



CODE : 2722

國際開發股份有限公司

Chateau International Development Co.,Ltd.

Reported by: Te-Hsiang, Tsai

G. Manager

Date : 29/09/2014



 **Company Profile**

 **Market profile**

 **Performance**

 **Prospect**

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Company Profile-Business Information

夏都國際開發股份有限公司	
Chateau International Development Co., Ltd.	
Listed on March 14, 2012 (Code: 2722)	
Date of Establishment	September 27, 1995
Address	No.15, Aly. 2, Ln. 40, Shengbei Rd., Hengchun Township, Pingtung Hsieng, Taiwan, ROC
Content of Business	General hotel lodging, restaurant, recreational facilities, beach, travel information service
President	Hsi-Tsun, Chen
G. Manager	Te-Hsiang, Tsai
Capital	NT\$892,018,980
Number of Employees	367 (September, 2014)
Substantial Shareholders	GuanTian Investment & Development Co., Ltd. (26.50%) Chung Shin Development Co., Ltd. (20.17%)

Company Profile-Management Philosophy

Dreams Come True.
Taiwan' s Finest
Beach Resort Hotel

Excellent
Performance



Innovation
with Heart

"Customers
First"
Service
Concept

+

"Unique" &
"the Only"
Geographical
Conditions

+

"Human-
Oriented"
Management
Spirit

Company Profile- Company Chronicle

1995

- In December, obtained operating right of Kenting Forest Recreation Area Waterfront from Council of Agriculture, Executive Yuan.

1998

- In October, Chateau Beach Resort Kenting Hotel was opened to the public and operated officially.

2003

- In July, the 2nd Hall of Chateau(MARBELLA) and outdoor recreational facilities(Swimming Pool for adults, SPA Pool, Beach BAR and BBQ area) were finished and operated formally.

2007

- In February, the 3rd Hall of Chateau(POSITANO) was completed and operated formally.

2009

- In August, public offering of stocks approved by Securities and Futures Bureau, Financial Supervisory Commission, Executive Yuan.
- In September, the stock trading was approved by Gre Tai Market and the trading was opened officially on September 17.

2011

- In July, the silver medal of Taiwan TrainQuali System(TTQS) issued by the Vocational Training Bureau of Council of Labor Affairs, Executive Yuan was acquired.

2012

- In March, the application for listing was approved by Taiwan Stock Exchange and Financial Supervisory Commission, Executive Yuan.
- In August, Qualicert Service Certification of SGS Certification was obtained.
- In October, 5-Star Hotel Mark issued by Tourism Bureau, Ministry

2014

- In September, the silver medal of Taiwan TrainQuali System(TTQS) issued by the Vocational Training Bureau of Council of Labor Affairs, Executive Yuan was acquired.

Company Profile – Products Introduction : Accommodation Service

Rooms : 293, for 1,000 customers



PROVENCE

Superior Double Room : 89
Superior Family : 49



MARBELLA

Family Mountain View : 27
Family Ocean View : 35



POSITANO

Family Mountain View : 8
Family Ocean View : 66
Honeymoon Suite : 14
Family Suite : 2
Chateau Suite : 2
Royal Suite : 1

Company Profile – Products Introduction : Food & Beverage Service



Aegean Restaurant
for 250 persons



Mediterranean Banquet Hall
for 300 persons



Atami Restaurant
for 220 persons



Ocean View Cafe &
Internet Zone



Matisse Bar



BBQ Garden for 250 persons

Company Profile – Products Introduction : Gift Shop



Gift Shop 1



Gift Shop 2



i-STONE



Hello Kitty Shop



SPA



Photo Shop

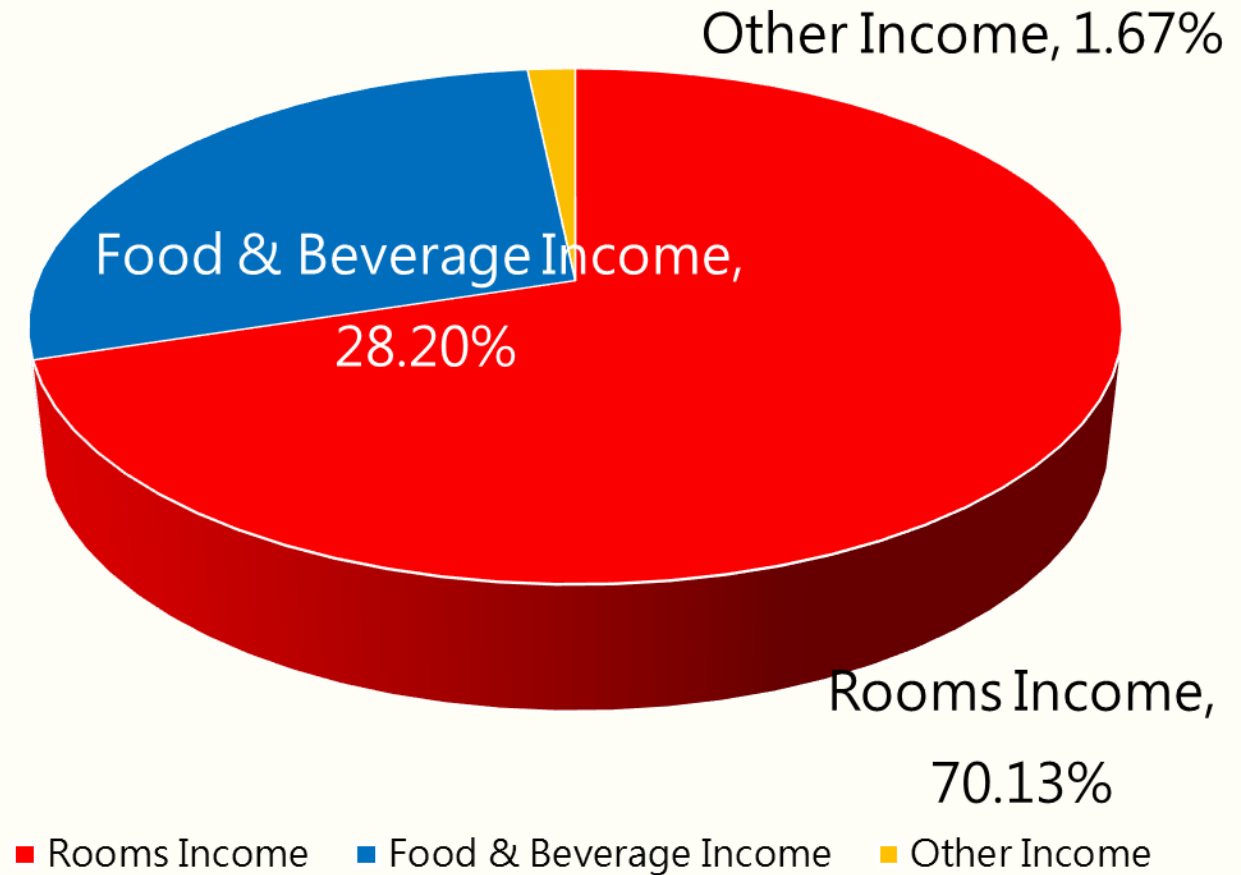


Company Profile – Products Introduction : Recreation Service

Experiencing Sailing, Kayaking, Body Boards, Water Aerobics, Archery, Water Volleyball, Beach Volleyball, Mini Golf, Game Arcade, Decoration DIY Class....



