



China CTG Hotel Group Co.,Ltd.



GRAND METRO *Park*
HOTELS
维景国际大酒店



METRO *Park*
HOTELS
维景酒店



KEW GREEN
Hotels
睿景酒店



E Park
COFFEE
逸派咖啡

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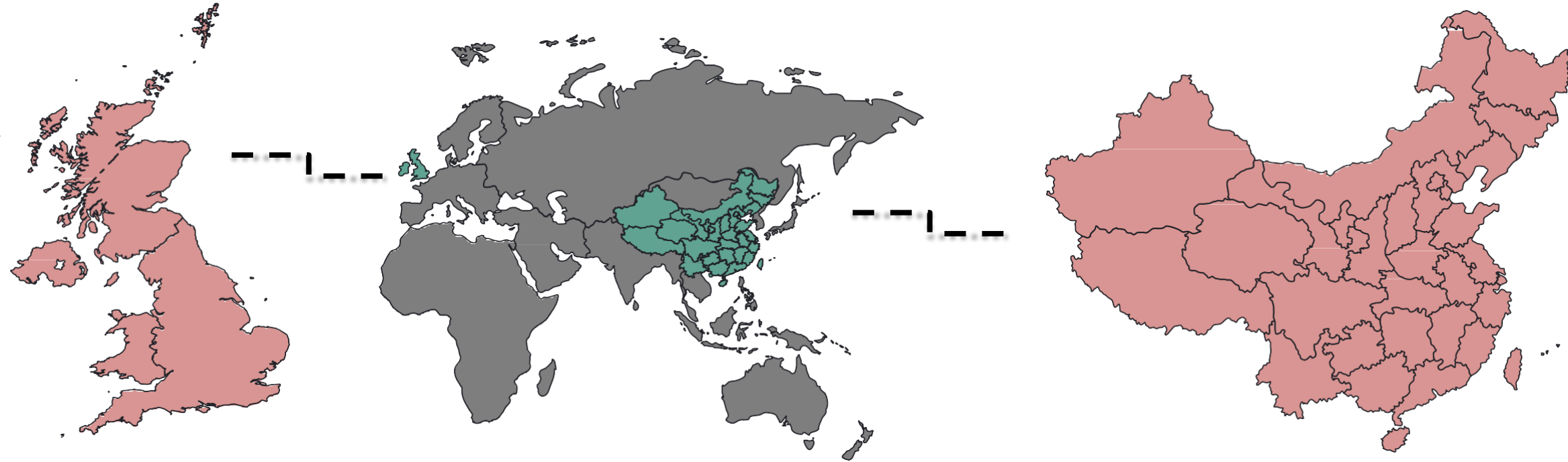


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METRO PARK REWARDS



1. ABOUT US

1. 1 GENERAL INTRODUCTION



- **China Tourism Group Corporation Limited is the only central enterprise in the complete chain of tourism industry in China**
- **China CTG Hotel Group Co., Ltd. has 36 years of development history and rich hotel management experience**
- **There are nearly 200 hotels in China and the UK, with more than 45,000 rooms**
- **We have 15,000 employees and a sufficient number of senior and middle managers**

1.2 OUR BRANDS AND HOTELS



GRAND METRO *Park*
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尊贵 Honourable
杰出 Outstanding
经典 Classic

五星级酒店
Five Star Hotel



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1.2 OUR BRANDS AND HOTELS



METRO *Park*
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自信 *Confident*
时尚 *Stylish*
超越 *Surpass*

四星级酒店
Four Star Hotel



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1.2 OUR BRANDS AND HOTELS

睿智旅行者的轻奢之选
*Affordable Luxury for
No Ordinary*



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METRO PARK KAWAII

1.2 OUR BRANDS AND HOTELS



品位Taste
独特Unique
分享Share



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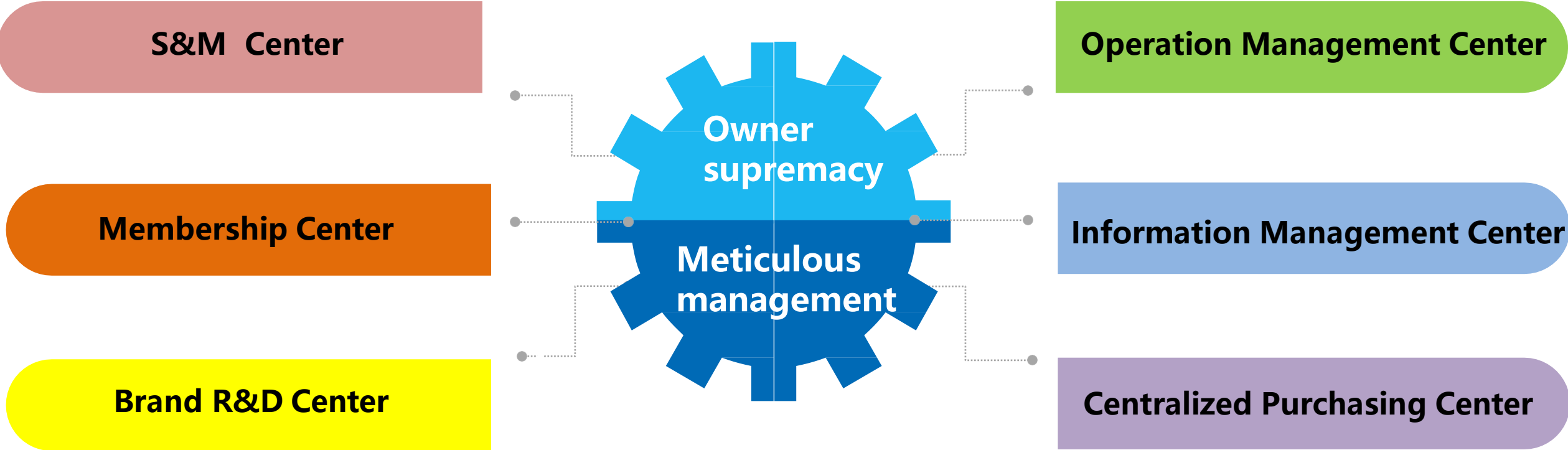


