

# 中国酒店发展史

导入：  
一起来找茬

## HOTELS CORPORATE 300 RANKING

Rank 2006 2005	Company Headquarters	Rooms 2006 2005	Hotels 2006 2005	Rank 2006 2005	Company Headquarters	Rooms 2006 2005	Hotels 2006 2005
1	InterContinental Hotels Group (IHG)	556,246	3,741	31	Whitbread Hotel Co. (Premier Travel Inn)	31,000	475
1	Windsor, England	537,533	3,606	31	Leagrave, Bedfordshire, England	30,000	470
2	Wyndham Hotel Group	543,234	6,473	32	Millennium & Copthorne Hotels plc	29,408	111
2	Parsippany, N.J. USA	532,294	6,344	34	London, England	27,369	102
3	Marriott International	513,832	2,832	33	Club Mediterranee	28,027*	80
3	Washington, D.C. USA	499,165	2,741	27	Paris, France	36,000	93
4	Hilton Hotels Corp.	501,478	2,935	34	Tharaldson Enterprises	26,246	351
4	Beverly Hills, Calif. USA	485,356	2,817	37	Fargo, N.D. USA	25,856	349
5	Accor	486,512	4,121	35	Shangri-La Hotels & Resorts	23,956	49
6	Paris, France	475,433	4,065	38	Hong Kong, China	22,468	47
6	Choice Hotels International	435,000	5,376	36	Prince Hotels	22,416*	60*
5	Silver Spring, Md. USA	481,131	5,897	33	Tokyo, Japan	27,715	98
7	Best Western International	315,401	4,164	37	JAL Hotels Co. Ltd.	20,776	66
7	Phoenix, Ariz. USA	315,875	4,195	39	Tokyo, Japan	20,259	63
8	Starwood Hotels & Resorts Worldwide	265,600	871	38	Four Seasons Hotels & Resorts	18,052	73
8	White Plains, N.Y. USA	257,889	845	44	Toronto, Canada	17,296	68
9	Carlson Hospitality Worldwide	145,331	945	39	Ocean Hospitality	18,000	121
9	Minneapolis, Minn. USA	147,129	922	40	Portsmouth, N.H. USA	20,060	129
10	Global Hyatt Corp.	140,416	749	40	Grupo Posadas	18,000	96
10	Chicago, Ill. USA	134,296	731	45	Mexico City, Mexico	17,268	92
11	TUI AG TUI Hotels & Resorts	82,111	279	41	Occidental Hotels & Resorts	16,916	71
11	Hannover, Germany	82,455	279	46	Madrid, Spain	15,421	59
12	Sol Meliá SA	80,856	407	42	John Q. Hammons Hotels	16,222	68
12	Palma de Mallorca, Spain	81,282	328	47	Springfield, Mo. USA	15,366	63
13	Extended Stay Hotels	75,860	681	43	Drury Inns, Inc.	15,517*	120*
13	Spartanburg, S.C. USA	74,936	672	51	St. Louis, Mo. USA	14,125	109
14	LQ Management LLC (was La Quinta Corp.)	64,856	582	44	White Lodging Services	15,314	112
19	Ining, Texas USA	46,739	413	53	Merrillville, Ind. USA	13,753	100
15	Westmont Hospitality Group	63,380	384	45	LTI International Hotels (FEMETOURISTIK)	14,771*	50*