Company Profile – Revenue Distribution(Year 102)



Company Profile – Source Analysis-FIT & GIT Rates

Unit : Rooms, %

	2013	2014	YOY
FIT	59,390	63,524	4,134
	69.7%	72.4%	2.7%
GIT	25,846	24,194	-1,652
	30.3%	27.6%	-2.7%
TOTAL	85,236	87,718	2,482
NET	8,748	8,418	-330
	10.3%	9.6%	-0.7%
W/I	4,248	3,946	-302
	5.0%	4.5%	-0.5%
OUTBOUND	4,973	5,016	43
	5.8%	5.7%	-0.1%

 **Company Profile**

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Market profile-Tourism Balance Statistics

項 目		2013年	2012年	2011年	
Tourism Income	Total Amount		US\$214.73 Billion (NT\$6,389 Billion)	US\$208.83 Billion (NT\$6,184 Billion)	US\$215.92 Billion (NT\$6,363 Billion)
	% of GDP		4.39%	4.39%	4.64%
	Visitors to Taiwan	Foreign Exchange Income	US\$123.22 Billion (NT\$3,668 Billion)	US\$117.69 Billion (NT\$3,485 Billion)	US\$110.65 Billion (NT\$3,260 Billion)
		Visitors to Taiwan	8,016,280 persons	7,311,470 persons	6,087,484 persons
		Per Capita Daily Spending	US\$224.07	US\$234.31	US\$257.82
		Per Capita Average Number of Nights	6.86 nights	6.87 nights	7.05 nights
	Inbound Travel	Total Expenditure	US\$91.51 Billion (NT\$2,721 Billion)	US\$91.14 Billion (NT\$2,699 Billion)	US\$105.27 Billion (NT\$3,103 Billion)
		Domestic Visitors	142,620,000 trips	142,070,000 trips	152,270,000 trips
		Per Capita Spending	NT\$1,908	NT\$1,900	NT\$2,038

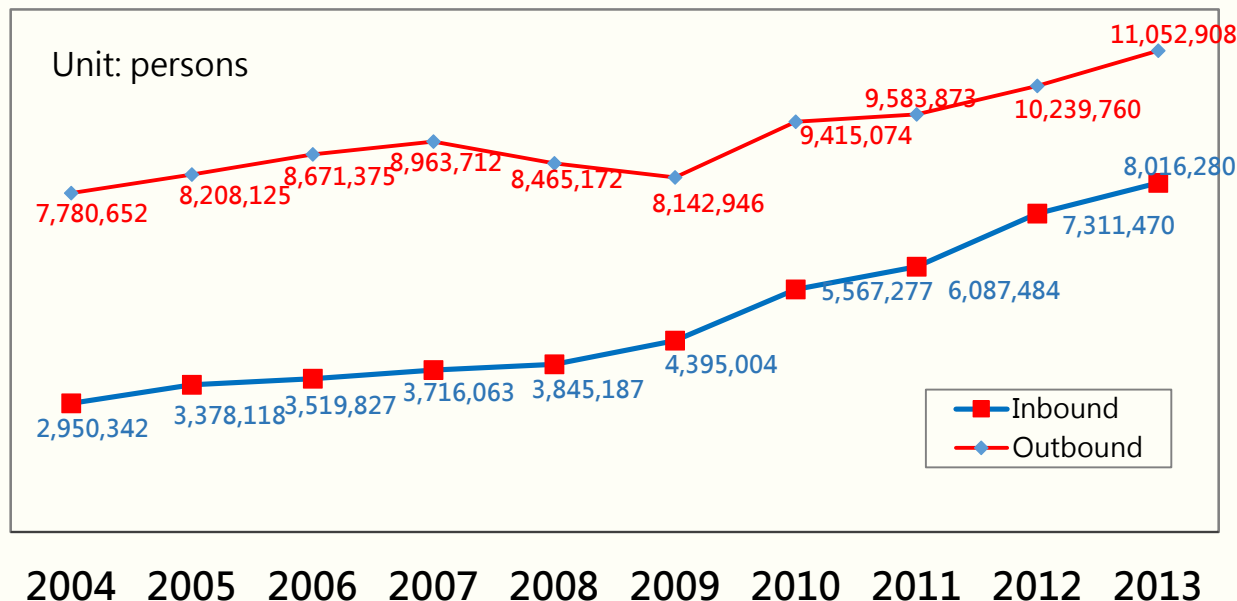
Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation Executive Information System

Market profile- Tourism Balance Statistics

項 目			2013年	2012年	2011年
Tourism Expense	Outbound Travel	Outbound Total Expenditure	US\$123.04 Billion (NT\$3,663 Billion)	US\$106.30 Billion (NT\$3,148 Billion)	US\$101.12 Billion (NT\$2,979 Billion)
		Outbound	US\$181.18 Billion (NT\$5,387 Billion)	US\$168.54 Billion (NT\$4,991 Billion)	US\$157.48 Billion (NT\$4,642 Billion)
		Per Capita Spending	11,052,908 persons	10,239,760 persons	9,583,873 persons
		Outbound Total Expenditure	US\$1,639 (NT\$48,741)	US\$1,646 (NT\$48,740)	US\$1,643 (NT\$48,436)

