2016 Hong Kong Luxury Travel Consumer Report

Description: This Hong Kong market report is based on findings from the Affluent Insights Luxury Travel Survey which was fielded online in Hong Kong in April/May 2016.

We interviewed 305 respondents, all of the respondents were defined as affluent with minimum annual household income.

All interviewed respondents have travelled internationally for leisure or business in the past 12 months.

Extract of Key Implications to Brands:

Top destinations for planned trips in the next 12 months for Hong Kong travellers:

1. Osaka
2. Tokyo
3. Taipei
4. Seoul
5. Nagoya
6. London
7. Bangkok
8. Singapore
9. Maldives
10. Paris

- Overall consumer optimism is down, but Hong Kong source travel is likely to continue growing. There has been a notable drop in optimism for the coming 12 months among Hongkongers across different metrics. However, travel can be seen as the one bright spot, with over 70% still saying that they are more likely to travel abroad for vacation in the next 12 months.

- Luxury brands need to deliver on quality. Superior quality remains the primary motivation for using luxury brands, but uniqueness, elevation of status and exclusivity are also highly important. Hong Kong females particularly expect luxury brands to offer a superior quality.

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