



ACCOR HOTELS

Feel Welcome



Seasonal Peaks and Troughs
NEW ZEALAND

Sonya Rossiter

A | Auckland Airport | International Travel Summit 2016
Connectivity | Growth



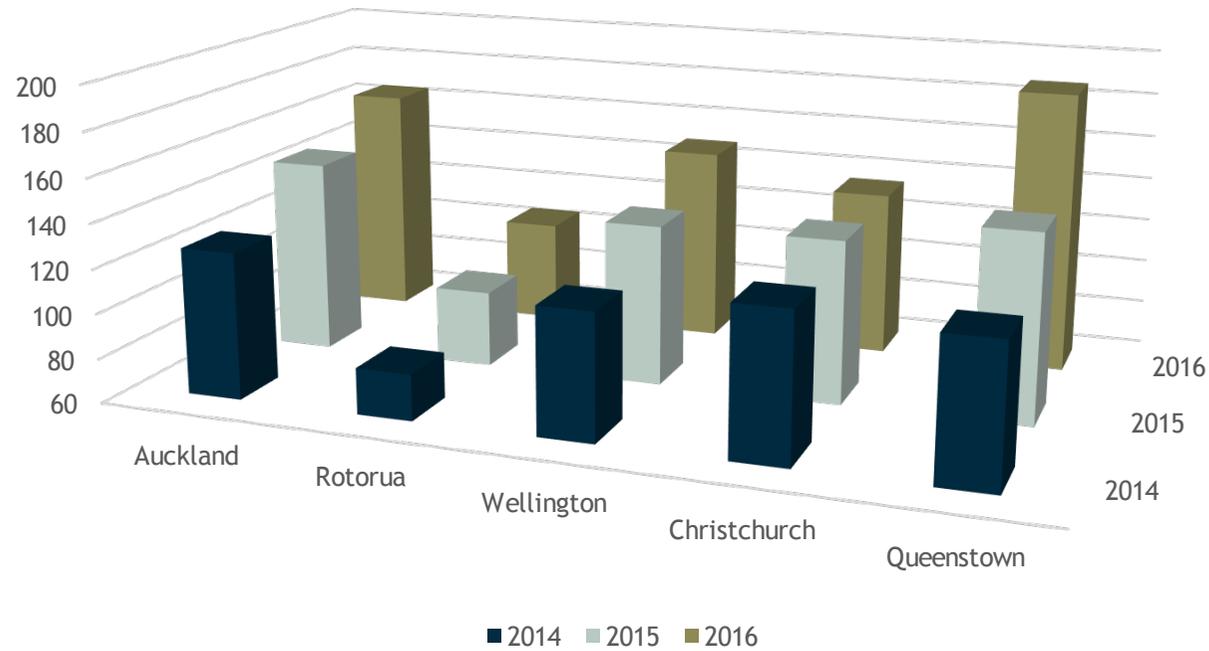
1

What did we see in our
business this summer?