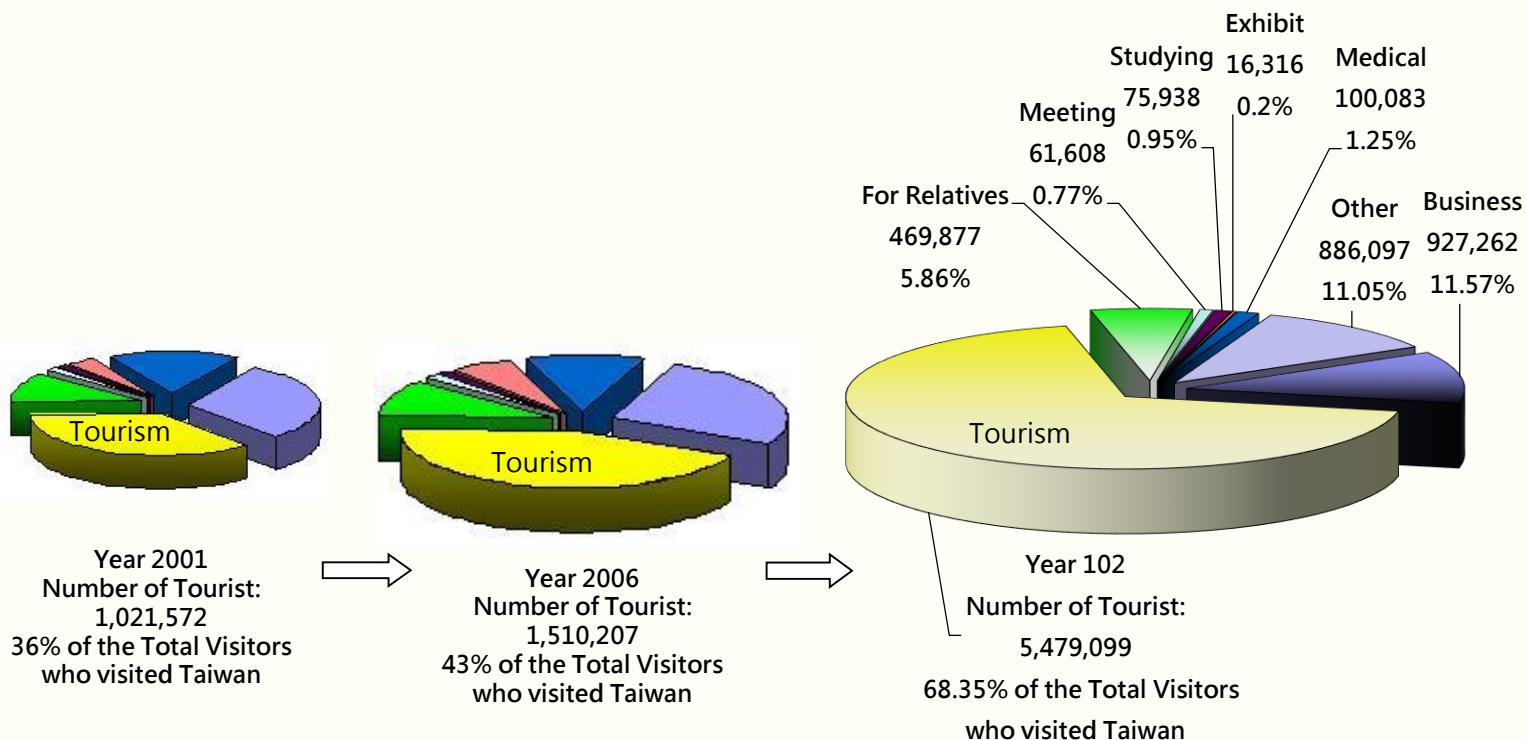
Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation Executive Information System

Market profile-Number Changes of Visitors who visited Taiwan and Travel by R.O.C. Citizens in the Past Decade



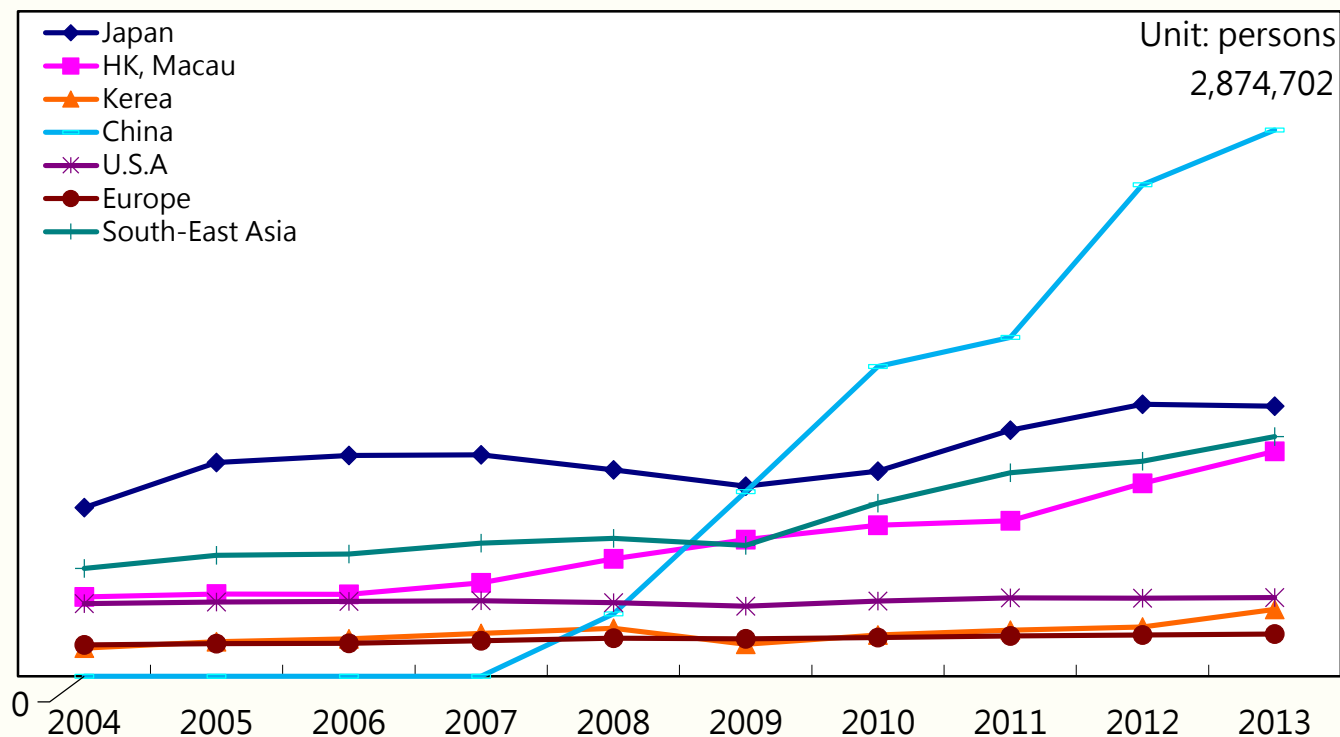
Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation Executive Information System

Market profile-Number and Ratio Changes of Visitors who visited Taiwan by Purpose of Visit in the Past Decade



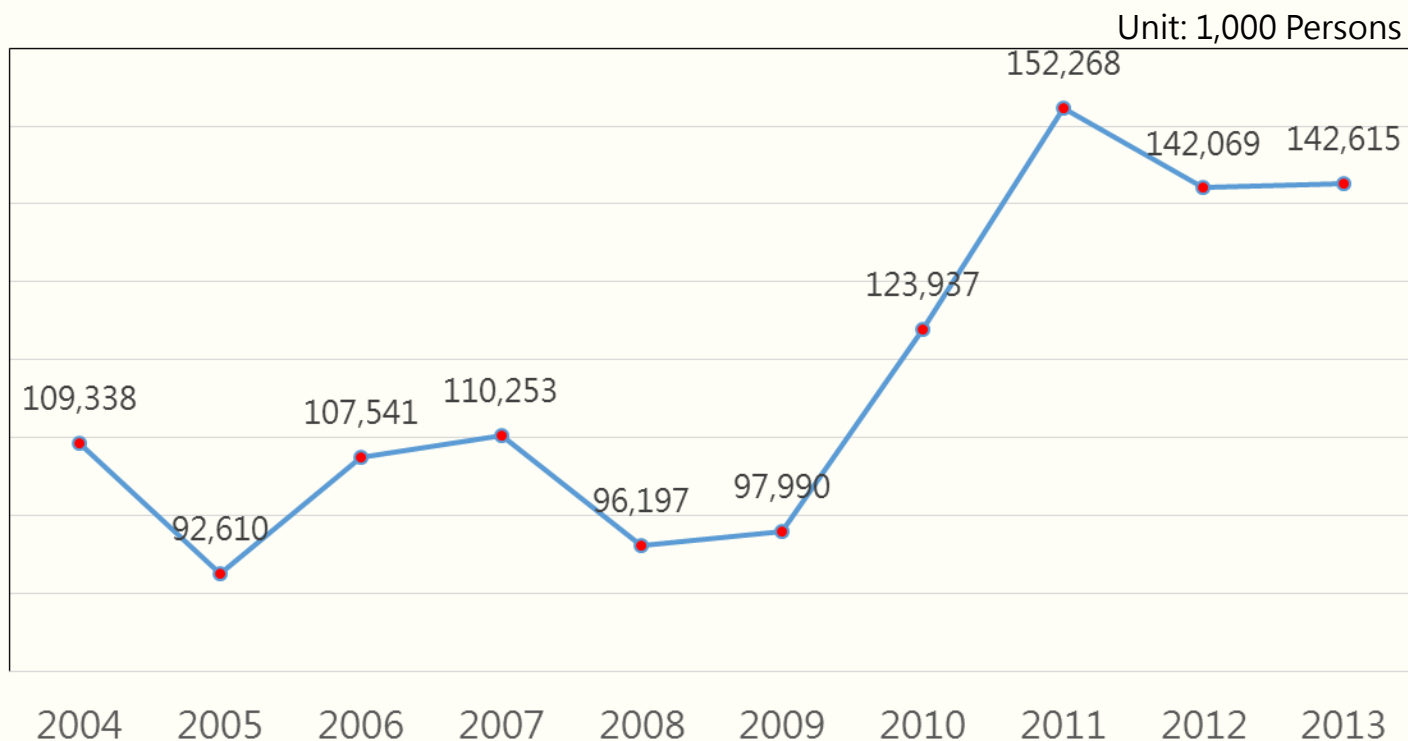
Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation Executive Information System