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Headquarters Six Centers Support





2. S&M SUPPORT

2.1 S&M SYSTEM



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2.2 TARGET MARKET POSITIONING

Business Trip

- Finance/Insurance Industry
- Pharmaceutical industry
- Automobile/Manufacturing Industry
- IT Information Industry
- Home Textile and Garment Industry
- Mechanical and Electronic Industry
- Marine industry
- Light Industry Food Industry
- New energy industry

Weekend Vacation

- Leisure consumption source
-
- Leisure Consumption Source in 1 Hour Living Circle
-
- Urban Weekend Travel Consumer Source

Meeting

- Enterprises and conference companies
-
- Other regional enterprises and conference companies
-
- Enterprise Local Market Conference

Consumption

- medium-to-high end consumer groups
- Young Customers after 90/00 in pursuit of unique consumption experience
- Social activities/Wedding banquet consumer groups
- Other consumer demand

Government Affairs Activities

- Government reception office
-
- Association, Institution
-
- Government-affiliated institutions



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2.3 ONLINE AND OFFLINE MARKETING

Price

Price system

(Flexible price system based on occupancy rate, customer, season and other factors to adapt to different market conditions)

Dynamic Pricing Optimization based on CTG Hotel Revenue Management System and combined with big data analysis to increase hotel daily sales and revenue

CTG Hotel Membership Exclusive

Continuous check in price

Advanced Price Reservation

Daily Limited Preferential Products, etc.

Product

Diversified guest rooms, catering and conference service products correspond to the demands of each segment of the market

Room + X combination products (meals, cars, airport shuttle, etc.)

Themed Product Customization (Parent-child housing, Lady's Room, etc.)

Publish all kinds of customized products online and offline based on target market customer data

Long package products – low season

Channel

China Tourism Group Travel Service Business Group (Providing design support for product lines of travel agencies)

CTG Hotel has a database of 2 million + members, which can customize and promote different types of activities

Co-promotion of large distribution platforms such as Ctrip, Alibaba, Meituan and Expedia (red envelope subsidy, membership projects, theme activities, etc.)

Industry wholesalers to promote cooperation in low season

Cross-promotion in all opened hotels of CTG Hotel

Promotion

CTG Hotel Website, WeChat Exclusive Pages Promotion

Customized EDM Oriented Delivery

Cooperative promotion in different industries (airlines, finance, retail, etc.)

Promotion of tourism strategy portals such as TripAdvisor, Mafengwo, etc

Considering the characteristics of target market, season, consumption habits, local network portal and other information, carry out various online and offline promotions. Implement monthly marketing activities around guest rooms, catering, wedding banquets and other consumption activities

2.4 CTG GROUP VIP CLIENTS SUPPORT

RFP Key Client Agreement

*Perfect quotation system tools Lanyon, Rate Finding, HRS, etc.

Local Contract Corporate

*Actively cooperate with state-owned enterprises, central enterprises and private companies in travel cooperation