16	Houston, Texas USA	55,000	360	49	Cologne, Germany	14,771	50
16	Société du Louvre	59,616	840	46	Tokyu Hotels	14,735*	57*
15	Torcy, France	55,538	819	48	Tokyo, Japan	15,000	57
17	Jin Jiang International Hotels	53,552	277	47	Omni Hotels	14,707	38
22	Shanghai, China	41,130	199	52	Ining, Texas USA	14,000	37
18	Golden Tulip Hospitality/THL	51,182	512	48	Hospitality International	14,204	295
18	Amerfoort, Netherlands	47,661	498	50	Tucker, Ga. USA	14,423	301
19	Interstate Hotels & Resorts	50,199	223	49	Seigenberger Hotels AG	14,022	82
14	Arlington, Va. USA	65,293	286	56	Frankfurt am Main, Germany	13,000	76
20	NH Hoteles SA	47,799	330	50	BTG/Jianguo Hotel Management Co., Ltd	14,000*	52*
25	Madrid, Spain	37,643	258	85	Beijing, China	9,266	23
21	Vantage Hospitality Group (Americas Best Value Inns)	46,910	699	51	Mövenpick Hotels & Resorts	13,768	58
24	Westlake Village, Calif. USA	37,939	610	57	Gattbrugg, Switzerland	12,757	54
22	Rezidor Hotel Group	45,463	225	52	Longhouse Hospitality/Park Management Group	13,648	171
20	Brussels, Belgium	45,000	263	124	Smyrna, Ga. USA	6,526	49
23	Fairmont Raffles Holdings International	44,149	123	53	Husa Hotels Group	13,630*	172*
29	Toronto, Ontario, Canada	33,768	88	59	Barcelona, Spain	12,672	160
24	MGM Mirage	43,785	18	54	American Property Mgmt. Corp.	13,550	470
17	Las Vegas, Nev. USA	47,921	22	67	San Diego, Calif. USA	11,231	45
25	Walt Disney World Co.	40,399*	47*	55	Southern Sun Hotels (Fty.) Ltd.	13,152	79
26	Burbank, Calif. USA	36,990	43	58	Bryanston, South Africa	12,732	74
26	Harrah's Entertainment	37,315*	37*	56	The Proccaccianti Group	12,993	50
23	Las Vegas, Nev. USA	40,285	31	71	Cranston, R.I. USA	10,371	41
27	Riu Hotels Group	37,259	109	57	Kempinski Hotels & Resorts	12,464	53
28	Playa de Palma, Mallorca, Spain	35,000	109	74	Geneva, Switzerland	10,070	52
28	Barcelo Hotels & Resorts	33,866	128	58	America's Best Franchising	12,395*	186*
30	Palma de Mallorca, Spain	30,035	115	70	Atlanta, Ga. USA	10,741	159
29	Azlar/Columbia Sussex Corp.	32,265*	83*	59	Lodgian Inc.	12,353	68
35	Fort Mitchell, Ky. USA	26,320	80	54	Atlanta, Ga. USA	13,468	75
30	Iberostar Hotels & Resorts	32,000	100	60	Highgate Hotels	12,087	32
32	Palma de Mallorca, Spain	28,000	90	75	Ining, Texas USA	10,000	24

