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E.G. Naumik-Gladkaya, V.V. Devon*Simon Kuznets Kharkiv national university of economics, Ukraine***WORLD LUXURY HOTELS AND KEY FINANCIAL RATIOS/PRICES/TRENDS ANALYZE**

This article analyses the world's luxurious hospitality industry and hospitality market development up to 2022, providing an example of current prices for the world's most expensive hotel suites as well as key financial ratio analysis. In this article the authors analyzed useful tools a stakeholder can use to analyze companies within the hospitality industry and trends up to 2022. The authors of the article also analyzed the valuable experience of successful hotel chain owners, which should be equal to Ukrainian hoteliers. The hospitality industry is heavy in fixed and tangible assets and therefore require a very specific set of financial ratios to accurately analyze the industry and come to conclusions based on the performance of each individual company. The luxury hotel industry in many countries has been in place for decades and is now steadily developing. As a result, millions of jobs are created which has a positive effect on the state's economy. With our current conditions, tourism can and must become a major driving force behind the formation of a market economy mechanism and the receipt of significant funds in the budget. The authors have a strong belief that this article will change the Ukrainian hospitality market and the Ukrainian government should take serious steps and responsibility to help cultivate and grow favorable conditions for attracting funds from foreign investors to help develop and improve the stagnate state of the hotel market of the country. The findings of this study may provide hotel owners and investors as well as future researchers and academics with new insights based on past studies as well as ideas for future research and business development. Using successful examples from other well-developed countries is a perfect way to learn and study the situation from the inside and apply this valuable experience in our country. Improving the legislative framework, stabilizing the political situation, government regulation and improving economic conditions will all contribute to the success of the luxury hotel business in Kharkiv and Ukraine as a whole.

Keywords: *luxury hotels suites, world's most expensive hotels, financial ratios, trends*

Problem formulation

The need to write this article is because there is a huge potential for the development of the hotel business in Ukraine. The number of luxury hotels fall short when compared to other countries with similarly high investment attractiveness, rich historical past and extensive tourist opportunities. This problem also applies to mini and boutique hotels. To date, in Ukraine, the niche of mini and boutique hotels at the luxury level is empty, especially in the Kharkov region. The small number of mini-hotels, which are presented on the market of Kharkov and Ukraine do not equal the high level of European standards.

The luxury hotel services market in Ukraine has a number of problems, as it is at the initial stage of development. In the country there are about 1600 hotel types, 80% of which are old or reconstructed and repurposed buildings from the 1970-1980's. The global hotel industry average is about 350 thousand hotels that provide more than 15 million rooms. This number grows on an average of 3-4% annually. Thus, the share of Ukraine does not reach up to half of the European indicators, which of course shows the need for serious

development in this industry. The most active hotel industry is developing in Kiev (where 150 objects with a total number of more than 9200 are concentrated), in major industrial cities such as Kharkiv and Dnepropetrovsk as well as in recreational zones (Odessa, Lviv and the Carpathians as a whole). Nevertheless, even in Kiev, where the index of security by hotel numbers is about 6-7 hotel rooms per 1 thousand citizen is far from European standards. For example, in Vienna, this figure is 26 rooms for every thousand population and Paris is even higher with - 35. Therefore, the trend of increased growth of luxury class is necessary for Ukraine. The main problems of the luxury hotel market in Ukraine:

1. A small share of the of well known multinational and international hotel corporations. The hotel market in Ukraine is extremely attractive for international players due to lack of quality competition and growing demand. Today, international hotel operators such as Radisson SAS, Rixos, Hyatt International, and Inter Continental operate on the Ukrainian market. A major obstacle for foreign investors and operators is the complexity of obtaining permissions from local authorities, as well as

the policy pursued by the state, which is not aimed at improving the country's investment climate.

2. Lack of quality offer - outdated material and technical base of hotels, the need to renovate a hotel fund, low level of service, lack of qualified staff.

