



# Asia Pacific Hotel Industry Sentiment Survey Response (COVID-19)

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The purpose of the questionnaire is to gather responses on the impact of COVID-19 including the measures taken during COVID-19 and in preparation for post COVID-19 in the hospitality industry across Asia Pacific.

# Asia Pacific Hotel Industry Response Survey (COVID-19) – Key Highlights

## Most Impacted Factors During COVID-19

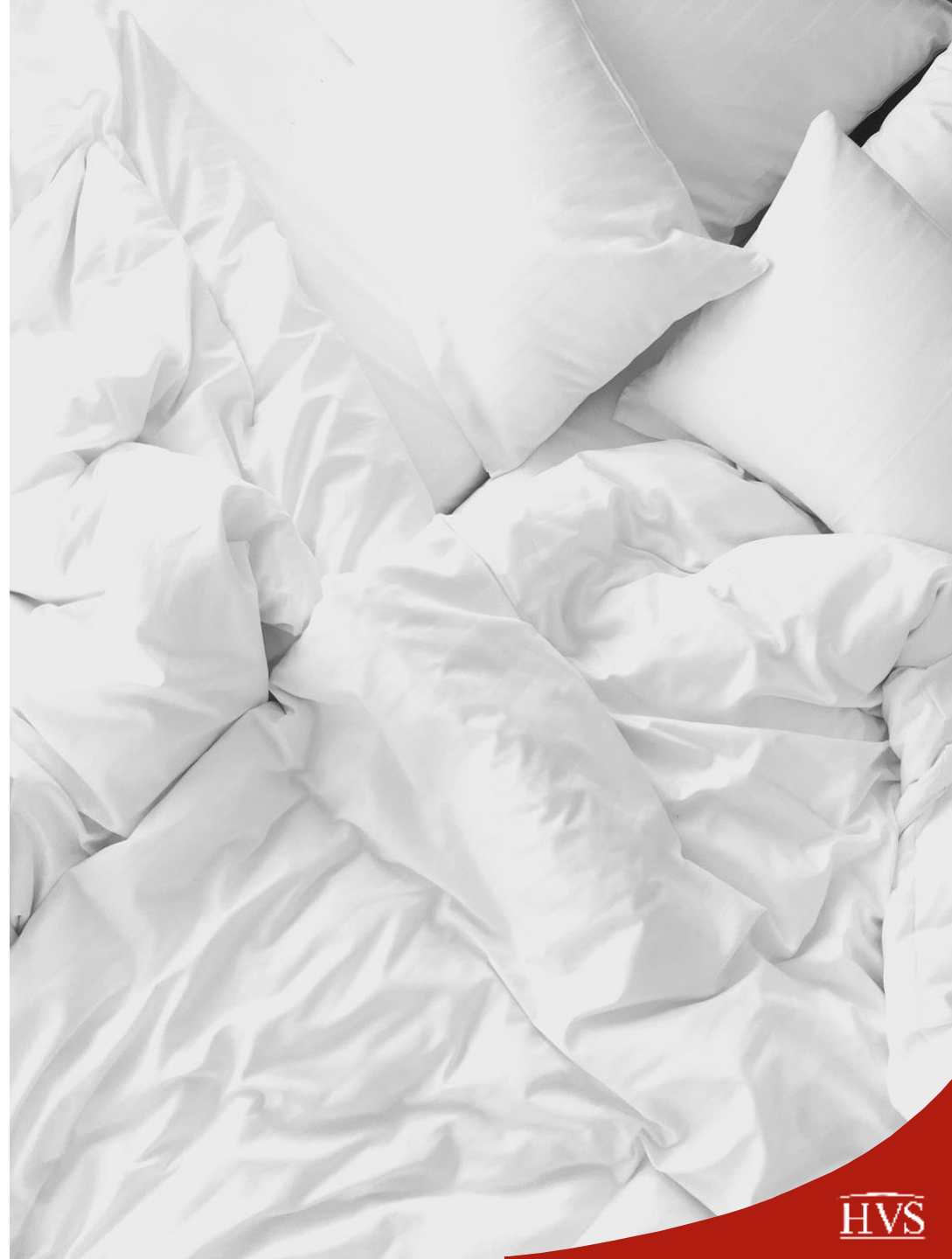
<b>Luxury Hotels</b>	Occupancy Rate
<b>Upscale Hotels</b>	Occupancy Rate, F&B Revenue and Events Cancellation/Reschedule
<b>Midscale Hotels</b>	Occupancy Rate

