

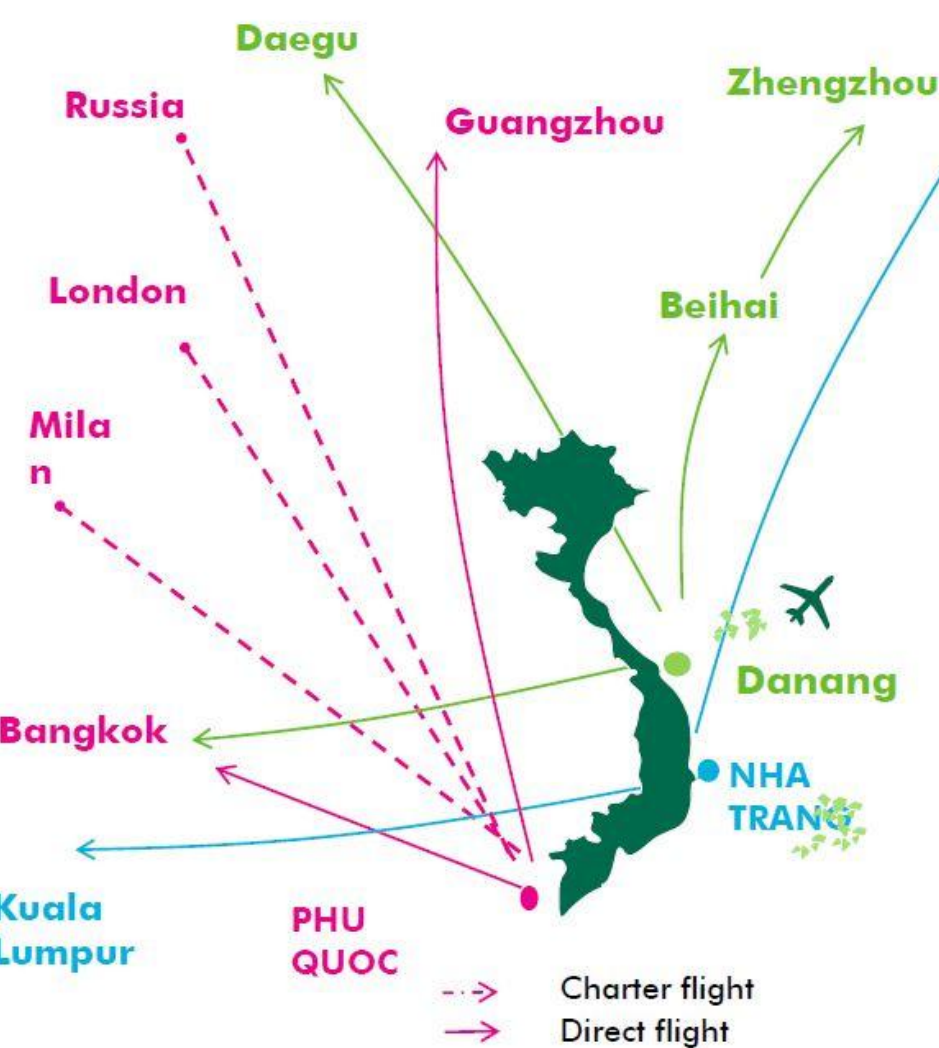


# ACCORHOTELS

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## Business Case: Tourism and Hospitality

## International Flights Are Expanded



Airport	International destinations	No of new flights in 2017
Cam Ranh	26 cities	2 flights
Phu Quoc	9 cities	5 flights
<b>Danang</b>	<b>39 cities</b>	<b>3 flights</b>