Market profile-Growth and Trends of Visitors who visited Taiwan from Main Source Countries in the Past Decade



Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation Executive Information System

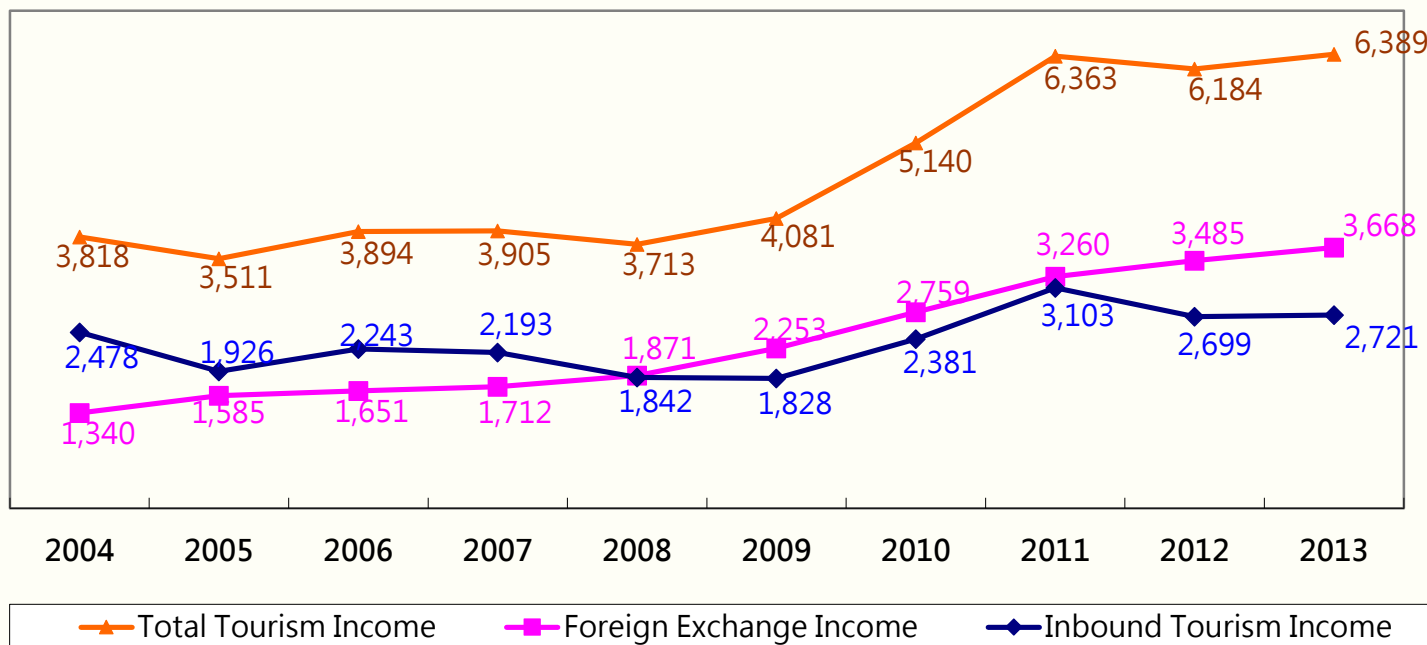
Market profile-Numbers Changes of Inbound Tourism in the Past Decade



Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation Executive Information System

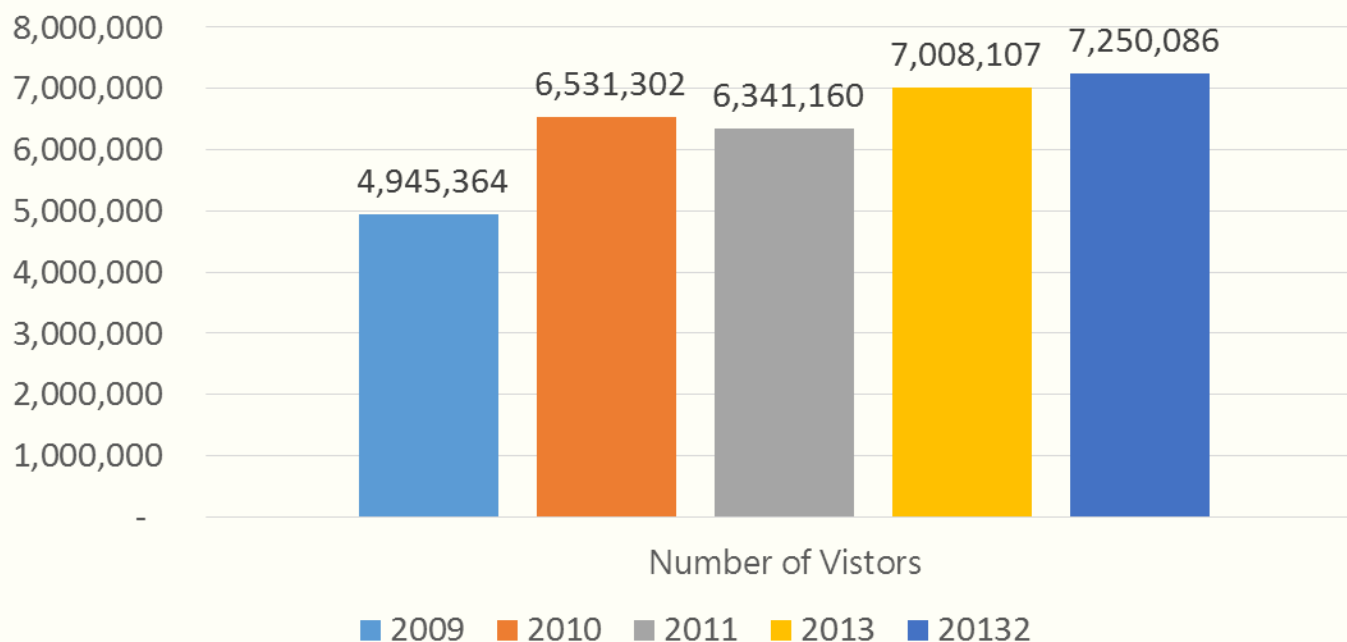
Market profile-Tourism Foreign Exchange Earnings and Expenditure and Total Revenue of Inbound Travel in the Past Decade