## Common Measures During COVID-19 (>80% of the surveyors)

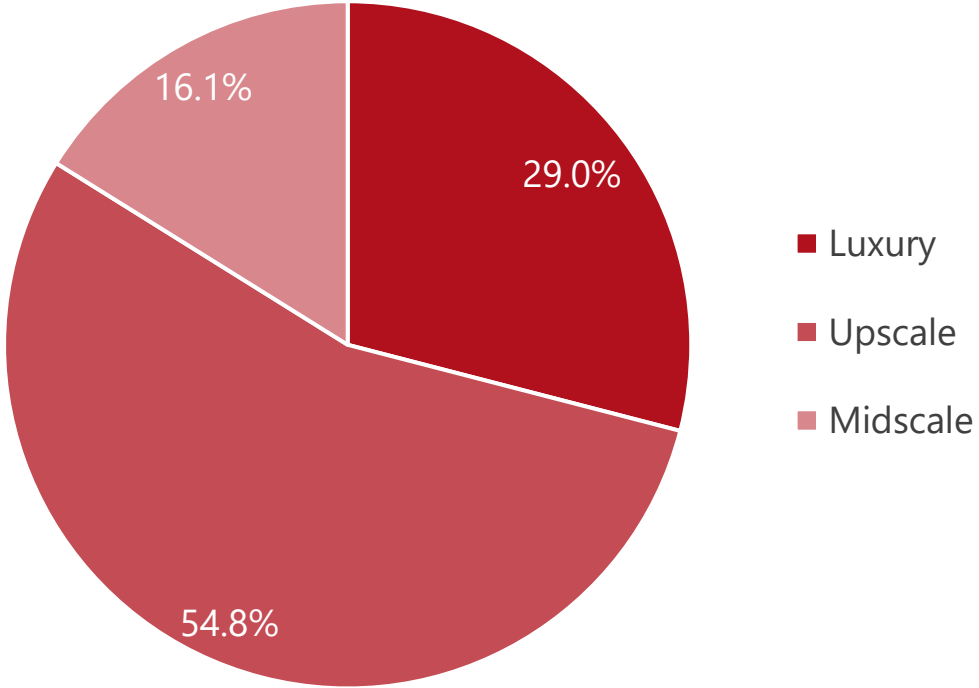
- Reduce Shift/Work Hours
- Freeze Hiring
- Encourage Employees to Take Annual Leave
- Reduce Operational Hours of F&B Outlets
- Suspension/Delay of Capital Expenditure
- Temporary Closure of Other Facilities in Hotel
- Allow Flexibility for all Hotel Bookings (Full Refund/Credits/Waive Rebooking Fees)
- Reduce Operational Costs

## Common Measures In Preparation of the COVID-19 Recovery (>60% of the surveyors)

- Staff Training/ Retraining
- Decreased Outsource Manpower/Part-Timers
- Market Stay Packages
- Public Relations Efforts
- Change in F&B Sales Strategy



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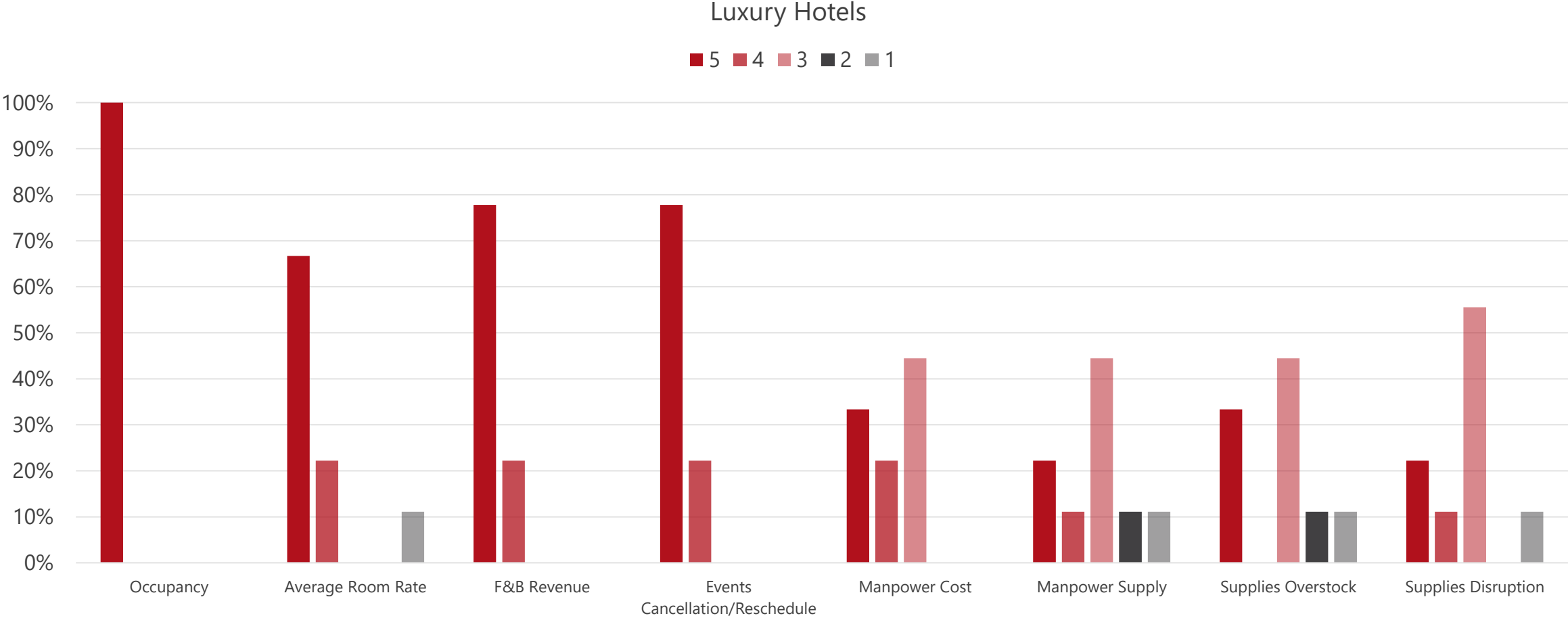


### Profile of Respondents

Operators at both property and corporate levels  
Private and institutional property owners

