

# Lodging in Asia Pacific

August 2021

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Key findings

## REGIONAL OVERVIEW

Asia Pacific the region with the highest sales level

Quick return to positive sales growth expected from 2021

Pandemic disrupts key Lunar New Year festive season in China

Short-term rentals record an impressive 2015-2020 CAGR

Budget and unrated hotels hit hard by COVID-19 in 2020

Pandemic expected to speed up the digitalisation of lodging

## LEADING COMPANIES AND BRANDS

Extremely fragmented competitive landscape

Airbnb continues gaining share in 2020

China dominates the earnings for the top 10 companies

Airbnb and GreenTree Inns remain numbers one and two

## FORECAST PROJECTIONS

Strong rebound expected from 2021...

...but no return to pre-pandemic sales levels until 2024

## COUNTRY SNAPSHOTS

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China: Competitive landscape

Hong Kong, China: Market context

Hong Kong, China: Competitive landscape

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Vietnam: Competitive landscape

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