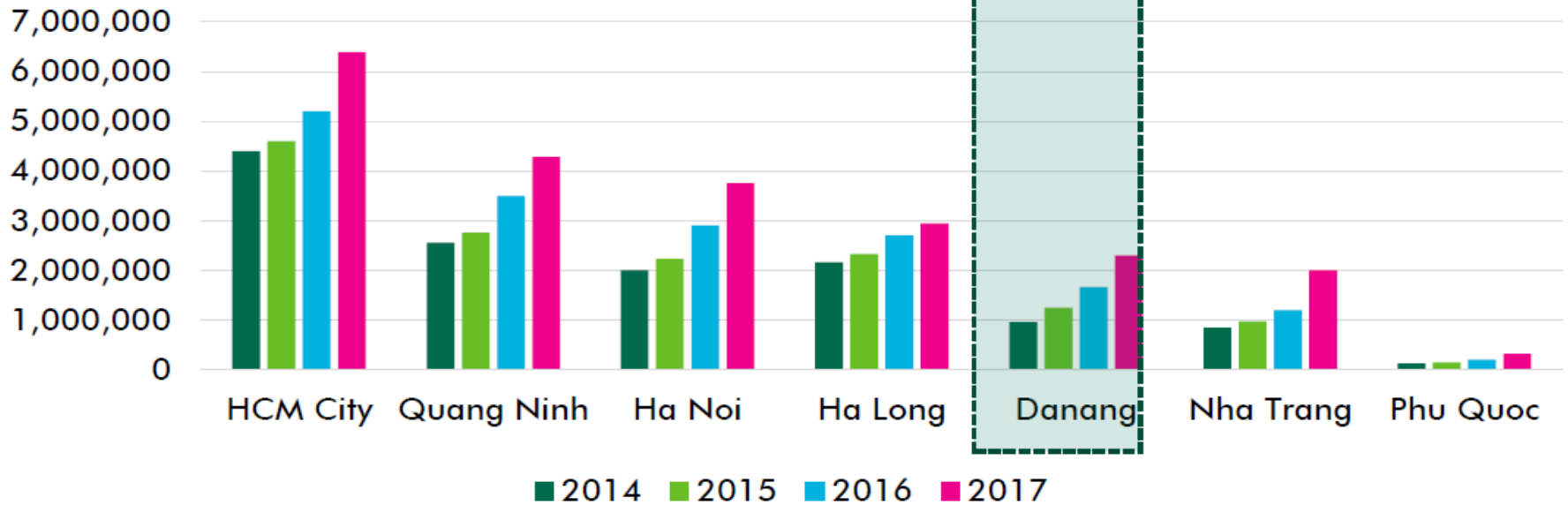
**Danang International Airport is currently leading the number of international destinations compared to other coastal cities.**

Source: Vietnam National Administration of Tourism, 2017



## Remarkable Growth in Tourist Arrivals

### International visitors to Major Cities



Nha Trang	▲ 66%
Danang	▲ 39%
Phu Quoc	▲ 58%
Quang Ninh	▲ 22%

2017



#### Vietnam receives record 13 million foreign visitors in 2017

Viet Nam received a record 12.9 million foreign visitors in 2017, a year-on-year increase of 29.1 per cent, according to the General Statistics Office (GSO).

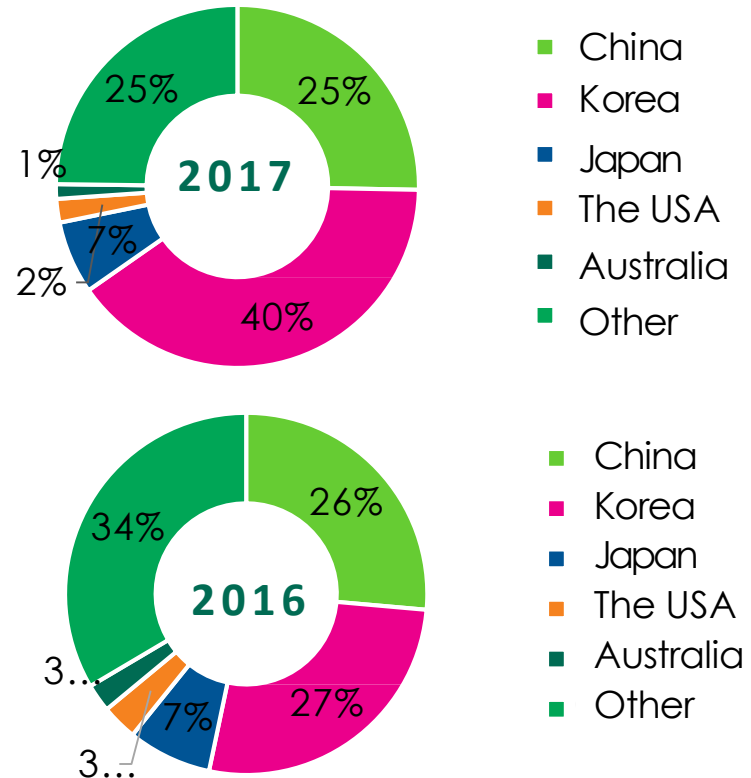
Source: Vietnam National Administration of Tourism, 2017



## Korean Tourists Continued to Dominate The Market

### Guest Nationalities to Da Nang in 2017 Vs. 2016

Tourist arrivals from **South Korea, China and Japan** continued to grow while visitor arrivals from **the United States** and **Australia** slightly decreased compared to 2016.