Unit: NT\$ 100 Million



Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation Executive Information System

Market profile-Statistics on Numbers of Visitors to Hengchun Peninsula Recreation Area over the Years



Source: Kenting National Park Administration Executive Service

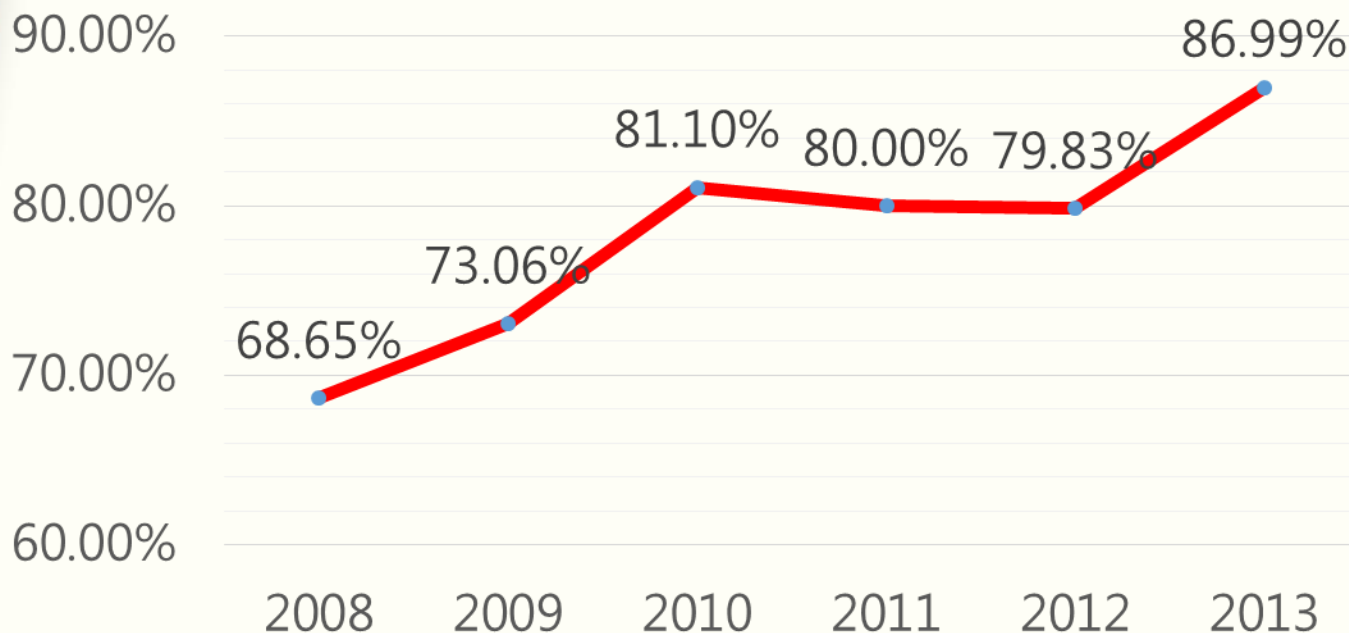
 **Company Profile**

 **Market profile**

 **Performance**

 **Prospect**

Performance- Occupancy Rate

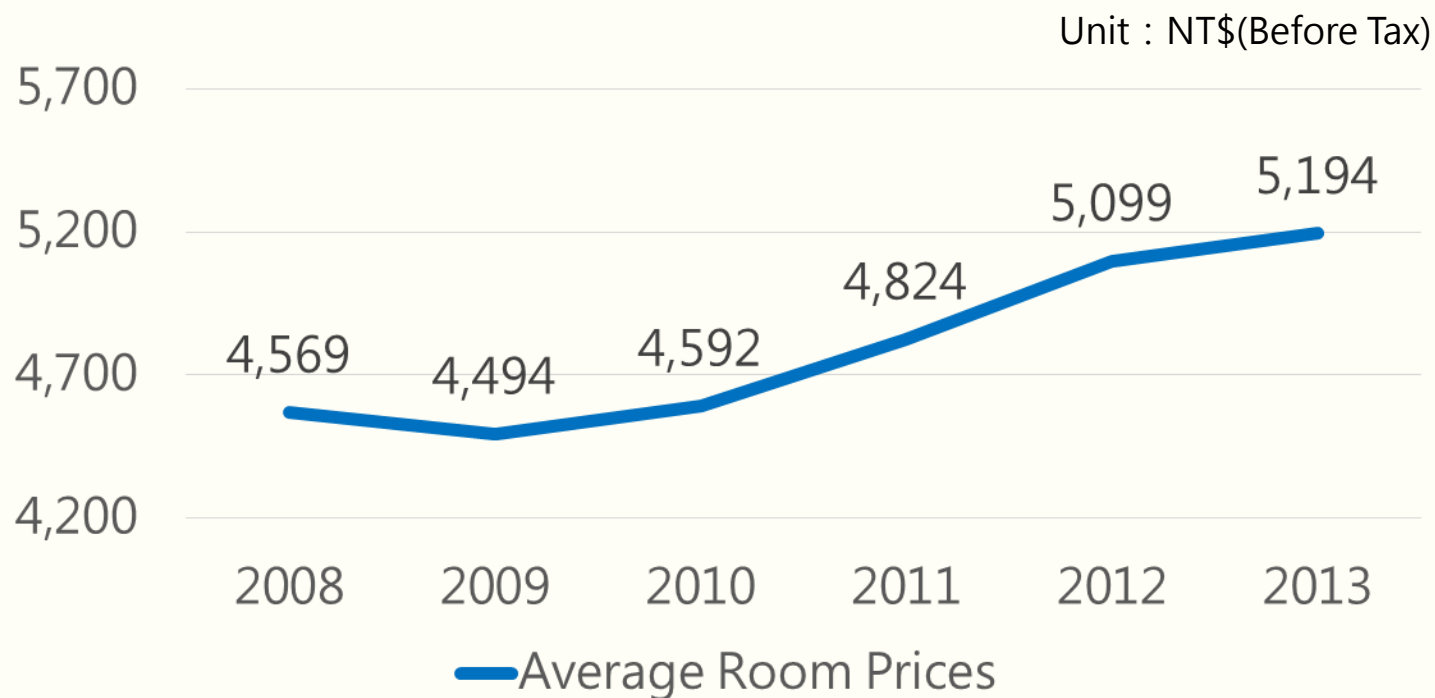


Occupancy Rate

年度	2008	2009	2010	2011	2012	2013
No. of Available Rooms	101,898	104,102	104,465	106,945	107,238	100,646
No. of Rooms Occupied	69,949	76,055	84,676	85,442	85,606	87,551
Occupancy Rate	68.65%	73.06%	81.10%	80.00%	79.83%	86.99%