MICE Exhibition and Award Tourism

*Mainstream MICE Conference Company and Third Party Conference Platform

Tourism Group

*immigration Tourist Groups, Domestic and Overseas Groups



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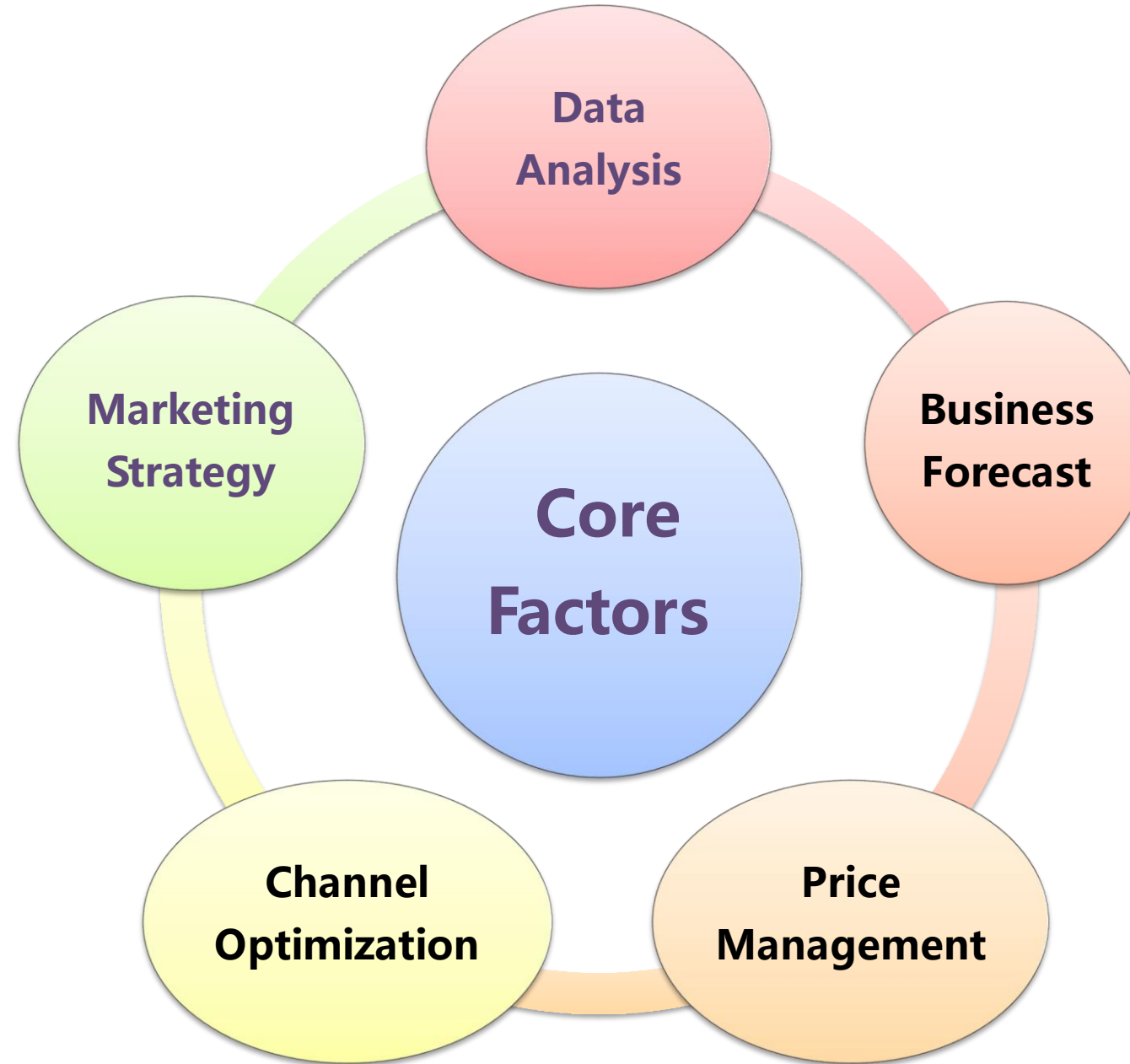


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2.5 REVENUE MANAGEMENT



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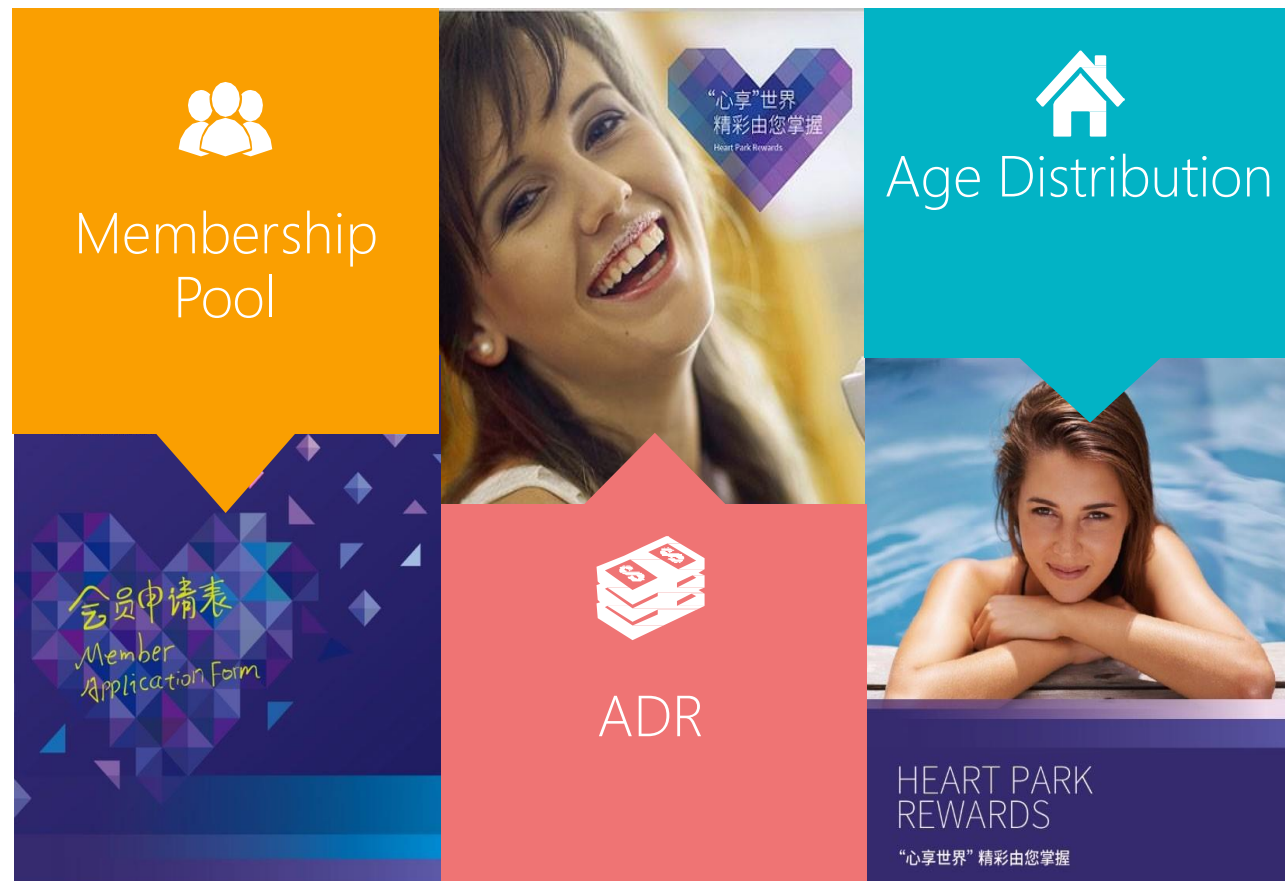
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2.6 MEMBERSHIP SYSTEM



