private dining rooms, in order to maximise their revenue.

CHART 4: SEAT PAR RATIO

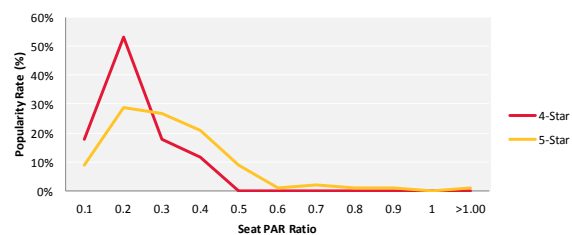
Seat PAR Ratio ADD Popularity by Star Category



Seat PAR Ratio Chinese Restaurant Popularity by Star Category



Seat PAR Ratio Bar Popularity by Star Category



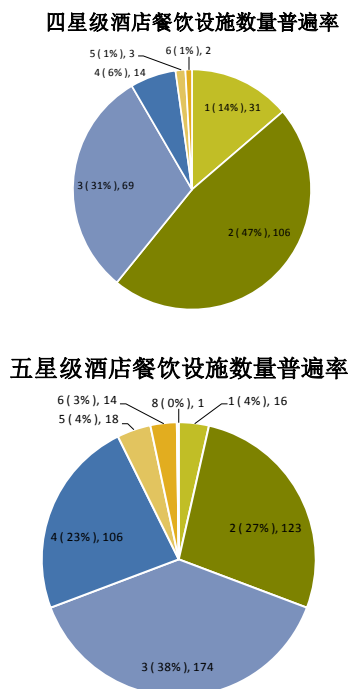
Apart from the restaurant and bar count and the seat PAR ratio, we also noted several design trends for the food and beverage facilities in China's upscale hotels. To begin with, more hotels noticed that it is with higher efficiency to put all the food and beverage outlets on the same floor. By doing this the circulation time will reduce and therefore the operating expense will decrease. Furthermore, increasingly hotels consider combining the all day dining restaurant with the lobby lounge. It will not only cut down the construction costs but also lower the operating costs. Besides, open kitchen is gradually getting popular. Hotel industry entered the new era that customers concern about the food security more serious than ever before, the open kitchen concepts will reassure their concerns about the food, and it is also entertaining to witness the preparation of their food.

Increasingly, upscale hotels adapt their F&B offering to local demand as they compete with a growing number of independent restaurants in their surroundings.

餐饮设施

餐厅和酒吧——俗话说：民以食为天。中国的饮食文化是博大精深的。一直以来餐饮设施的业绩是中国高档酒店的制胜关键。根据我们的分析，大约 47% 的四星级酒店设有两处餐饮设施（不包括酒吧），而 38% 的五星级酒店设有三处餐饮设施（不包括酒吧）。中国大多数的高档酒店（即 67% 的四星级酒店和 48% 的五星级酒店）只提供一个酒吧。对于我们所选定的作为研究标杆的酒店品牌，其酒店必须设有三家餐厅，包括一家全日餐厅、一家中餐厅和一家特色餐厅，另外再增设一个大堂酒廊。这一品牌标准也与中国五星级酒店标准相一致。