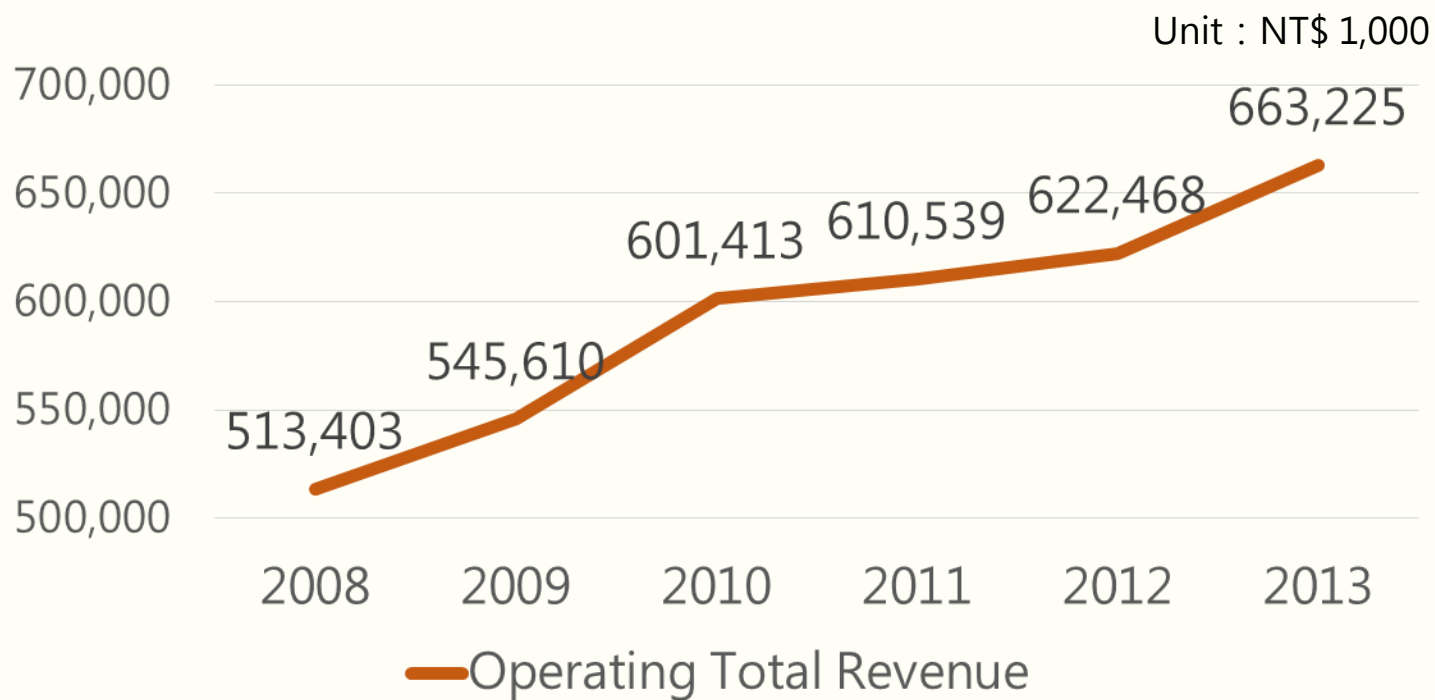
Source: Chateau International Development Co., Ltd.

Performance- Average Room Prices



Source: Chateau International Development Co., Ltd.

Performance- Operating Total Revenue



Source: Chateau International Development Co., Ltd.

Performance- Scenic Tourist Hotels Operating Total Revenue Ranking in 2013

Unit : % · NT\$ 1000 · Number of Room

Ranking	Names of Hotels	Occupancy Rate	Average Room Price	Rent	Food & Beverage	Others	Total Income	FIT Type	GROUP Type	Type Total
1	Hotel Royal Chiao Hsi	74.68	6,692	352,074	247,881	101,123	701,078	96,946	39,347	136,293
2	Caesar Park Kenting★	88.12	5,633	488,818	165,046	45,182	699,046	159,191	54,027	213,218
3	Evergreen Resort Hotel Jiaosi	67.69	5,752	328,287	238,467	112,905	679,659	75,865	59,791	135,656
4	Fleur de Chine Hotel	69.96	7,271	391,753	230,330	42,652	664,735	58,600	70,525	129,125
5	Chateau Beach Resort Kenting★	87.00	5,194	465,101	187,037	11,087	663,236	176,763	64,144	240,907

Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation
Executive Information System

Performance- Scenic Tourist Hotels Operating Total Revenue Ranking in 2013

Unit : % · NT\$ 1000 · Number of Room

Ranking	Names of Hotels	Occupancy Rate	Average Room Price	Rent	Food & Beverage	Others	Total Income	FIT Type	GROUP Type	Type Total
6	Howard Beach Resort Kenting ★	76.56	3,314	375,134	140,412	42,889	558,435	127,043	163,465	290,508
7	Farglory Hotel	51.61	4,198	301,328	166,188	55,764	523,280	110,107	62,026	172,133
8	The Lalu Sun Moon Lake	81.45	11,207	319,851	115,567	71,971	507,389	47,718	9,210	56,928
9	Parkview Hotel	73.81	2,450	226,417	158,912	18,101	403,430	92,299	110,874	203,173
10	Formosan Naruwan Hotel & Resort	60.36	3,644	221,566	109,885	39,878	371,329	51,440	134,801	186,241

Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation
Executive Information System

Performance- Scenic Tourist Hotels Type Total Ranking in 2013

Unit : % · NT\$ 1000 · Number of Room

Ranking	Names of Hotels	Occupancy Rate	Average Room Price	Rent	Food & Beverage	Others	Total Income	FIT Type	GROUP Type	Type Total
1	Howard Beach Resort Kenting ★	76.56%	3,314	375,134	140,412	42,889	558,435	127,043	163,465	290,508
2	Chateau Beach Resort Kenting★	87.00%	5,194	465,101	187,037	11,087	663,236	176,763	64,144	240,907
3	Caesar Park Kenting★	88.12%	5,633	488,818	165,046	45,182	699,046	159,191	54,027	213,218
4	Fleur de Chine Hotel	73.81%	2,450	226,417	158,912	18,101	403,430	92,299	110,874	203,173
5	Formosan Naruwan Hotel & Resort	60.36%	3,644	221,566	109,885	39,878	371,329	51,440	134,801	186,241

Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation
Executive Information System

Performance- Scenic Tourist Hotels Type Total Ranking in 2013

Unit : % · NT\$ 1000 · Number of Room

Ranking	Names of Hotels	Occupancy Rate	Average Room Price	Rent	Food & Beverage	Others	Total Income	FIT Type	GROUP Type	Type Total
6	Farglory Hotel	51.61%	4,198	301,328	166,188	55,764	523,280	110,107	62,026	172,133
7	Hotel Royal Chiao Hsi	74.68%	6,692	352,074	247,881	101,123	701,078	96,946	39,347	136,293
8	Evergreen Resort Hotel Jiaosi	67.69%	5,752	328,287	238,467	112,905	679,659	75,865	59,791	135,656
9	Fleur de Chine Hotel	69.96%	7,271	391,753	230,330	42,652	664,735	58,600	70,525	129,125
10	Hotel Royal Chihpen Spa	68.19%	3,839	173,906	93,494	44,799	312,199	66,994	39,631	106,625