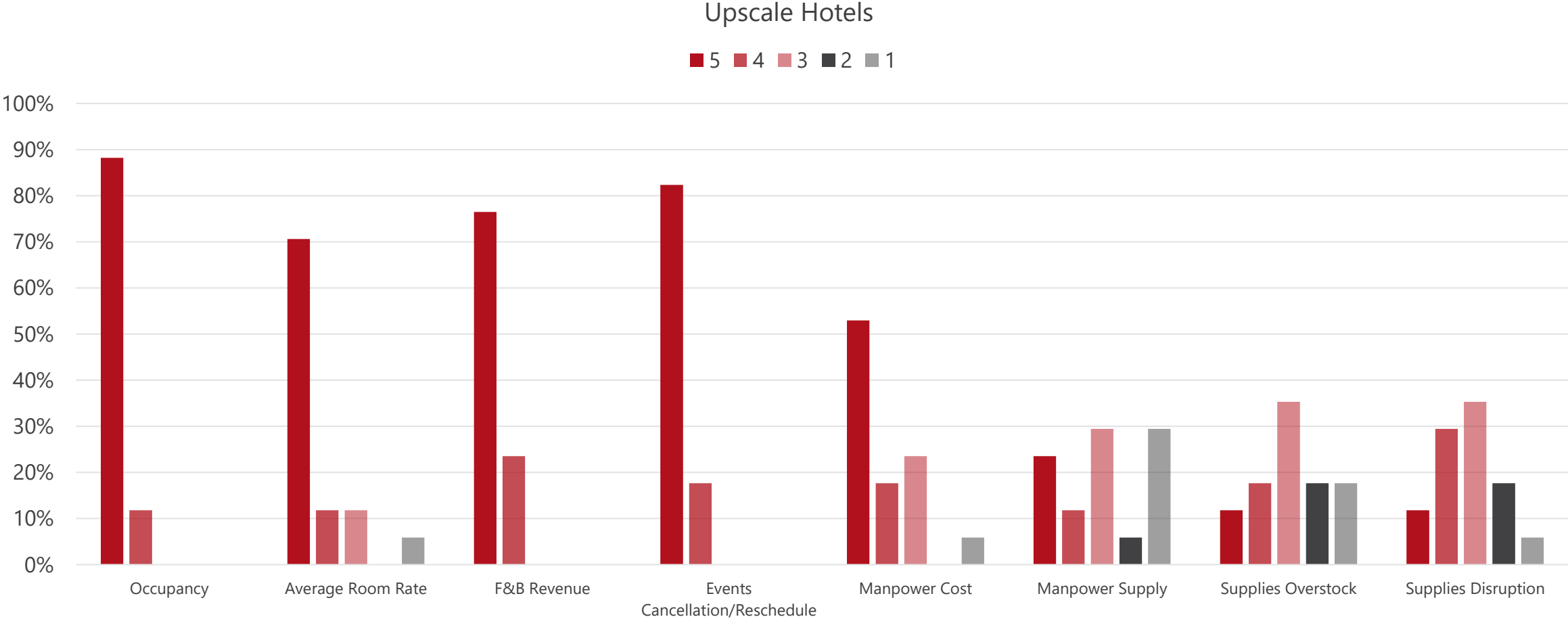
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**Q1: Luxury Hotels – To what extent do you think that these factors affect your hotel during COVID-19? Rate the following factors from 1 to 5, with 1 as "least impact" and 5 as "most impact".**



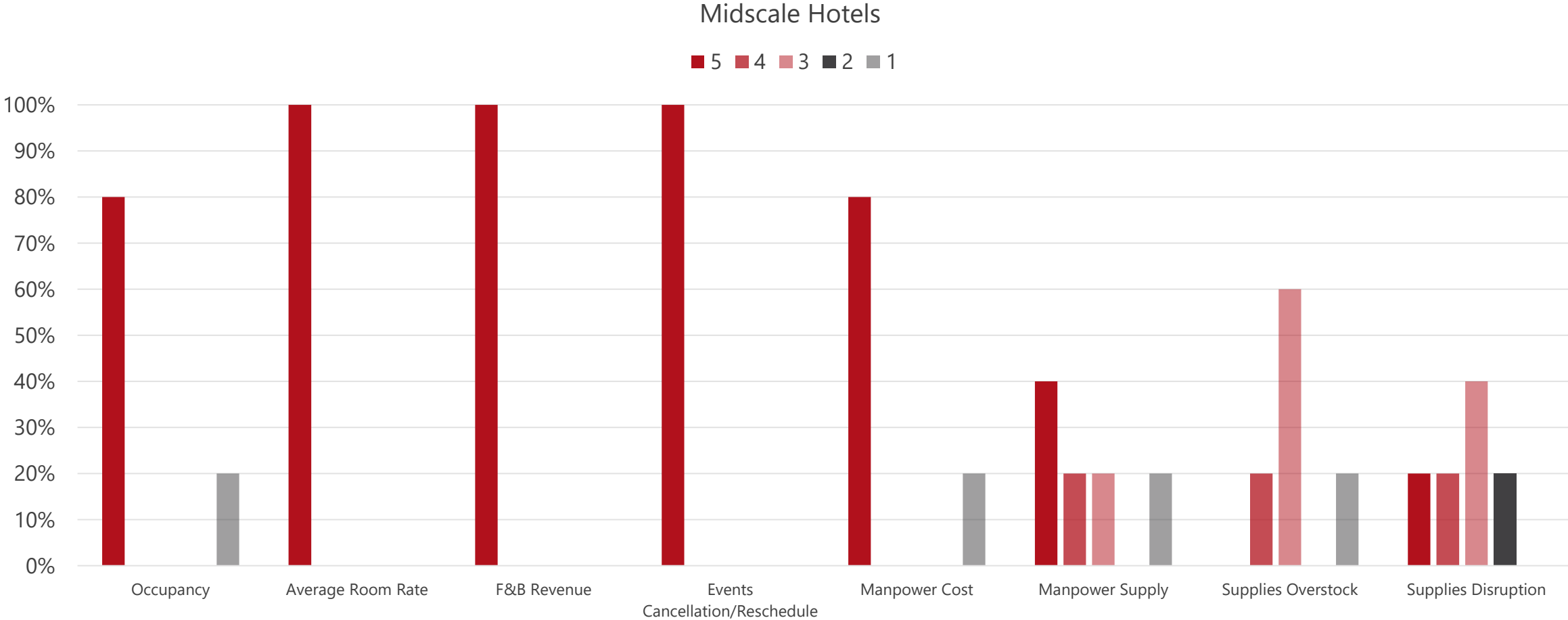
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**Q1: Upscale Hotels – To what extent do you think that these factors affect your hotel during COVID-19? Rate the following factors from 1 to 5, with 1 as "least impact" and 5 as "most impact".**



