



中国旅游集团  
CHINA TOURISM GROUP  
星相伴·行无疆

# CTG Hotel Holdings Co., Ltd.



中国旅游集团酒店控股有限公司  
CTG Hotel Holdings Corporation Limited



GRAND METRO Park  
HOTELS  
维景国际大酒店



METRO Park  
HOTELS  
维景酒店



KEW GREEN  
Hotel  
睿景酒店



E Park  
COFFEE  
逸派咖啡

# 目录

/ Contents

01

ABOUT US

02

S&M SUPPORT

03

DIGITAL  
MANAGEMENT







# 1. ABOUT US



## 1.1 About CTG



- ◆ China's **largest** tourism state-owned enterprise
- ◆ With a network covering **nearly 30 countries and regions** in Mainland China, Hong Kong, Macau and overseas.
- ◆ As of the end of 2022, the group has **45,000** employees, total assets of nearly **210 billion** RMB, **655** wholly-owned or holding companies, and more than **50 million tourists** annually.



旅游酒店	桂林旅游 (6.51 9.97%) *ST西域 (17.90 3.53%)	岭南控股 (7.61 6.88%) 大连圣亚 (23.70 3.27%)	三特索道 (12.45 4.80%)					
	总市值	净资产	净利润	市盈率(动)	市净率	毛利率	净利率	ROE
中国中免	6209亿	296.2亿	28.49亿	54.49	24.65	39.11%	18.78%	12.00%
旅游酒店 (行业平均)	244.7亿	31.97亿	5305万	19.03	5.80	6.48%	-105.80%	-2.31%
行业排名	1 35	1 35	1 35	4 35	34 35	8 35	3 35	1 35
四分位属性	高	高	高	高	低	高	高	高



## 1.2 About CTG Hotels

Wholly-owned  
subsidiary of CTG

State-  
owned

38 years

Rich experience in  
hotel operation  
and management

3,000+

Professional  
management  
team

Centralized  
operation center

6

Membership

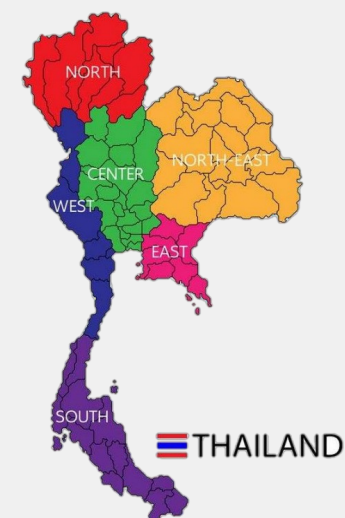
6 Million

5,000+

Group  
contract  
clients

## ► 1.2 About CTG Hotels

Nearly **200** hotels in China and other countries,  
 with more than **50,000** rooms



- CTG Hotels has 38 years of development history and rich hotel management experience
- Cooperate with international hotel groups such as IHG, Marriott, Hilton, Wyndham, etc.
- We have 15,000 employees and a sufficient number of senior and middle managers



## ► 1.3 Our Brand

### Our Brand

<p>01</p> <p>Hotel Brand</p>	 <p>METRO <i>Park</i> HOTELS 维景酒店</p>	 <p>GRAND METRO <i>Park</i> HOTELS 维景国际大酒店</p>	 <p>睿景酒店 KEW GREEN <i>Hotels</i></p>	 <p>旅·居 Traveler Inn</p>
<p>02</p> <p>Membership</p>	 <p>Heart Park Rewards 心享</p>	<p>03</p> <p>Coffee Brand</p>	 <p>E <i>Park</i> COFFEE 逸派咖啡</p>	