Source: "Tourism Yearly Statement" of Tourism Bureau, Ministry of Transportation
Executive Information System

Performance- Statement of comprehensive income

Accounting Title	2013/01/01 To 2013/06/30	2014/01/01 To 2014/06/30	YOY	%
Total operating revenue	294,760	310,189	15,429	5.23%
Total operating costs	126,872	135,910	9,038	7.12%
Gross profit from operations	167,888	174,279	6,391	3.81%
Total operating expenses	98,518	95,825	(2,693)	-2.73%
Net other income (expenses)	-	(396)	(396)	
Net operating income (loss)	69,370	78,058	8,688	12.52%
Total non-operating income and expenses	2,276	596	(1,680)	-73.81%
Profit (loss) from continuing operations before tax	71,646	78,654	7,008	9.78%
Profit (loss)	56,900	62,729	5,829	10.24%
Other comprehensive income, net	(5,768)	(4,867)	901	-15.62%
Total comprehensive income	51,132	57,862	6,730	13.16%
EPS	0.64	0.70	0.06	9.38%

Source: The Taiwan Stock Exchange Inc. & Gre Tai Securities Market

Performance- Financial Statement — Balance Sheet

Accounting Title	2013/06/30	2014/06/30	YOY
Total current assets	343,088	156,707	(186,381)
Total property, plant and equipment	157,520	235,131	77,611
Total intangible assets	597,655	647,491	49,836
Total other assets	451,741	623,985	172,244
Total assets	1,550,004	1,663,314	113,310
Total current liabilities	252,628	279,827	27,199
Total non-current liabilities	9,416	10,039	623
Total liabilities	262,044	289,866	27,822
Total capital stock	849,542	892,019	42,477
Total capital surplus	170,663	170,663	0
Total retained earnings	267,731	313,086	45,355
Total other equity interest	24	(2,320)	(2,344)
Total equity	1,287,960	1,373,448	85,488

Source: The Taiwan Stock Exchange Inc. & Gre Tai Securities Market

Performance-

Title	102/01 to 102/08	103/01 to 103/08	YOY	Growth Rate (%)
No. of Available Rooms	68,905	69,865	960	+1.39%
No. of Rooms Occupied	60,529	60,848	319	+0.53%
Occupancy Rate	87.84%	87.09%	-0.75%	-
Average Room Rate(NT\$)	5,521	5,945	424	+7.68%
Total operating revenue(NT\$ 1,000)	489,449	515,554	26,105	+5.33%
Profit (loss) from continuing operations before tax(NT\$ 1,000)	171,194	180,056	8,862	+5.18%
EPS before tax(NT\$)	1.92	2.02	0.1	+5.21%

Note: The above last two years were not audited by the certified public accountants.

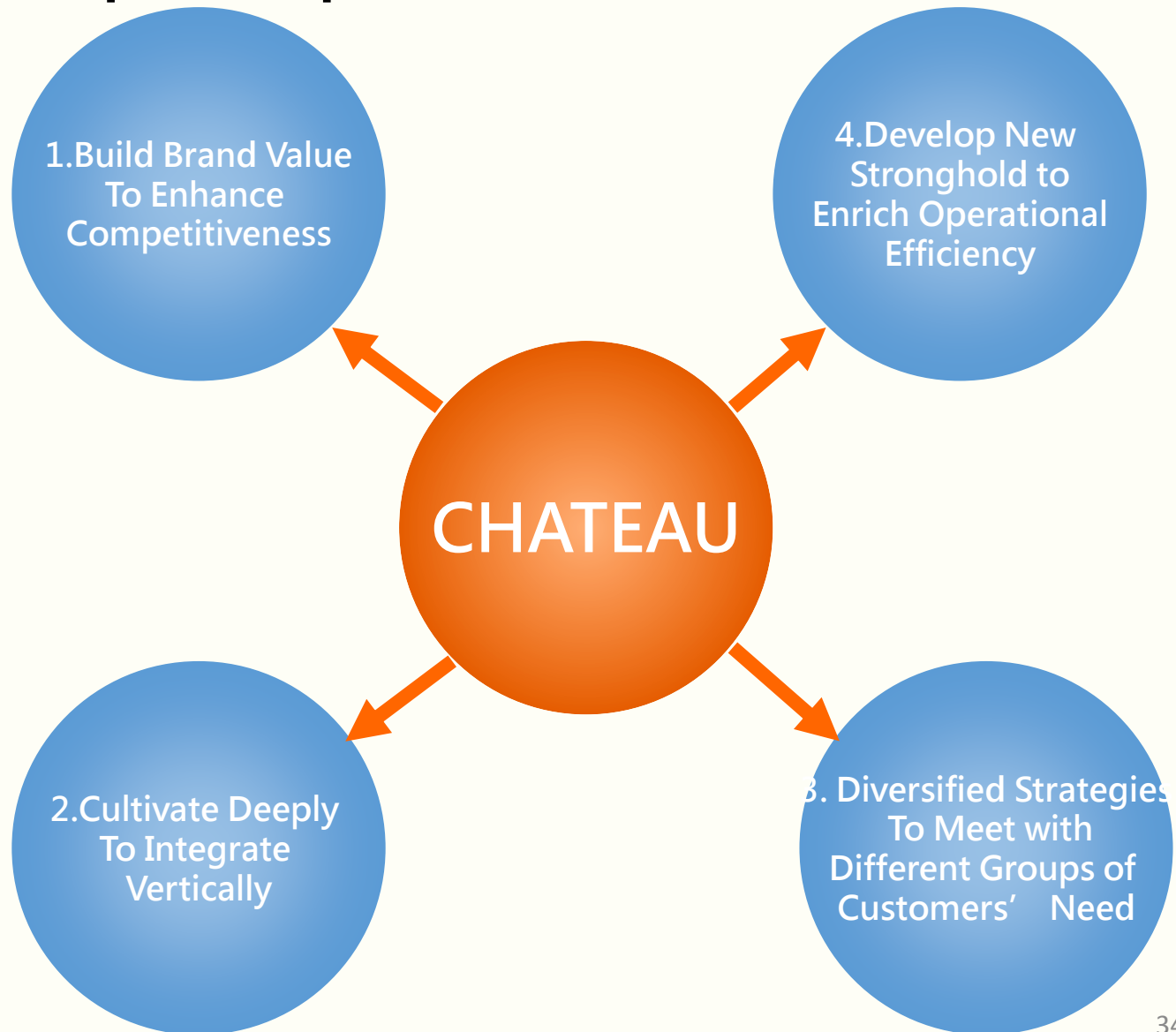
 **Company Profile**

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Prospect- Operations Plan



Prospect- Policy Phase: Tourism Policy Promotion



Continued implementation of the “Project Vanguard for Excellence in Tourism”