\*HOTELS estimate

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图片上的信息,  
有哪些变化?

2020 Rank	2019 Rank	Company	Headquarters	2020 Rooms	2020 Hotels	2019 Rooms	2019 Hotels
1	1	Marriott International	Bethesda, Maryland USA	1,423,644	2,642	1,348,532	7,163
2	2	Jin Jiang International Holdings Co. Ltd.	Shanghai, China	1,132,911	10,695	1,081,230	10,020
3	4	Hilton	McLean, Virginia USA	1,019,287	6,478	971,780	6,110
4	5	IHG (InterContinental Hotels Group)	Denham, England	886,806	5,964	883,563	5,903
5	6	Wyndham Hotels & Resorts	Parsippany, New Jersey USA	795,909	8,941	831,025	9,280
6	7	Azra	Paris, France	753,000	5,300	739,537	5,036
7	-	China Lodging Group	Shanghai, China	652,362	6,789	-	-
8	9	Headu Group Ltd.	Shanghai, China	652,362	6,789	536,876	5,618
9	8	Choice Hotels International	Rockville, Maryland USA	587,977	2,147	590,897	7,153
10	10	BTG Home Inns	Shanghai, China	432,433	4,895	414,952	4,450
11	11	BWH Hotel Group (Best Western)	Phoenix, Arizona USA	363,589	4,033	369,386	3,997
12	13	GreenTree Hospitality Group	Shanghai, China	375,335	4,340	246,216	3,178
13	12	Dessen International Group	Guangzhou, China	254,774	3,025	254,774	3,062
14	16	Qingdao Sunmei Life Group Co.	Qingdao, China	250,000	5,000	150,856	2,988
15	14	Hyatt Hotels Corp.	Chicago, Illinois USA	238,435	982	223,111	913
16	15	Aimbridge Hospitality	Plano, Texas USA	239,310	1,530	179,136	1,266
17	17	G6 Hospitality LLC	Carrollton, Texas USA	118,205	1,385	118,205	1,385
18	18	New Century Hotels & Resorts	Hangzhou, China	109,365	598	89,531	455
19	27	APA Group	Tokyo, Japan	102,359	662	65,896	457
20	20	Westmont Hospitality Group	Houston, Texas USA	86,459	736	81,411	728
21	19	Melia Hotels International	Palma de Mallorca, Spain	82,526	317	242,011	325
22	21	Whitbread	Dunstable, England	79,638	818	78,900	814
23	22	Minor Hotel Group	Bangkok, Thailand	75,490	525	78,215	530
24	24	Extended Stay America	Charlotte, North Carolina USA	71,388	631	69,000	631
25	26	Toyoko Inn Co.	Tokyo, Japan	70,707	323	67,347	312
26	23	The Ascott Ltd.	Singapore	70,000	601	69,200	487
27	28	Red Roof	New Albany, Ohio USA	66,211	652	59,103	640
28	25	RLH Corp.	Spokane, Washington USA	59,200	956	67,700	1,062
29	29	Barcelo Hotel Group	Palma de Mallorca, Spain	54,974	240	57,493	251
30	30	Scandic Hotels	Stockholm, Sweden	53,005	265	52,755	268
31	42	Caesars Entertainment	Las Vegas, Nevada USA	52,000	50	40,000	32
32	32	Riu Hotels & Resorts	Palma de Mallorca, Spain	48,467	100	47,982	99
33	46	Karada Hotel Group	Hangzhou, China	46,000	190	36,075	165
34	39	Walt Disney Co.	Burbank, California USA	45,940	37	41,870	52
35	40	B&B Hotels	Brest, France	45,480	569	40,205	503
36	33	Club Med	Paris, France	45,375	65	47,467	58
37	34	MGM Resorts International	Las Vegas, Nevada USA	45,357	29	45,157	29
38	35	Tritelodge Hotels	Thame, England	43,497	579	44,258	589
39	37	Fattal International Hotels & Resorts	Tel Aviv, Israel	43,000	225	43,000	225
40	38	Highgate	New York, New York USA	42,884	176	42,000	156
41	49	Funiyand Hotels & Resorts	Guangdong, China	42,679	137	32,088	88
42	41	Shangri-La Group	Hong Kong, China	41,600	103	40,000	103
43	43	Nordic Choice Hotels	Oslo, Norway	40,250	275	38,930	210
44	44	HK CTS Hotels Co.	Beijing, China	40,218	178	38,477	173
45	31	Zhuoyou Hotel Group	Hangzhou, China	40,064	675	48,155	797
46	45	Jinling Hotels & Resorts Corp.	Nanjing, China	40,000	151	38,225	136
47	36	Millennium & Copthorne Hotels	London, England	38,000	131	43,232	156
48	47	Iberostar Hotels & Resorts	Palma de Mallorca, Spain	37,300	102	35,700	104
49	48	Pandax	Stockholm, Sweden	35,060	151	35,001	156
50	-	Reserve Hotels & Resorts Worldwide	London, England	24,796	166	-	-

## 导入

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- ◆ 根据最新出炉的榜单：万豪的霸主地位依然稳固，凭借超过142万间客房，排名全球第一；即使经历了新冠疫情的重击，万豪客房数量仍然继续增长。而锦江则以超过113万间客房，排名世界第二，同样比上一年多。
- ◆ 即使在疫情之下，中国酒店的实力仍然很强劲。和上一年的榜单类似，今年榜单的Top 50中，仍然有13家中国地区的酒店集团，分别是：锦江、华住、首旅如家、格林、东呈、尚美、开元、君澜、凤悦、香格里拉、港中旅、住友和金陵。

