



*Hotel, Tourism and Leisure*

# **HORWATH HTL CHINA REFERENCE LIST**

## Changbaishan, China Ski Resort Destination Master Planning and Feasibility Study

### Scope of Work:

The Shanghai office prepared written market research report and detailed SWOT analysis for the Client, including artist renditions of sustainable construction standards, development zoning scheme, recommended transportation infrastructure, and phasing strategy. In addition, comparable destination case studies both inside China and internationally were identified for their best development practices.

### Description of Project:

Develop an executable 10-year tourism development plan for a 3,000km<sup>2</sup> area including the Changbai Mountain UNESCO Biosphere Reserve in China's Jilin province including the development of diverse outdoor and indoor recreational activities, multiple resort hotels, and the effective integration of future transportation infrastructure with access to tourist attractions. Identify land parcels available for adaptive reuse that could be used to attract investors to develop resorts and other tourism facilities.



### Project Status:

Resort officially opened in 2012.

## Shanghai, China Disneyland Resort Development Strategy and Feasibility Study

### Scope of Work:

Market and financial projection for the hotels within the upcoming Disneyland Resort Area.

### Description of Project:

Forecasted the future room night and F&B demand for the theme park guests as well as outside guests.

### Project Status:

Opening 2015



## Hangzhou, China Xixi Wetland Destination Development Strategy

### Scope of Work:

Full feasibility study with market and financial analysis, positioning and projects for this destination.

### Description of Project:

Recommended the number of hotels to be developed in this destination, with scale and facility recommendation as well as development strategy for each hotel.

### Project Status:

Project opened with 3 branded hotel: Sheraton, Banyan Tree, and Angsana.



## Sanya, China Lingshui Bay Feasibility Study and Management Contract Negotiation

### Scope of Work:

We selected an optimal hotel Site in the Hainan International Tourism Island Pilot Zone, Lingshui Lian, and conduct the market and financial feasibility study for the proposed Resorts. We are currently assisting in a hotel management company selection and contract negotiation for the proposed Resort.

### Description of Project:

A top-tier full-service boutique hotel with approximately 170 suites, including 18 freestanding villas, overlooking the Lian Lagoon and South China Sea.

### Project Status:

Market and Feasibility Studies completed.  
Management Contract Negotiation ongoing.



## Lhasa, China Market and Financial Feasibility Study

### Scope of Work:

Horwath HTL was engaged to conduct a market and financial positioning study for a potential Hotel site in the heart of Lhasa.

### Description of Project:

As the first international luxury brand hotel in Tibet, this project was branded St. Regis. Located on Jiangsu Road and situated in Lhasa's ancient Barkhor area, it is minutes away from the holy Potala Palace and 75km away from Gongga Airport. The Hotel opened with 150 rooms and villas and 12 suites, including the Presidential Suite.

### Project Status:

Project completed, opened in November 2010 and is managed by Starwood under the St. Regis brand.



## Hong Kong, China Industry Consultant, IPO of New Century Hotel Properties

### Scope of Work:

Provide historical performance of markets where listed hotels are located: Ningbo, Hangzhou, Qiandao Lake and Changchun.  
Projection of future market performance in terms of ADR and OCC.

### Description of Project:

IPO of 5 properties belonging to New Century Hotel as a REIT on the Hong Kong Stock Exchange

### Project Status:

Ongoing