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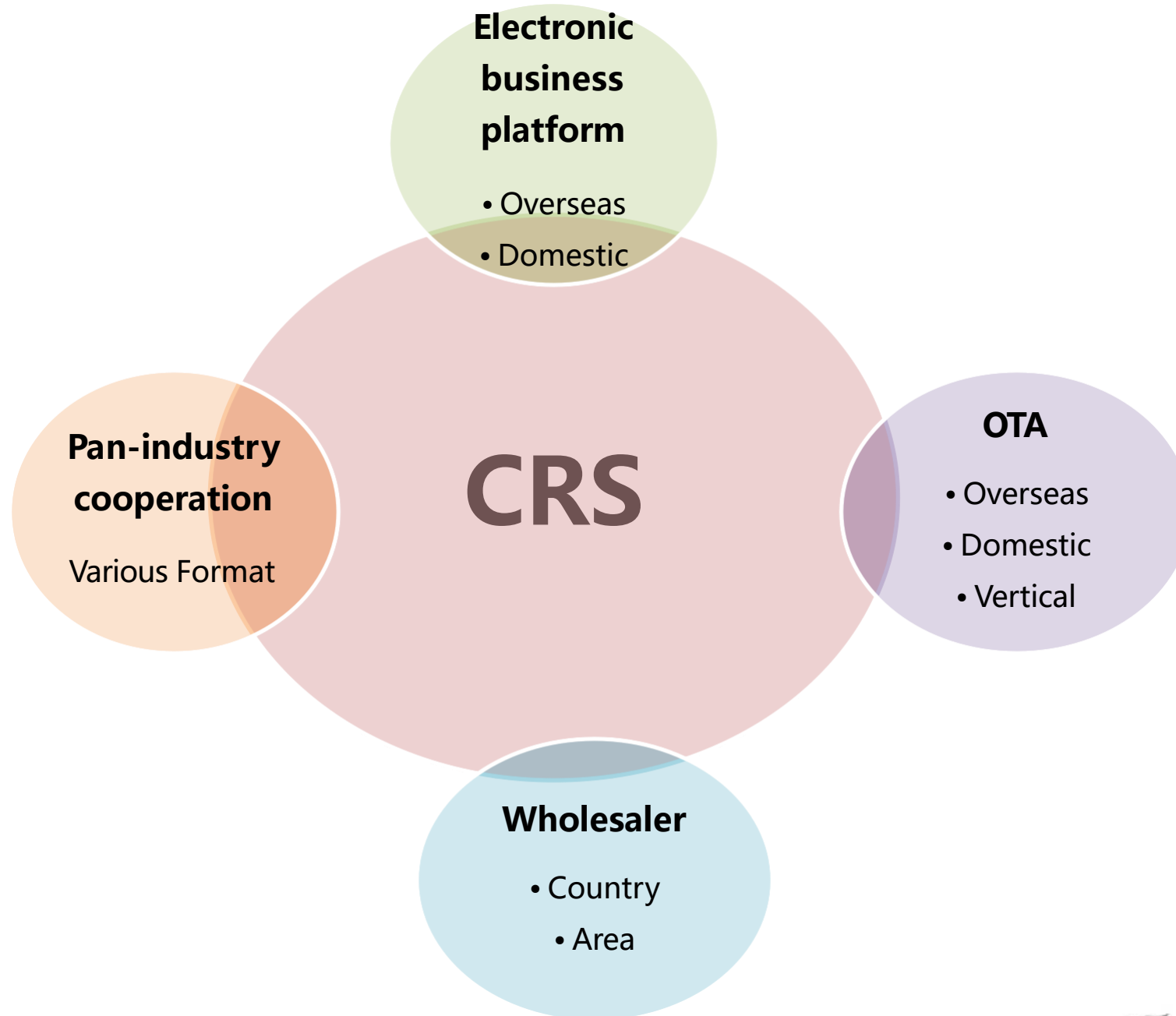


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2.7 CHANNEL NETWORK



- Overall coverage of all types of distribution channels to transport clients for hotels
- Diversification of online promotion activities to enhance hotel popularity
- System Direct Connection Mode improves work efficiency and guests experience