我们再看这个图表，  
你又发现了什么呢？

	美国出现年份	中国出现年份	特征
第一个酒店集团	1929	1997	锦江之星诞生
行业协会开始介入	1931	2007	中国饭店协会经济型饭店专业委员会成立
第一套酒店预定系统	1947	2004	如家
第一家国际酒店集团	1949	2010	锦江并购州际
第一宗酒店并购	1954	2007	如家收购七斗星
推出免费预订电话	1958	2000	锦江之星
第一家酒店集团向房地产企业转型	1967		
开始提供品牌客房用品	1975		
酒店接受信用卡	1983	1998	锦江之星
第一次进行市场细分	1984	2005	汉庭商务
预定系统连通所有酒店	1986	2005	如家
商务房诞生	1993	2004	如家
第一家酒店网站	1994	2004	如家
网上预订酒店开始	1995	2005	如家

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中国酒店行业的发展基本是步着美国的后尘，尽管我们的品牌酒店集团出现比美国晚了70年，但面向客人的服务随着社会公众服务的升级却大大提前了，我们有效地将我们的差距缩短到10年左右。可以预期，我们的酒店行业还将迎来更迅速的发展。

# 《HOTELS》

Jeff Weinstein

“正如过去十年的整体趋势，中国的酒店公司持续崛起，在全球榜单里奋力上升，我们通过中国这个沉睡巨人，持续发掘到了新入局者。”

This issue of HOTELS is a keeper because it is so jam-packed with great features. In fact, I'd call it a classic – just like our two Hotelier of the World award winners on the cover.

This summer issue has the always highly anticipated ranking of the world's biggest hotel companies, only this year we shaved off 100 companies from the bottom of our corporate ranking to make it a bit more exclusive. It now takes about 7,000 rooms open systemwide (versus about 4,000 previously) to crack the Corporate 200 ranking. As has been the case for the last 10 years, China-based companies continue to work their way up the charts and we keep uncovering new additions from the Sleeping Giant.

industry royalty.

We profile Jerry Inzerillo, currently CEO of Diriyah Gate Development Authority in Riyadh, Saudi Arabia, and Pierre Jochem, general manager and senior vice president of operations for

La Mamounia in Marrakech, Morocco.

As you will read, they were both bitten by the hotel bug as youngsters and have maintained incredible spirit and devotion to their crafts during long, storied careers.

