2016 China Luxury Travel Consumer Report

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

We interviewed 300 respondents, all of the respondents were defined as affluent with minimum annual household income:

- 50% of respondents make more than CNY 350,000 and 10% make more than CNY 1 Million
- All 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 Chinese travellers:

1. Paris
2. Maldives
3. Tokyo
4. Dubai
5. Seoul
6. Sydney
7. Singapore
8. Osaka
9. Taipei
10. Hong Kong

- We can expect Chinese source travel to continue growing. While there is a small downward tick in optimism for the coming 12 months, 4 in 5 Chinese travellers think they are likely to travel more next year than they did last year.

- You need to meet travelers expectations of luxury. The new Chinese traveller is increasingly seeking luxury in the way they travel - 7 in 10 Affluent Chinese plan to travel more luxuriously and spend more on luxury items.

- You need to adjust to shifting expectations about luxury. While superior quality is the primary motivation for using luxury brands, uniqueness and exclusivity are gaining in importance. Chinese males expect luxury brands also to offer a superior customer experience.

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