

CHINA

LUXURY CONSUMER FORECAST

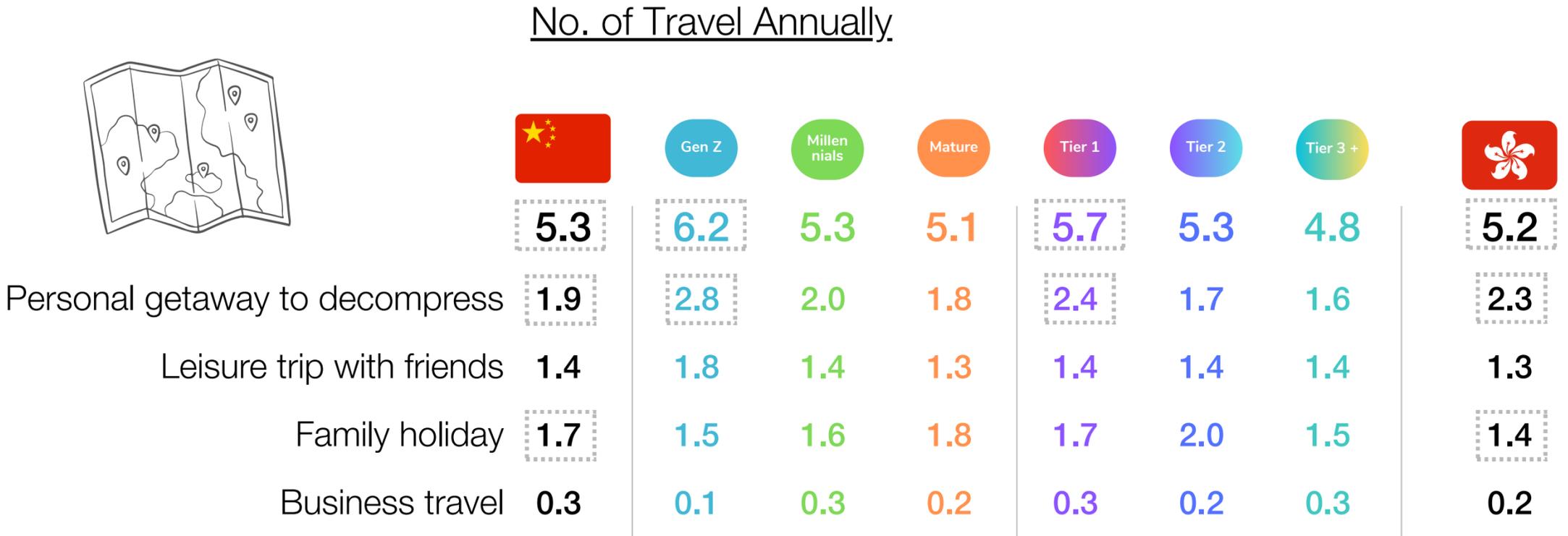
2025

Mid-Year

Travel Trend

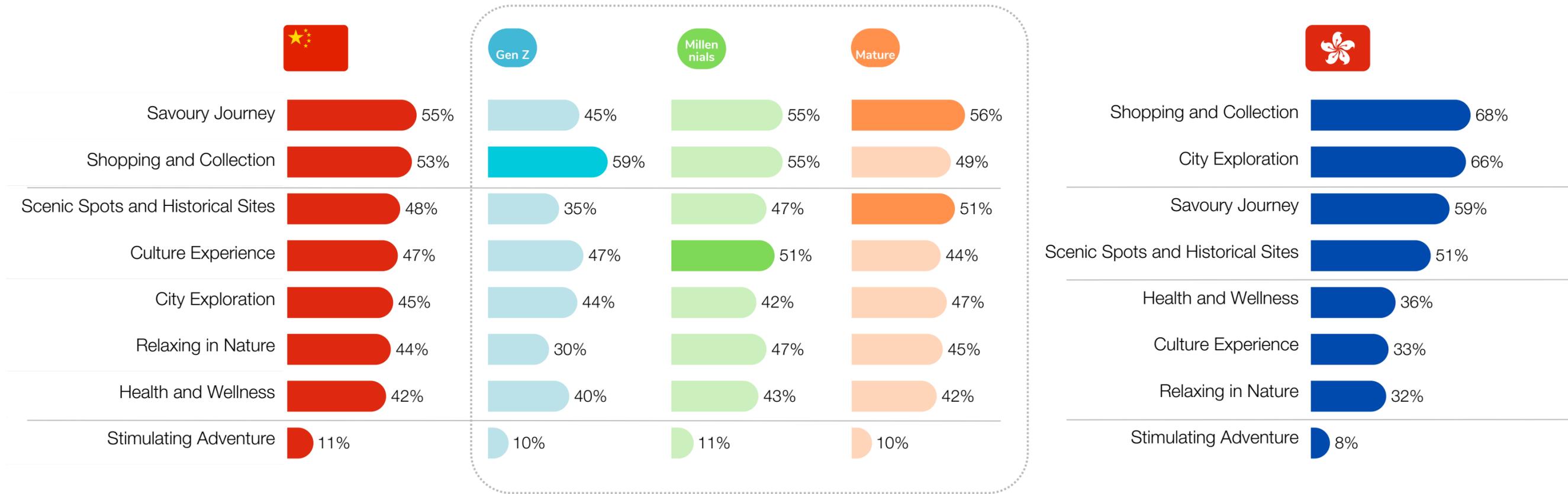
Mainland Chinese (5.3 times) and Hong Kong (5.2 times) luxury consumers plans for the same number of trips/ travels annually. Family holidays is the dominant trip types for mainland Chinese, while Hong Kong luxury consumers show a stronger preference for solo personal trips

➤ Gen Z exhibit the highest travel frequency overall, averaging 6.2 trips per year. This younger demographic also shows a particular inclination towards solo travel.ny other segments.