## 1.3 Our Brand

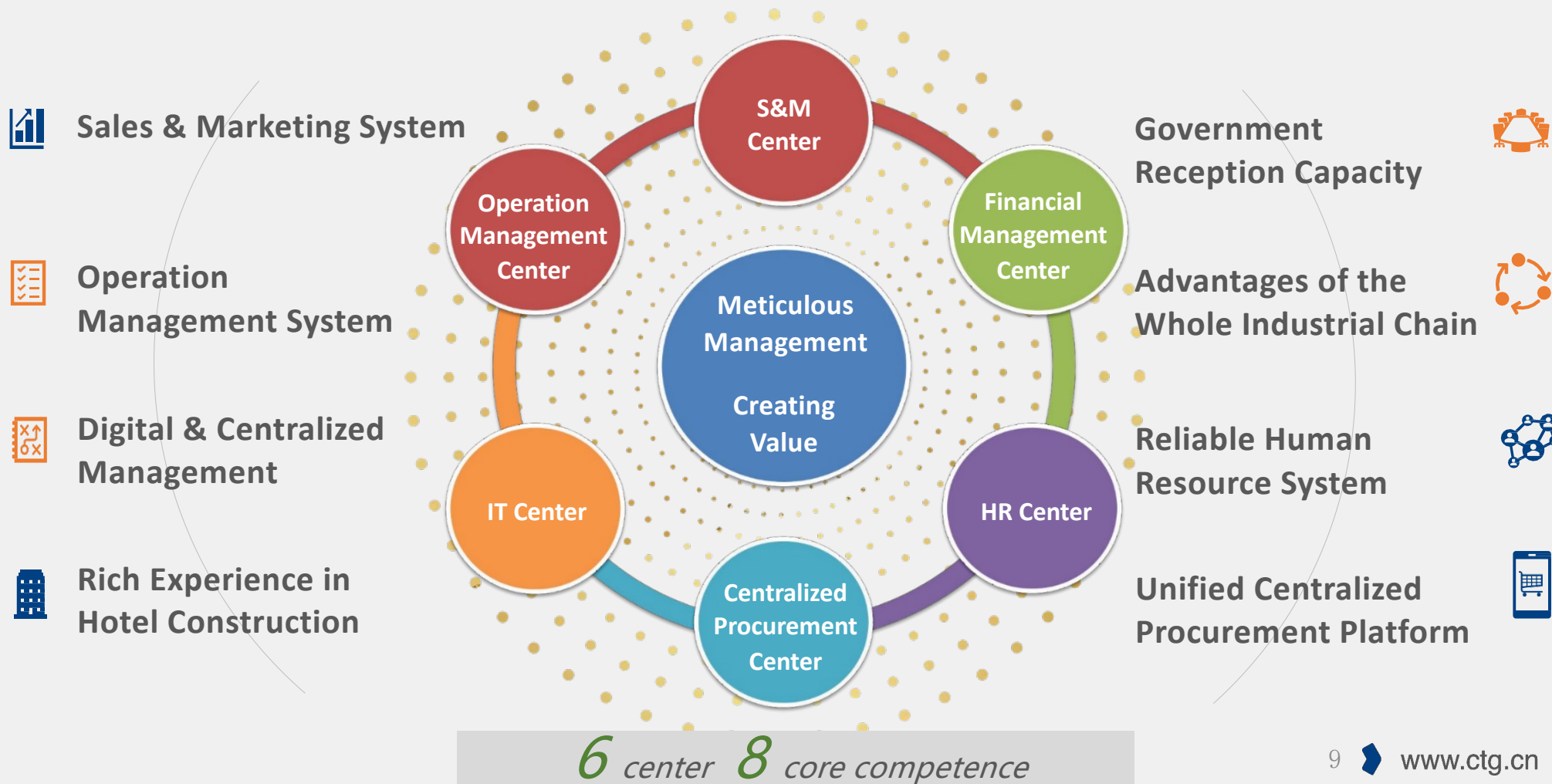


Covering three hotel categories, ranging from mid to mid-up scale and business travel, meeting diverse and individual needs.





## 1.4 Core Competence




A nighttime photograph of a city skyline. The central focus is a tall, modern building with a blue facade and many lit windows. Above the building, a sign reads "重庆丽苑维景国际大酒店" and "Chongqing". To the right, there is a decorative graphic of a yellow wireframe triangle. A semi-transparent orange banner with the text "2. S&M SUPPORT" is overlaid on the lower part of the image.

## 2. S&M SUPPORT



## 2.1 Revenue Management



[Manage](#)
[Reports](#)
[Info](#)
[Products](#)
[View Cart](#)

Property: STR # 143680 Grand Metropark Hotel Beijing

Logged in as: nina.chang

### Manage Data

Please view our updated Data Guidelines

Welcome to our client interface. Our site allows a user to request competitive set changes online, enter and edit data, order new products, and many other new features. Your feedback is greatly appreciated. Please send us your comments.

If you need further assistance or would like us to take you through the new site, please contact your local office.

If you require guidance, please review the training guides that are available within Info Tab.

Property Report **Resend STAR** **Rerun STAR**

**Submit**

1. Select Template: ☒ Standard ☐ Performance Snapshot ☐ Daily Flash

2. Display data for: ☒ My property ☐ My industry segments

Versus: ☒ My competitive set(s) ☐ My industry segments

Available Comp Sets:  Selected Comp Sets

☐ Subject Property?