3. High level of prices - the cost of living in a hotel in Ukraine is much higher than a stay in a hotel of a similar class in Europe, which is explained, first of all, by the shortage of hotels on the market. It should be noted that the cost of staying in hotels of different categories ranges from \$ 6-8 in Ukraine (in hostels of hotel type in the regions), to \$ 300-400 in hotels of the 4-star category. At the same time, in the Premier Palace Hotel, the cost of staying in the Premier Royal Suite is about \$ 3,000.

4. Lack of attractive investment climate. When creating an investment climate that would promote the attraction of material and financial resources to the hotel industry, a key requirement is to reduce taxation and guarantee the provision of property rights. It is expedient to consider the question of reducing the tax press in the aspect of lowering rates on three main types of taxes: value added tax, profit tax and payroll tax, which will allow for a reduction in part of the alienated income and will stimulate interest in the development of business in the hotel industry.

5. Long payback period of hotel projects. The period of recoupment of hotels in Ukraine is 6-8 years, which is a longer term compared to commercial and office facilities.

6. Political instability in the country.

7. Difficulties in the banking sector - Ukrainian commercial banks issue loans to legal entities and individuals under the very high interest rates, which is not an incentive for the development of the material and technical base of placement funds.

8. Difficulties with land reclamation, shortage of free land, especially in the capital and large cities.

9. The hotel sector of the three-star and lower-level hotels remains vacant in Ukraine and is represented mainly by enterprises with a very low level of service and a small set of services.

The Ukrainian hotel market has great prospects and special attention to quality.

Analysis of recent research and publications

Analysis of recent research and publications of the luxury market of hospitality in Europe and America, allows us to identify the problems and prospects of the hotel business development in Ukraine. This gives a clear idea of what we can take from and apply to our country to improve the situation in general. Luxury hotel research is still limited in the number of publications and diversity of research topics. This study was the first attempt of analysis on world's most expensive luxury hotels suites conducted to date of 2018.

Setting Objectives

The author's goal is to analyze the luxury hospitality market and apply the best world experience in our country to ensure its further development and prosperity.

The luxury hotel market is expected to show high growth over the next seven years because of the flourishing travel and tourism business. The hotel industry's evolution can be traced back to generic rooms with beds and basic dining. Contemporary hotels have 5-star accommodations, exotic dining and recreational amenities such as Jacuzzi tubs, parks, spa, and swimming pools. In a bid to be competitive, luxury hotels offer additional services such as art rooms, banquet halls, convention halls, fitness centers and gyms. The presence of a prospering corporate culture resulting from the impact of national and international economies is expected to play a pivotal role in market growth. Increasing disposable incomes in several parts of the world is expected to increase luxury hotel reservations. Damages caused by unforeseen circumstances such as natural disasters and terrorist threats have severely crippled several hotel markets and continue to be a hindrance for market growth. Regions with emerging corporate avenues and tourism are expected to drive luxury hotel market growth. In the U.S., New York and Washington account for a significant share of hotel bookings. The global luxury hotel market report provides an insight into the regional as well as country wide preferences for luxury hotels. North America dominated the global luxury hotel market in 2017, followed by Europe and Asia Pacific. Germany is dominating the market for luxury hotels in Europe, followed by the U.K. The growing tourism industry is driving the demand for luxury hotels across various global regions. China currently dominates the luxury hotel market in the Asia Pacific region, followed by India and Singapore. Increasing brand awareness among consumers is driving the demand for luxury hotels in Brazil and Saudi Arabia. Increasing standards of living coupled with the booming travel and tourism industry are having a positive impact on the growing market for luxury hotels globally. The shift in consumer preferences toward living a luxurious lifestyle, along with the rise in the number of international events, is propelling the demand for luxury hotels in the Rest of the World (RoW). Some of the major luxury hotels brands in North America, Europe, Asia Pacific, and RoW include Sheraton, Hilton, Hyatt Hotels Corporation, Banyan Tree Holdings Limited, Starwood Hotels & Resorts, Four Seasons Holdings Inc., InterContinental Hotels Group PLC, ITC Hotels Limited, The Indian Hotels Company Limited, Mandarin Oriental International Limited, Jumeirah International LLC, Shangri-La International Hotel Management Ltd., Kerzner International Resorts, Inc., and Marriott International, Inc. High popularity of

football leagues in Europe attract millions of people from all corners of the globe annually, thereby increasing luxury hotel reservations from players, support staff and fans. Flourishing tourism industries in European countries such as Switzerland, Italy, the Netherlands, and Spain have significantly driven the luxury hotel market. The luxury hotel industry in Asia Pacific is expected to witness significant growth as disposable incomes continue to rise. [1] [2] [9]