For both Chinese and Hong Kong travelers, Shopping is one of the key reason to travel - Chinese luxury consumers also favor Savoury Journey (food tourism).

Type of Leisure Travel Activities Prefer

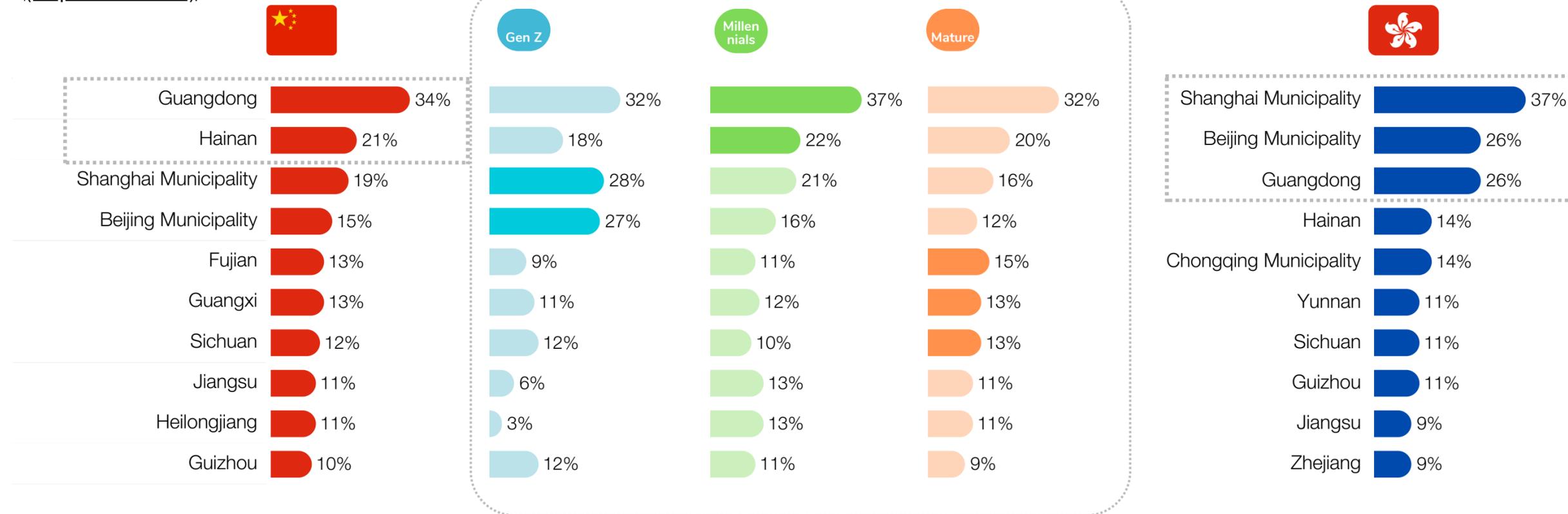


Mainland Chinese luxury consumers plan to visit Guangdong (34%) and Hainan (21%) in the next 12 months, while Hong Kong consumers who are traveling to Chinese Mainland list Shanghai 37%, Beijing and Guangdong 26% as their top choice.