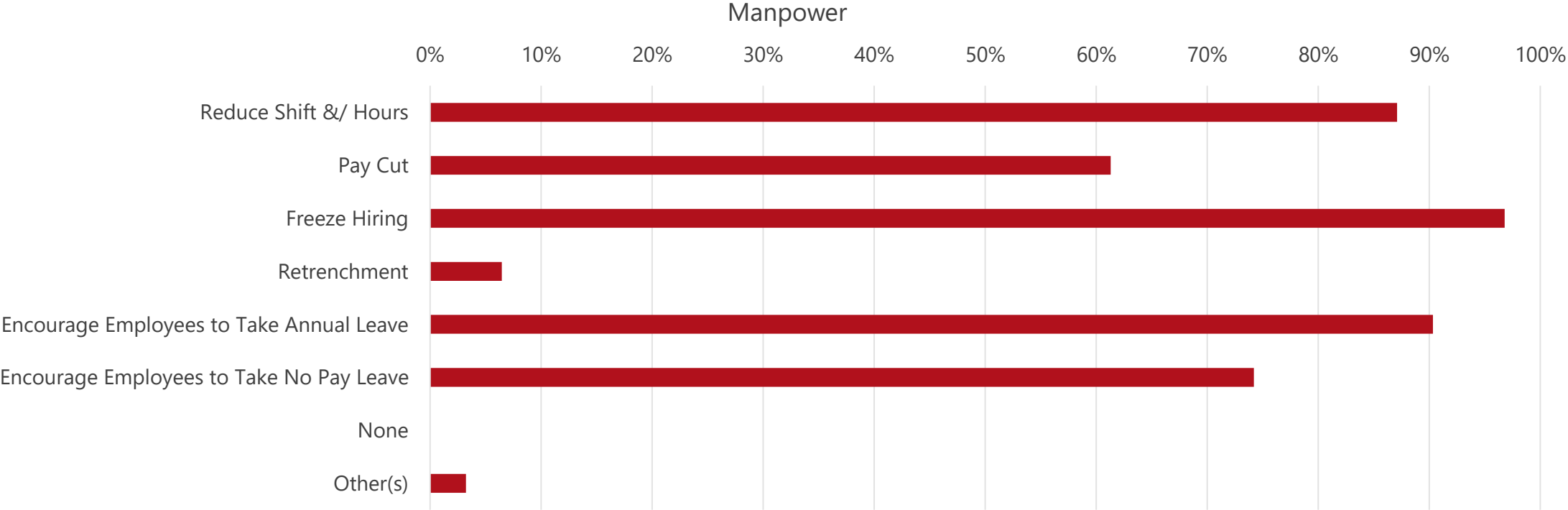
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**Q1: Midscale Hotels – To what extent do you think that these factors affect your hotel during COVID-19? Rate the following factors from 1 to 5, with 1 as "least impact" and 5 as "most impact".**