3. Select type of data: ☒ Daily ☐ Monthly ☐ Advanced

Availability: ☒ STAR Report ☐ Adjusted ☐ Full

4. Select date range:

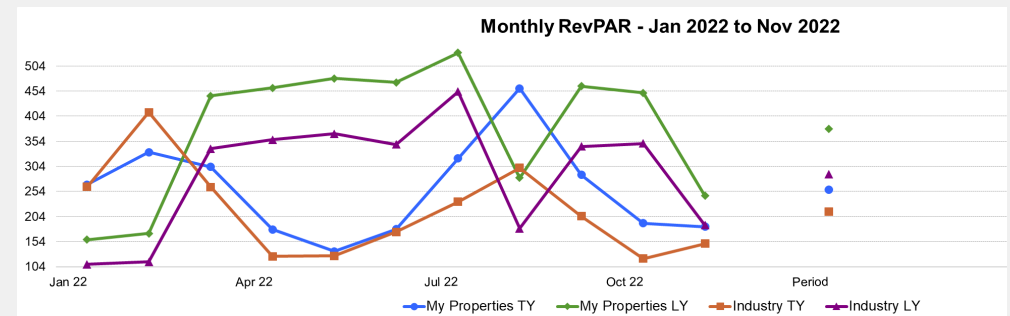
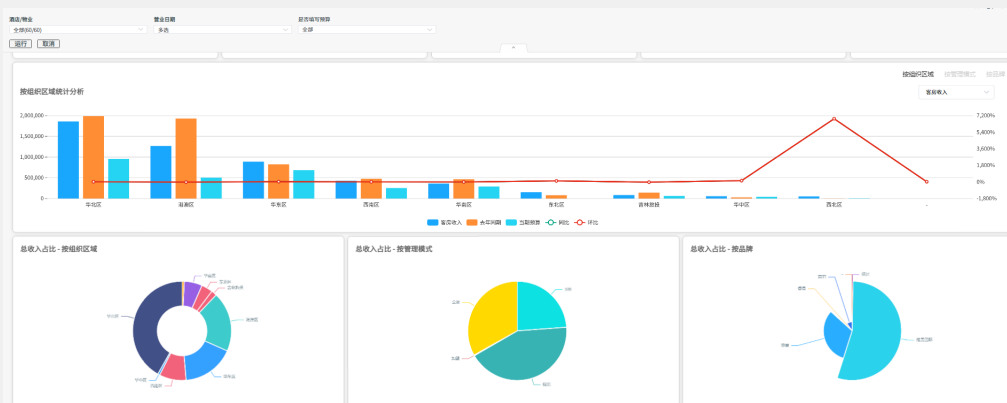
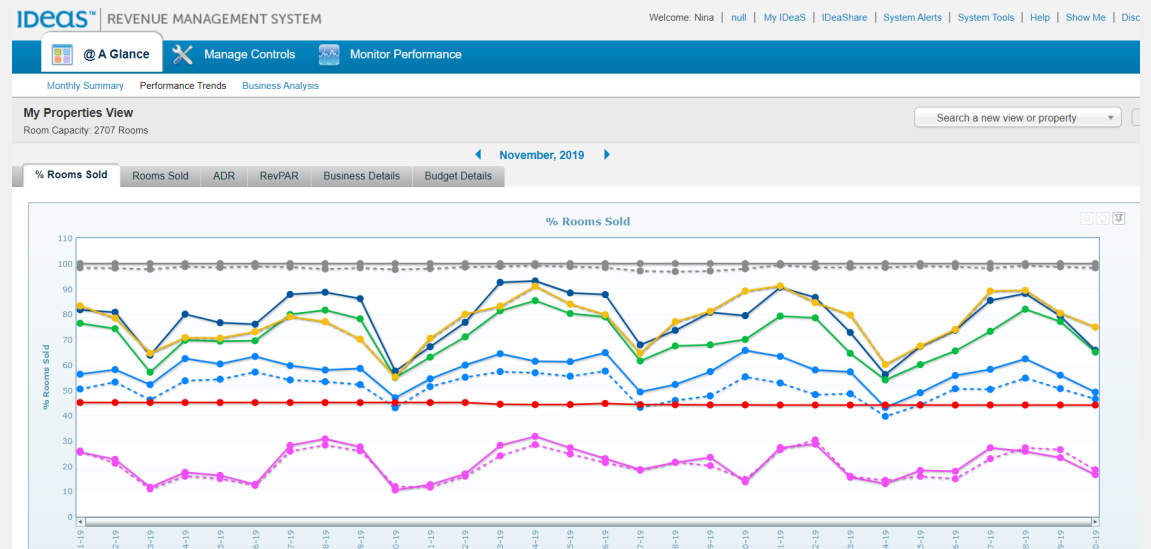
Compare dates: ☒ Day to Day ☐ Date to Date