➤ Chinese Gen Z consumers lean towards Shanghai and Beijing, while Millennials favor Guangdong.

Regions in China plan to travel to for leisure in next 12 months

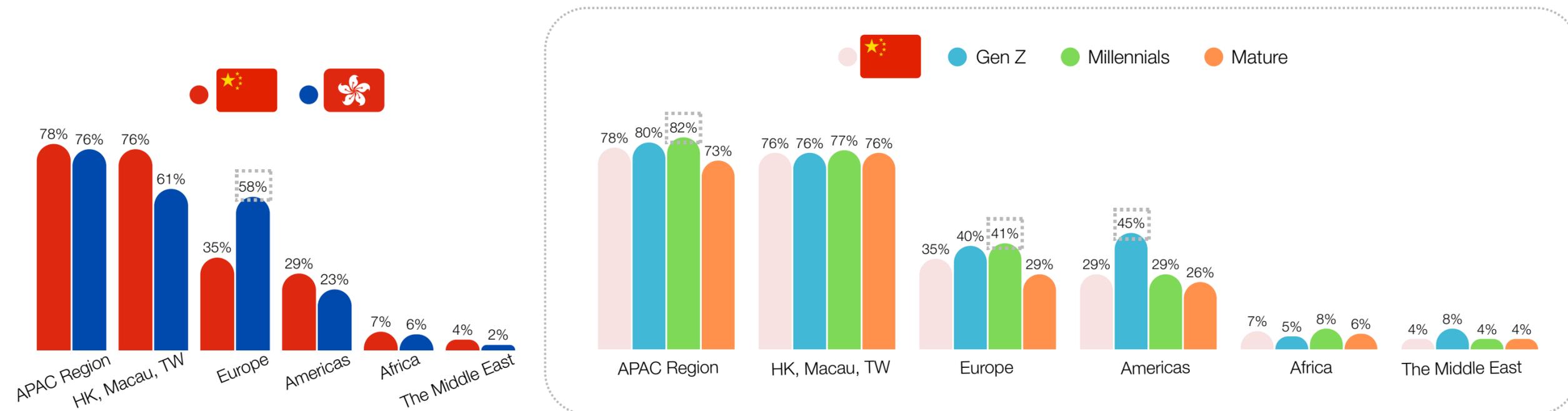
(Top 10 Cities)



78% of mainland Chinese luxury consumers plan to visit Asia-Pacific regions, followed by Europe (35%) and the Americas (29%). Hong Kong luxury consumers (58%) show a stronger preference for Europe compared to mainland Chinese (35%).

- Chinese Millennials luxury consumers (41%) are also more inclined toward Europe, while Gen Z (45%) prefers the Americas.

Other Places Planned to Travel in N12M (by Region)

