



Appendix 4

The Hotel Business Sustainability Index (Hotel BSI)

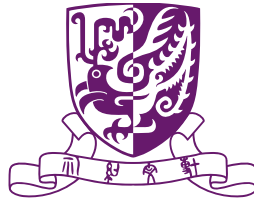
The tourism industry plays a crucial role in CSR advancement and hotel companies are integral to its success. Entering the second year of Hotel BSI, the [Centre for Hospitality and Real Estate Research \(CHRER\)](#) at CUHK School of Hotel and Tourism Management (SHTM) continues to encourage hotel companies to adopt CSR practices and recognise top CSR performers. This year, the number of indexed hotel companies has expanded to 29 – 20 of which are based in Hong Kong, Macau, Mainland China, and Taiwan, plus nine international hotel chains. Companies' performance for the financial year of 2019-20 is assessed based on publicly available information.

Overall, the average score of all indexed companies in the Hotel BSI improved from 45.83 points to 52.61 points, representing a 14.9% increase. Forty percent of the indexed hotel companies reached the “performer” level and scored 60 points or above compared with 17% in the first Hotel BSI. The improvement was contributed mainly by those in the Greater China region, namely, Hong Kong (49.19 points, up by 13.5%), Mainland China (29.78 points, up by 8.1%), Taiwan (50.72 points, up by 30.4%) and Macau (70.11 points, up by 15.0%). Despite a slight decrease (- 2.1%) as compared to the previous index, the international chains still outperformed constituents based in Hong Kong, Mainland China and Taiwan with the highest average score of 63.99.

The tourism and hospitality industries were hard-hit by the pandemic. However, the setback did not stop hotel companies from advancing their CSR trajectory. According to the data, even hotel companies that fell behind in their CSR initiatives traditionally in the Greater China region have now started to gain momentum. In addition to the endeavours of individual companies and regions, the tremendous call for sustainable tourism by various stakeholders, including travellers, businesses, investors, NGOs, tourism organisations and governments also played a key role in driving the industry-wide improvement.

Top 10 list of 2nd Hotel BSI (in alphabetical order)

- Accor SA
- Galaxy Entertainment Group Limited
- Hilton Worldwide Holdings Inc.
- Marriott International, Inc.
- Meliá Hotels International, S.A.
- MGM China Holdings Limited
- Miramar Hotel & Investment Company Limited
- Sands China Limited
- Sino Hotels (Holdings) Limited
- Wynn Macau Limited



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Overall Performance by Region

	Mean Score		% Change
	1st Hotel BSI	2nd Hotel BSI	
All	45.83	52.67	+14.9%
Hong Kong-based	43.32	49.19	+13.5%
Mainland China-based	27.54	29.78	+8.1%
Taiwan-based	38.90	50.72	+30.4%
Macau-based	60.95	70.11	+15.0%
Non-Greater China-based	65.37	63.99	-2.1%

Overall VPI Scores

	1st Hotel BSI		2nd Hotel BSI		% Change
	Mean Score	Performance Level	Mean Score	Performance Level	
Total	45.83	Explorer	52.67	Practicer	+14.91%
Values	47.75	Explorer	50.79	Practicer	+6.37%
Management	51.47	Practicer	64.50	Performer	+25.32%
Practice	54.61	Practicer	66.13	Performer	+21.10%
Impact	32.02	Explorer	32.56	Explorer	+1.68%

Performance by Level of Achievements

	1st Hotel BSI		2nd Hotel BSI	
	Count	%	Count	%
Exemplar 90-100 points	0	0%	0	0%
Pace-setter 80-89 points	3	8%	2	5%
Achiever 70-79 points	1	3%	6	16%
Performer 60-69 points	2	6%	8	21%
Practicer 50-59 points	12	33%	4	11%
Explorer Below 50 points	18	50%	18	47%
Total	36	100%	38	100%