



Hotel Service Index: 2024 APAC Edition

The authoritative service ranking for the hospitality industry

A report by behavioral tech leader, Atiom



Foreword from the CEO	3
About the report	4
Countries Explored	5
Key takeaways	16
About Atiom	17
Sources	18

Foreword from the CEO

*To put it lightly:
The hospitality industry
has changed.*

53%

of hotel respondents say they are at 25-74% of their pre-pandemic workforce total

99%

of airports are adopting new technology to ease labor challenges, compared to only 50% of hotels

According to a [Deloitte survey](#)

Over the last decade, few industries have faced waves like the hospitality industry has. The inception and subsequent rampant growth of vacation rental apps like Airbnb and Vrbo created upheaval that many **predicted**¹ would bring about the end of the hotel industry altogether. Even as pushback has inspired governments around the world to regulate the vacation rental industry, limiting listings in key markets like New York and Paris, the vacation rental industry is **valued**² at an estimated US\$ 92.53 billion, and projected to hit US\$ 317.76 billion by 2030.

Then came the challenges of COVID, and the years of fallout the hospitality industry is now working hard to overcome. To say nothing of the near global shutdown of hotels for much of 2020 and beyond—in the US alone, hotels **experienced**³ a 103% decline in net operating income—the COVID pandemic caused a talent crisis that hospitality and many other industries beyond are still struggling to recover from.

Even as travelers re-take to the road with a global “return to normalcy,” some things for the hospitality industry will never be the same.

Many business travelers are **declining**⁴ the opportunity to travel for work thanks to the normalization of video conferencing and asynchronous collaboration. Continuing issues with inflation and rising costs are also **to blame**⁵ for a 20% decline in international corporate travel in 2024.

With so much change to reckon with, the hospitality industry is faced with two options: sink or swim. Everything is at stake, and it's up to hotels to give travelers a reason not just to visit, but to keep coming back—whether that's to the same property or a sister brand, it's all based on the trust of the traveler and the incredible experiences that only service excellence can create.



Matthew Spriegel
CEO at Atiom

About the 2024 Hotel Service Index

In an increasingly competitive hospitality landscape, data-driven insights and benchmarks are vital for industry leaders striving to deliver exceptional guest experiences. The 2024 Hotel Service Index (Asia-Pacific) offers a comprehensive overview of the highest-performing hotels, with a focus on service excellence.

This report is designed to benefit stakeholders at every level of the hospitality sector—from hotel owners and general managers to

frontline service teams and frequent travelers—by providing actionable insights and recognizing outstanding achievements in guest service.

The Index evaluates hotels across ten key regions in the Asia-Pacific, spotlighting the top performers and highlighting trends that define service excellence in today's rapidly evolving market.

Data methodology available upon request.



In this report:

Mainland
China

1



Hong
Kong

2



Taiwan

3



Macao

4



Singapore

5



Indonesia

6



Thailand

7



The
Philippines

8



Korea

9



Japan

10



Mainland China **1**

1. Wanda Reign Chengdu

2. Capella Shanghai

3. The Peninsula Beijing

4. Cachet Boutique Kunming Artime

5. Four Seasons Hotel Beijing

6. The Ritz-Carlton Shanghai, Pudong

7. Niccolo Chongqing

8. Niccolo Chengdu

9. The Shanghai EDITION

10. Sheraton Shenzhen Nanshan

“Every interaction was exceptional!”

- Wanda Reign Chengdu guest review

Atiom's take

Plenty of international brands have staked a claim in mainland China's competitive hospitality market, but it's notable that domestic brand Wanda Hotels and Resorts' Chengdu property claims the top spot for service excellence, and other domestic players like Niccolo and Cachet rank in the top ten. While the preferences of international travelers remain important, hospitality brands operating in mainland China need to understand and anticipate the needs of domestic travelers to ensure a premium, personalized experience for every traveler.