5. Select data columns: ☒ Basic ☐ All ☐ Advanced

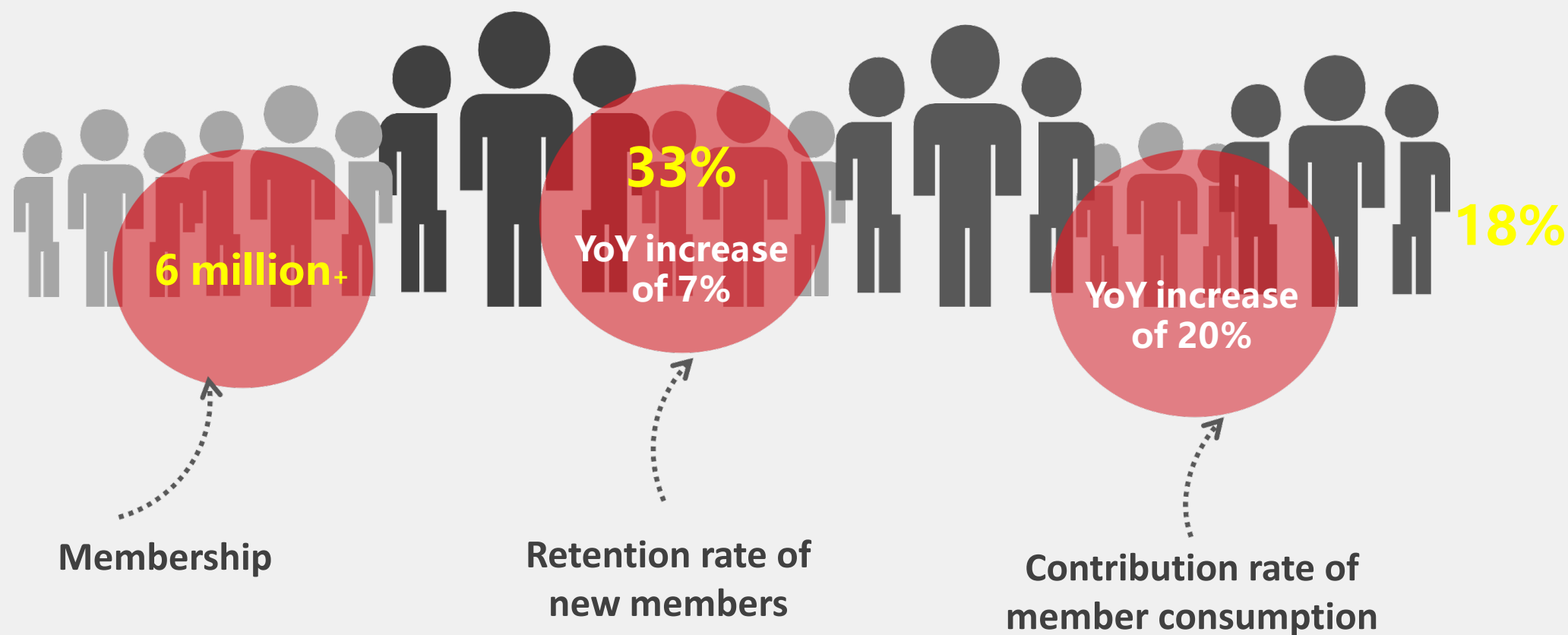
☒ Basic ☐ None ☐ Advanced

6. Select sub/grand totals:

7. Select currency: ☒ CNY - Chinese Yuan ☐ US