

Hotel Industry Priorities for 2011/12

Overall

- 1. Rugby World Cup – Delivering a great experience & avoiding a post-event hangover**
- 2. Driving growth & yield from emerging markets – China & India**
- 3. Recovery from the Christchurch earthquake**
- 4. Delivering great experiences and service**
- 5. Lifting ADR**



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Hotel Industry Priorities for 2011/12

Hoteliers

- 1. Rugby World Cup – Delivering a great experience & avoiding a post-event hangover**
- 2. Recovery from the Christchurch earthquake**
- 3. Driving growth & yield from emerging markets – China & India**
- 4. Lifting ADR**
- 5. Maintaining / Lifting product quality**



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Hotel Industry Priorities for 2011/12

Non - Hoteliers

- 1. Delivering great experiences and service**
- 2. Driving growth & yield from emerging markets – China & India**
- 3. Recovery from the Christchurch earthquake**
- 4. Rugby World Cup – Delivering a great experience & avoiding a post-event hangover**
- 5. Maintaining / Lifting product quality**



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