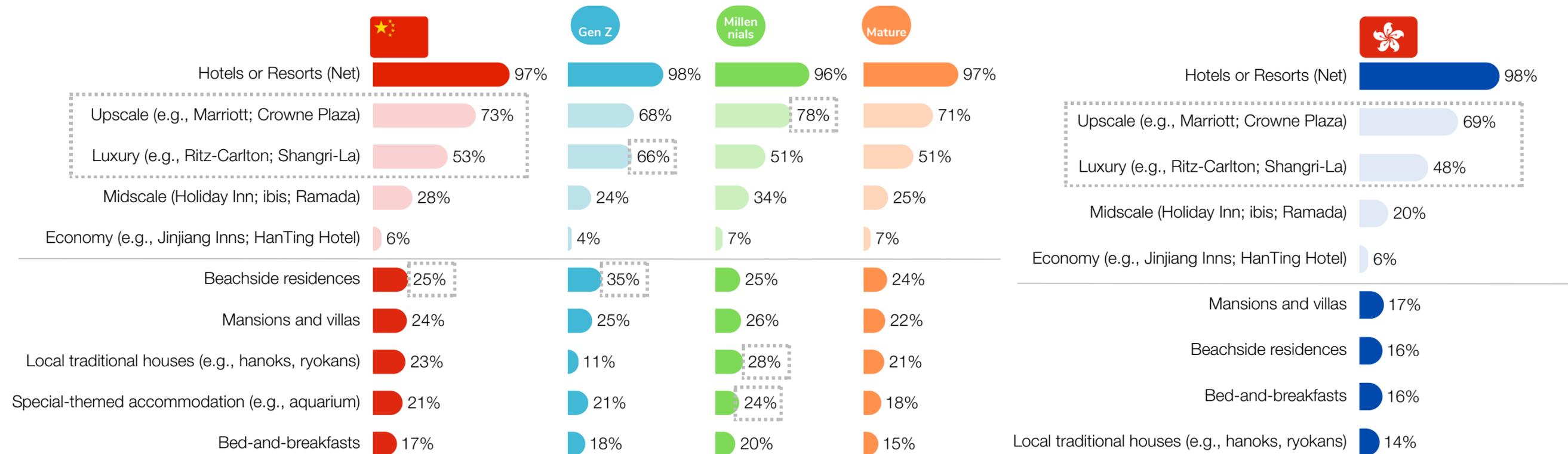


Both Mainland and Hong Kong luxury consumers predominantly select upscale hotels and resorts.

➤ Gen Z (66%) has high preference for luxury hotels relative to Millennials (51%) and Mature (51%) Segments.

Accommodations Planned to Stay in

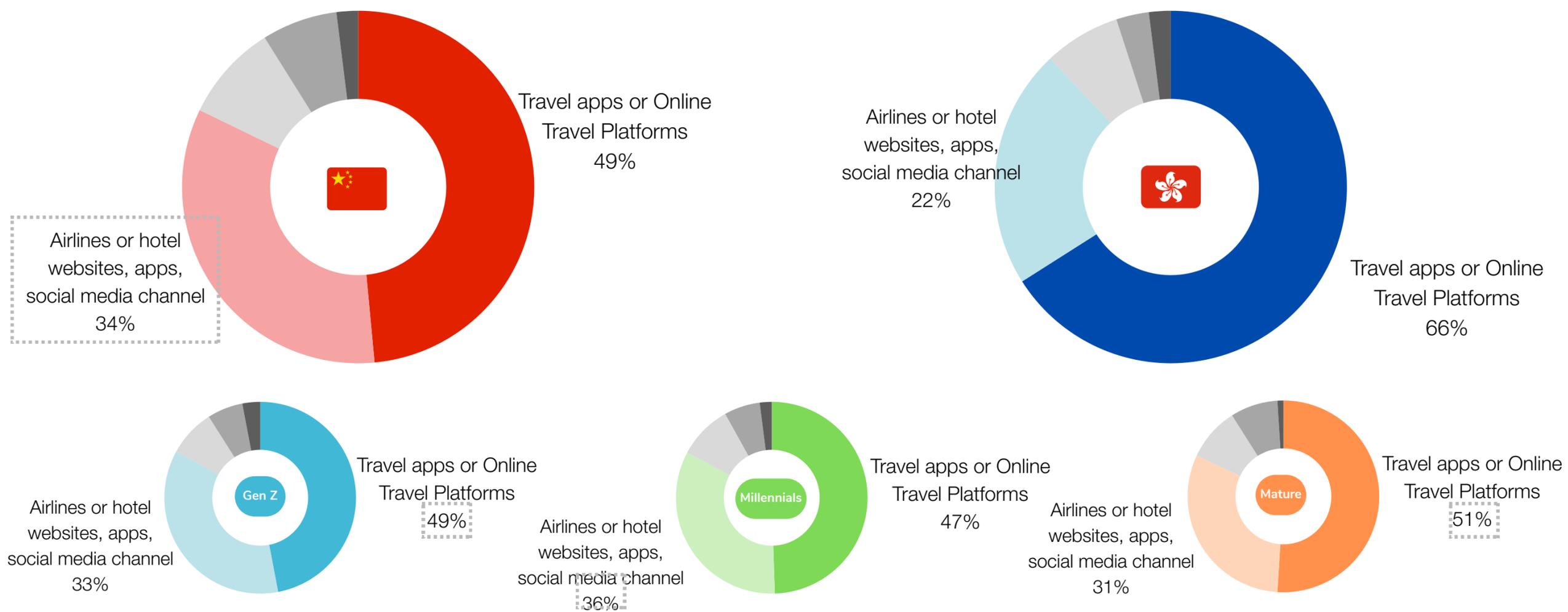
Note: Results higher than 10% will be shown in the charts below



Mainland consumers divide their reservations between travel apps (49%) and official airline or hotel websites (34%), whereas Hong Kong consumers prefer booking via travel apps (66% vs only 22% for Airlines/ hotel website).

