IN COLLABORATION WITH:

Horwath HTL.

2018 MALAYSIA Hotel Industry Survey of Operations

2017 Financial Year
# MARKET SUMMARY

## SURVEY INTRODUCTION

## SUMMARY OF RESULTS

### BY AVERAGE ROOM RATES

Table 1.2  
**BY AVERAGE ROOM RATES**  

### BY LOCATION

Table 1.3  
**BY LOCATION**  

## DEPARTMENTAL REVENUES & EXPENSES

Table 2.1  
2015 vs 2014  

Table 2.2  
**BY AVERAGE ROOM RATES**  

Table 2.3.1  
**BY LOCATION**  

Table 2.3.2  
**BY LOCATION**  

## DEPARTMENTAL EXPENSES

Table 3.1  
**BY AVERAGE ROOM RATES**  

Table 3.2  
**BY LOCATION**  

## UNDISTRIBUTED EXPENSES

Table 4.1  
**BY AVERAGE ROOM RATES**  

Table 4.2  
**BY LOCATION**  

## ADDITIONAL STATISTICS

### ROOM STATISTICS

Table 5.1  
**BY AVERAGE ROOM RATE**  

Table 5.2  
**BY LOCATION**  

### RESERVATION AND SALES STATISTICS

Table 6.1  
**BY AVERAGE ROOM RATES**  

Table 6.2  
**BY LOCATION**  

### NATIONALITY PROFILE

Table 7.1  
**BY AVERAGE ROOM RATE**  

Table 7.2  
**BY LOCATION**  

### FOOD & BEVERAGE STATISTICS I

Table 8.1  
**PER AVAILABLE ROOM**  

Table 8.2  
**PER OCCUPIED ROOM**  

Table 8.3  
**PERCENTAGE OF REVENUE**  

### FOOD & BEVERAGE STATISTICS II

Table 9.1  
**BY AVERAGE ROOM RATE**  

Table 9.2  
**BY LOCATION**  

### SPA STATISTICS

Table 10.1  
**BY AVERAGE ROOM RATES**  

Table 10.2  
**BY LOCATION**  

### LABOR STATISTICS

Table 11.1  
**BY AVERAGE ROOM RATE**  

Table 11.2  
**BY LOCATION**  

### PRODUCTIVITY ANALYSIS

Table 12.1  
**BY AVERAGE ROOM RATE**  

Table 12.2  
**BY LOCATION**  

### BUSINESS MIX PROFILE

Table 13.1  
**BY AVERAGE ROOM RATE**  

Table 13.2  
**BY LOCATION**
REVENUE AND EXPENSE DISTRIBUTION

2017 FINANCIAL YEAR AGGREGATE

EBITDA 28.9%

EBITDA 20.9%

EBITDA 14.0%

Under MYR 200

ADR: MYR 99
MYR 42,847 Total Rev PAR

Other 6%
F&B Rev Mix
Bev 7%
Food 87%

F&B Rev POR: MYR 42
Total Labour Cost To Revenue 26%

38% Gross Operating Profit

MYR 200 – MYR 300

ADR: MYR 248
MYR 102,547 Total Rev PAR

Other 8%
F&B Rev Mix
Bev 11%
Food 81%

F&B Rev POR: MYR 156
Total Labour Cost To Revenue 28%

30% Gross Operating Profit

Above MYR 300

ADR: MYR 459
MYR 181,413 Total Rev PAR

Other 11%
F&B Rev Mix
Bev 13%
Food 76%

F&B Rev POR: MYR 233
Total Labour Cost To Revenue 26%

37% Gross Operating Profit

MALAYSIA HOTEL INDUSTRY SURVEY 2017