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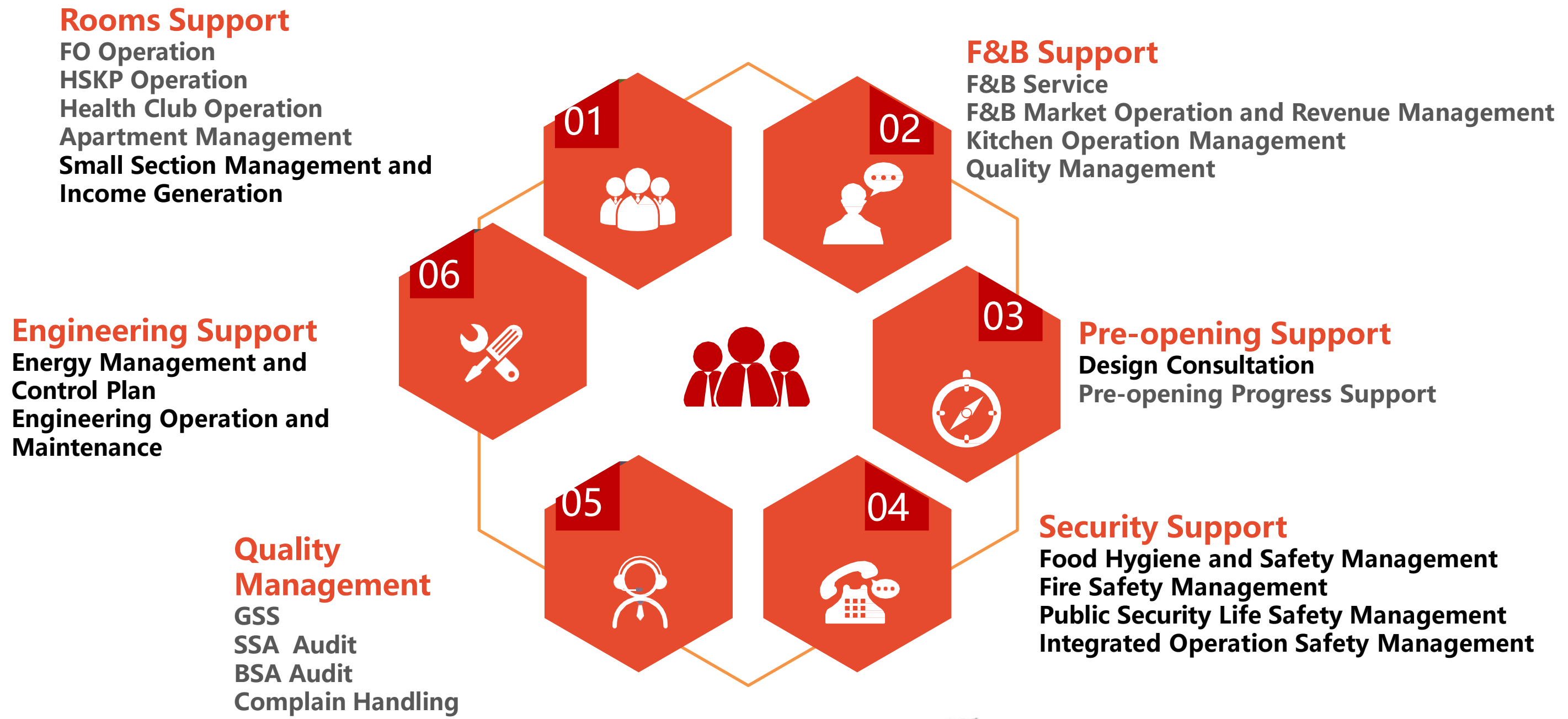
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3. OPERATION SUPPORT



