

Asie/Pacifique résultats mitigés dans l'hôtellerie en septembre 2012

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Hotels in the Asia/Pacific region experienced mixed results in the three key performance metrics for September 2012 when reported in U.S. dollars, according to data compiled by STR Global. In year-over-year measurements, the Asia/Pacific region's occupancy fell 1.1 percent to 67.5 percent, its average daily rate rose 3.7 percent to US\$140.44 and its revenue per available room was up 2.5 percent to US\$94.74.

"New Zealand hosted—and won—the Rugby World Cup last year, which took place 9 September to 23 October 2011, explaining the more than 30-percent decline in ADR and RevPAR results during September", said Elizabeth Randall Winkle, managing director of STR Global. "Ignoring last year's strong event-driving performance, RevPAR for the January to September period year to date is greater than the last peak in 2008. Year-to-September 2012 achieved a RevPAR of NZD93.68 compared to NZD92.30 for YTD 2008".

"Jakarta, Indonesia, continued its double-digit ADR growth in local currency for the 15th consecutive month. ADR growth benefited from strong demand increases, as September this year and last year saw the highest growth in monthly demand in the last 21 months", she said.

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