

Marco Polo Hotels





Marco Polo Jinjiang

BUSINESS REVIEW

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Marco Polo operates 13 owned or managed hotels in the Asia Pacific region. The Panwa Beach Resort in Phuket, Thailand was added in 2011. Marco Polo Lingnan Tiandi in Foshan and Marco Polo Suzhou were added in 2012.

A pipeline of nine new hotels are being rolled out in the Mainland cities of Changsha, Changzhou, Chengdu, Chongqing, Guiyang, Suzhou, Tianjin and Wuxi as well as Manila by 2016 to significantly expand Marco Polo's network. This is a HK\$7.5 billion 5-year investment programme by the Group to expand its hotel presence in the Mainland and Asia Pacific, and diversify business with the introduction of Marco Polo Residences in Cebu, Foshan and Changzhou.

Strong business travel and inbound tourism increased the revenue from the Marco Polo hotels and club by 10% to HK\$1,277 million in 2011. Operating profit increased by 13% to HK\$374 million.

All Marco Polo hotels performed strongly during 2011, with each hotel achieving top tier Revpar (revenue per available room) position in their respective competitive sets.

Consolidated occupancy of the three Marco Polo hotels in Hong Kong reached 85%, with a 20% increase in average room rates. The room renovation at the Marco Polo Hongkong Hotel was completed during the year, while Prince and Gateway hotels will complete their renovation in 2012 and 2013 respectively.

In March 2011 Marco Polo Hotels was awarded "Best International Hotel Management Group of China" by China Hotel Starlight Awards, in recognition of its commitment and quality of hotel services in China.

Marco Polo Wuhan continued to achieve dominant market position and was awarded "China's most competitive Business Hotel 2011" by the prestigious Golden Pillow Awards 2011.

The Marco Polo Xiamen was named "The Best Business Hotel in Xiamen" in 2011 by Business Traveller China Magazine for the seventh consecutive year, as well as the "Best Service Business Hotel in South China 2011" by Golden Pillow Awards, while Marco Polo Parkside in Beijing was named the "Best Green Business Hotel for North China 2011".

Marco Polo Jinjiang was awarded the "Five Star" hotel rating by the Chinese National Tourism Bureau in October in recognition of the hotel's overall excellence in services.

Various marketing initiatives were conducted throughout the year to enhance the hotel business collectively and individually. The new "Discovery Loyalty" membership programme helped grow membership revenue by 116% in 2011, while corporate business grew by 26% as a result of focused marketing targeting multi-national corporations.



Clockwise from left: Marco Polo Jinjiang; Marco Polo Hotels was awarded “Best International Hotel Management Group of China” by China Hotel Starlight Awards; (bottom right) Marco Polo Hongkong Hotel

Marco Polo Hotels’ Network (existing)

Hong Kong	Marco Polo Hongkong Hotel
	Gateway, Hong Kong
	Prince, Hong Kong
China	Marco Polo Parkside, Beijing
	Marco Polo Lingnan Tiandi, Foshan
	Marco Polo JinJiang
	Marco Polo Shenzhen
	Marco Polo Suzhou
	Marco Polo Xiamen
	Marco Polo Wuhan
The Philippines	Marco Polo Davao
	Marco Polo Plaza, Cebu
Thailand	The Panwa Beach Resort, Phuket