Dollars ☐ UK Pounds ☐ Euros ☐ Other

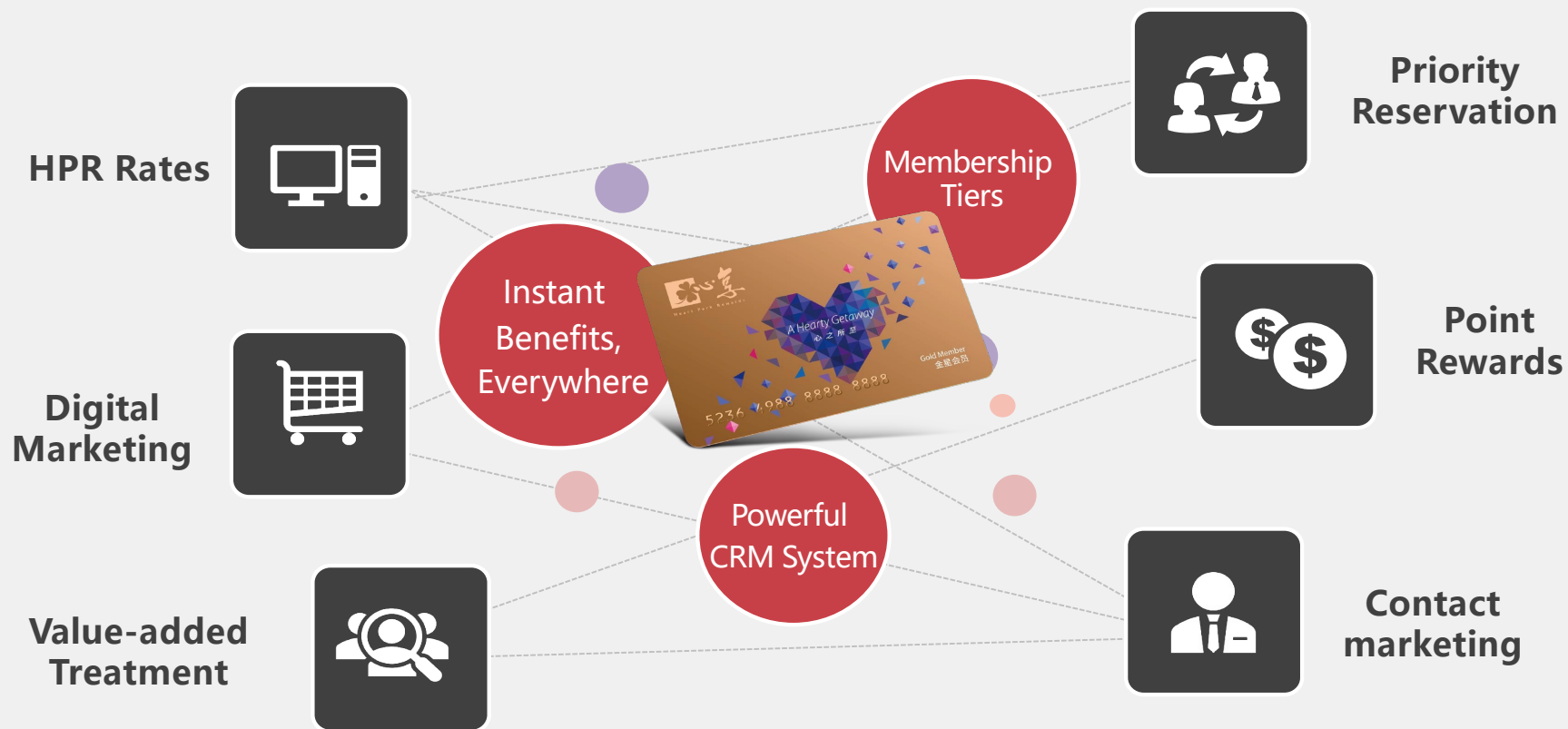


## 2.2 Membership System

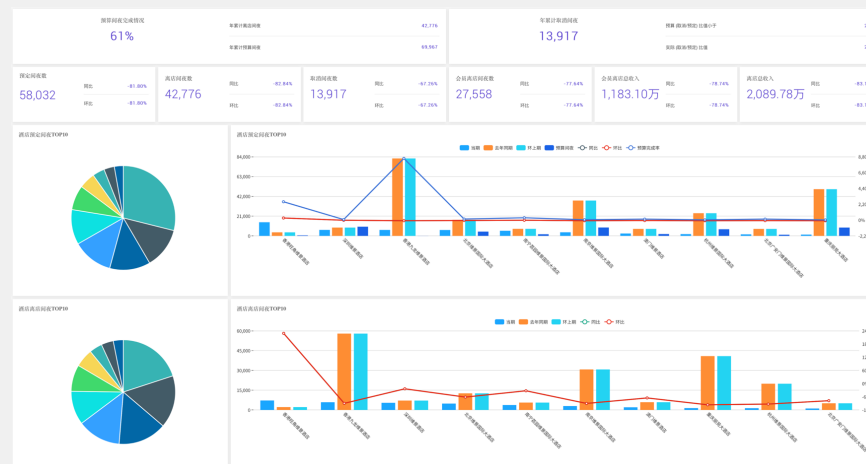
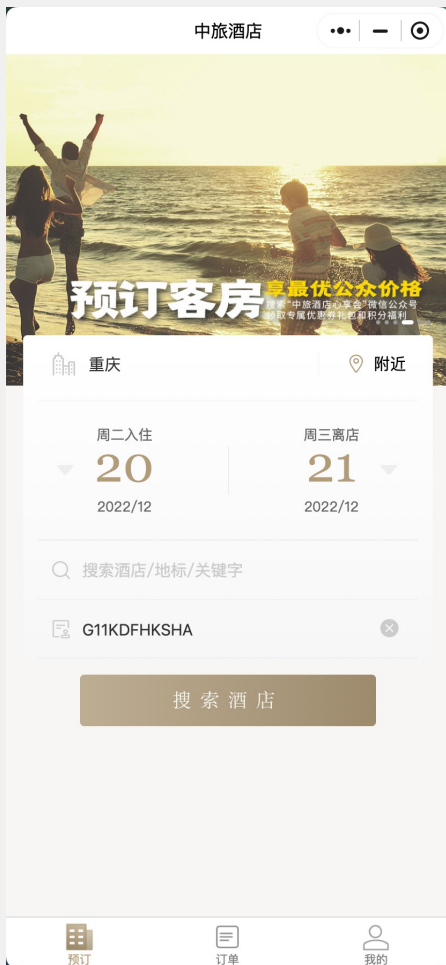




