

## The International Hotel Industry - December 2015

Report Price: £1495.00 | \$2421.08 | €1899.11

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“The Chinese are to account for an increasing portion of both the supply and the demand side of the worldwide hotel industry. Indeed, Jin Jiang’s takeover of Louvre Hotels Group and just recently of Plateno Hotel Group has created one of the biggest hotel groups in the world.”  
- Jessica Kelly, Senior Tourism Analyst

### This report looks at the following areas:

- What issues are currently impacting the worldwide hotel sector?
- What are the latest developments in the area of M&A for the hotel sector and who are the main investors?
- What new hotel brands have been launched recently?
- What are the key trends and who are the main players in hotel distribution?
- Which are the leading hotel groups and what are the strengths, weaknesses, opportunities and threats for each one?
- Which are the leading hotel groups by major country market?

The mergers and acquisitions (M&A) arena is reaching a fever pitch as both single-asset and chain transactions are on the rise. In November 2015, Marriott International agreed to acquire Starwood Hotels & Resorts, which will result in creating the largest hotel company in the world by the time the deal closes in mid-2016. Jin Jiang, the leading Chinese multi-brand hotel group, has been on a shopping spree, acquiring Louvre Hotels Group (LHG) early in 2015 and then the Chinese chain, Plateno Hotels, in October, thus creating one of the biggest hotel groups in the world.

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Daojia Hotel  
Hotel12  
ZMAXHOTELS  
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Louvre brands

Figure 120: Louvre Hotel Group's portfolio by brand, 2015

Recent developments

Louvre Hotels Group purchase

Plateno Hotels Group acquired

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## Best Western Hotels & Resorts

Strengths  
Weaknesses  
Opportunities  
Threats  
Brands  
Best Western  
Best Western Plus  
Best Western Premier  
Best Western Plus Executive Residency  
BW Premier Collection  
Vib  
Recent developments  
GLO  
Digital initiatives

## Industry Insight

### What Next?

More consolidation  
Economies of scale a key driver  
Low interest rates to continue  
FRHI Hotels & Resorts the next to go  
Increasing Chinese dominance  
Vertical integration of the Chinese outbound market  
OTAs to be squeezed  
Spread of chains reduces reliance on OTAs

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