Source: City Tourism Departments

# New supply in Q4/2017 – 5 hotels with 1,500 rooms



**San Marino Boutique (3-star)**  
80 rooms



**KS Hùng Anh (3-star)**  
66 rooms



**Cocobay- Boutique (3-star)**  
Phase 2: 600 rooms

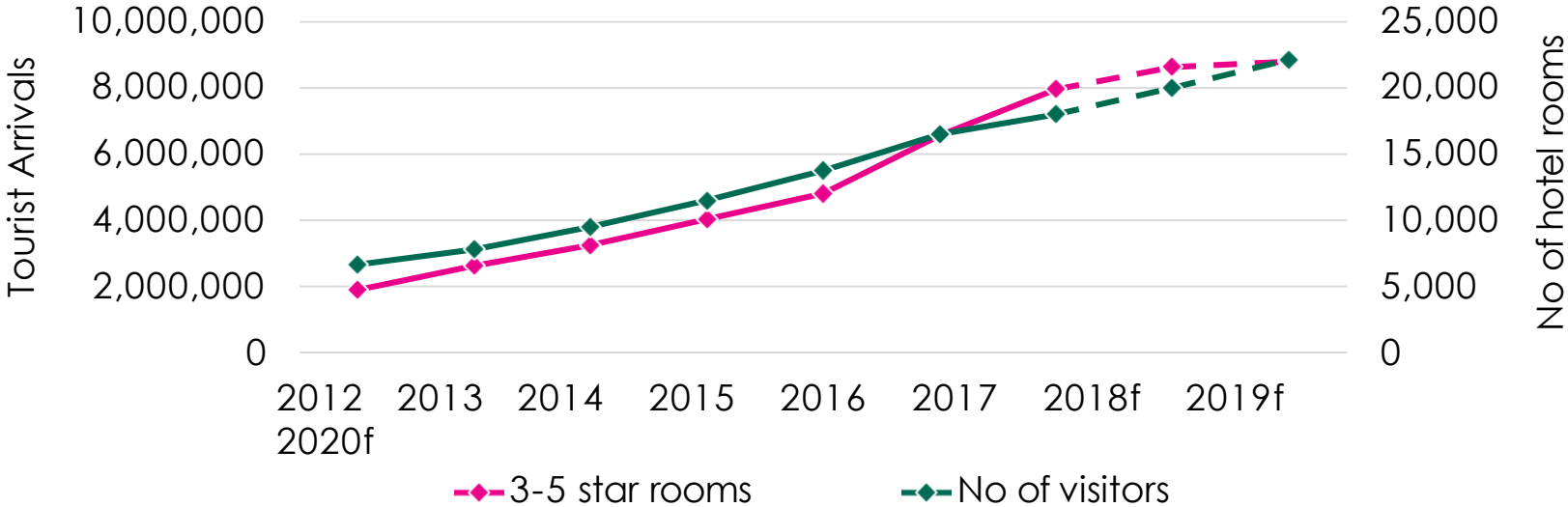


**Fivitel**  
157 rooms



# Hotel Growth Corresponds to Tourism Growth

## Tourist Arrivals to Da Nang Vs 3-5 star Hotel Rooms



**Demand**

**▲ 20%**

**Average growth in arrivals from 2012-2017**



**Supply**

**▲ 28%**

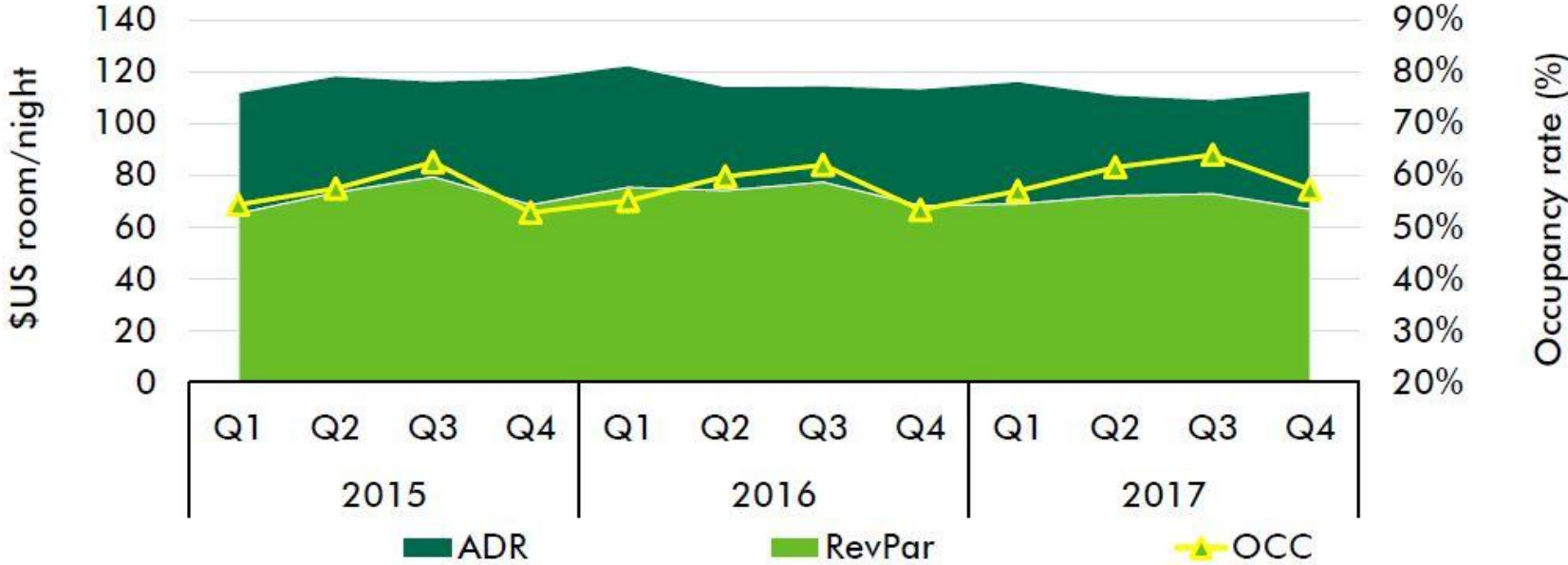
**Average growth in room supply from 2012-2017**