Perhaps most importantly, they are both so



Jeff Weinstein  
Editor in Chief

“

那中国酒店业是怎么发展起来的？  
又经历了哪些阶段呢？

# 一 中国酒店发展的 三个阶段

# 1

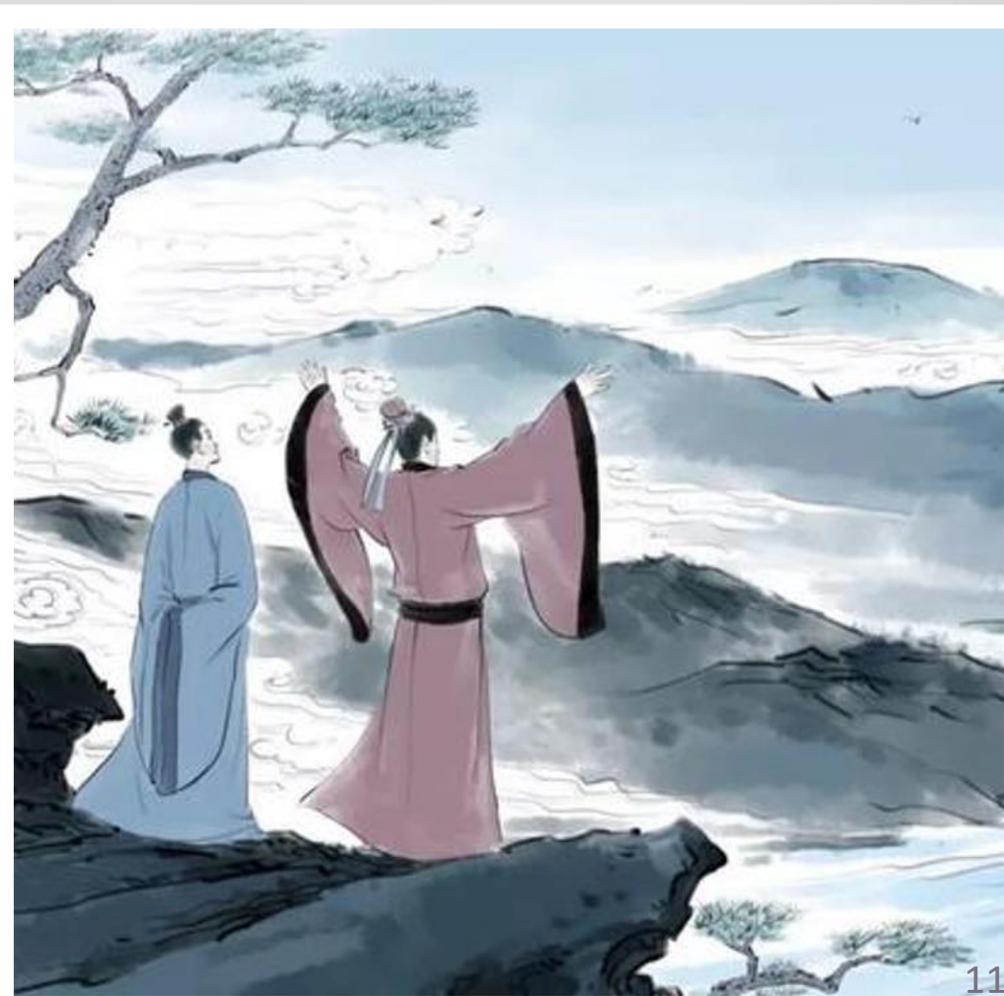
# 中国古代的客栈

人生如逆旅，  
我亦是行人。

——苏轼

天地万物之逆旅，  
光阴百代之过客。

——李白



## 殷商萌芽

- ◆ 在中国和西域各国之间，往来贸易的商人走出了一条“丝绸之路”。一路上，遍布着具有官方背景，服务于商人的“群鄙”，也就是那时候的 hotel。
- ◆ 随着两汉远去，历史的马车陷进了大动荡，战事连年，社会生产力遭到摧毁，民间的商贸往来被迫中断，此时的驿站多为军事之用，酒店业的发展也几乎停步不前。



## 唐宋繁荣

- ◆ “旅馆谁相问，寒灯独可亲。一年将近夜，万里未归人。”
- ◆ 作为一个盛世朝代，唐朝的酒店业空前繁荣，彼时称旅馆业，旅馆这个词首度出现。那时，各民族各地区，甚至中外交流十分频繁，人口流动逐渐成为常态。



# 2

# 近代饭店管理阶段

(19世纪末到1949年)