Hong Kong

2

- 1. Four Seasons Hotel**
- 2. Mandarin Oriental, Hong Kong**
- 3. The Upper House (Swire Hotels)**
4. The Landmark Mandarin Oriental
5. Regent Hong Kong
6. The Murray, Hong Kong (Niccolo)
7. The Peninsula Hong Kong
8. Lanson Place, Causeway Bay
9. Hotel ICON
10. Sheraton Hong Kong Tung Chung Hotel

“Staff recruitment, management and training are first class.”

- Four Seasons Hotel Hong Kong guest review

Atiom's take

For travelers choosing premium hotels in Hong Kong, the hospitality bar is high. As an established luxury market with a long history of diverse, international travelers, hospitality staff in Hong Kong's top hotels must be prepared for a variety of guest requests and expectations. For any hotel brand looking to increase their guest satisfaction in Hong Kong, an audit of current state and subsequent data-driven training plan is absolutely crucial to ensure high performance across the board.

Taiwan

3

1. Yamagata Kaku Hotel & Spa
2. Eslite Hotel
3. Crowne Plaza Tainan (IHG Hotel)
4. Windsor Hotel Taichung
5. Hotel Metropolitan Premier Taipei
6. Brio Hotel
7. Discovery Hotel
8. MGH Mitsui Garden Hotel Taipei Zhongxiao
9. Evergreen Laurel Hotel Taipei
10. The Okura Prestige Taipei

*“All staff were attentive, providing excellent care to guests...
It’s like your family members taking good care of you.”*

- Yamagata Kaku Hotel & Spa guest review

Atiom’s take

How have so many regional hotel chains come to dominate the top-rated list for service excellence in Taiwan?

*Long-standing brands like the JR Hotel Group (number 5) and Mitsui Garden Hotels (number 8) boast properties in excellent locations with top cleanliness scores—but the top reviews consistently mention how stand out their staff’s people skills are. Notably, the only hotel chain—regional or international—to crack the top three is IHG, a hospitality brand that has made significant **investments in technology solutions**⁶ to raise the bar on guest engagement.*

Macao

4

1. The Ritz-Carlton, Macau

2. Conrad Macao

3. Legend Palace Hotel

- 4. Mandarin Oriental, Macau
- 5. Altira Macau
- 6. W Macau - Studio City
- 7. Grand Hyatt Macau
- 8. The Venetian Macao
- 9. Harbourview Hotel Macau
- 10. Sofitel Macau At Ponte 16

“All staff are extremely friendly, professional, knowledgeable, and accommodating.”

*- The Ritz-Carlton,
Macao guest review*

Atiom's take

In a city as historically diverse and international as Macao, it's not surprising to see such a variety of hospitality brands in the top ten for service excellence. It's a testament to the city's position as a top tourist destination in the APAC region. For hotel brands, however, that means competition is tough. With so many leisure travelers looking for a luxe getaway, your staff have to perform at the absolute top of their game to compete with other big name hospitality players.

Singapore

5

- 1. Artyzen Singapore**
- 2. Mandarin Oriental, Singapore**
- 3. The Capitol Kempinski Hotel**
4. Aloft Singapore Novena
5. The Clan Hotel Singapore by Far East Hospitality
6. Four Seasons Hotel Singapore
7. The Ritz-Carlton, Millenia Singapore
8. Dao by Dorsett AMTD Singapore
9. InterContinental Singapore, an IHG Hotel
10. The Fullerton Hotel Singapore

“The team ensured we received courteous yet unobtrusive service throughout.”

- Artyzen Singapore guest review

Atiom's take

Like Macao, Singapore is a diverse, high-end market where your hotel staff is likely to encounter a huge variety of expectations and requests from clientele. As the top APAC destination for business travel, hotels in the region have a huge opportunity to win repeat business with loyal customers and corporate contracts—if they can prove the same level of service excellence and care of duty with each and every traveler to walk through their door.

Indonesia

6

1. Adiwana Bisma
2. Tejaprana Bisma
3. Whiz Luxe Hotel Spazio Surabaya

4. Padma Hotel Semarang
5. Ra Suites Simatupang
6. Raffles Jakarta
7. Chill Hotel Seminyak
8. The Bandha Hotel & Suites
9. Holiday Inn Bali Sanur, an IHG Hotel
10. Adiwana Unagi Suites

“It is a beautiful hotel with incredibly attentive and friendly staff.”