## 2.2 Membership System



## 2.3 Official website & Wechat Mini Program



◆ Overall **220,000** Fans

◆ **50,000** Room Nights Per Year

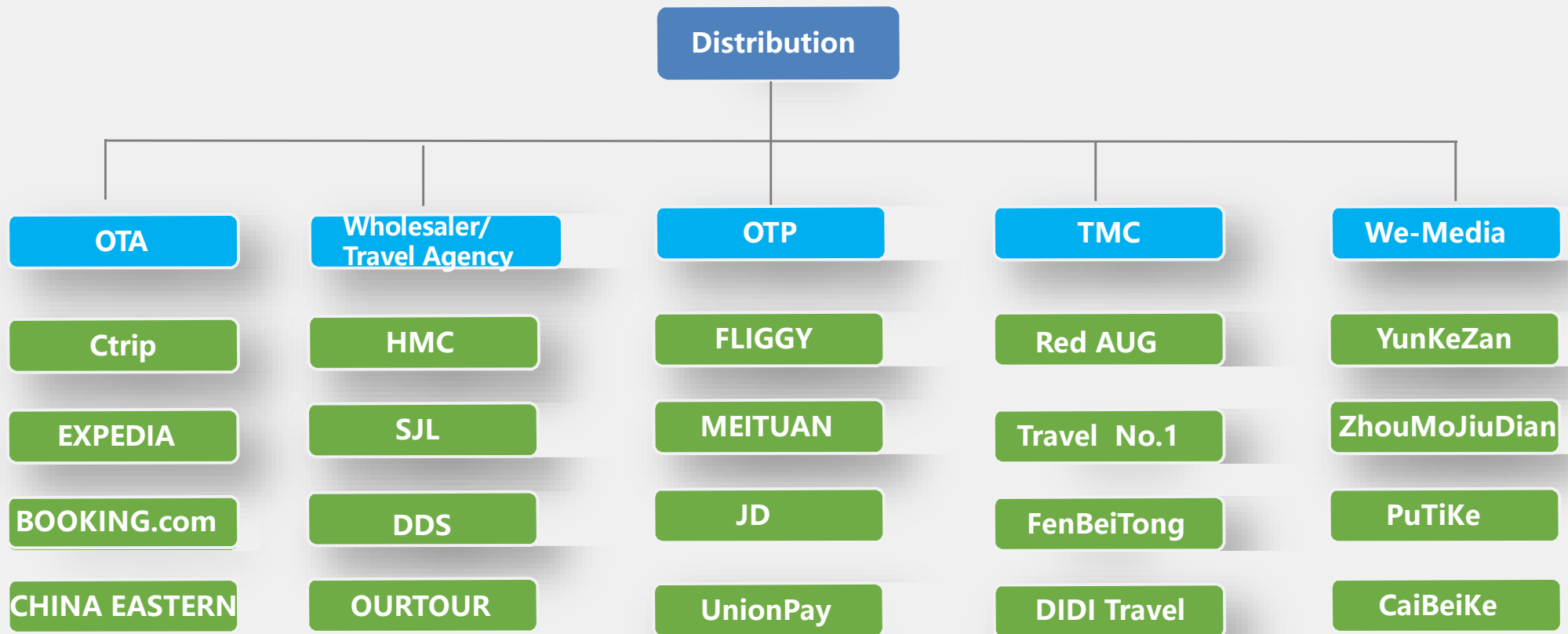
◆ **30,000,000** Turnover



## 2.4 Online Store & New Media Operation



## 2.5 Distribution Channel Introduction



## 2.6 Group Online Marketing Plan

### UnionPay



- Promotion Number of times: 1

### MeiTuan



- Promotion Number of times: 6

### Ctrip



- Promotion Number of times: 6

### Fliggy



- Promotion Number of times: 3



## ► 2.7 Distribution Management & Support

### Five Functions Introduction



#### Technical operation

- Management Direct Connection;
- Product be online&testing;
- Management Direct Connection maintain;
- Improve Direct Connection Skills;



#### Channel BD

- Channel Contract Negotiation
- Channel UV and BANNER Location
- Group Sales Promotion;
- BD New Channels;



#### Data Analysis

- SDP Display Board;
- Analyze Products and Data;



#### Marketing Planning

- Group Sales Promotion Plan
- Product Optimization
- Connection with more Channel;



#### Hotel Support

- Collect Hotel' s problem and Communicate with hotel once a week;
- Follow up hotel sales strategy;
- Find out hotel problems through SDP Display Board

## ► 2.8 Target Market

### Business Trip

- Finance/Insurance Industry
- Pharmaceutical Industry
- Automobile/Manufacturing Industry
- IT Information Industry
- Home Textile and Garment Industry
- Mechanical and Electronic Industry
- Marine Industry
- Light Industry Food Industry
- New Energy Industry

### Weekend Vacation

- Leisure Consumption Source
- Leisure Consumption Source in 1 Hour Living Circle
- Urban Weekend Travel Consumer Source

### M.I.C.E

- Enterprises and Conference Companies
- Non-governmental Organization meeting
- Exhibition
- Private Gala/Event

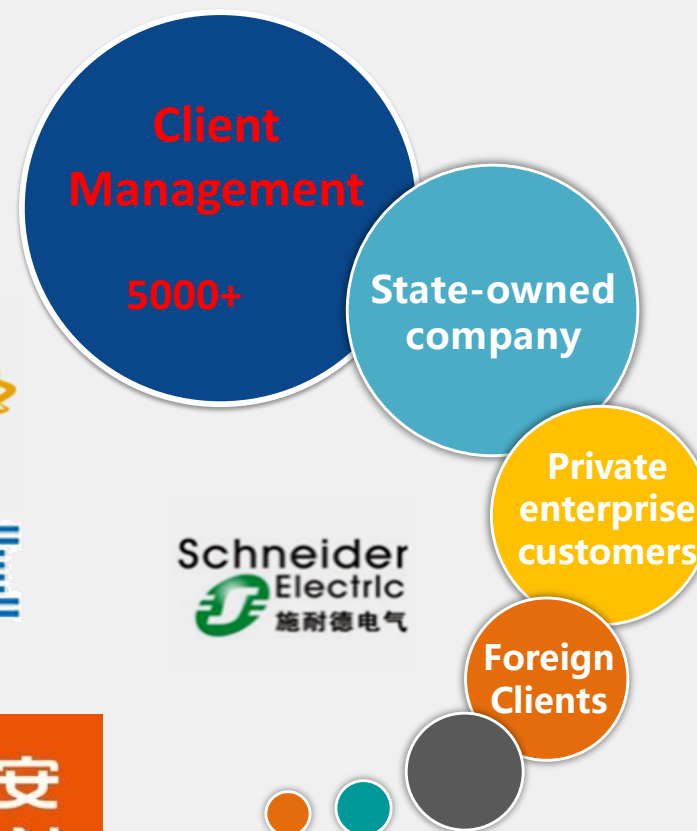
### Consumption

- Medium-to-high End Consumer Groups
- Young Customers Born After 1990/2000 in Pursuit of Unique Consumption Experience
- Social Activities/Wedding Banquet Consumer Groups
- Other Consumer Demand

### Government Affairs Activities

- Government Reception Office
- Association, Institution
- Government-Affiliated Institutions
- Non-profitable Organization

