



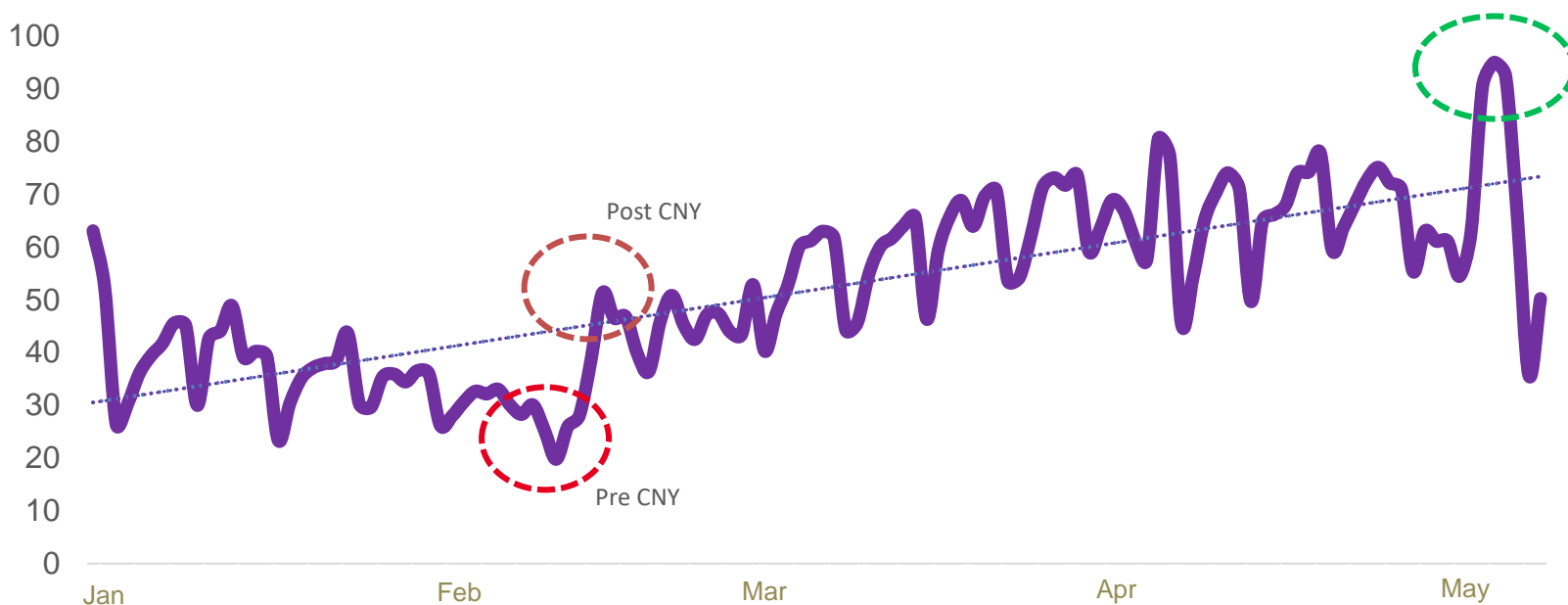
Hong Kong is Geared Up!



Jennifer Cronin
President
Wharf Hotels

18 May 2021

Soft CNY / Labour Day demand peak



Wharf China Hotels Comparable Portfolio Occupancies
1 Jan - 5 May 2021

Pent Up Demand in MLC : barometer for Hong Kong

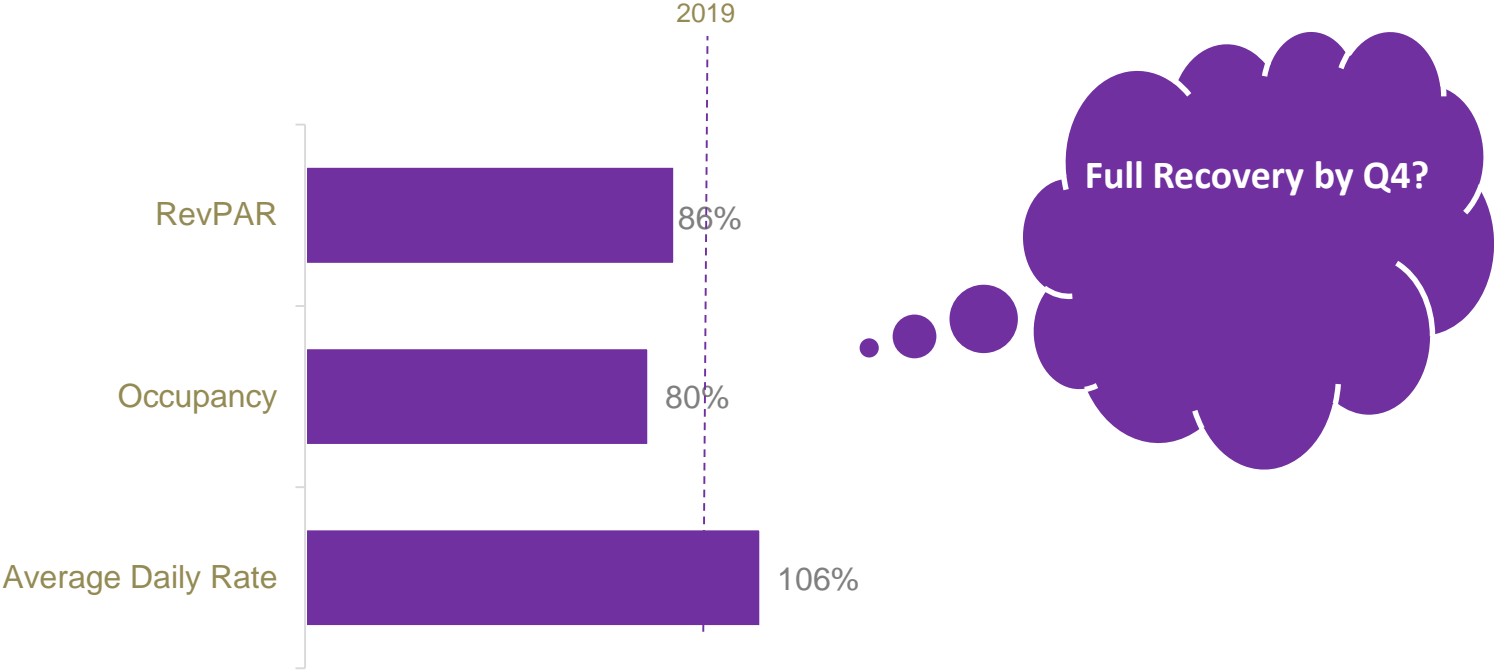
Occ.
↑15.8 pts.