3.2 INTELLIGENT AND DIVERSIFIED MANAGEMENT

Consumption Experience + Product Innovation

Intelligent Hotel Operation

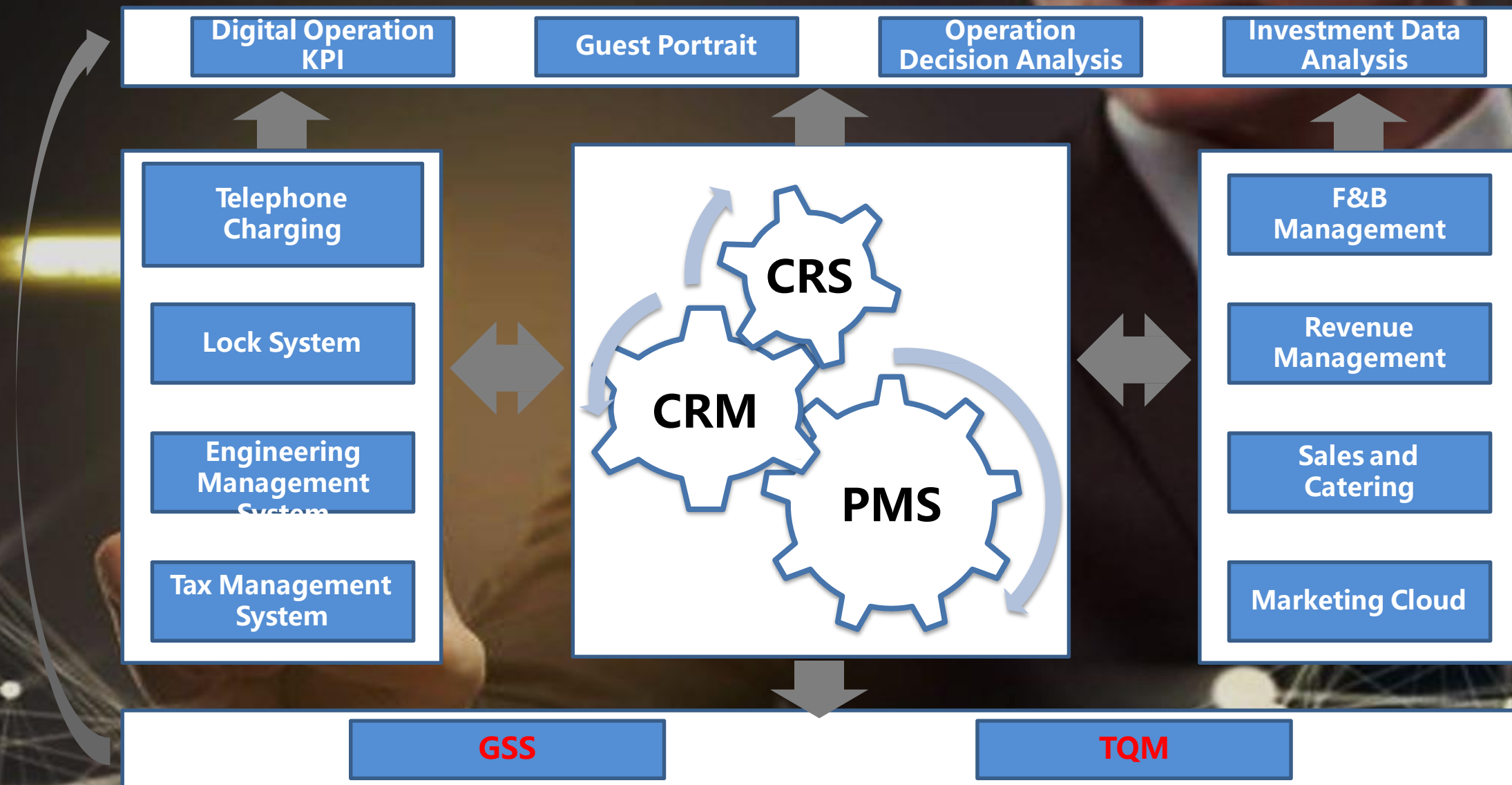
- Online Payment Experience
- Self-help check-in experience
- One-click Invoicing experience
- Intelligent Wireless Gateway
- Intelligent Mobile Housing Management
- Revenue Management System

Diversified Product Management

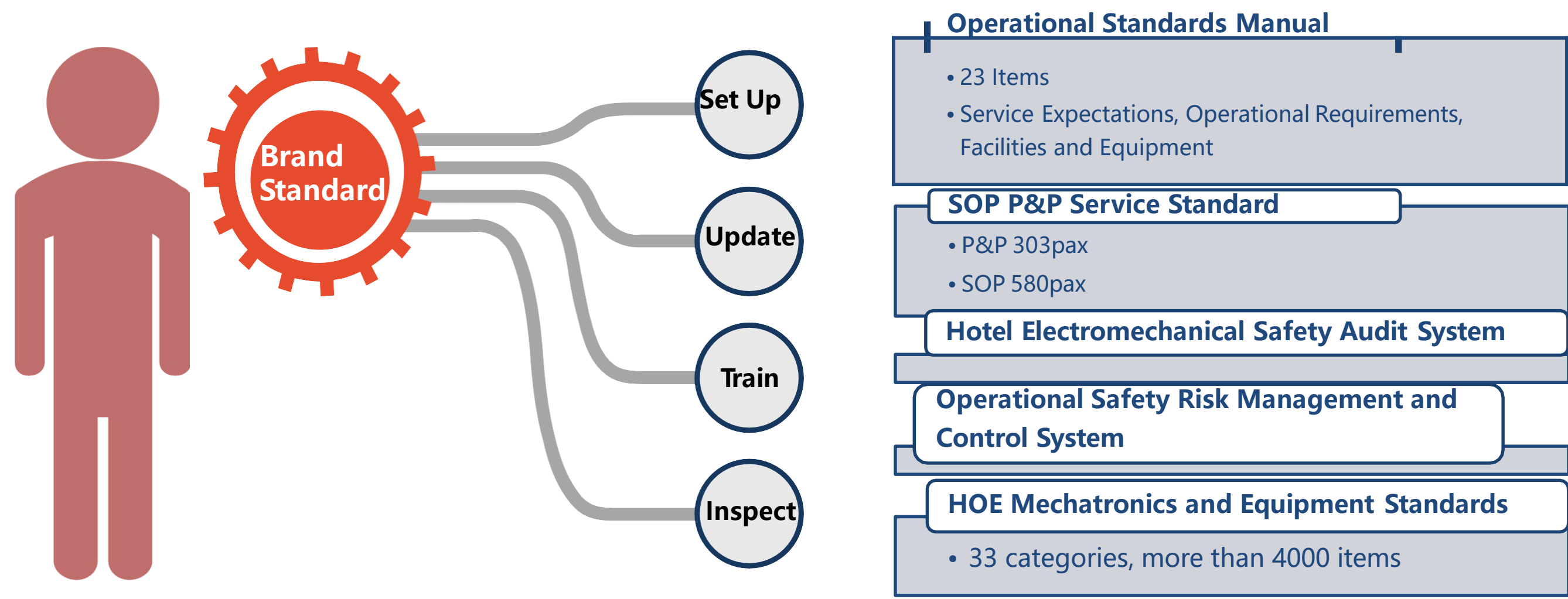
- Room Product
 - Diversified layout of Guest Rooms
 - Thematic Room Arrangement
 - WPP Reception Service Operation
- Restaurant Product
 - Diversified Sales (Restaurant Vouchers, Storage Cards, etc.)
 - Product Innovation (Organizing various Food Activities)
- BQ Service
 - Wedding Banquet (Theme Wedding Show, etc.)
 - Social activities (special tea breaks, etc.)