Source: Danang Tourism Department 2017



# Improved Tourist Arrivals Influence to Hotel Performance

## 4-5 star Hotels, Historical Average Performance



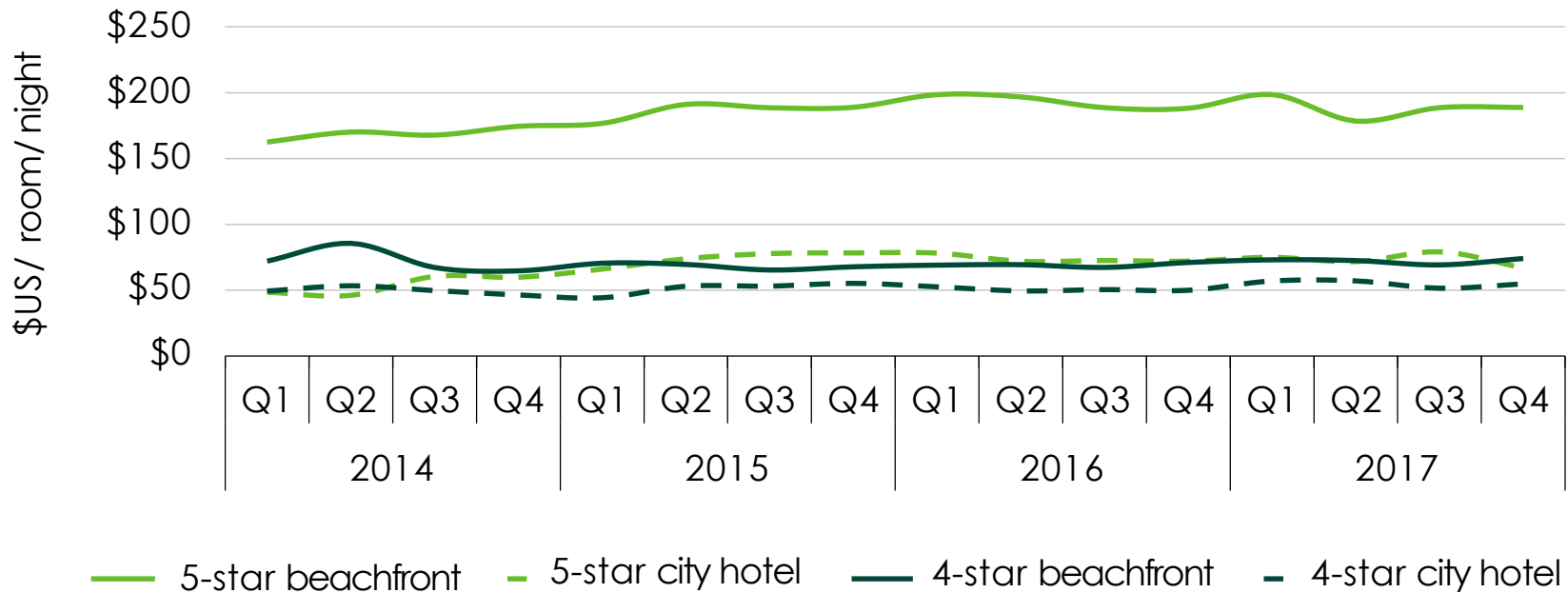
### Q4/2017

<p><b>\$US 66.8</b> Average RevPAR</p> <p>▲ 6.4% y-o-y ▼ -8.3% q-o-q</p>	<p><b>\$US 112.6</b> Average room rate</p> <p>▼ -0.6% y-o-y ▲ 3.0% q-o-q</p>	<p><b>57.3%</b> Average occupancy rate</p> <p>▲ 5.5 pts y-o-y ▼ -6.6 pts q-o-q</p>