Increasing consumer awareness and changing lifestyles are the major factors contributing to the growing popularity of luxury hotels globally. With the increasing standard of living, consumers are opting for luxury hotels for better services. Furthermore, the booming travel and tourism industry is one of the key factors fueling the demand for luxury hotels globally. In addition, a rise in branding and promotional advertising are one of the prime factors responsible for the increasing awareness about luxury hotels. Hoteliers are focusing on branding and promotions for better market penetration. Online booking, advance services, and easy check-in and check-out processes are the major driving factors responsible for the success of the luxury hotel industry. Moreover, to meet the consumer demands, hoteliers are focusing on upgrading their services. As service is a crucial part of the hospitality industry, hoteliers are concentrating on providing excellent services to retain customers. A rise in the number of international events is fueling the market growth of luxury hotels globally. Consumers are opting for luxury hotels to spend their leisure time, with a view to experience the luxurious living offered in such hotels. Furthermore, the services, which include spa treatments, beauty services, and various other amenities offer relaxation and rejuvenate the guests. Moreover, hectic daily lifestyle and demand for luxurious living are some of the key reasons behind the growing popularity of luxury hotels globally. The global luxury hotel market by geography has been categorized into North America, Europe, Asia Pacific, and Rest of the World (RoW). The scope of the report offers an insight into luxury hotel preferences in these regions, based on revenue (USD billion). In addition, the current and future trends in the luxury hotel market are also covered in the report. The business hotel segment accounts for the largest share in the luxury hotel market. Business travelers, tour groups, small conference groups, and individual tourists are the target customers of business hotels. Moreover, suite hotels are one of the major segments in the luxury hotels market. These hotel rooms have bedrooms and a separate living room area. Professionals such as lawyers, businessmen and accountants usually tend to prefer such hotels. In addition, currently, the airport hotels segment is showcasing a promising growth in the luxury hotels market globally. The target customers of airport hotels include airline passengers, especially those whose flight

gets cancelled or overnight layovers, business clientele and airline crew and staff, among others. [3]

The interiors of the world's most luxurious and exclusive hotel suites are usually reserved for the eyes of celebrities, presidents and royalty alone. We would like to list the most extraordinary places to stay in the world. Of the full list — three of which are so exclusive that prices are only available upon request — 24 suites are in the US, 10 in the UK and nine in France. For context, a night at the most expensive suite in the world costs roughly \$80,000 (£62,300) per night, well exceeding the average annual salary. So, from royal suites to plush Parisian penthouses and Fijian hilltop hideaways, scroll down to see inside some of the most stunning suites in the world, ranked in ascending order from cheapest to most expensive.

We would like to mark the world's top 20 most exclusive and most expensive hotel suites:

These are officially the 17 most expensive hotel suites in the world — and they cost up to £62,300 a night:

1. Royal Penthouse Suite, Hotel President Wilson, Geneva, Switzerland — from \$80,000 (£62,300) per night. The penthouse suite is officially the most expensive in the world, according to Elite Traveler. It spans the entire top floor of the hotel, from where guests can enjoy uninterrupted views of Lake Geneva from an outdoor terrace.

2. Maharajah Pavilion, Raj Palace, Jaipur, India — from \$65,000 (£50,600) per night. The multi-level suite features double-height ceilings, crystal chandeliers, a terrace and a private museum.

3. Ty Warner Penthouse, Four Seasons, New York, US — from \$50,000 (£39,000) per night. Guests can choose from four cantilevered glass balconies from which to take in the Manhattan skyline. The master bedroom features a king-size bed complete with 22-karat gold bedspread.

4. Hilltop Villa, Laucala Island, Fiji — from \$45,000 (£35,000) per night. High in the green hills of Laucala, the 'resort in a resort' offers captivating panoramic views.