- The mature segments (51%) uses mostly online travel platforms more than other segments, while millennials prefer booking directly through airline or hotel websites and social media channels, indicating varied technological engagement.

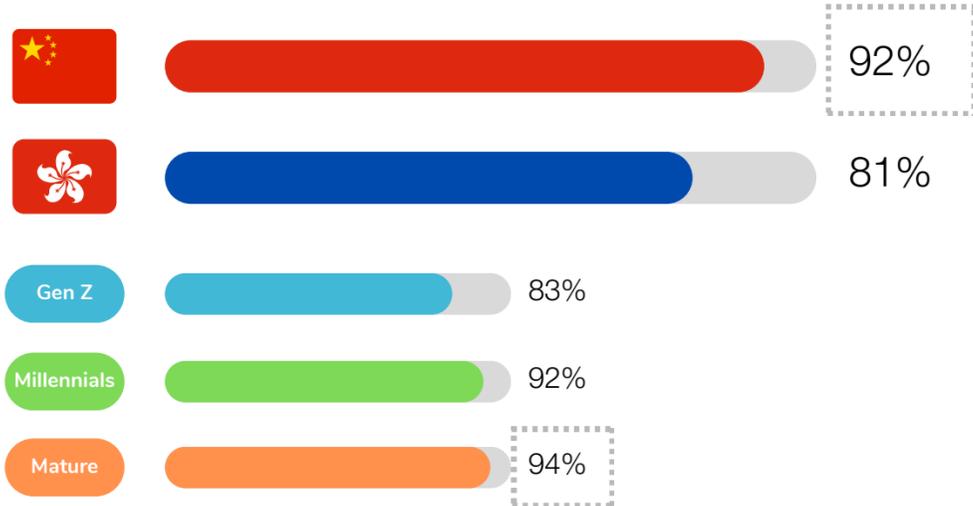
Booking Channel for Travel



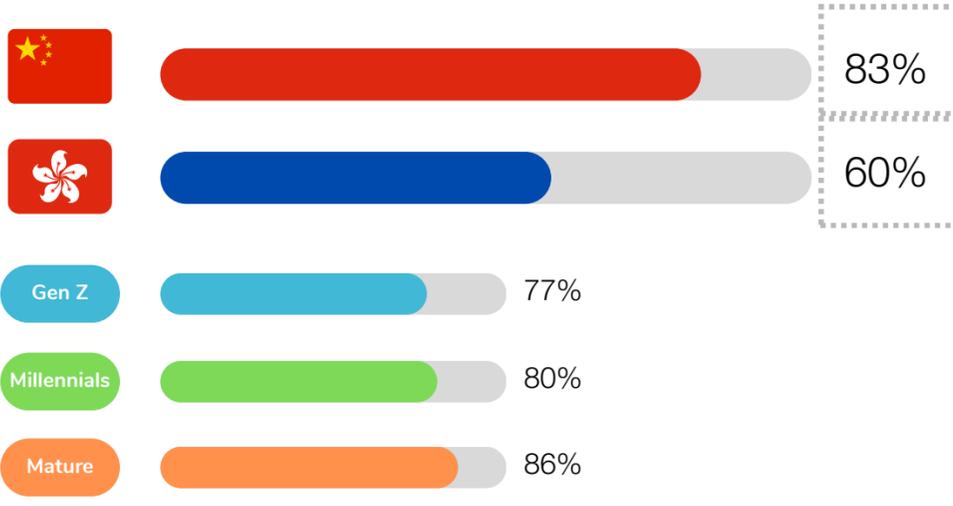
Mainland Chinese consumers demonstrate high cultural openness, with 92% comfortable engaging in unfamiliar cultures abroad and 83% actively seeking authentic local experiences.