- Adiwana Bisma guest review

Atiom's take

*Indonesia is a harder market to look at in terms of averages. Hotel guests visiting Jakarta may have very different expectations than those visiting a world-famous leisure destination like Bali. That may account for the difficulty international hospitality brands have faced in creating consistent service experiences across their Indonesian properties, as evidenced by the presence of many independent hotels and local chains. Like the Taiwanese market, however, IHG has once again placed in the top ten thanks to their dedication to empowering staff with **next-generation technologies**⁷.*

Thailand

7

- 1. Wyndham Grand Nai Harn Beach Phuket**
- 2. Grande Centre Point Pattaya**
- 3. Cassia Phuket**
4. Dusit Thani Hua Hin
5. Grand Mercure Phuket Patong
6. Hyatt Regency Hua Hin
7. Centara Grand at Central Plaza Ladprao Bangkok
8. The Okura Prestige Bangkok
9. Grand Hyatt Erawan Bangkok
10. InterContinental Bangkok, an IHG Hotel

“The staff are obviously very well trained.”

- Wyndham Grand Nai Harn Beach Phuket guest review

Atiom's take

A tourist destination as beloved and accessible as Thailand is bound to make for a competitive hospitality landscape. Here, regional chains rank neck-in-neck with international chains—and Thailand emerges as only the third market, along with Hong Kong and Macao, where an international chain, in this case Wyndham, has earned a top spot. This kind of achievement is only possible when staff have the tools they need to thoroughly understand a brand's service standards, and take pride in creating experiences guests will remember fondly.

The Philippines 8

1. Mandarin Nest Boracay
2. Citadines Roces Quezon City
3. Ardenhills Suites

4. The Westin Manila
5. Coast Boracay
6. Villa Caemilla Beach Boutique Hotel
7. H Hotel El Nido
8. Raffles Makati
9. Admiral Hotel Manila - MGallery
10. Citadines Amigo Iloilo

“They treat their guests like royalty.”

- Mandarin Nest Boracay guest review

Atiom's take

*While the Philippines' top five most highly rated hotels are mostly independent, international juggernaut Marriott International has nabbed spot number four with their strong commitment to staff training. Accor has also earned not one, but two spots in the Philippines' top ten properties—no doubt in part due to their dedication to digital transformation and **emerging technologies like AI**⁸. For any international chain looking to improve their rankings in this market, a serious investment in behavioral change technology is table-stakes to rival the hold independent and regional chains have on hospitality excellence in the Philippines.*

Korea

9

1. Grand Josun Jeju
2. Hotel Naru Seoul MGallery Ambassador
3. Wyndham Grand Busan
4. Grand Josun Busan
5. voco Seoul Gangnam, an IHG Hotel
6. Four Seasons Hotel Seoul
7. Shilla Stay Yeosu
8. JW Marriott Hotel Seoul
9. Le Méridien Seoul Myeongdong
10. The Shilla Seoul

“The lounge staff is very attentive and the manager truly unique!”

- Grand Josun Jeju guest review

Atiom's take

International brands hoping to work their way up through the service rankings in East Asia may face some of the most challenging markets in all of APAC. Korea's hospitality market is quite mature, and guest expectations reflect those standards. From a labor perspective, the challenge encompasses everything from people skills to cultural sensitivity and language skills. Hospitality brands should prepare accordingly by empowering staff with the courses and training modules they need to become industry-leading service professionals.

1. The Tokyo Station Hotel

2. Ace Hotel Kyoto

3. Imperial Hotel Tokyo

4. Shangri-La Tokyo

5. The Capitol Hotel Tokyu

6. Pullman Tokyo Tamachi

7. Nohga Hotel Kiyomizu Kyoto

8. The Peninsula Tokyo

9. Oakwood Premier Tokyo

10. Nikko Style Nagoya

“I cannot speak highly enough about the incredible service provided.” - The Tokyo Station Hotel guest review

