

# IN THIS ISSUE

**INDUSTRY DIGS DEEP FOR BUSHFIRE RELIEF**

**NEW HOTEL BRANDS TO SHAKE-UP THE AUSTRALIAN SCENE**

**HM CHATS TO NZ OWNERS ASSOCIATION EXECUTIVE DIRECTOR, AMY ROBENS**

**THE BUSINESS OF ACCOMMODATION IN ASIA-PACIFIC**

Vol.24 No.1 Bi-monthly  
February 2020

**Biggest Industry Leaders Forum ever!**

*A new decade brings renewed insights and focus on the path ahead for the world's leading hoteliers*

# TFE'S ROARING TWENTIES

*There isn't a brand in the TFE Hotels family not growing or transforming in some form. Whether local or international, the company's long-term focus is bringing the future of hotels forward and faster than ever*

**HOT THIS MONTH** Hotels in a garden, New brands for Australia, Industry helping homeless and more



## Craig Hooley

### Chief Operating Officer, Australia and New Zealand, Minor Hotels

2019 was a challenging year for the industry and this was no exception for Minor Hotels.

THE INCREASE IN supply combined with improved transport infrastructure in both Sydney and Melbourne in particular has seen the development of a new world where market compression will only occur when international events come to town. As an example, cost-conscious corporate and domestic leisure travellers are now happy to stay in the airport precinct of Sydney at a significantly lower rate than the CBD, thus we see good occupancy but limited rate growth. We believe that a strong brand with a matching value proposition will be key to success moving forward and Minor is working in this space to improve our share in 2020 and beyond.

Our regional tourism industry now faces exponential challenges with the catastrophic bushfires. It's too early to ascertain how the overall industry will align to address this irrevocable change in our tourism topography.

I still believe that one of the industry's biggest challenges is that we don't have one voice and one strategy for where we see the long term position of hospitality in Australia. Tourism 2020 goes some way in addressing this but is too narrow and does not link through to government planning, business events and industry players. Whether travelling for work or pleasure or just dining out with friends, we are inspired by natural beauty and Australia has such an opportunity to be a global leader in this space. Perhaps we can find a united voice in 2020.

We have a number of significant refurbishments including a stunning redesign for Oaks Port Douglas Resort (previously QT) and Oaks Goldsborough, Sydney – 200 rooms underway now. We also have big plans for our resort properties in Pokolbin with a focus on golf and wellness. Oaks Caloundra, which is ranked among the Top 10 Family Resorts in the country, will also have investment in the family water park facilities.

Connectivity is one of the key strategic drivers of our success and I believe we need to establish minimum connections across Australia that should be subsidised by government when market forces don't financially support routes. For example, the reduction in flights to Darwin has



**Minor Hotels is confident about the future of Australia and we are well on track to owning or operating over 100 hotels in the next five years.**

Craig Hooley, Minor Hotels Australia and New Zealand

significant long-term effects on investment and perception of our country as a destination. With regards to cruising, there is a shortage of ports in the Southern Hemisphere. We have a great opportunity to grow Australia as a destination but we need to prioritise berthing infrastructure. The oil wharf in Sydney is such a quick win for the city.

Minor Hotels is confident about the future of Australia and we are well on track to owning or operating over 100 hotels in the next five years. We have two newbuild hotels scheduled to open in Toowoomba and Cairns in 2020. We are keen to grow all our brands in the state capitals but also look forward to announcing a new model focused on regional Australia.

Our focus is a 'home away from home' fully equipped serviced apartment model for the family and mid-tier market sector for Oaks Hotels, Resorts & Suites while Avani is targeting the new millennial mindset traveller who is looking to travel in stylish, comfortable accommodation but saving in value. We approach this through our innovative concept of balance, contemporary, functional but still playful and providing essentials such as comfort and warm atmosphere.

2019 has seen great progress for Avani. This year we opened 10 properties to reach 30 operational hotels around the world and we are still expanding where we are seeing openings in Thailand, Vietnam and Middle East in 2020.



#### SNAPSHOT: MINOR HOTELS

**Current number of hotels & rooms (Globally):** 537 hotels and approximately 78,000 rooms

**Current number of hotels & rooms (Asia Pacific):** 118 hotels and approximately 15,000 rooms

**Current number of hotels & rooms (Australia, New Zealand and South Pacific):** 75 hotels and approximately 11,925 rooms

**Current employee count (Globally):** 35,775 employees (as of November 2019)  
**Year the company was founded:** 1990

**Year first hotel opened (Globally):** 1990 (Anantara Hua Hin)

**Number of brands in the organisation:** 8

**Head office locations (Globally / APAC / ANZSP):** Bangkok and Brisbane