# Asia Pacific Hotel Industry Response Survey (COVID-19)

## Q2: What are the measures taken during COVID-19?



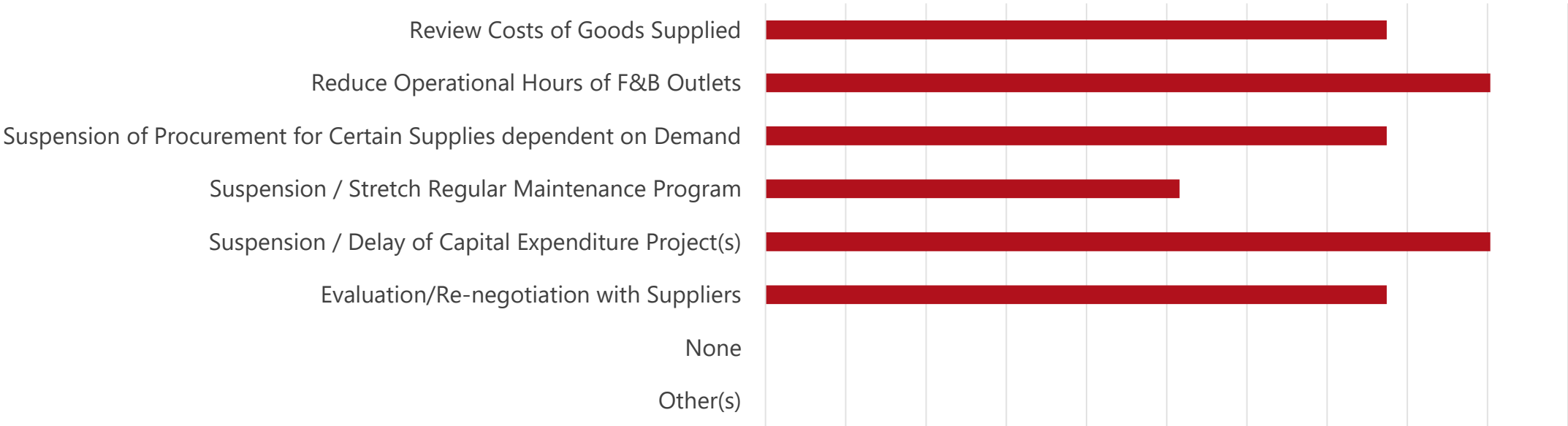


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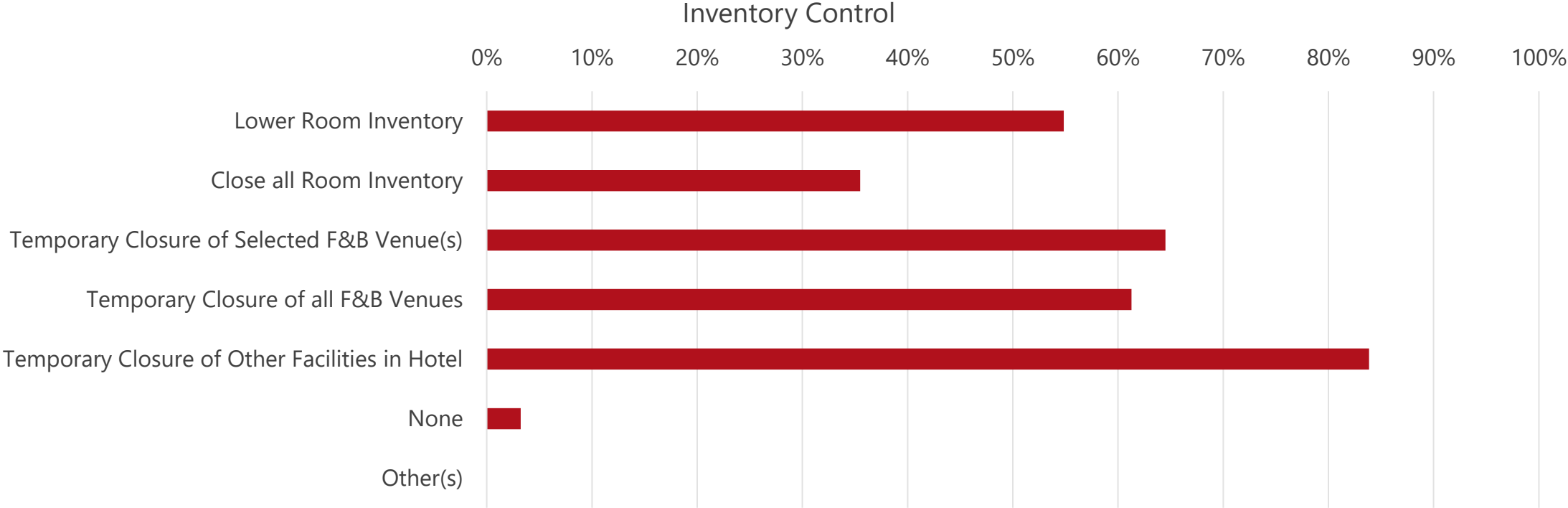
### Cost Control