RevPAR Development

STR Market Quarter 1 RevPAR Development

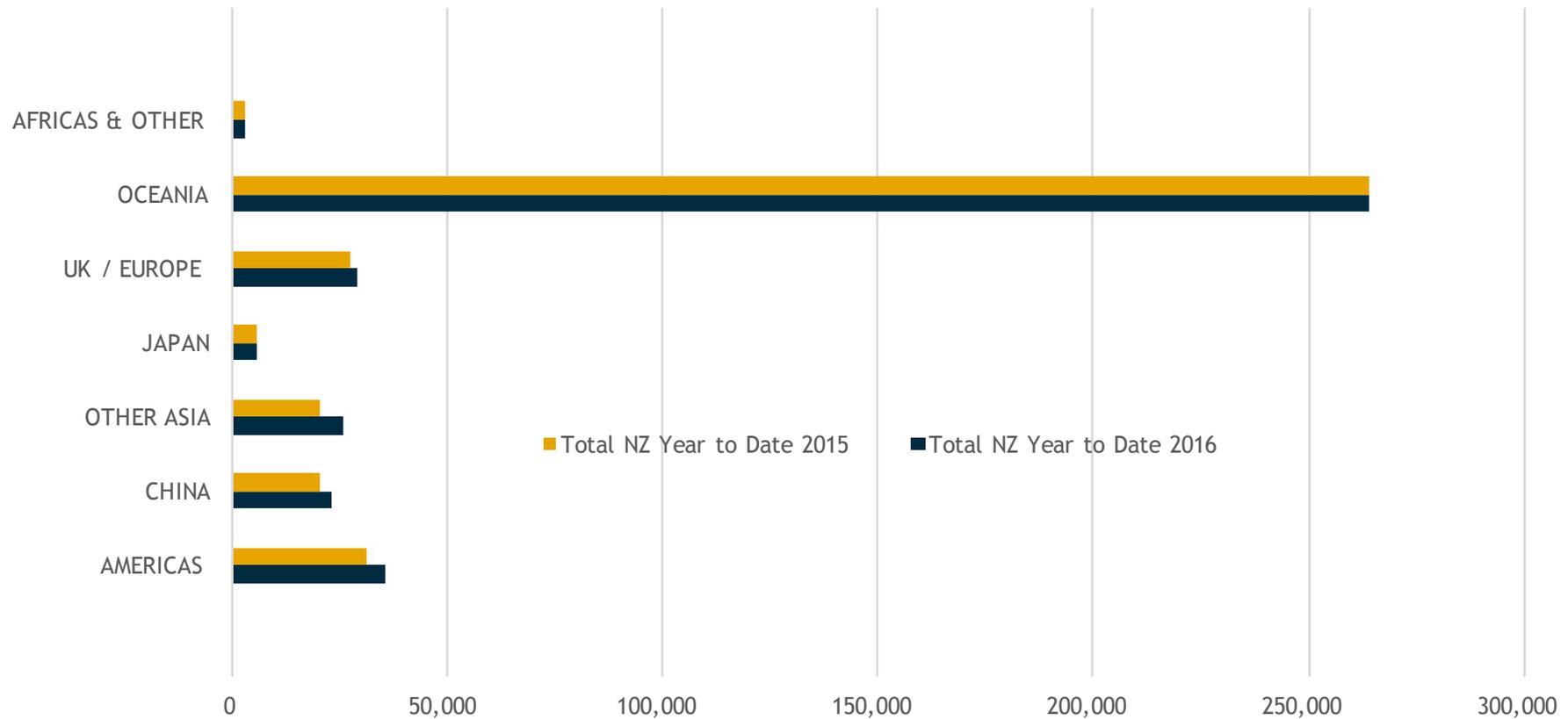


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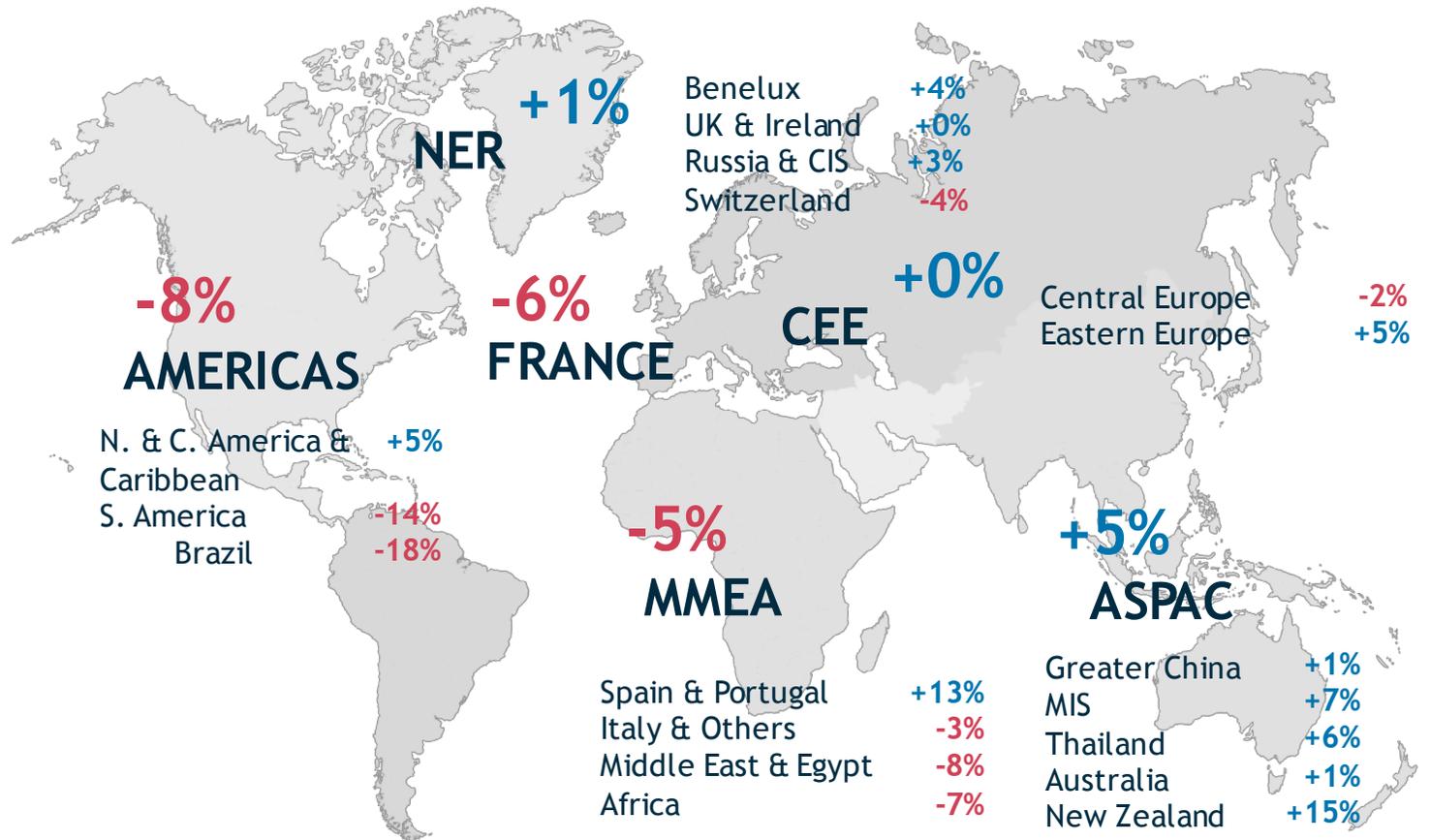
What is it that we thought would happen and what actually happened?