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# Outperformance of 4-star Hotels in terms of ADR Growth

## 4-5 star hotels, Historical Average Room Rate (ADR)



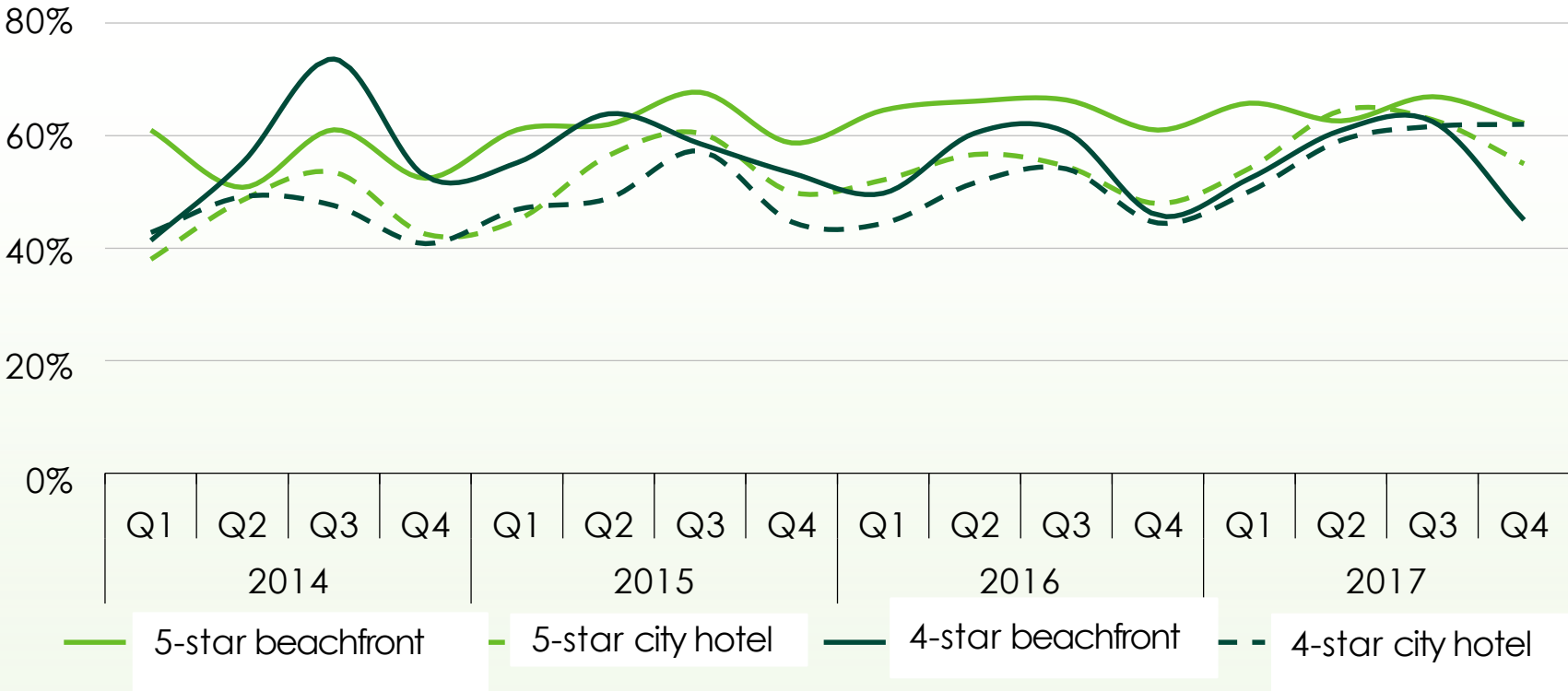
**Established 4-star city hotels witnessed a highest ADR growth while the ADR of beachfront developments experienced a slow improvement due to tough competition.**