5. Five-bedroom, Terrace Suite, The Mark, New York, USA — from \$45,000 (£35,000) per night. The palatial, 12,000-square-foot space has five bedrooms, six bathrooms, a private library, ballroom, 24-seater dining room, and 2,500-square-foot roof terrace with stunning Central Park views.

6. Penthouse Suite, Grand Hyatt Cannes Hôtel Martinez, France — from \$41,930 (£32,600) per night. The suite occupies 17,975 square feet, where guests can retreat to the panoramic terrace, relax in the Turkish bath or admire artwork by Picasso. It is used by luxury brands, including Chopard and L'Oréal during the Cannes Film Festival.

7. Penthouse Suite, Hotel Cala di Volpe, Sardinia, Italy — from \$41,177 (£32,000) per night. This three-

bedroom suite offers a private rooftop for with views of the Costa Smeralda, a large private swimming pool and wine cellar.

8. Suite 5000, Mandarin Oriental, New York, US — from \$36,000 (£28,000) per night. The three-bedroom, 3,300-square-foot suite located on the 50th floor features annual art exhibitions and boasts an enviable film and record collection. It also offers guests access to personal stylists and a wardrobe overseen by Dior.

9. The Two-Story Sky Villa, Palms Casino Resort, Las Vegas, USA — from \$35,000 per night. The 9,000-square-foot palace comes complete with personal glass lift, glass-enclosed pool, private terraces, massage and fitness rooms and a 24-hour butler service.

10. The Royal Suite, Hôtel Plaza Athénée, Paris, France — from \$30,745 (£23,900) per night. The suite encompasses its own steam room, Jacuzzi and balcony overlooking the Eiffel Tower.

11. Suite Impériale, Ritz Paris, France — from \$30,400 (£23,700) per night. With vast lounges opening onto the Place Vendôme, the suite is decorated with period furniture and old paintings

12. Sterling Suite, the Langham, London, UK — from \$30,000 (£23,500) per night. Set on 450 square meters, the suite has six bedrooms, and personal butler.

13. Royal Suite, The Plaza, New York, US — from \$30,000 (£23,500) per night. The lavish three-bedroom suite has private lift access and overlooks Fifth Avenue and Pulitzer Fountain.

14. Royal Penthouse Suite, Corinthia London Hotel, UK — from \$28,000 (£21,800) per night. Spread across two floors connected by a private internal lift, the suite offers 180° panoramic views of London.

15. John Jacob Astor Estate, The St. Regis Maldives Vommuli Resort, Dhaalu Atoll, Maldives — from \$26,220 (£20,400) per night. Located at the pinnacle of the lagoon, the estate is the largest and grandest on the island and comes with its own buggy, a dedicated butler, and houses a 92-square meters swimming pool and Jacuzzi on its minimalist deck.

16. The Penthouse, Four Seasons Hotel George V, Paris, France — from \$25,100 (£19,500) per night. The penthouse offers breathtaking views of the City, including the Eiffel Tower from your own private terraces

17. Suite 5000, on the 50th floor of the Mandarin Oriental, New York, costs at least £28,000 per night. It offers guests access to personal stylists and a wardrobe overseen by Dior

The following 3 suites are so exclusive that a price is only available upon request:

1. The Tata Suite, The Taj Mahal Palace, Mumbai, India — price on request. The lavishly designed Tata suite the suite is decorated in a Colonial style with hand woven silk upholstery embroidered with gold and silver threads and crystal chandeliers.

2. The Royal Villa, Grand Resort Lagonissi, Greece — price on request. The villa comes with an indoor and outdoor heated pool, a fully-equipped gym and steam bath, a private massage area, as well as butler's quarters with a separate entrance and a bathroom.

3. The Residence, InterContinental, Geneva, Switzerland — price on request. The Residence sits on the top floor of the hotel, comprises East and West wings, and offers 360° views of the dramatic landscape. [4]

Key Financial ratios analyze:

1. Liquidity Ratios

Liquidity ratios provide stakeholders with information regarding a company's ability to meet its short-term financial obligations. The hospitality industry needs a high amount of working capital and has a lot of short-term financial obligations to cover, making liquidity ratios an integral part of the industry's analysis.