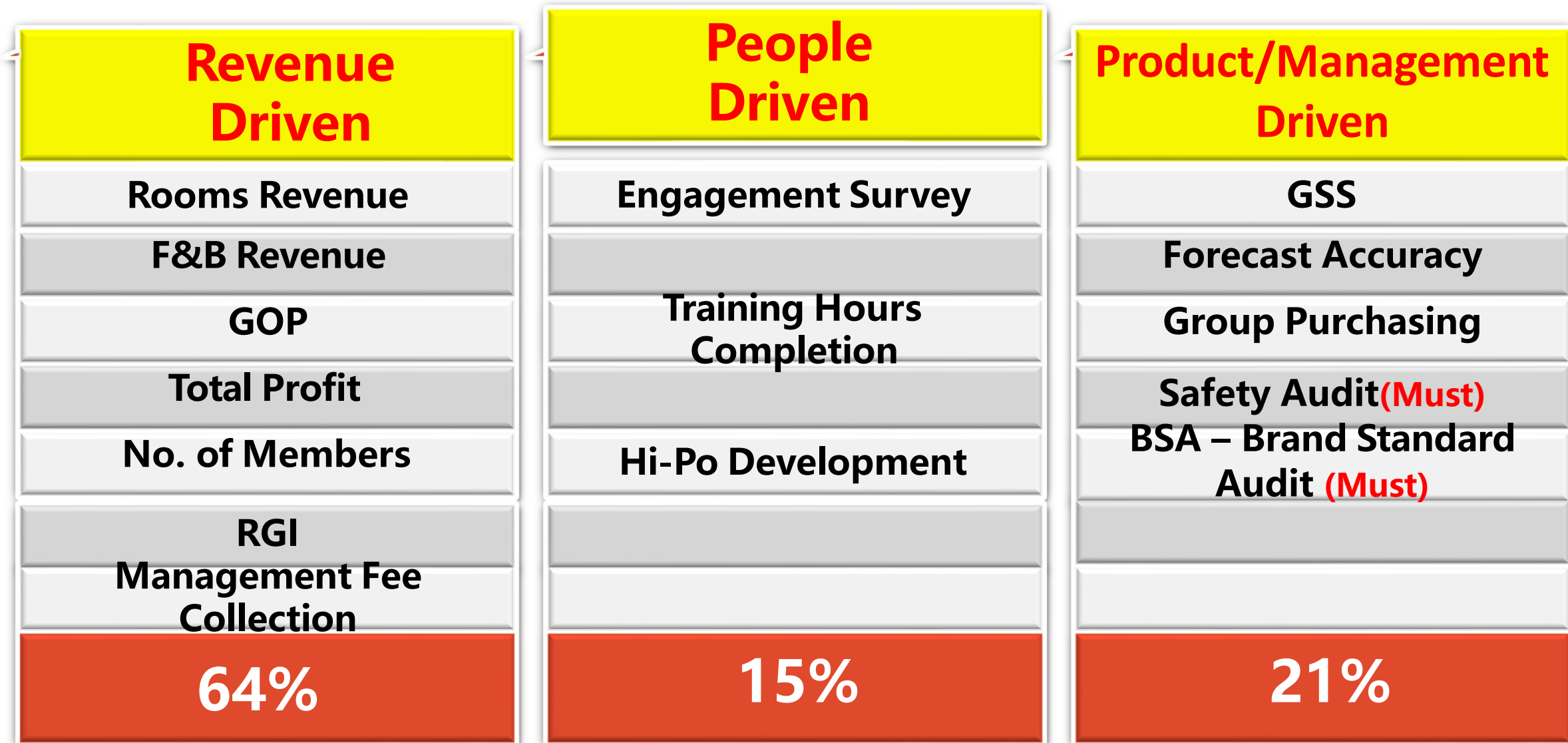
3.3 DIVERSIFIED INFORMATION SYSTEM SUPPORT