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



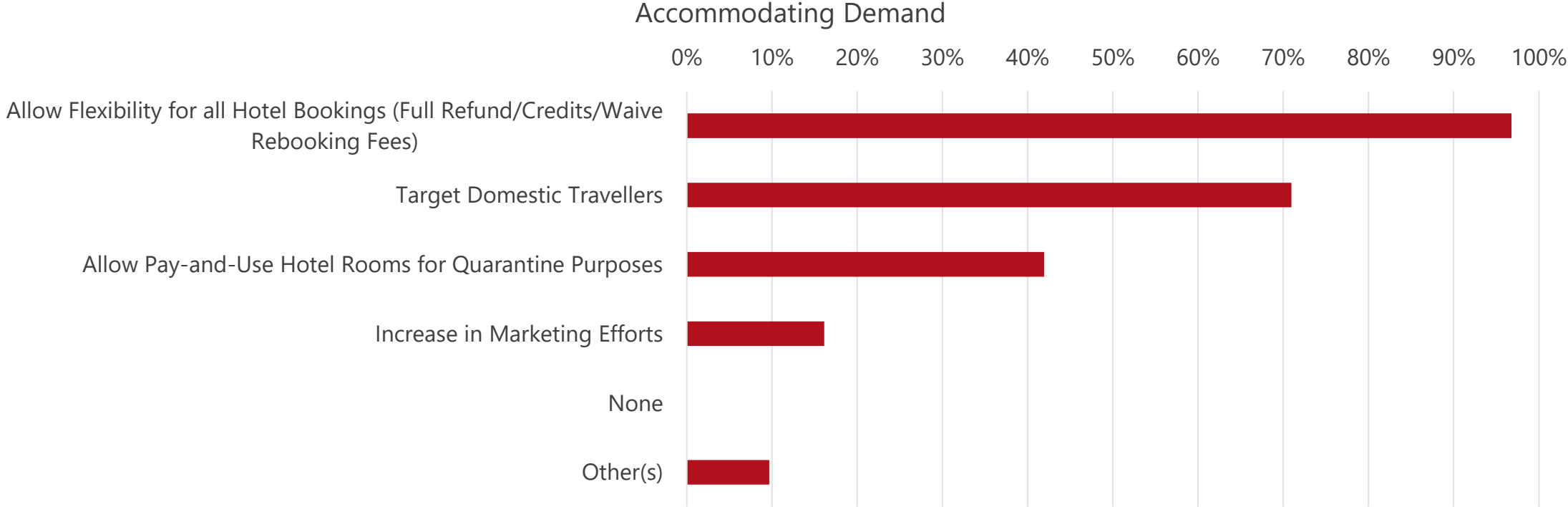
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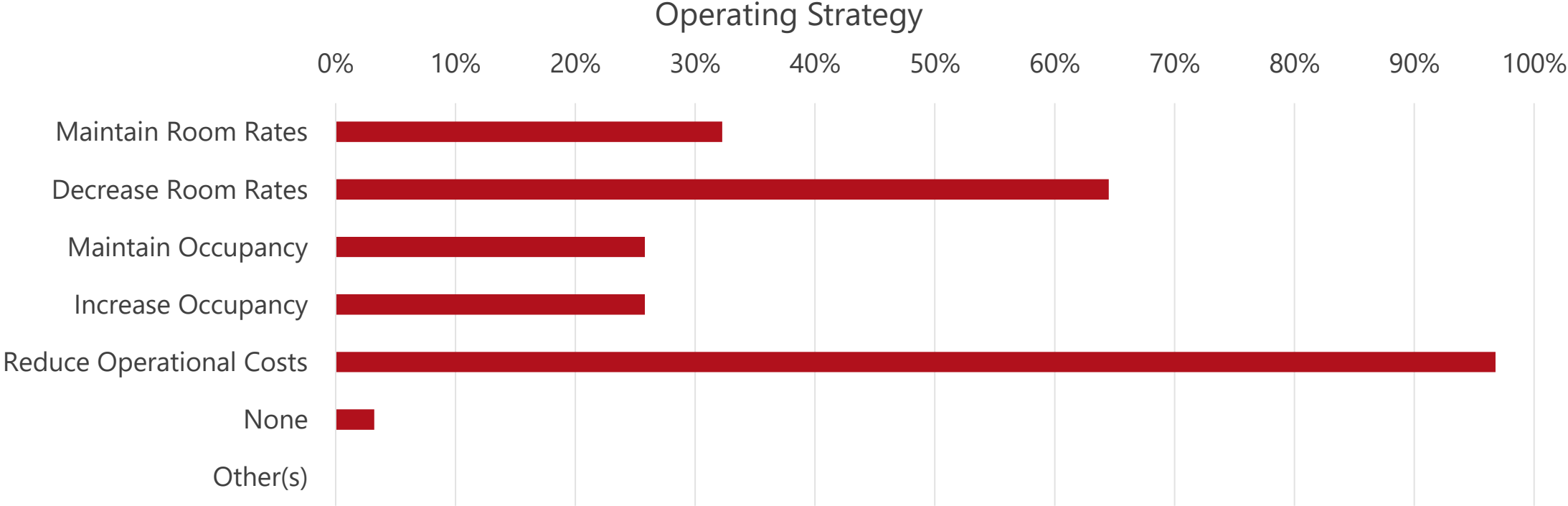
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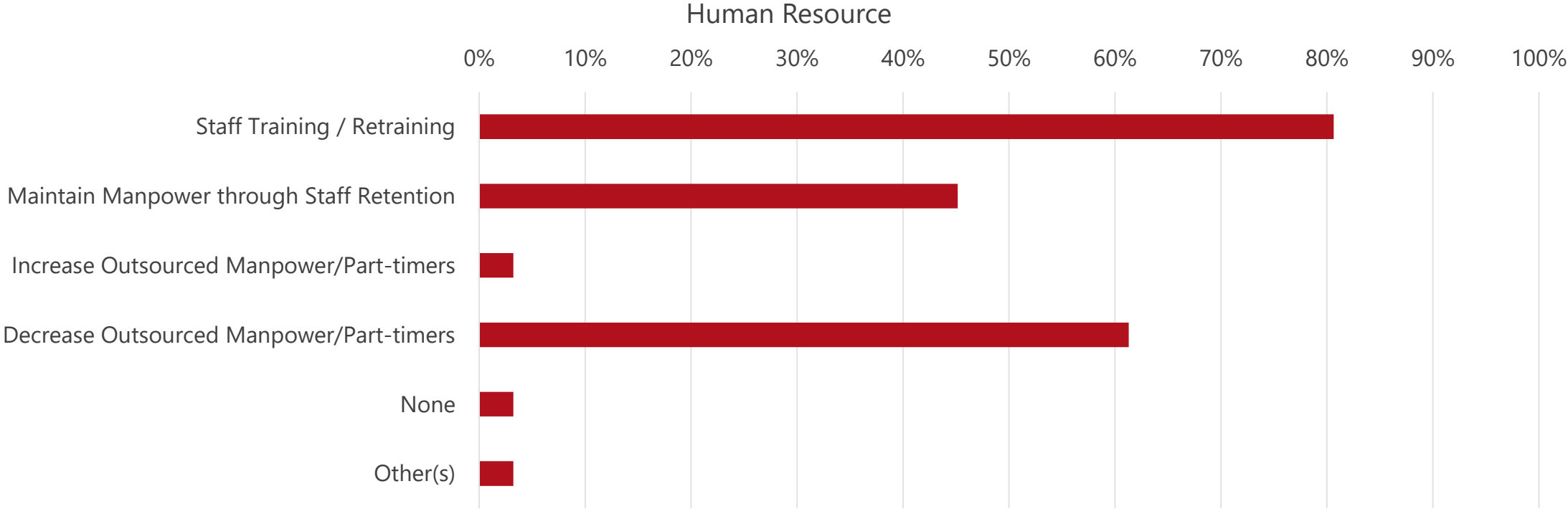