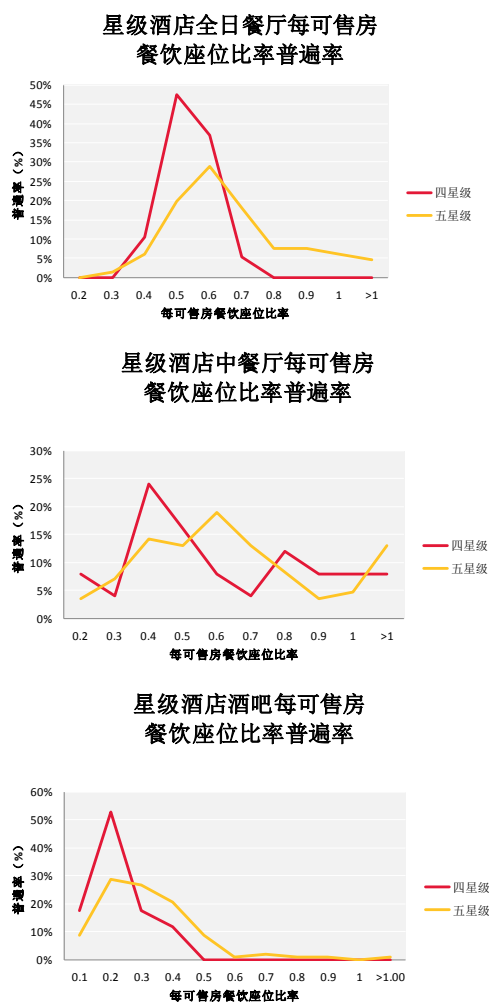
图表 3：酒店餐饮设施数量普遍率



每可售房座位数比率——每可售房座位数比率（餐饮座位数除以总客房数）用以计算每间可售客房所能占用的座位数量。我们通过研究发现，四星级酒店的全日餐厅最受欢迎的每可售房座位数比率为 50%，而五星级酒店的全日餐厅这一比例则更高，为 60%。中餐厅方面，四星级酒店最受欢迎的每可售房座位数比率为 40%，而五星级酒店的这一比例为 60%。四星级和五星级酒店当中较普遍的每可售房座位数比率均为 20%。所选定的酒店品牌标准规定，其全日餐厅应该设有至少 150 个座位，即每可售房座位数比率为 50%。

其中餐厅将提供 250 个座位，相当于每可售房座位数比率 80%。其大堂酒廊的每可售房座位数比率则为 30%。我们注意到，所选酒店的中餐厅每可售房座位数比率为 33%，高于五星级酒店的普遍比率。在过去，中餐厅为中国的酒店市场带来了可观的收入。自从政府出台“八项规定”以减少办公接待费用后，酒店投资者在决定餐饮座位数尤其是私人包厢数量时，应采取更灵活的策略，以最大限度地提高收入。

图表 4：每可售房座位数比率



除了餐厅和酒吧数量以及每可售房座位数比率，我们还注意到中国高档酒店餐饮设施的几个设计趋势。首先，更多的酒店注意到将所有餐饮设施设在同一层楼将带来更高的效率。餐饮运营流程与动线将缩短，运营费用也将减少。此外，越来越多的酒店考虑将全日餐厅与大堂酒廊合并。此举不仅将降低建筑成本，也将降低运营成本。此外，开放式厨房概念也逐渐流行。酒店行业迈入新时代，客人对食品安全的关注更甚从

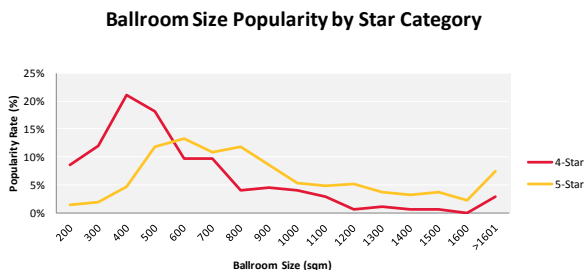
前，开放式厨房的概念将再次向客人保证酒店食品的安全食用性，同时，观赏食物的烹制过程也为客人带来乐趣。

为了与周边日益增多的独立餐厅竞争，越来越多的高档酒店根据当地需求配置餐饮设施。

Meeting Facilities

Ballroom Size. Consistent to our research, the most common ballroom size for a four-star hotel is 400m², representing 21% of all four-star hotels. For a five-star hotel the most common ballroom size is 600m². As an upscale hotel famous for its meeting facilities, the selected hotel's meeting facility is of superior standard. They required a minimum ballroom size of 1,000m², which can be divided into three sections for flexible usage. According to our analysis, 70% of the upscale hotels' ballrooms are smaller than that. A relatively large and flexible ballroom will allow the hotel to host different scales of events; consequently the construction costs and operating expenses will increase.