➤ 外国人在中国建立的饭店

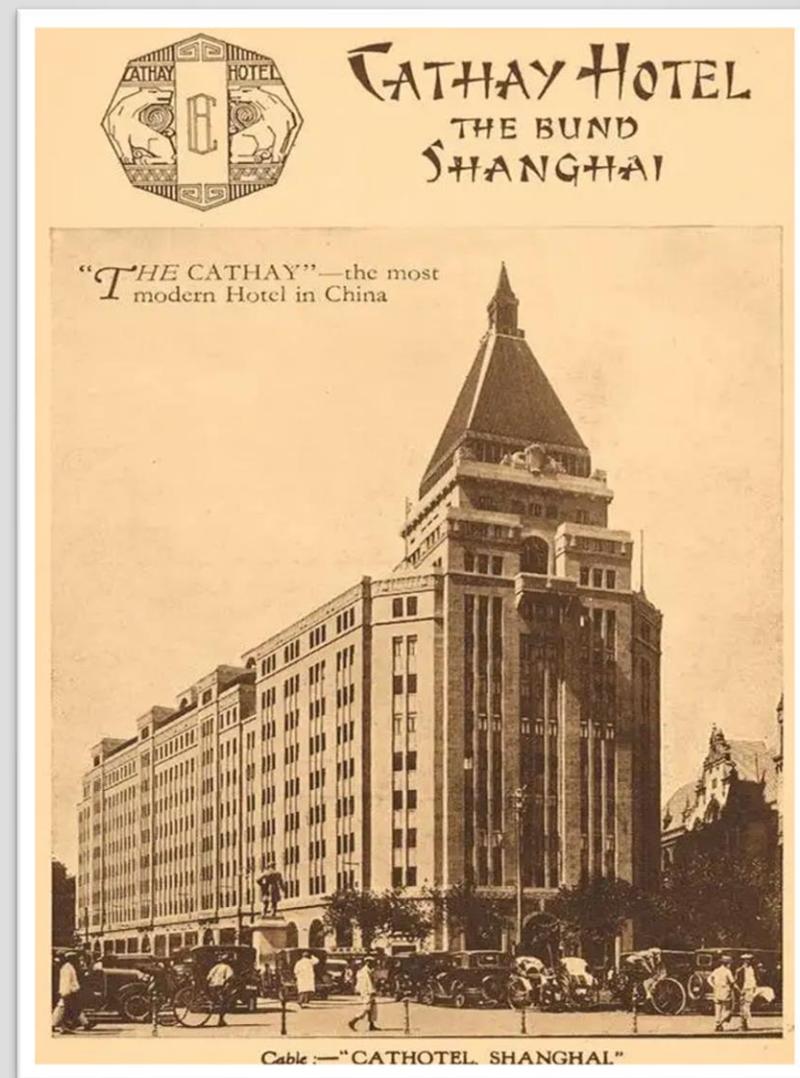
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➤ 中国的工商业者投资兴办，也即是民族资本建立的中西式饭店

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➤ 中国旅行社在各城市建立的饭店和旅舍

- ◆ 和平饭店
- ◆ 1927年9月，蒋介石与宋美龄在这里举行订婚晚宴。至今和平饭店南楼的六楼，还保留了一间私人宴会厅——“美庐厅”。
- ◆ 鲁迅、宋庆龄曾来饭店会见外国友人卓别林、萧伯纳等。
- ◆ 1996年，和平饭店作为上海外滩建筑群的一部分被列为第四批全国重点文物保护单位。



- ◆ 1935年，董竹君，在战火中创办了锦江饭店的前身——锦江川菜馆。



# 3

# 中国现代饭店业

➤ **行政事业单位管理阶段** 解放后到**1978年**

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➤ **现代饭店初创阶段** **1978年到1983年**

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➤ **饭店业由经验型管理走向科学**  
**1983年到1988年**

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➤ **我国饭店业进入国际化、现代化、  
规范化管理的新阶段** **1988年后**