➤ Despite this openness, Mainland Chinese (84%) also place great value on home comforts (16% higher than Hong Kong consumers - 68%), indicating a blended travel experience combining adventure with familiarity.

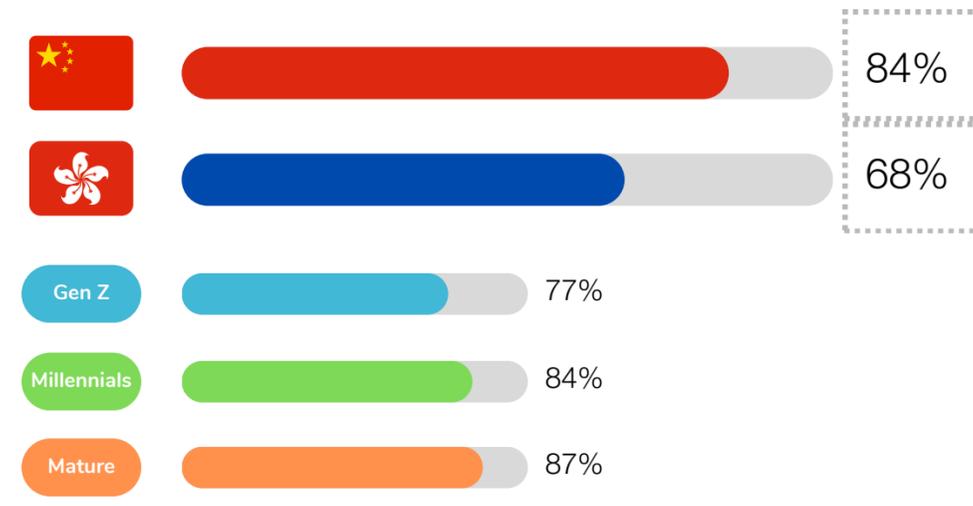
Comfortable to Experience Unfamiliar Cultures When Travelling Abroad
(Very comfortable/Comfortable)



Seek Authentic Local Experiences When Traveling
(Always/Often)

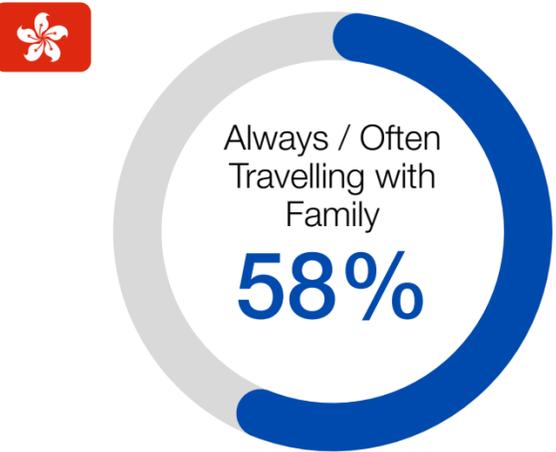
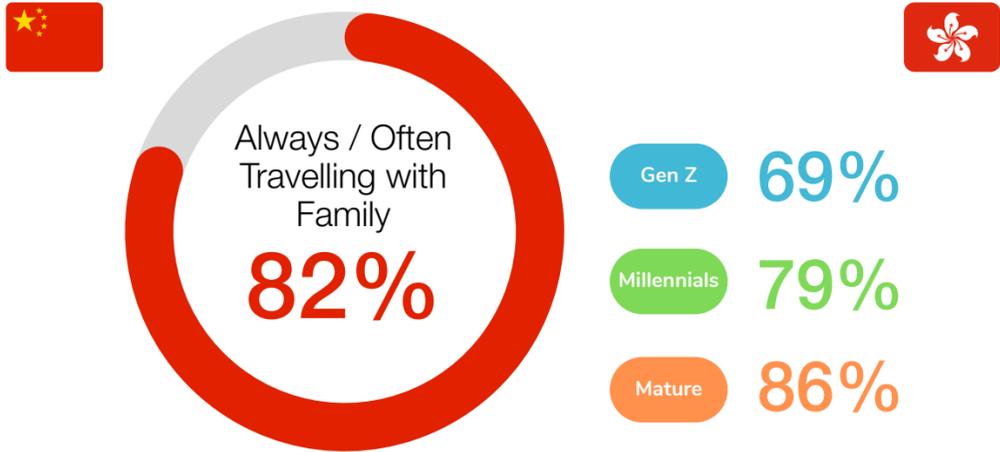