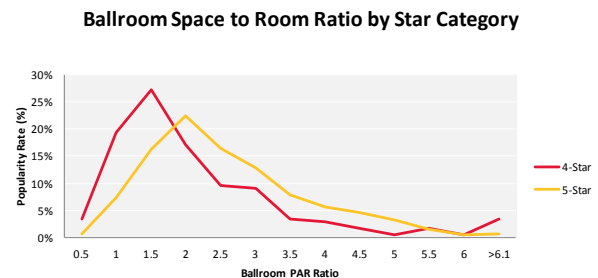
CHART 5: BALLROOM SIZE POPULARITY



Ballroom PAR Ratio. Ballroom PAR ratio (ballroom space/room key count) measures the ballroom space that captured by each available room in the hotel. Hotels with high upscale standard or hotels especially cater to meeting segment usually have a larger ballroom PAR ratio. According to our research, 27% of the four-star hotels record ballroom PAR ratio of 1.5, the most popular ballroom PAR ratio for the four-star category is 1 to 2, representing 64% of all the four-star hotels in our sample set. About 55% of all the five-star hotels in our sample set have a ballroom PAR ratio ranging from 1.5 to 2.5, among which 22% have ballroom PAR ratio of 2. The benchmark upscale hotel we select requires a minimum ballroom size of 1,000 m² as well as a minimum room key count of 300, which represents a minimum ballroom PAR ratio of 3.3—

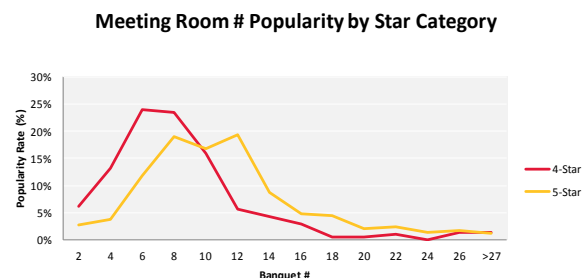
larger than 86% and 76% respectively of all the four-star and five-star hotels from our sample set. We notice that the benchmark hotel we select is a standard upscale hotel, business and meeting guests are the major clientele who use the meeting facilities more frequent than the other hotel guests.

CHART 6: BALLROOM PAR RATIO



Meeting Facility Count. Meeting room count represents all the banquet facilities in a hotel, including the divisible three sections from the ballroom. Our research indicated that, for four-star hotels in China the most popular meeting room count is six and eight, representing 24% and 23% of all four-star hotels respectively. Whereas five-star hotels are in favor of 8 or 12 meeting rooms, representing 19% of all five-star hotels. As an upscale hotel renowned for its meeting facilities, the selected hotel should have 11 meeting rooms according to their brand standard. The variety of their meeting rooms will give them the flexibility to host different types of meetings simultaneously.

CHART 7: MEETING ROOM NUMBER POPULARITY

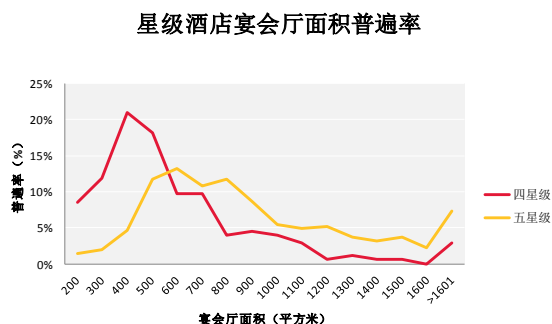


会议设施

宴会厅面积——根据我们的调研，四星级酒店最普遍采用的宴会厅面积为 400 平方米，约 21%的四星级酒店拥有此宴会厅面积。五星级酒店最普遍采用的宴会厅面积为 600 平方米。作为一家因会议设施而著名的高档酒店，所选酒店的会议设施均达到了上乘标准。