## 中国饭店业发展的三个阶段

小结



# 二 中国饭店的现状 与 发展趋势

## (一) 中国饭店业的现状

1. 饭店产业化规模庞大，  
饭店投入金额巨大



2. 饭店转入买方市场，  
企业进入微利时代



3. 供求关系比较宽松，  
饭店市场竞争激烈



4. 集团化经营得到发展，  
饭店业面临新的挑战



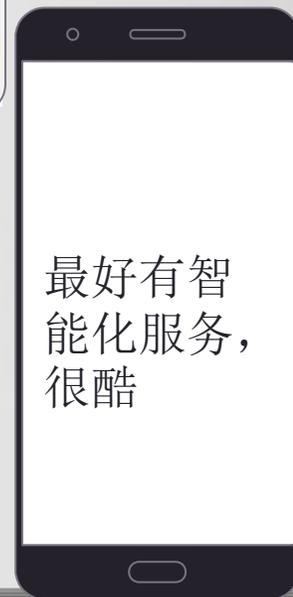
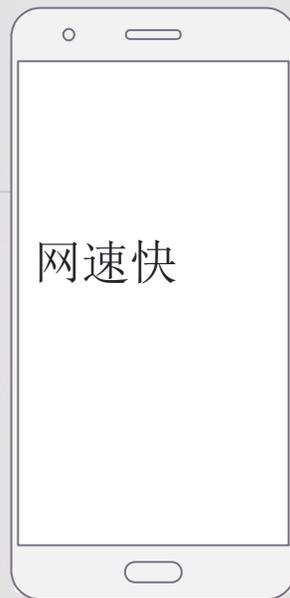
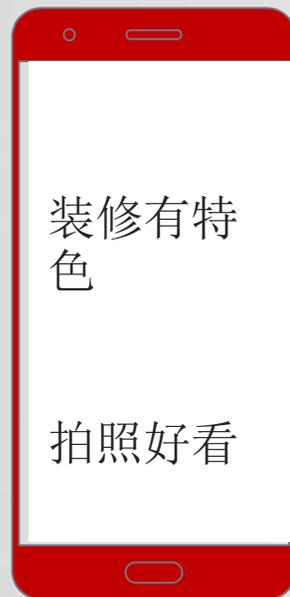
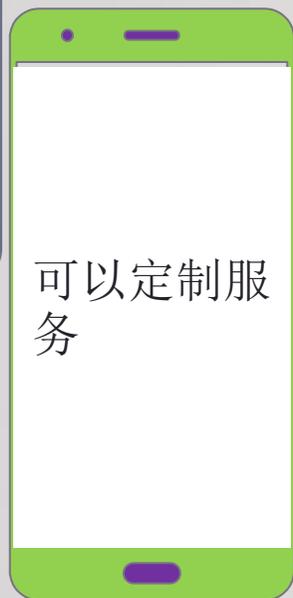
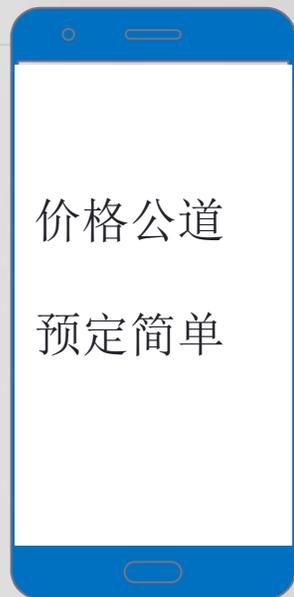
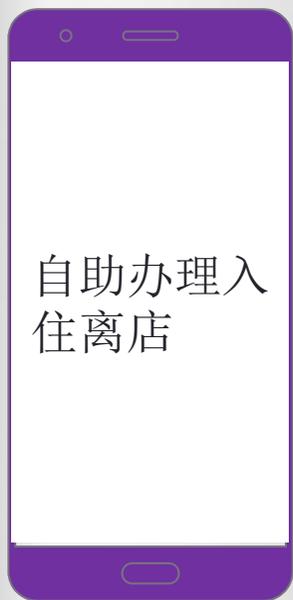
## （二）未来中国饭店的发展趋势

近年来，酒店消费者群体在年龄构成上发生了明显变化，年轻的消费群体以**95、00**后为代表又称“**Z**世代”，逐渐成为**中国消费市场的主力军**。

讨论：

Z世代加速酒店创新升级，作为Z时代的同学们，你们愿意为什么买单？

## (二) 未来中国饭店的发展趋势



## (二) 未来中国饭店的发展趋势

1. 集团化运作
2. X+住宿模式
3. 度假酒店的机遇和挑战
4. 资产交易
5. 数字化变革
6. 绿色消费与绿色管理

讨论：

小而美  
个性化  
非标准

课后拓展

# 中国酒店故事

董竹君与锦江饭店