Atiom's take

*A quick glance at the most recent reviews for the hotels that made the top ten for service excellence in Japan will make clear why Japan remains one of the toughest markets for international brands to crack—reviewers are quick to mention the quality of their interactions with staff, and weigh these interactions heavily in evaluating their overall stay and rating. Hotels hoping to stand out in the competitive Japanese hospitality market need modern training tools that will give them a competitive edge—it's notable then, that one of the only hotel groups to crack the top 10 in Japan is Accor, a hospitality brand that has proven their commitment to technological transformation **time**⁹ and **time again**¹⁰.*

3 key takeaways for hotels in the APAC region and beyond



Personalization:

According to a **McKinsey study**¹¹, hotel loyalty programs capture only around 50% of a traveler's overall spending compared to airlines and cruises, which garner closer to 60%. For hotels, that's a huge opportunity missed. With the growth of customer data technology, personalization should be table-stakes. Train your hotel staff to record guest preferences and prepare those same conditions for next time—even if it's as simple as a guests' preferred drink or snack waiting for them in the room, they'll remember, and your brand will have earned another loyal customer.



Confidence:

Even with tremendous rebounds, the post-pandemic labor crisis has not ended, and the APAC market is no exception. At the same time, guest expectations are constantly rising, creating a special challenge for hospitality brands playing catch up to ever-increasing standards. For your staff on the frontlines, this can feel especially intimidating, especially in markets where customers paying luxury customers expect service customized to their cultural, language, and personal preferences. No service professional can read every guest's mind, but the best service professionals have confidence that they can figure out what a customer needs “on the fly”—that's where proper training is crucial.



Technology:

The job of a hospitality professional has never been easy. It requires training beyond your typical classroom lessons — customized, automated, on-the-go knowledge that staff can learn and immediately apply to guest interactions. That's where AI-powered technology like the Atiom app can make all the difference in providing habit-forming daily training, team engagement, and incentivized career progress in just a few minutes a day.

About Atiom

Atiom is the leader in behavioral change technology for hospitality workforces worldwide. In just a few minutes a day, your teams can build habits that shift their performance and provide guests with superior service.

Set up is easy with Atiom's advanced AI capabilities. Create quizzes and daily quests based on your service standards and identify gaps in performance with audits and real-time analytics. Best of all, Atiom has a layer of gamification that keeps your teams coming back every day.

When your team has the know-how they need to create memorable experiences for every guest, they feel empowered to approach every service challenge and opportunity with confidence. Give your team a simple app they'll actually use to excel and take pride in their work.

Learn more at atiom.ai



General inquiries: hello@atiom.app

Media inquiries: media@atiom.app

Sources

1. <https://www.businessinsider.com/airbnb-demand-from-hotels-more-than-expected-2016-11>
2. <https://aws.amazon.com/marketplace/pp/prodview-prl3lgswhipq6#overview>
3. https://www.bu.edu/bhr/files/2021/05/Amrik-Singh_Hotel-Fin.-Distress_BHR-PDF-TEMPLATE-July-2021-2.pdf
4. <https://www.concur.com/blog/article/sap-concur-sixth-annual-global-business-travel-survey-whats-driving-business-travel>
5. <https://www.phocuswire.com/HotelHub-report-international-business-travel-declining-amid-inflation>
6. <https://hoteltechnologynews.com/2023/09/how-ihgs-one-rewards-app-and-other-hotel-technology-innovations-are-raising-the-bar-on-guest-engagement/>
7. <https://www.hotelinvestmenttoday.com/From-Our-Partners/Five-questions-for-digitally-curious-hotel-leaders>
8. <https://www.hotelinvestmenttoday.com/Development/Brands/Accors-Bailly-on-how-AI-can-enhance-luxury-experiences>
9. <https://skift.com/2023/12/07/accor-booking-com-cathay-pacific-new-ai-tools-made-with-aws/>
10. <https://group.accor.com/en/Actualites/2023/11/digital-client-experience-conversation-insights-leaders>
11. <https://www.mckinsey.com/industries/travel-logistics-and-infrastructure/our-insights/travel-invented-loyalty-as-we-know-it-now-its-time-for-reinvention>

Hotel Service Index: 2024 APAC Edition