Current ratio = (current assets / current liabilities), (1)

The current ratio is a liquidity measure that shows how a company can meet all its short-term liabilities with the short-term assets on hand. These assets are anything considered short-term such as inventory, and do not include long-term assets such as property, plant and equipment.

For the hospitality industry, companies have a lot of current liabilities in the form of salaries and wages, short-term equipment leasing and other short-term liabilities. Additionally, it is a cyclical industry, making it imperative that companies have enough current assets to cover current liabilities, even in an economic downturn. Stakeholders want to see a high current ratio above 1 to determine a company within the hospitality industry is strong.

2. Financial Leverage Ratios

Financial leverage ratios give stakeholders an understanding of the long-term solvency of a firm in the hospitality industry. These ratios measure a company's ability to meet its long-term debt obligations.

Debt ratio = (total debt / total assets), (2)

Companies within the hospitality industry have a lot of long-term liabilities in the form of debt, along with current liabilities. This debt is used to finance large properties such as hotels and large bus fleets for transportation companies. A lot of long-term assets are needed to successfully run a hospitality company, and therefore long-term debt financing is also normally needed.

The debt ratio measures a company's ability to meet its long-term debt obligations. For companies within the hospitality industry, it is important to have low debt ratios, meaning long-term assets greatly outweigh the debt used to purchase them.

3. Profitability Ratios

Profitability ratios measure a company's level of profitability, at the gross profit, operating profit and net profit levels. For companies in the hospitality industry, billions of dollars are generated, and many companies are long-established, meaning high profit margins should be generated at all levels.

$$\text{Gross profit margin} = (\text{sales} - \text{cost of goods sold}) / (\text{sales}), \quad (3)$$

Gross profit margin measures a company's gross profit earned on the revenue it generates. For companies in the hospitality industry, most of the costs come from operations and not cost of goods sold, and the gross profit margin should be high for those businesses that operate within the hospitality industry.

$$\text{Net profit margin} = (\text{net profit}) / (\text{total sales}), \quad (4)$$

The net profit margin is like the gross profit margin except it measures the amount of net profit earned on the revenue a company generates. For the companies in the hospitality industry, profits are not very high, as there are high associated operating costs to run a company in this industry. However, a stakeholder should always look at a company's net profit margin and compare it to industry averages to ensure it meets or exceeds the benchmark. [5]

The global luxury travel market recorded strong growth in 2011–2012, after a significant decline in 2009 and modest recovery in 2010. One of the key drivers of this growth was the increasing number of high net worth individuals (HNWIs) globally, primarily in the BRIC countries. This growth in global luxury travel is expected to continue over the forecast period to 2021. [6]

Small Luxury Hotels of the World (SLH), in partnership with global trends analysts Trend watching, has released a luxury trends report that looks ahead at what will be shaping the luxury boutique hotel experience in 2018. There are five specific trends from its collection of over 500 independently minded hotels around the world. These are further supported in the report by innovations from companies both within, and beyond, the travel sector.

Hands-On Luxe: While the hyper-competitive Experience Economy is nothing new, we haven't yet seen the full impact of the Instagram effect. In 2018 travellers will be looking to get their luxury hands 'dirty' by helping to design their own experience. 700,000 Hours wandering hotel, brought to you by the brains behind Dar Ahlamin Morocco, will allow guests to choose its location each year. Guests can also get a true 'scents' of place at Hotel Magna Pars Suites Milano where they can choose the fragrance of their room in this old perfume factory, and at The VIEW Lugano in Switzerland where the smell is not the only choice to make in advance of a stay – the

color of their toilet paper, brand of toiletries and linens, as well as when to have their bag unpacked are all ways guests can customize their experience.

Spiritual Stories: The wellness industry has always been entwined with spirituality, and in 2018 the focus will be on those spiritual experiences that enable guests to seek out one-of-a-kind moments to focus their independent minds. From visiting rejuvenating ancient Power Spots at the Sankara Hotel & Spa Yakushima in Japan, to night-time spa treatments under the stars, floating on water or being lapped by the waves, at Spa Village Resort Tembok Bali, the bespoke nature of these immersive experiences goes far deeper than a deep tissue massage.