## 2.9 VIP Clients







### 3. DIGITAL MANAGEMENT

## 3.1 CEO Display Board



Hotel Revenue

Operation Management

Sales Marketing

Business Development

Business Development

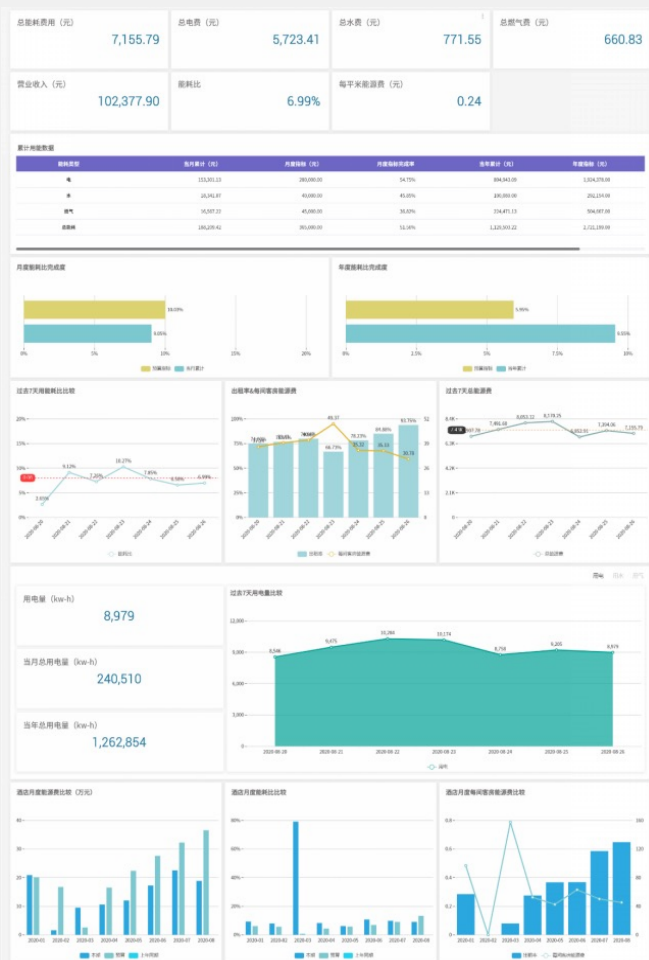
Financial & HR analysis



- ◆ SDP Display Board
- ◆ IoT Energy Management System
- ◆ Centralized Procurement Platform

consists of 3 categories and 15 indicators, divided into 6 major course and 100 data boards

## 3.2 IoT Energy Management

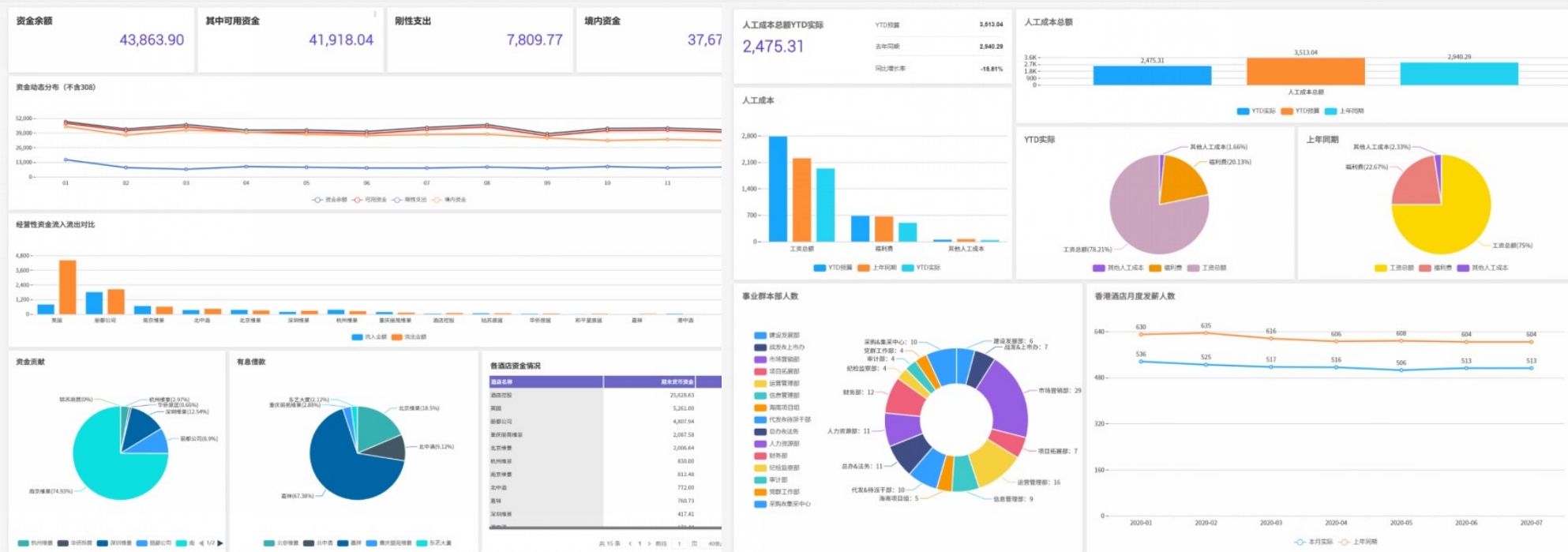


no geospatial constraints and no human intervention  
 improve efficiency, reduce cost and optimize labor use