# 4-5 star Hotels: Occupancy Rate on Upward Trend

4-5 star hotels, Danang, Average Room Occupancy by Year



1

Tourism is expected a faster growth thanks to APEC

2

Occupancy rate will improve but ADR would bear a tough competition

3

Differentiated and diverse tourism products  
Need more tourism products and services for a long-term development

4

Hoi An – Quang Nam  
Will be a direct a directly competitive market

# Quang Nam – Busy with new projects



N.	Project	Location	Scale	Category
1	Shilla Stay	Dien Ngoc	5,3 ha	Hotel + Second home property
2	Mai House	Dien Ngoc	N/A	Hotel + Second home property
3	New Hoi An City	Hoi An	400 ha	Hotel/ Department Store + Second home property + Entertainment
4	X2 Hoi An Resort & Residence	Hoi An	7,6 ha	Hotel + Second home property
5	Vinpearl Nam Hoi An Resort	Nam Hoi An	200 ha	Hotel + Second home property
6	Hoiana	Nam Hoi An	1,000 ha	Resort + Second home property + Casino
7	Coco Paradise	Hoi An	870 ha	Ecological tourism
8	Opal Ocean View	Nam Hoi An	185 ha	Hotel + Second home property
9	Cham Island	Cu Lao Cham	N/A	Resort



**International visitors to Viet Nam in April and 4 months of 2018**

	April 2018 (Arrivals)	Accrued for 4 months of 2018 (Arrivals)	April 2018 vs March 2018 (%)	April 2018 vs April 2017 (%)	4 months 2018 vs 4 months 2017 (%)
<b>Total of international visitors</b>	<b>1.341.913</b>	<b>5.547.314</b>	<b>99,9</b>	<b>125,2</b>	<b>129,5</b>
<b>By means of transportation</b>					
By air	1.068.792	4.434.507	100,0	121,5	126,3
By sea	22.285	142.060	82,0	44,8	87,8
By road	250.836	970.747	101,4	176,7	158,9

**Total visitors to Danang in April and 4 months of 2018**

	April 2018 (Arrivals)	Accrued for 4 months of 2018 (Arrivals)	April 2018 vs March 2018 (%)	April 2018 vs April 2017 (%)	4 months 2018 vs 4 months 2017 (%)
<b>Total visitors</b>	<b>717.994</b>	<b>2.439.603</b>	<b>109,08</b>	<b>120,2</b>	<b>131,7</b>
-International	262.405	1.101.006	94,63	138,6	156,2
-Domestic	455.590	1.338.597	119,6	116,7	116,7



**Total visitors to Quang Nam in April and 4 months of 2018 (All the figures are estimated)**

	April 2018 (Arrivals)	Accrued for 4 months of 2018 (Arrivals)	April 2018 vs March 2018 (%)	April 2018 vs April 2017 (%)	4 months 2018 vs 4 months 2017 (%)
<b>Total visitors</b>	<b>270.000</b>	<b>1.003.000</b>	<b>106,9</b>	<b>108,6</b>	<b>108,3</b>
-International					
-Domestic					

Source:

<http://qso.gov.vn/?page=asp&o=a9e85fa3dc585cc7c773052111cfda07&l=2&c=5&d=440>

Remark: The statistics of International & Domestic arrivals do not include the visitors who travel & return in the same day (called the in-day visitor)

**Total visitors to Hue in April and 4 months of 2018**

	April 2018 (Arrivals)	Accrued for 4 months of 2018 (Arrivals)	April 2018 vs March 2018 (%)	April 2018 vs April 2017 (%)	4 months 2018 vs 4 months 2017 (%)
<b>Total visitors</b>	<b>439.100</b>	<b>1.584.384</b>	<b>101,21</b>	<b>101,38</b>	<b>101,43</b>
-International	204.637	757.817	95,28	152,13	169,05
-Domestic	234.463	826.567	107,035	126,88	124,91

Source: Hue tourism department

<https://sdl.thuathienhue.gov.vn/?qd=4&cn=307&tc=3203>





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