Importance to Have Comforts from Home When Traveling Internationally
(Very important/Important)

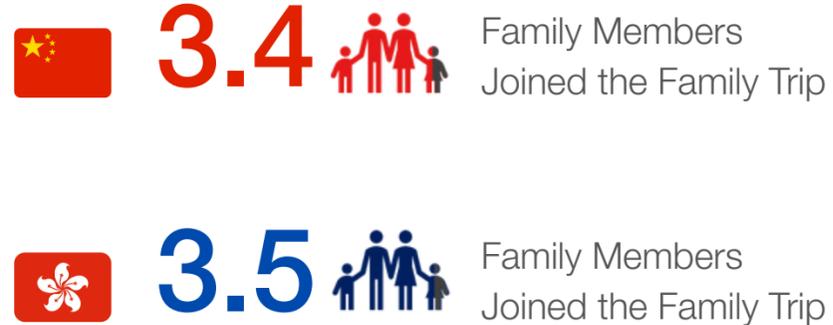


Mainland Chinese luxury consumers (82%) travel with family more frequently compared to Hong Kong (58%).

Frequency of Traveling with Family



Average Size of Family Trip



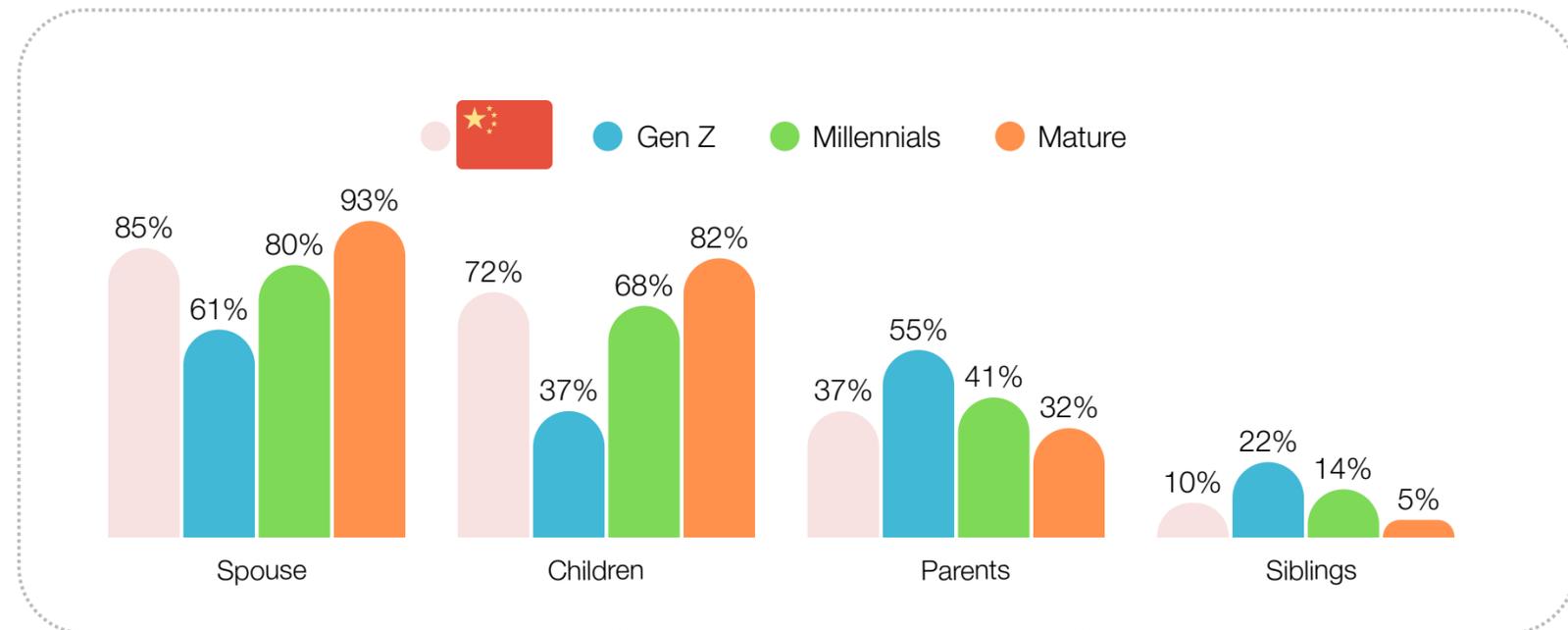
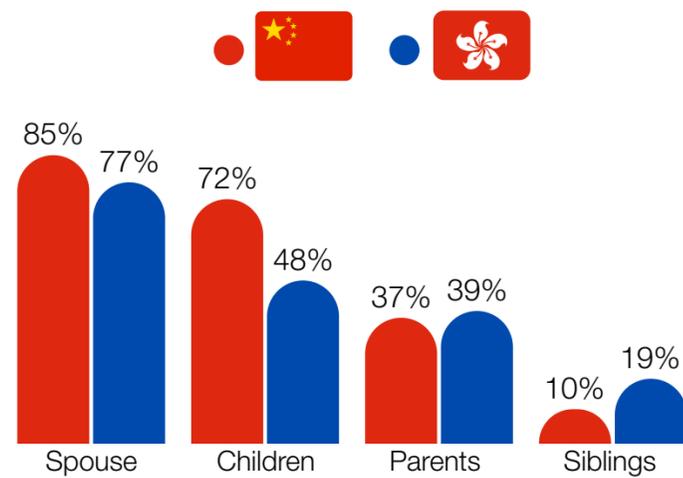
Average Length of Stay When Traveling with Family



