

Hotels in the Asia/Pacific region experienced decreases in the three key performance metrics in March 2013

Écrit par sylvie.duval@finances.gouv.fr (Sylvie Duval)

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In March, the Asia/Pacific region's occupancy ended the month with a 1.0-percent decrease to 70.0 percent, its average daily rate dropped 0.8 percent to US\$129.44 and its revenue per available room was down 1.9 percent to US\$90.60.

During the first-quarter 2013, the region reported a 0.9-percent decrease in occupancy to 65.8 percent, a 1.6-percent drop in ADR to US\$131.58 and a 2.5-percent decrease in RevPAR to US\$86.56.

"The Chinese New Year had an effect on Q1 results across the region", said Elizabeth Winkle, managing director of STR Global. "In U.S. dollar terms, the region overall started the year off slow. However, Southeast Asia, Australia and Oceania posted positive RevPAR growth during the first quarter. Coinciding with Easter vacation, Southeast Asia reported an almost 6.0-percent increase in ADR, signifying its continued popularity as a leisure destination for many Europeans".

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