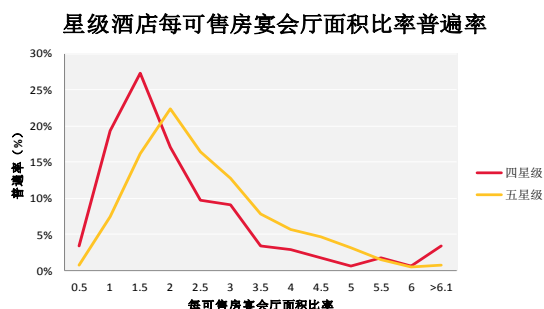
根据其品牌标准，宴会厅最小面积必须达到 1,000 平方米，并且可拆分成 3 个部分灵活使用。根据我们的分析，70% 的高档酒店宴会厅面积小于这一数字。面积相对较大、设计相对灵活的宴会厅使酒店能举办不同规模的会议活动，然而，建筑成本和运营支出也会相应增加。

图表 5：宴会厅面积普遍率



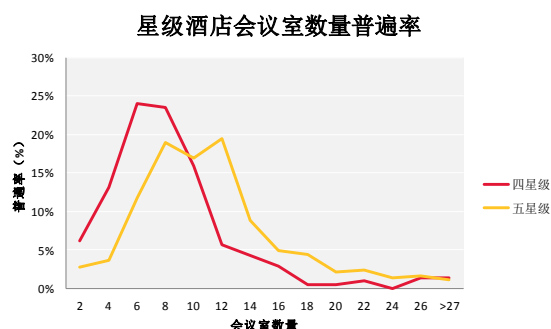
每可售房宴会厅面积比率——每可售房宴会厅面积比率（宴会厅面积除以总客房数）用以计算酒店每间可售客房所能占用的宴会厅面积。采用高档标准设计的酒店或特别面向会议细分市场的酒店通常拥有更高的每可售房宴会厅面积比率。根据我们的调研，27% 的四星级酒店的每可售房宴会厅面积比率为 1.5，最普遍的每可售房宴会厅面积比率为 1 至 2，我们的样本集中 64% 的四星级酒店拥有此比率。样本集中约 55% 的五星级酒店每可售房宴会厅面积比率范围在 1.5 至 2.5 之间，其中有 22% 的五星级酒店的每可售房宴会厅面积比率为 2。我们选定的标杆高档酒店要求宴会厅面积至少 1,000 平方米，客房数至少 300 间，相当于每可售房宴会厅面积比率至少 3.3，这大于我们样本集中 86% 的四星级酒店和 76% 的五星级酒店的这一比率。我们注意到，我们选定的标杆酒店是一家标准高档酒店，主要面向商务和会议客群，这些客人比其他酒店的客人使用会议设施更频繁。

图表 6：每可售房宴会厅面积比率



会议设施数量——会议室数量指酒店的所有宴会设施，包括宴会厅的三个可拆分部分。我们的调研显示，中国四星级酒店较普遍的会议室数量为 6 间和 8 间，分别有 24% 和 23% 的四星级酒店拥有此会议室数量。而五星级酒店则通常配置 8 间或 12 间会议室，其占比为 19%。作为一家因会议设施而闻名的高档酒店，所选酒店按照其品牌标准应配置 11 间会议室。配置多种会议室可使其同时灵活地举办不同类型的会议。