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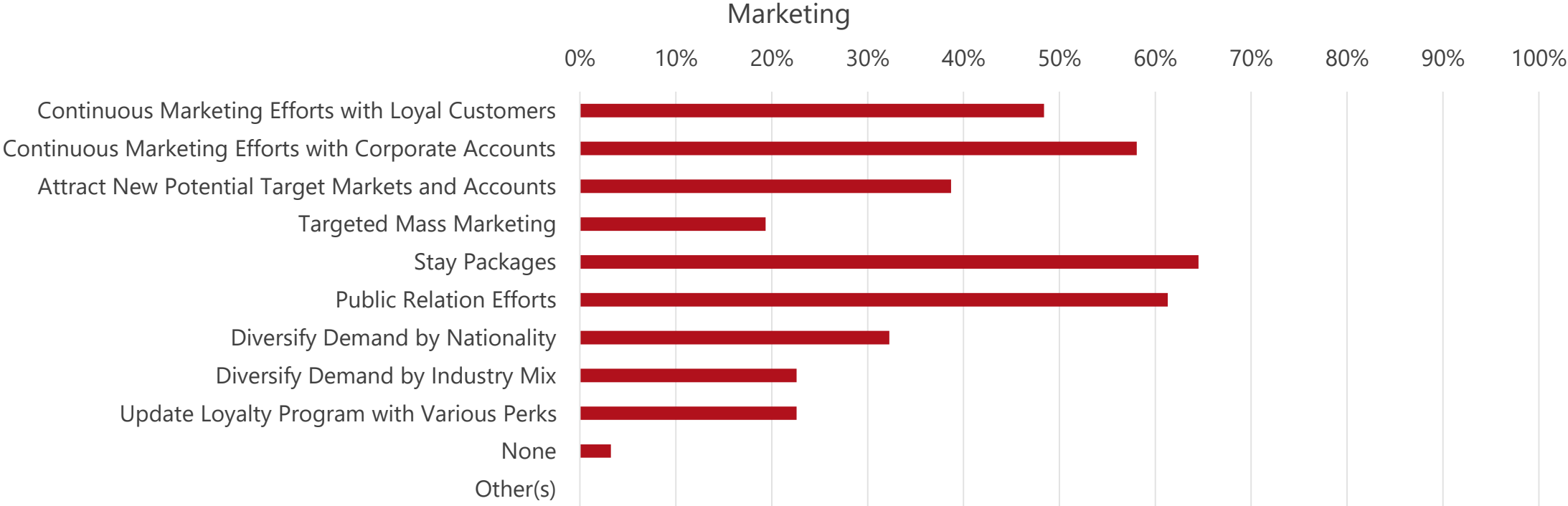
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## Q3: What are the measures taken in preparation of the recovery?