ADR
↑79%

RevPAR
↑118%

Labour Day (1-5th May) Performance for Comparable Niccolo Hotels in Mainland China Vs. 2019

ADRs are recovering faster



Wharf Hotels Comparable Portfolio in Mainland China
Recovery trends: YTD April 2021 Vs. 2019

Niccolo Suzhou – A Beacon of the Future

Opened 1 April 2021





Respond > Recover > Reset

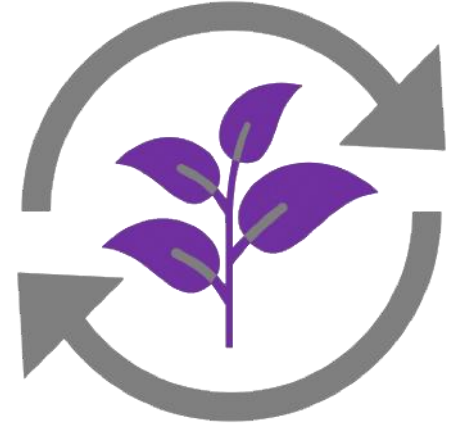
Guest Expectations



- Technology
- Mobile
- Digital Savvy
- Paperless



- Duty of Care
- Health & Safety Measures



- Sustainability
- Eco-friendly
- ESG focus

Guest Expectations



- Adding Value
- Revenue Spend
- Not discounting



- Personalised unique experiences
- Workcations



- Smaller scale meetings
- Hybrid format

危机

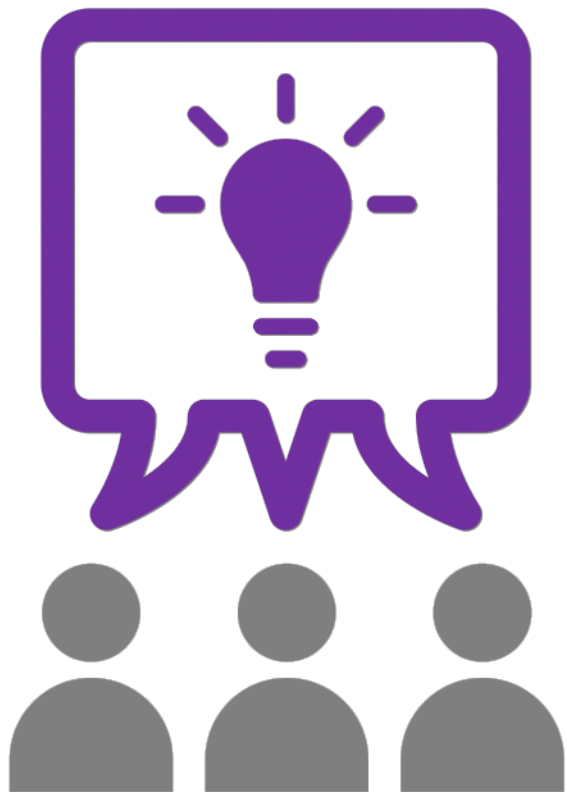
wei ji

[danger] [opportunity]

A word cloud centered around the word "crisis". The word "crisis" is the largest and is in a dark purple color. Other words are arranged around it in various sizes and colors (orange, green, brown). The words include: "proactive" (top, orange), "credibility" (top right, orange), "transparent" (middle right, green), "communications" (middle, orange), "reputation" (bottom right, orange), "spokesperson" (bottom, green), "plan" (bottom left, green), "image" (bottom left, green), "messaging" (bottom left, green), "audience" (middle left, brown), "process" (middle left, orange), and "reactive" (middle left, orange).

proactive
crisis
credibility
transparent
communications
reputation
spokesperson
plan
image
messaging
audience
process
reactive

Heritage Tourism Brands



#collaboration

#one voice

iconichongkong



HONG KONG OUR HOME



WHARF HOTELS

NICCOLO
HOTELS

MARCO POLO
HOTELS

THE SPIRIT OF DISCOVERY