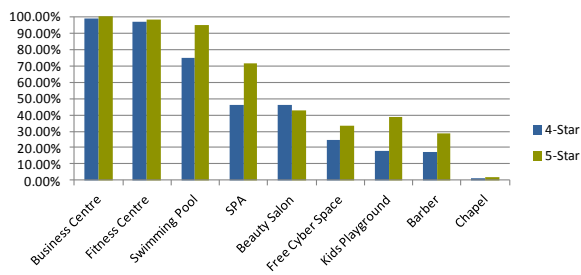
图表 7：会议室数量普遍率



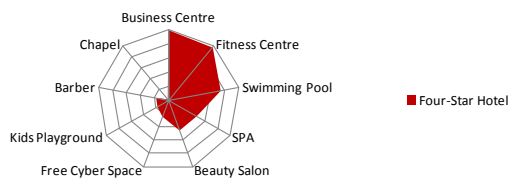
Supporting Facilities

Supporting facilities can further influence guest's in-house experiences. Our research found that Business Centre, Fitness Centre, Swimming Pool, Spa, Beauty Salon, Free Cyber Space, Kids Playground and Barber are the top 8 supporting facilities for upscale hotels in China. Almost all the four-star hotels and five-star hotels from our sample set are equipped with a Business centre and a Fitness Centre. Over 95% of the five-star hotels have swimming pool as it is one of the star rating criteria. The popularity of the Spa generates the biggest gap (25%) between the four-star and five-star category. As selected-service hotels the four-star category offers less Spa facilities. We noted that the selected benchmark hotel covers most of these supporting facilities.

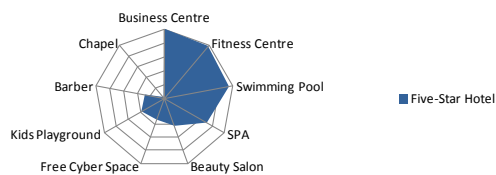
CHART 8: OTHER FACILITIES POPULARITY



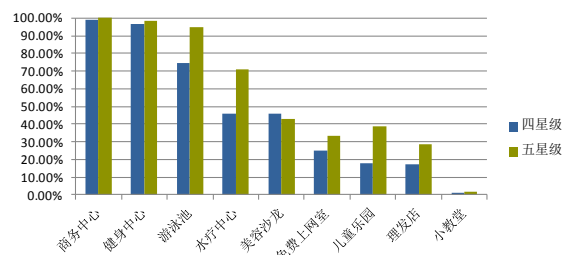
Four-Star Hotel



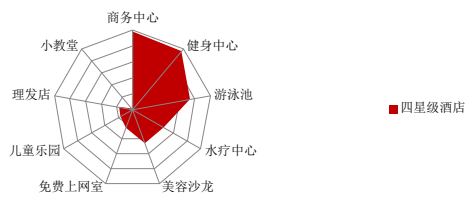
Five-Star Hotel



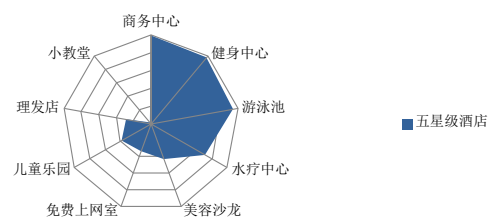
图表 8：其他设施普遍率



四星级酒店



五星级酒店



配套设施

配套设施可进一步影响客户的住店体验。我们通过调研发现，中国高档酒店中排名前 8 位的配套设施为商务中心、健身中心、游泳池、水疗中心、美容沙龙、免费上网室、儿童乐园和理发店。在我们的样本集中，几乎所有的四星级和五星级酒店都配备有商务中心和健身中心。95% 以上的五星级酒店设有游泳池，因为这是五星级标准之一。四星级酒店和五星级酒店配置水疗中心的普遍率差距最大（25%）。作为精选服务酒店，四星级酒店较少提供水疗设施。我们注意到所选标杆酒店包含了大多数这些配套设施。

Conclusion

In 2014, China's tertiary industry surpassed the secondary industry in terms of the value added in its industry by RMB3,534.7 billion, in line with the country's ongoing pursuit of an optimal economic structure. The State Council released several documents which aim to further promote the tourism in China. The hospitality industry is still booming in China. Nevertheless the challenges always coexist with opportunities. The Generation Y is gradually becoming the main force in the consumer market. Compared to their previous generation, these consumers weigh the quality of product more than the quantity, they are seeking for unique-designed hospitality products. It is crucial for the hotel investors to unchain the shackles of competing on luxuriousness and scale of facilities. The hotel sector remains a highly competitive industry with relatively higher initial investment and a longer payback period of time. The secret of success is about programming the most appropriate facilities base on the location, branding and positioning of the property.

