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In February, the Asia/Pacific region’s occupancy ended the month with an 8.1-percent decrease to 62.5 percent, its average daily rate increased 3.5 percent to US$135.50 and its revenue per available room was down 4.8 percent to US$84.76.
Highlights from key market performers for February in local currency (year-over-year comparisons) :
- Bangkok, Thailand, rose 10.7 percent to 83.5 percent, reporting the largest occupancy increase.
- Beijing, China (-29.4 percent to 45.3 percent), and Shanghai, China (-29.0 percent to 43.3 percent), posted the largest occupancy decreases for the month.
Four markets experienced double-digit ADR increases: Jakarta, Indonesia (+20.6 percent to IDF1,083,227.38); Bali, Indonesia (+16.9 percent to IDF1,302,882.66); Phuket, Thailand (+13.6 percent to THB5,276.98); and Tokyo, Japan (+10.3 percent to JPY15,016.74).
- Ho Chi Minh City, Vietnam, fell 13.9 percent in ADR to VND2,520,607.40, reporting the largest decrease in that metric. Beijing followed with an 11.4-percent decrease in ADR to CNY527.62.
- Four markets achieved RevPAR increases of more than 15 percent: Phuket (+21.0 percent to THB4,756.75); Bali (+19.5 percent to UDR832,071.37); Osaka, Japan (+18.3 percent to JPY8,365.03); and Bangkok (+17.1 percent to THB2,733.03).
Beijing (-37.4 percent to CNY238.85) and Shanghai (-34.6 percent to CNY251.15) reported the largest RevPAR decreases.

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Consultez la source sur Veille info tourisme: Hotels in the Asia/Pacific region experienced mixed results in the three key performance metrics in February 2013 when reported in US dollars