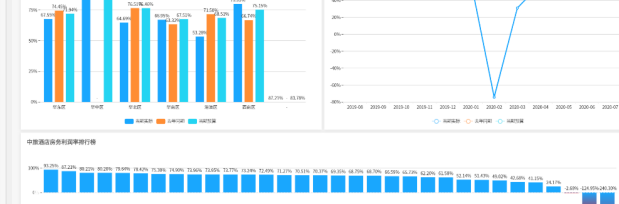
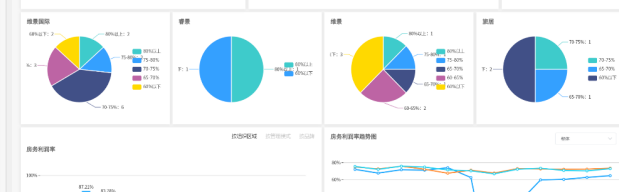
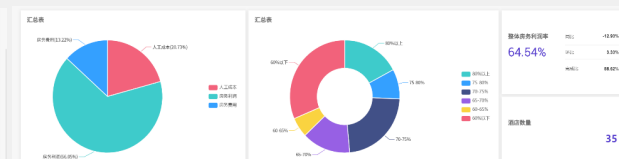
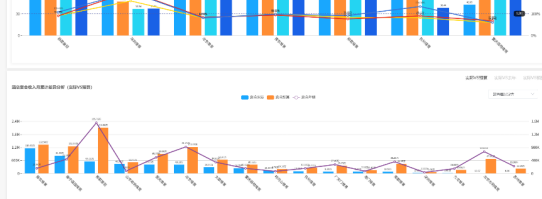
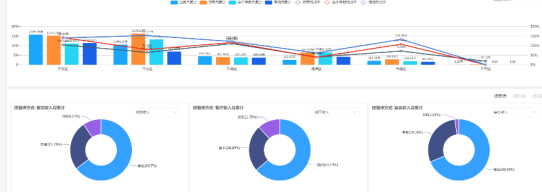
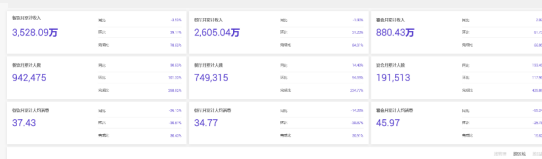
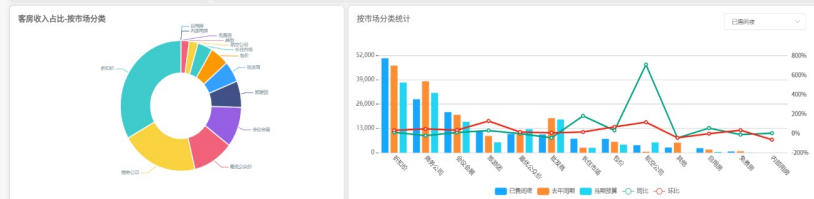
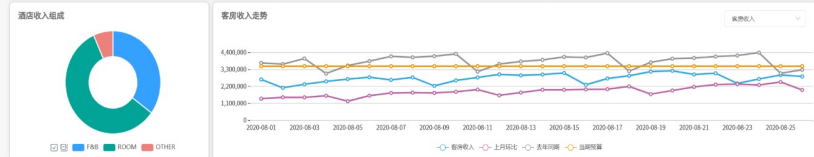
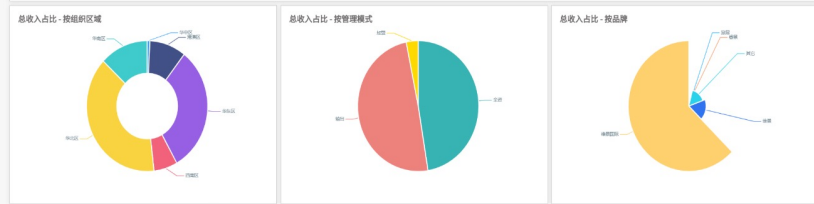
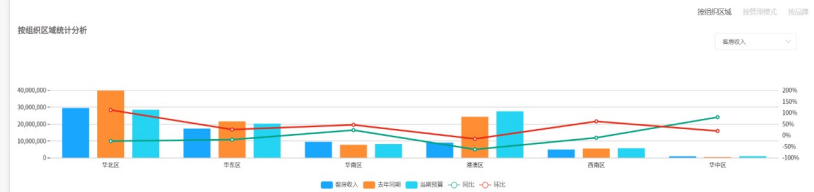
### 3.3 Finance and Human Resources Management

real-time monitoring achieves predictive and targeted management measures



analyze the revenue, profit, management fees, capex, capital, etc.

### ► 3.4 Operations, Sales & Marketing



分析趋势 诊断问题 快速反应



# Thanks



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CHINA TOURISM GROUP  
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EXPLORE THE WORLD WITH US



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KEW GREEN  
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Heart Park Rewards



E-Park  
COFFEE 逸派咖啡