3.4 OPERATING STANDARDS ENSURE HIGH EFFICIENCY, STABILITY AND SAFETY



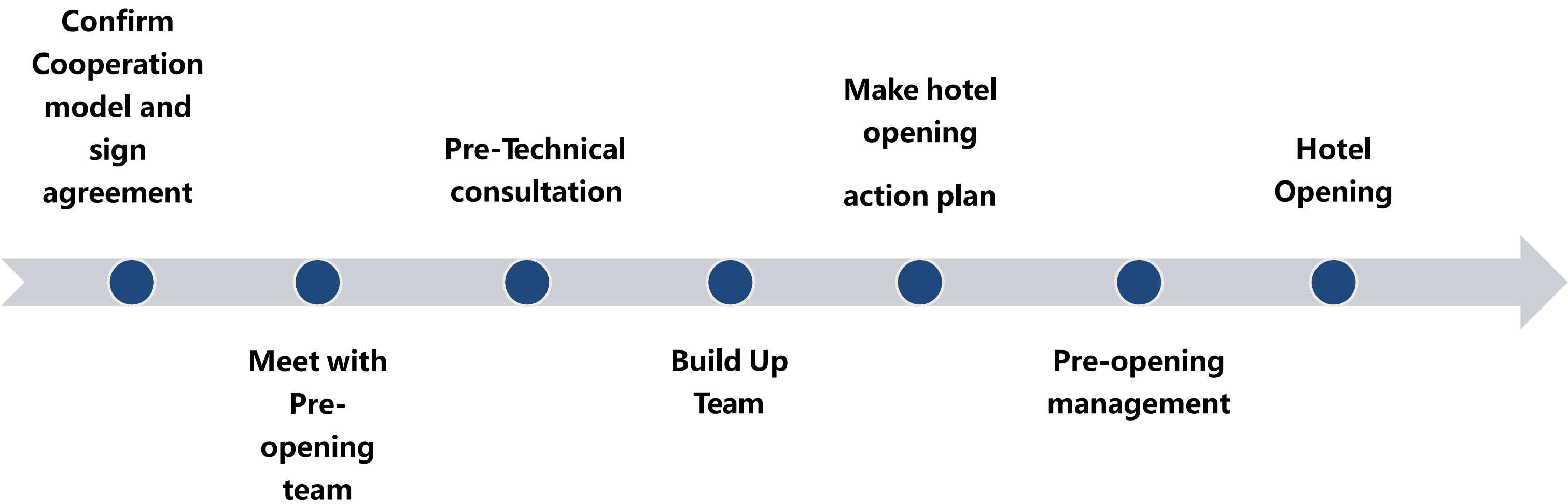
3.5 WINNING METRICS PROGRESS CONTROL SYSTEM





4. COOPERATION PROGRAMS

4.1 PROJECT IMPLEMENTATION PROGRESS



4.2 MANAGEMENT MODEL

- Business Model

 - We release brand and assign management team
- Operation Subject

 - Owner pay for the expenses
 - We responsible for hotel operation, owner supervise and approval
- HR Support

 - We assign hotel GM and operation leader, build up management team
- Finance Control

 - The management team are in charge of annual budget and then send to owner for approval
 - Hotel should be included in our finance system. We withdraw management fee based on hotel revenue monthly
 - Both parties should sign on paper

Basis Management Fee (Accrue monthly)

- 2.5% of hotel total revenue

Incentive Management Fee (Accrue monthly)

- 4%-6% of monthly GOP
- If $GOP \leq 20\%$, Nil
- If $20\% < GOP \leq 30\%$, 4% of GOP;
- If $30\% < GOP \leq 40\%$, 5% of GOP;
- If $GOP > 40\%$, 6% of GOP.

Central Reservation Fee(Accrue Monthly)

- According to company reservation agreement
- 2019-2020annual reservation fee for free

“Heart Park Rewards” Management Fee (Accrue Monthly)

- 5% of sum of consumption amount



4.3 BRAND CHAIN-LIKE ALLIANCE MODEL

Business Model

- We authorize owner to use our Grand Metropark Brand and intellectual property

Operation Subject

- We charge for the franchised fee
- Owner control for hotel operation

HR Support

- We dispatch Hotel GM and get owner approval

Finance Control

- Owner set up management team by themselves
- Owner send hotel financial report every month and we calculate franchised fees based on the report
- Owner control the finance system

Basis Management Fee (Accrue monthly)

- 2.5% of hotel revenue

Central Reservation Fee(Accrue Monthly)

- According to company reservation agreement
- 2019-2020annual reservation fee for free

“Heart Park Rewards” Management Fee (Accrue Monthly)

- 5% of sum of Consumption amount



4.4 FRANCHISED MODEL

Business Model

- We authorize owner to use our Grand Metropark Brand and intellectual property

Operation Subject

- We charge for franchised fee and deposit
- Owner control hotel operation

HR Support

- Owner employ GM and set up management team by themselves

Finance Control

- Owner send hotel financial report every month and we calculate franchised fees based on the report
- Owner control the finance system

Franchised Management Fee (Accrue monthly)

- 2.5% of hotel revenue

Central Reservation Fee(Accrue Monthly)

- According to company reservation agreement
- 2019-2020annual reservation fee for free

“Heart Park Rewards” Management Fee (Accrue Monthly)

- 5% of sum of Consumption amount

Franchised Deposit (lump-sum Collection)

- RMB 1 million, Full refund in case of termination and non-breach of contract



Win-Win Cooperation



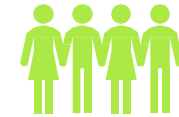
**Dedicating the best
hospitality services
to our guests**



**Providing career
enhancement and
development for
our staff**



**Offering optimal
values and returns
to hotel owners**



**Contributing
professional
services to the
community**