Nationality Statistics



AccorHotels RevPAR Change



3

What have we learnt?



Travel Partner Digital Solutions



Ideal Market Mix

Loyalty

Corporate

Government

Business Group

Leisure
Groups

Leisure
Individual

Airline Crew

Sport &
Entertainment

M.I.C.E

Promotions
Sponsorship

Public

Staff & Industry



4

How will we manage future growth in our business?



Guest Experience



5

What has the change in visitor mix and visitor numbers meant for our business?



Market Optimum Service Standards



雅高

面向中国游客推出 最佳服务标准

作为澳洲最大的酒店集团，雅高已成为当地首个特别面向

中国游客推出完全认证的“最佳服务标准”项目的酒店集团。

现在澳大利亚近30个城市和度假胜地的雅高酒店已加入该项目，

提供为中国游客量身定制的专业服务，同时还对酒店员工进行

中国文化和针对中国游客需求的培训。

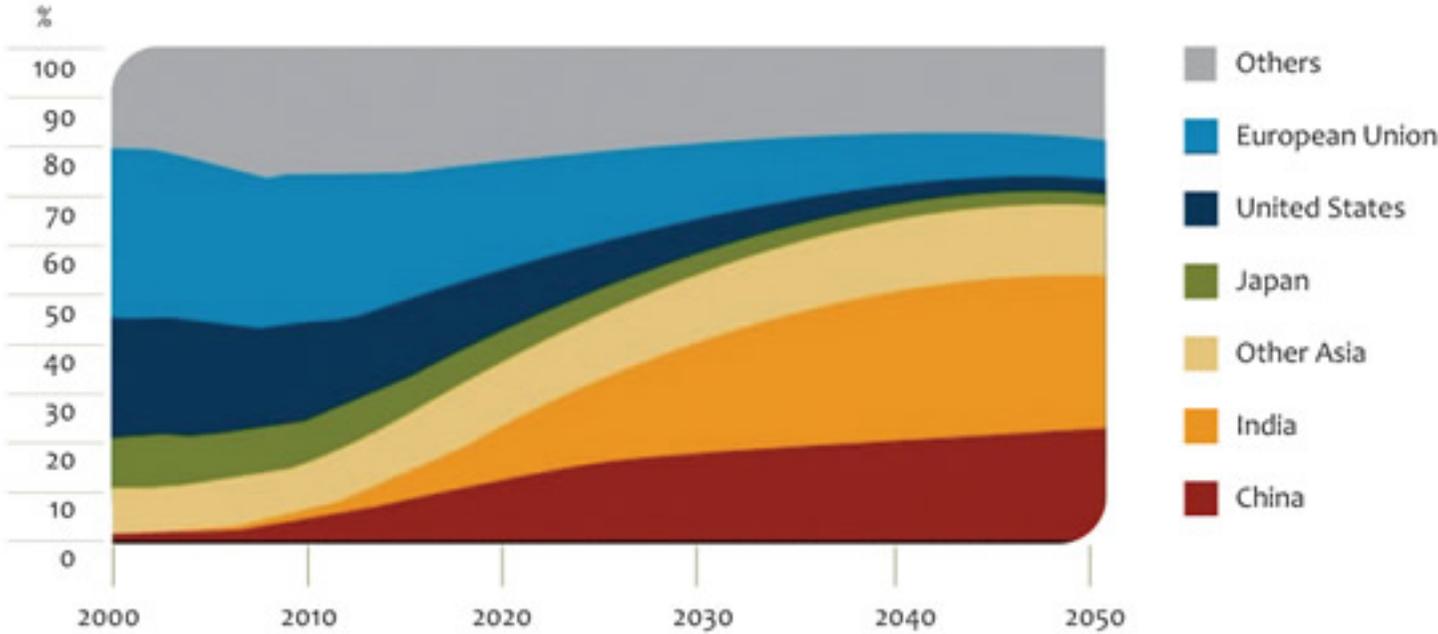
鉴于中国有望在2018年前成为澳大利亚入境第二大市场，

雅高也抢先针对中国市场推出最高等级的服务标准。



The Emerging Middle Class

Shares of global middle-class consumption, 2000 - 2050



Source: OECD



5

What are the drivers over the past few years that have led to further investment and development?



The Disruptors

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Build It And They Will Come...



S O F I T E L
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Feel Welcome

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