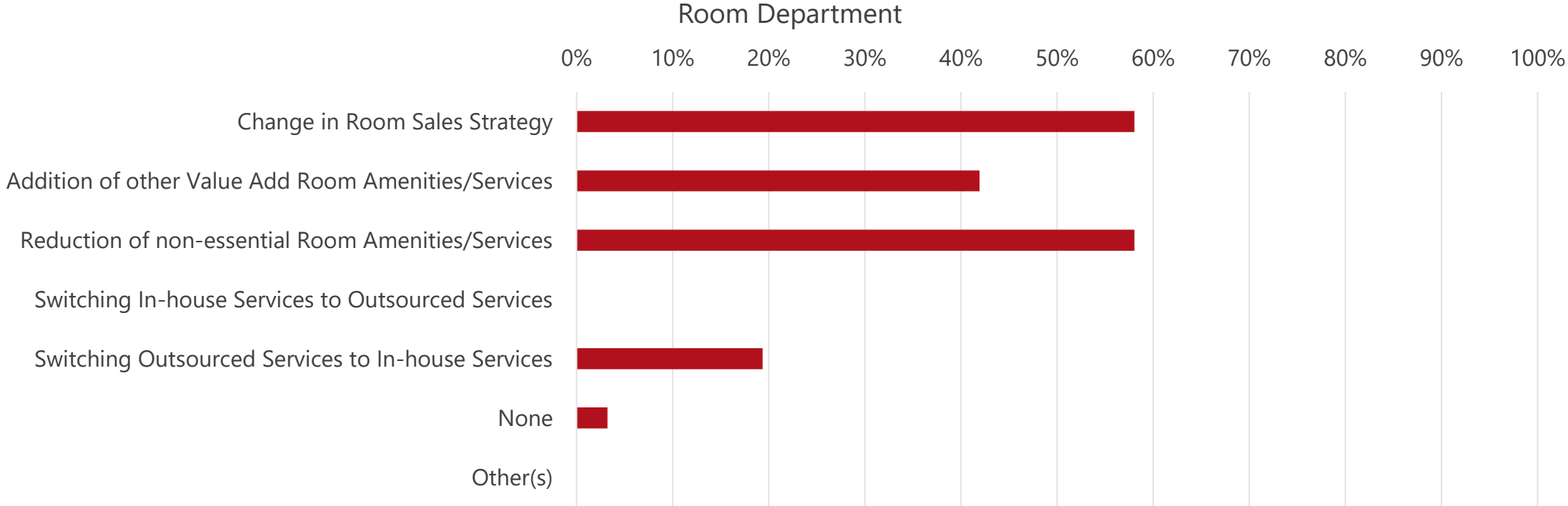
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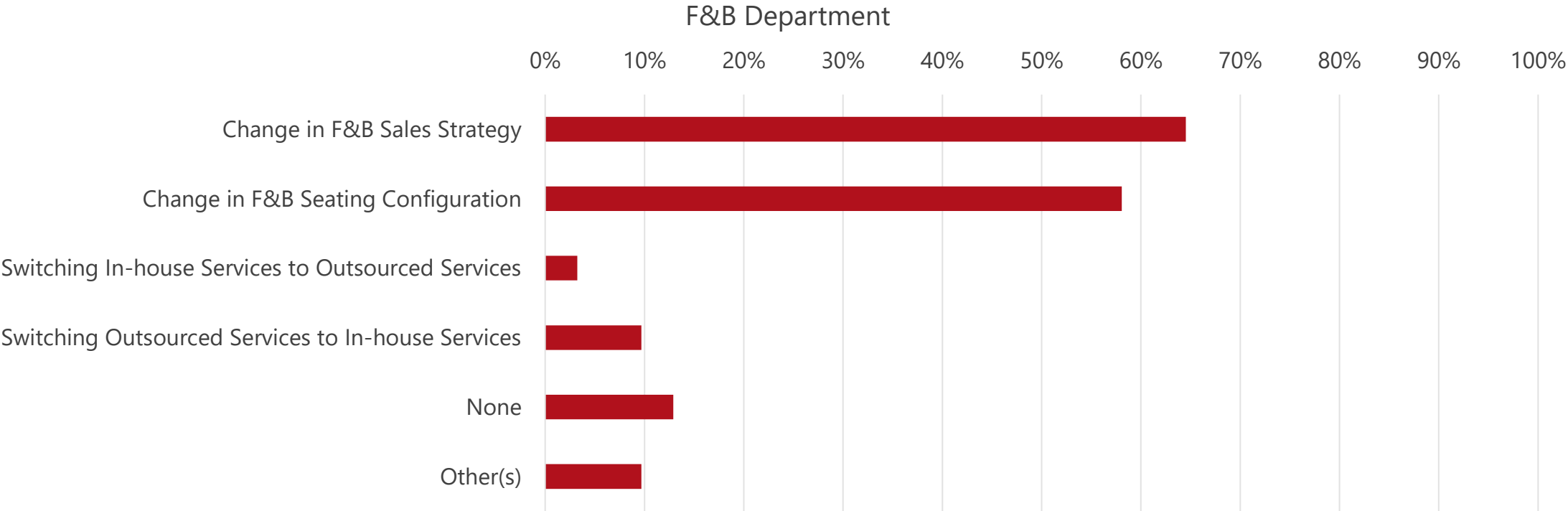
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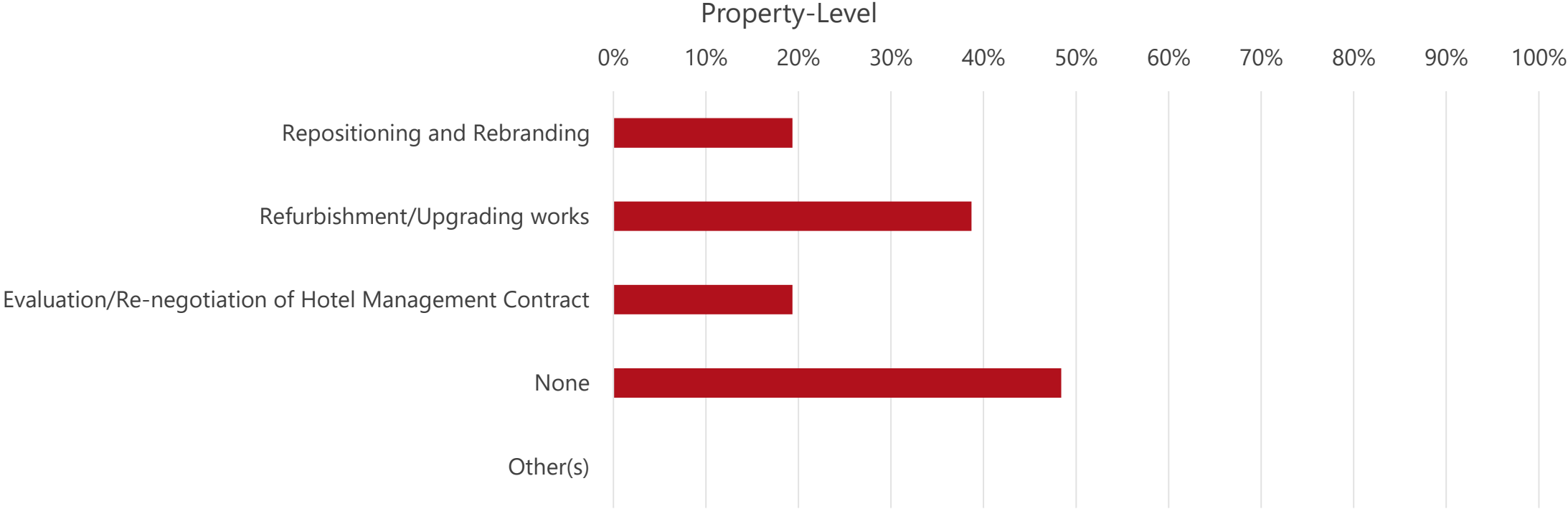
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# Asia Pacific Hotel Industry Response Survey (COVID-19)

## Q3: What are the measures taken in preparation of the recovery?



# Asia Pacific Hotel Industry Response Survey (COVID-19)

## Q4: What are the new management and operational strategies post-COVID-19?

### Room Department

- Focus on driving occupancy post-COVID first before room rates

### Marketing

- Focusing and targeting recovering markets (i.e. Asia, Leisure)
- Redirect marketing efforts to local or regional markets
- Increase marketing efforts to stay relevant in the market
- Increase marketing efforts to corporate accounts
- Focusing on promotions with packages to drive volume when market recovers
- Maintain and follow-up relationship with top, regular and new clients

### Property-Level

- Drafting New “normal” operation SOPs and post crisis event calendar for better preparation
- Delay non-urgent capital expenditure spending
- Capitalise on available government schemes
- Scaling down on costs
- Divert discretionary spending to areas which will have direct positive impact on customer experience such as operations, renovations, technology upgrades and service training

## About HVS

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## About the Authors



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