

# Investment Report of China Listed Catering and Tourism Companies, 2000-2008

## Abstract

Tourism industry as a new growth point of national economy and a mainstay of leisure economy plays a more and more important role in driving national economic growth. With the improvement of people's living standard and family income, more and more families with over middle-income level take tourism as an indispensable consumption. The higher their income is, the bigger their tourist expenditure will be. China's tourism industry has always been growing faster than GDP growth, so it is regarded as the green and eternal sunrise industry.

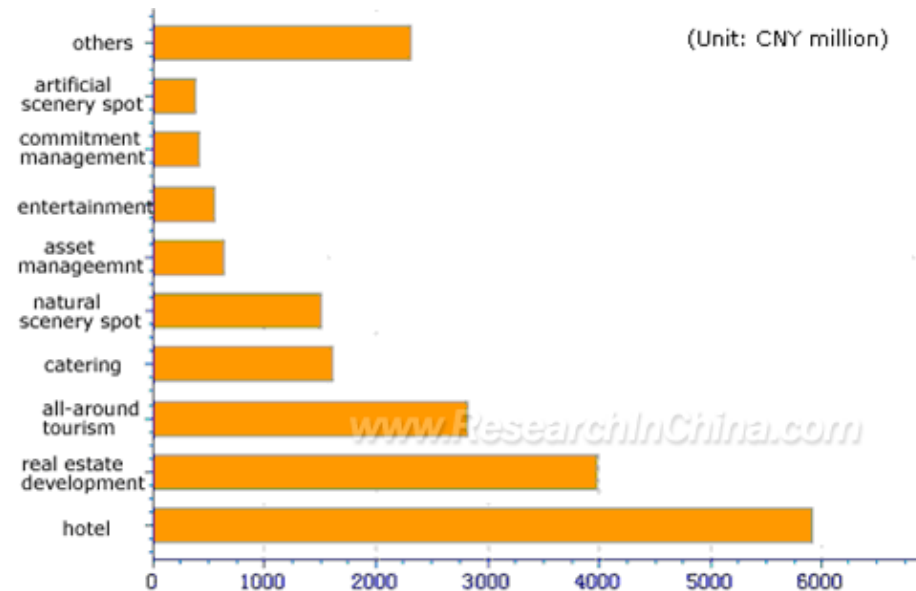
In the next few years, China's tourism industry will keep growing at a rate of 10.4%. Revenue proportion of China's tourism industry to GDP will jump to 8% in 2010 from 5.44% in 2002. China will become the world largest tourism destination and the fourth tourist exporter of tourists in 2020, and the number of Chinese touring overseas will hit 100 million by then.

According to the preliminary statistics, China annual additional investment in tourism industry has reached CNY150 billion in recent years with the average annual growth rate of over 20%. Tourism industry has become an investment hotspot attracting various sorts of capital, showing China's tourism industry is entering a peak period of investment.

This report makes a thorough study on all investment projects financed by 26 listed companies in the catering and tourism industry from 2000 to 2008, and makes a summary of the investment trend of this industry as well as the investment feature and investment trend of the listed companies.

Since 2000, the total investment of the listed companies in the catering and tourism industry has exceeded CNY20 billion. East China is the region that has gained the largest investment, accounting for 22.37% of the total, followed by Northwest, amounting to 21.4%. In terms of the province, Shaanxi province has obtained the biggest investment, followed by Guangdong province. Furthermore, these listed companies have also poured a lot of money into Beijing and Shanghai.