Similar Stories Novel Gazing: A complete digital detox might be too much for some of us, however, the desire to take a 'holiday' from modern technology and nostalgia for times when life seemed simpler has led to a resurgence of literature in small hotels. Providing a taste of the timeless, hotels are paying homage to esteemed writers or classic novels, as well as offering libraries, reading rooms and library butlers. The Betsy South Beach in Miami celebrates its Pulitzer connection with bedtime poems and a Writers Room where guests can interact with local creative. Le Pavillon des Letters in Paris offers Literary room service and Kristiania Lech in Austria a Book Butler who creates a bespoke reading list to reflect the guest's tastes. Rock life Hall in the UK will be opening a Lewis Carroll inspired parkland in 2018 as a nod to his love for the area, and the Owl and the Pussycat Hotel in Sri Lanka crosses the divide by using Instagram to recreate the nonsensical world of Edward Lear.

Night Nurses: It is no longer enough to offer a pillow menu and a comfy bed to guarantee a good night's sleep – some brands are now introducing pioneering bed linens that prevent sweating and eliminate bacteria. In 2018 hotels will be competing to guarantee the optimum night's sleep in more traditional, yet original, ways. 137 Pillars Suites Bangkok and 137 Pillars House in Chiang Mai offers Sleep by Design therapy and a Sleep down service conducted by a dedicated Sleep Curator. Sometimes, however, it's worth having an interrupted night, as demonstrated by the Hotel Ranga in Iceland's Northern Lights wake up call.

Intuitive Dining: While data capture can promise optimum personalization, in small luxury hotels nothing beats a thorough and instinctive understanding of each guest to get everything just right, just for them. Menus and inflexible dining rituals are disregarded at Dar Ahlam in Morocco, Ett Hem in Stockholm and Foxhill Manor in the UK, where guests can eat what they want, where they want and when they want, or are conveniently surprised just when they are feeling a little peckish. In addition to these hotel specific trends, SLH continues to evolve as a business embracing new technology and

pioneering new destinations, all to improve the experience of its guests. [7]

The healthy growth of the travel and tourism industry is allowing the global luxury hotel market to gain significant momentum. Rapid globalization and urbanization along with rising disposable incomes are encouraging people to travel for vacations and business purposes, which in turn is escalating the development of the hotel industry worldwide. According to a report by Transparency Market Research, the global luxury hotels market will expand at a CAGR of 4.0% from 2015 to 2021, reaching a valuation of US\$195.2 bn by the end of 2021. Branding and promotions play a critical role in the growth of the market. To suit the constantly changing consumer requirements, luxury hotels are constantly trying to enhance their services. Their owners are paying close attention to implementing new services, including complimentary services and customization of rooms, with properly trained hotel staff to satisfy customers. Moreover, as people are becoming increasingly brand conscious, successful branding and marketing can increase the awareness and affinity of consumers and in turn loyalty. Apart from this, the increasing organization of international events is providing a tremendous boost to the luxury hotels market. [8]

The global luxury hotel market is expected to reach US\$20,442 Million by 2022 according to Allied Market Research. According to Allied Market Research's new report published titled, "Luxury Hotel Market: Global Opportunity Analysis and Industry Forecast, 2014-2022", the luxury hotel market was valued at \$15,535 million in 2015, and is projected to reach \$20,442 million by 2022, growing at a CAGR of 4.0% from 2016 to 2022. The business hotels segment accounted for around 42% of the total market revenue in 2015.

Luxury hotels provide comfortable stay to tourist and travelers along with services such as spa, swimming pool, and fitness center. The market for luxury hotel has grown significantly in the past few years due to rise in the number of business travelers globally. Change in customer preference and up gradation in the services provided by hoteliers further boost the demand for luxury stays.

The global luxury hotel market is driven by a rise in travel & tourism industry, increase in preference for leisure travel, and an improved standard of living. However, premium price charged by such hotel restrains the market growth. According to Sheetanshu Upadhayay, Research Analyst at Allied Market Research, "The rise in the number of business travellers and change in customer lifestyles have fuelled the demand for luxury stays, with an increased trend for various luxury services such as spa and others. North American and European regions dominate the market due to a higher number of tourist arrivals."

