



James Samuel

International Luxury Travel Market

Asian Luxury Travel Markets

Who are they and what are they
after?

The Main Asia Luxury Markets

Australia

China*

India

Singapore

Japan

What Products Do They Want For Their Clients?

- Luxury Hotel Group
- Individual Luxury Hotel
- Boutique Hotels
- Beach Resort
- Private Villas
- Cruise Lines
- Spa and Wellbeing
- Cultural and Unique Attractions
- Golf Resorts

Where Do Their Clients want Travel?

- South East Asia
- Australia and Pacific
- Northern Asia
- Western and Northern Europe
- Southern and Mediterranean
- Southern Asia

Where is China's Wealth?



- **Dongguan, Guangdong.** Population of 6.4 million. Home to the largest Shopping Mall in the World
- **Karamay, Xinjiang Uygur Region.** Largest oil field in China discovered in 1995
- **Suzhou, Jiangsu Province.** The “Oriental Venice”. 80 of the Fortune Top 500 companies have offices in Suzhou
- **Foshan, Guangdong Province.** A modern city and one of the earliest ports involved in foreign trade since China’s open door policy.
- **Wuxi, Jiangsu Province.** A city on the Yangtse River north of Suzhou and half way between Shanghai and Nanjing, Wuxi is dubbed “Little Shanghai” which refers to its massive economic development
- **Zhuhai, Guangdong Province.** Due to its proximity to Hong Kong and Macao, the city thrives economically. Zhuhai is also famous for its hot springs and golf clubs.

- **Zhongshan, Guangdong Province.** Formerly known as Xiangshan County, Zhongshan is among the five richest areas in the Zhujiang River Delta. The local government encourages both high quality of living environment and industrial growth
- **Zhoushan, Zhejiang Province.** China's largest archipelago, Zhoushan is an island in the middle of the "Zhoushan Fishery", one of the world's four largest fisheries.
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- **Wenzhou, Zhejiang Province.** Wenzhou citizens are progressive and open to western ideas. A modern city with many good hotels, restaurants and a shopping paradise with stores along commercial pedestrian streets. It has a vibrant nightlife.
- **Changzhou, Jiangsu Province.** Changzhou, nicknamed the *Dragon Town*, is a national tourist hub and one of the provincial industrial centres. Changzhou has remained one of the most developed cities in Jiangsu, ranked third after Suzhou and Wuxi.

Luxury Consumer Trends in China

- **Young and Affluent Population.** China has the second most billionaires in the world. Of the 130 billionaires in China, 94 of them are under the age of 40.
- **Got Rich Fast, Spend Fast.** Many wealthy Chinese acquire their wealth in a short time period which translate into a different spending pattern than the affluent population of other nations.
- **Luxury a Status Symbol.** Luxury goods are seen as status symbols. About 65% of consumers equate luxury brands with success.
- **Big Spenders are in the “Mature” Markets.** Hong Kong, Beijing, Shanghai. Spending Internationally.
- **Brand Loyalty Stronger than You Think.** more than 47% of respondents from China indicate they are loyal to brands. This pattern is similar throughout China, with higher brand loyalty reported for Hong Kong at 55%, which is the only region to exceed 50%.

What Should You be Doing To Get The Business – ILTM White Paper

- **Rate Integrity** - *“Get the service and product right, and then you can set the rate.”*
- **Believe in the Baby Boomers** - *“Consumers are more cautious with their travel decisions. It’s about the promise you make.”*
- **The Recipe of WOW** - *“Offer unique and authentic travel experiences. Get under the skin of travel and combine these experiences with great products”*
- **Keeping Experiences Relevant** - *“Creating customised experiences takes a much larger investment from everyone.”*