

Days Hotel targets mid-range tourists

By Wang Yitong Source: Global Times Published: 2015-6-10 16:43:01



Harry Tan, Chairman and CEO of Days Hotel China Photo: Courtesy of Days Hotel China

As China's tourism industry continues to grow, its hotel industry is also rapidly expanding. This growth and expansion has given rise to fierce competition in the industry. It's also led to an oversaturation of luxury, five-star hotels, but the number of mid-scale hotels however, are far fewer. Harry Tan, Chairman and CEO of Days Hotel China (DHC) recognized the lack of mid-market hotels a decade ago. Specifically targeting the Chinese mid-scale hotel market, he introduced the Days Inn Group. The brand has become one of the most recognizable hotel brands with a high market share.

DHC is a leading hospitality group in China that manages and franchises mid-market hotels under the international brand, Days Inn. Headquartered in Beijing, it has been expanding rapidly since it launched operations in the country in 2004. With a current portfolio of 158 hotel projects including more than 35,000 rooms both in use and in the pipeline, in 100 cities across 23 provinces and three municipalities, DHC is the fastest growing mid-market hotel brand in China.

The symbol of Days Hotel China - a blue sky, with the rising sun lighting up the horizon and the warm sunshine - embodies the ideal of the DHC group which is, "The Best Value Under the Sun."

"Days Hotel China mainly operates in the second and third-tier cities of China, ranging from three-star to five-star hotels. I think one of the characteristics of Days Hotel China is its flexibility. We position ourselves to suit the different markets. We now have 180 hotels, and aim to reach 1,000 in the coming year," said Tan.

Tan has worked for leading hotel groups such as the Shangri-La, Mandarin and Holiday Inn and has over 30 years of experience in the hospitality industry, including abroad. After 24 years of working experience in China, Tan has unique insights and a rich knowledge of the market.

"I am convinced that the mid-scale hotel in China will be the most promising in the future. Many low-end hotel brands want to constantly improve themselves and gradually develop into four-star hotels. On the other hand, many five-star hotels are cutting their rates to be more affordable and in line with four-star hotels, so that they can attract more guests. Therefore, the profile of the mid-scale hotel will gradually rise and become more mainstream," said Tan.

"The future is the era of innovation. Days Hotel China will attach importance to its personal development and position itself as a classic mid-scale hotel brand."

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