结论

2014 年中国第三产业增加值比第二产业增加值多出人民币 35,347 亿元，经济结构不断优化。国务院发布多份旨在进一步推动中国旅游业发展的文件。中国酒店业仍然保持快速发展。然而，挑战总是与机遇并存。Y 世代逐渐成为消费市场的主力军。与其上一代相比，这些消费者更看重产品质量而非数量，他们追求设计独特的酒店产品。因此，酒店投资者必须摆脱在设施豪华程度和规模上竞争的束缚。酒店业仍然是一个竞争激烈的行业，初期投资成本相对较高，并且回收期较长。而酒店投资的制胜秘诀就在于根据地理位置、品牌和定位配置最适当的设施。



About HVS

HVS, the world's leading consulting and services organisation focused on the hotel, mixed-use, shared ownership, gaming, and leisure industries, celebrates its 35th anniversary this year. 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 500 professionals, HVS provides an unparalleled range of complementary services for the hospitality industry. hvs.com

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HVS ASIA PACIFIC is represented by nine offices in Hong Kong, Bangkok, Beijing, Shenzhen, Jakarta, Shanghai, New Delhi, Mumbai and Singapore. HVS hosts three of the main annual industry events in the region, namely the China Hotel Investment Conference (CHIC) in Shanghai, Hotel Investment Conference South Asia (HICSA) in India and Tourism, Hotel Investment & Networking Conference (THINC) Indonesia in Bali. HVS publishes a wide range of leading research, which can be found in our online library.

The Shenzhen team has worked on a broad array of projects that include economic studies, hotel valuations, operator search and management contract negotiation, development strategies for new brands, asset management, research reports and investment advisory for hotels, resorts, serviced residences and branded residential development projects.

About the Authors



Wayne Wei is an Analyst with HVS's Shenzhen office, specializing in hotel valuation and consultancy. He joined HVS after completing a Bachelor 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.



Henrich Huang is an Associate Director with HVS's Shenzhen office, specializing in hotel valuation and consultancy. He joined HVS in 2013 after eight years of Hotel Management, operation and development experience in both Asia and Europe. Henrich graduated from Glion Institute of Higher Education in 2005 and has worked at all different sides of the hospitality industry. Since joining HVS he has provided hotel investment advice and master planning, feasibility studies, strategic advisories and other consultancy assignments in numerous places across Asia.



豪威盛简介

豪威盛是一家全球领先的咨询与服务机构，服务范围主要涉及酒店、综合开发项目、共享所有权、博彩和休闲业。豪威盛成立于 1980 年，今年已迈入 35 周年，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

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（亚太地区）在香港、曼谷、北京、深圳、雅加达、上海、新德里、孟买和新加坡设有 9 家办事处。公司在亚太地区主办三大主要行业年会，即在上海举行的中国酒店投资高峰论坛（CHIC）、在印度举行的南亚酒店投资会议（HICSA）以及在巴厘岛举行的印度尼西亚旅游、酒店投资与交流峰会（THINC）。豪威盛也发表内容领先的各类研究报告，研究报告可通过我们的网站下载。

豪威盛深圳团队至今已完成了大量的咨询与服务项目，涵盖的领域十分广泛，包括经济研究、酒店估值、运营商搜寻和管理合同谈判、新品牌发展战略、资产管理、研究报告，以及酒店、度假酒店、服务式住宅和品牌住宅开发项目的投资咨询。

作者简介



韦一现任豪威盛深圳办事处分析师，主要负责酒店相关咨询服务。韦一于瑞士洛桑酒店管理学院获得理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。



黄致超现任豪威盛深圳办事处副董事，主要负责酒店估值与咨询相关服务。他于2013年加入豪威盛，此前他在亚洲和欧洲拥有8年的酒店管理、运营与开发经验。黄致超2005年毕业于瑞士格里昂高等教育学院，曾从事酒店行业各个方面的工作。自加入豪威盛以来，他为亚洲各地区的市场提供了包括酒店投资建议和总体规划、可行性研究及酒店战略咨询等服务。