## Investment of China Listed Catering & Tourism Companies (By Sector) 2000-2008

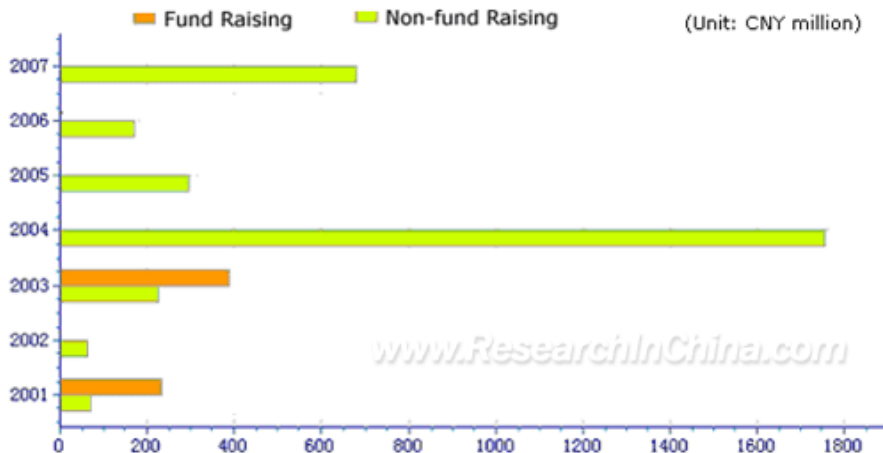


Source: ResearchInChina

In terms of the investment direction, hotel is the most important investment field, taking up 29.23% of the total investment, followed by real estate development, all-around tourism, catering industry and natural scenery spot sectors, accounting for 19.66%, 14.06%, 8.02% and 7.55% of the total respectively, which basically reflects the investment trend of the listed companies.

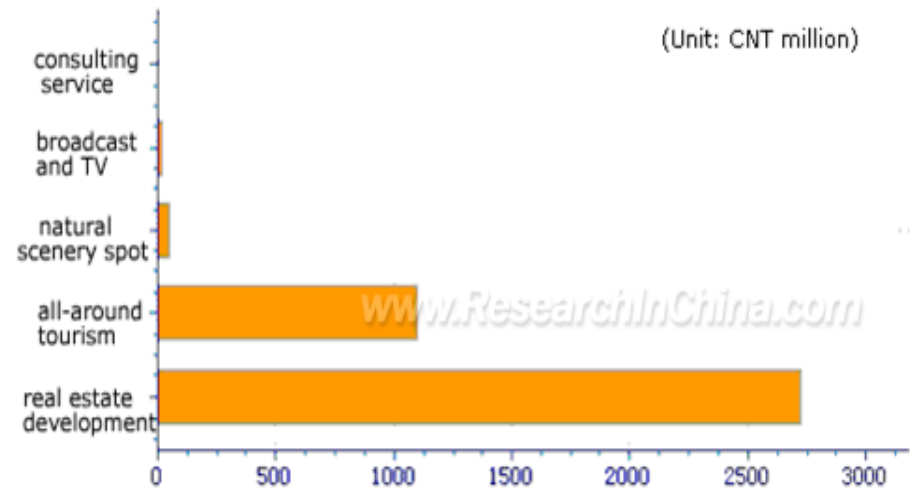
This report analyzes all investment projects financed by the 26 listed companies in the catering and tourism industry. OCT Group (000069), for instance, is referred in this report.

### Investment of OTC Group, 2000-2008



Source: ResearchInChina

### OCT Group's Investment Distribution by Sector, 2000-2008



Source: ResearchInChina

### **Investment Features of OCT Group**

Main business: tourism and real estate industry.

The largest investment of the company covers real estate and all-around tourism sectors, reaching CNY2.73 billion and CNY1.104 billion respectively. In addition, it also invested CNY52.5 million in the natural scenery spot sector.

Its main investment region is South China, followed by North China and Southwest. The company also has some investment in East China. Regarding investment in the all-around tourism sector, its investment is focused on Happy Valley Engineering Project.

Relying on tourism industry, its real estate projects are tourism-based assets with strong profitability. Its main investment direction is high-end property. The sales of the projects launched recently are good. Previously, its tourism business was focused on the theme park. The company will increase new hotel projects to extend its tourism industry chain in the future. Furthermore, the company will increase high-end project reserves for its tourism-based real estate sector in the future.

Note: We can update the data in the report to the most recent quarter, when the report is purchased.

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