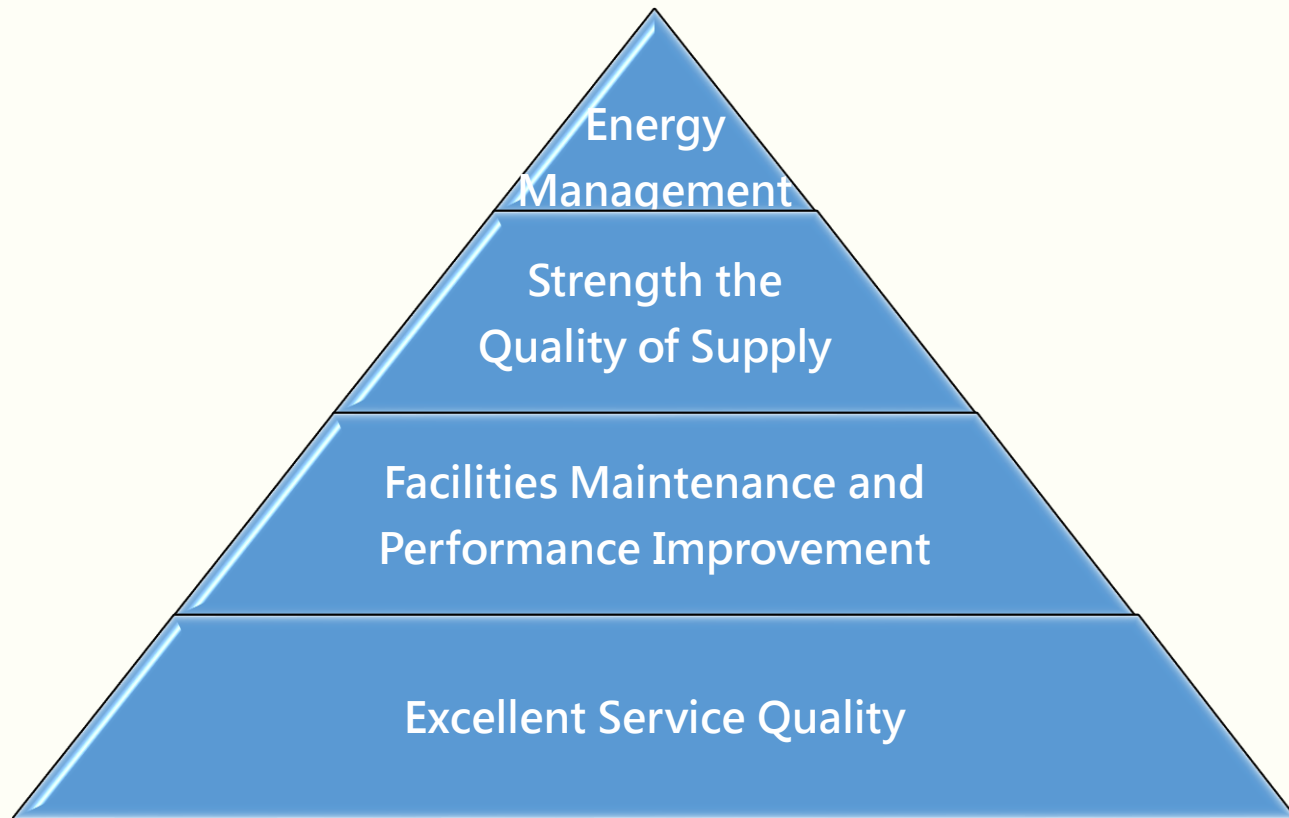
Implementation of the Code of Ethics for Taiwan Tourism in the domestic tourism industry, firm establishment of the pursuit of quality as a core tourism value, and rallying of the industry for the building of a quality, carefree, and friendly image for Taiwan tourism.

Deepening of the “Time for Taiwan” core promotional program ; implementation of environmental education and promotion of biodiversity and environmental education activities.

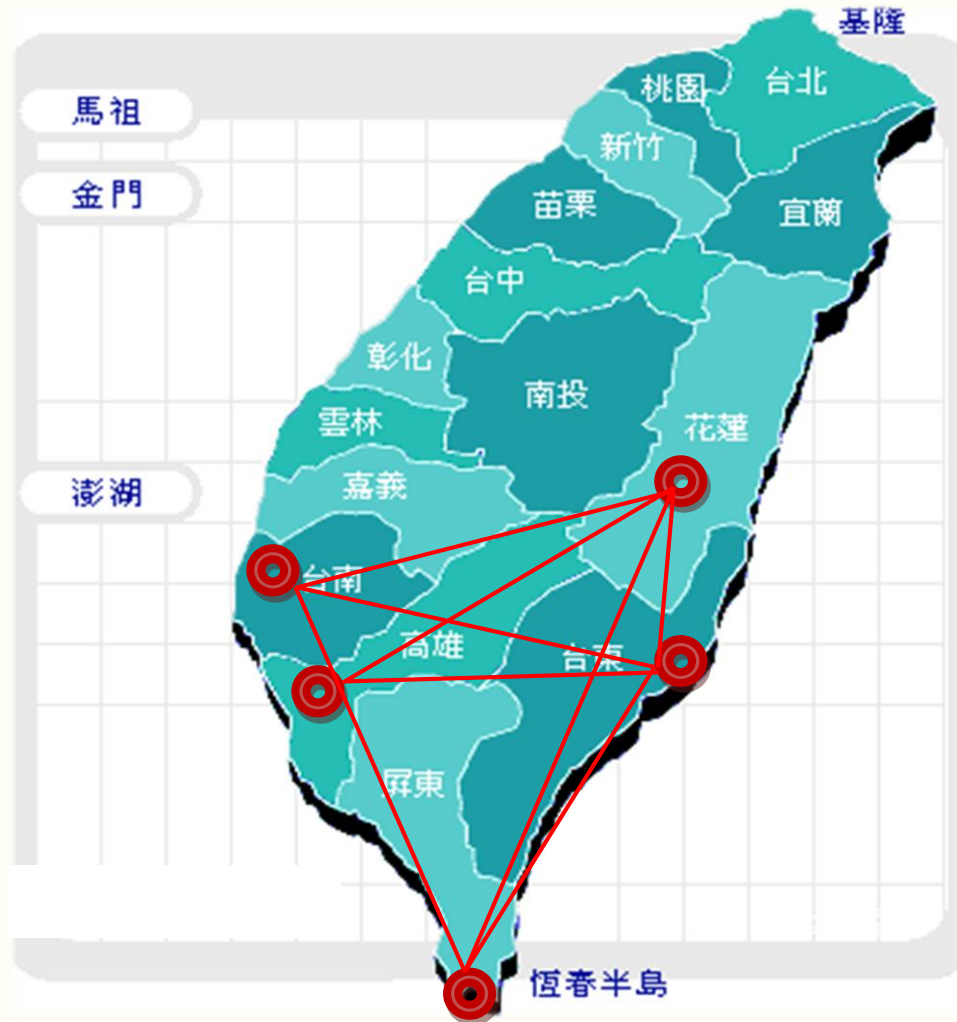
Prospect- Operation Phase: Diversified Development to Upgrade Turnover



Prospect- Management Phase: Lean Management to Improve Profit



Prospect- Construct the Selling Network In Taiwan



Thank You Q & A