Business hotels segment is expected to dominate the market throughout the analysis period, owing to huge consumer base, which includes business travelers, tour groups, and small conference groups.

Airport hotels segment accounted for around 20% share of the overall luxury hotel market revenue in 2015 and is expected to grow at a CAGR of 3.7% during the forecast period. These hotels usually target business clients, passengers with overnight travel or cancelled flights, and airline crews or staff.

-North America is projected to maintain its leading position throughout 2022, growing at a CAGR of 5.1% from 2016 – 2022.

Key findings of the luxury hotel market forecast:

-The business hotel segment occupied around 41% of the total luxury hotel market size in 2015.

-The U.S. occupied four-fifths of the total North American luxury hotel market in 2015 while Mexico is expected to grow at the fastest rate, growing at a CAGR of 6.6% from 2016 to 2022.

In 2017, North America and Europe collectively accounted for around two-thirds of the total luxury hotel market size and are expected to continue to dominate the market due to increase in number of tourists and travelers. [9]

The luxury market is very powerful yet challenging. We are now facing plenty of changes in the market place, especially with digitalization and the evolution of the way people consume goods. We know longer talking about buying...people want to have experiences... Well off people are always concerned with their well-being and their leisure. [10]

There will always be a huge demand for luxury suites and hospitality services which will lead to a constant market growth and new development.

Conclusions

The purpose of this study was to analyze worlds market of luxury hotels as well as key financial ratios, prices and trends.

It is hoped this study will contribute to the development of a reliable knowledge base from which practitioners may inform plans and action regarding future luxury hotels development.

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АНАЛІЗ СВІТОВИХ ЛЮКСОВИХ ГОТЕЛІВ ТА КЛЮЧОВИХ ФІНАНСОВИХ ПОКАЗНИКІВ/ЦІН/ТЕНДЕНЦІЙ

К.Г. Наумік-Гладка, В.В. Девон

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Ця стаття аналізує світовий люксовий готельний бізнес та розвиток готельного ринку до 2022 року, наводячи за приклад поточні ціни на найдорожчі світові готельні номери, а також ключовий фінансовий аналіз співвідношення. У цій статті автори проаналізували корисні інструменти, які зацікавлена сторона може використовувати для аналізу готелів і трендів до 2022 року. Автори статті також проаналізували цінний досвід успішних власників готельних мереж, які повинні бути однаковими для українських готельєрів.

Індустрія гостинності є важкою, якщо ми говоримо про основний капітал і матеріальні активи, а тому вимагає дуже специфічного набору фінансових коефіцієнтів для точного аналізу галузі і прийняття висновків, заснованих на діяльності кожної окремої компанії. Готельна індустрія класу люкс в багатьох країнах існує протягом десятиріч і зараз неухильно розвивається. Як результат, створюються мільйони робочих місць, які позитивно впливають на економіку держави.

За сьогоденних умов, туризм може і повинен стати основною рушійною силою формування механізму ринкової економіки і отримання значних коштів до бюджету. Автори твердо переконані, що ця стаття змінить український ринок гостинності і український уряд повинен зробити серйозні кроки та мати відповідальність, щоб сприяти зростанню та розвитку сприятливих умов для залучення коштів від іноземних інвесторів, щоб допомогти розвинути та покращити стагнацію готельного ринку країни.

Результати цього дослідження можуть надати власникам готелів та інвесторам, майбутнім дослідникам та науковцям, нове розуміння на основі минулих досліджень, а також ідеї для майбутніх досліджень та розвитку бізнесу. Використання успішних прикладів інших розвинених країн - це чудовий спосіб вивчити ситуацію зсередини та застосувати цей цінний досвід в нашій країні. Удосконалення законодавчої бази, стабілізація політичної ситуації, державне регулювання та поліпшення економічних умов сприятимуть успіху люксового готельного бізнесу в Харкові та в Україні в цілому.

Ключові слова: розкішні люкси, найдорожчі готелі в світі, фінансові показники, тенденції.