There is a strong preference for family travel involving both spouses and children.

- Gen Z travels less often with family, typically accompanied by parents and siblings, while millennials and mature segments often travel with spouses and children reflecting different life stages

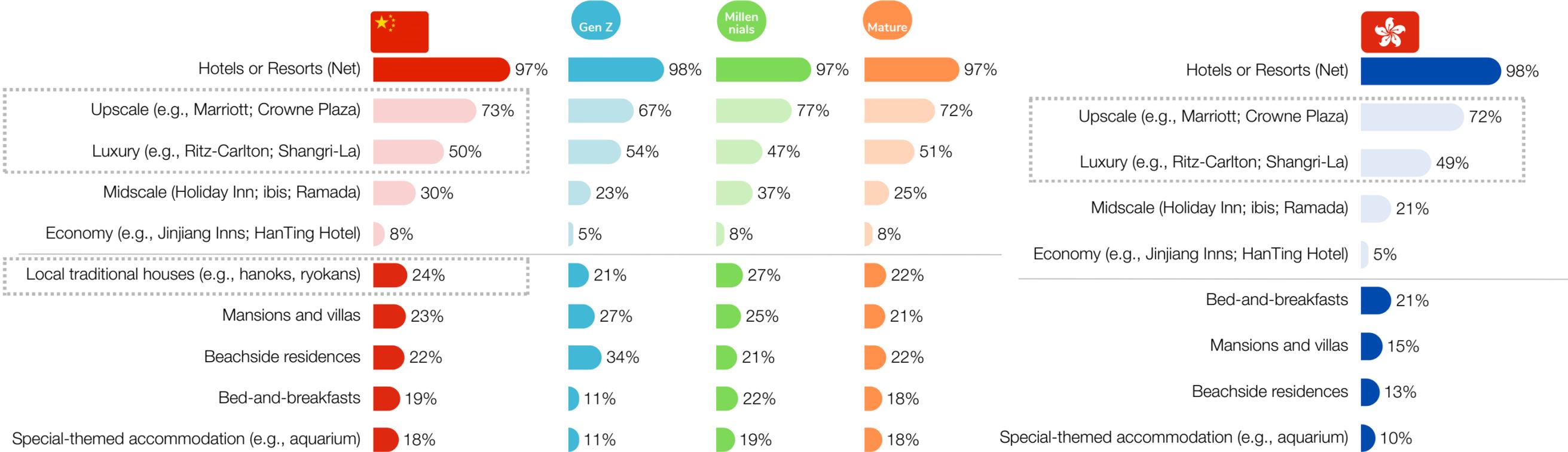
Members Joined in Family Travel



Accommodations for family travel favor upscale hotels and resorts, but Mainland luxury consumers also appreciate traditional local houses for a blend of cultural immersion and comfort.

Accommodations Planned to Stay in for Family Trip

Note: Results smaller than 10% will not be shown in the charts below

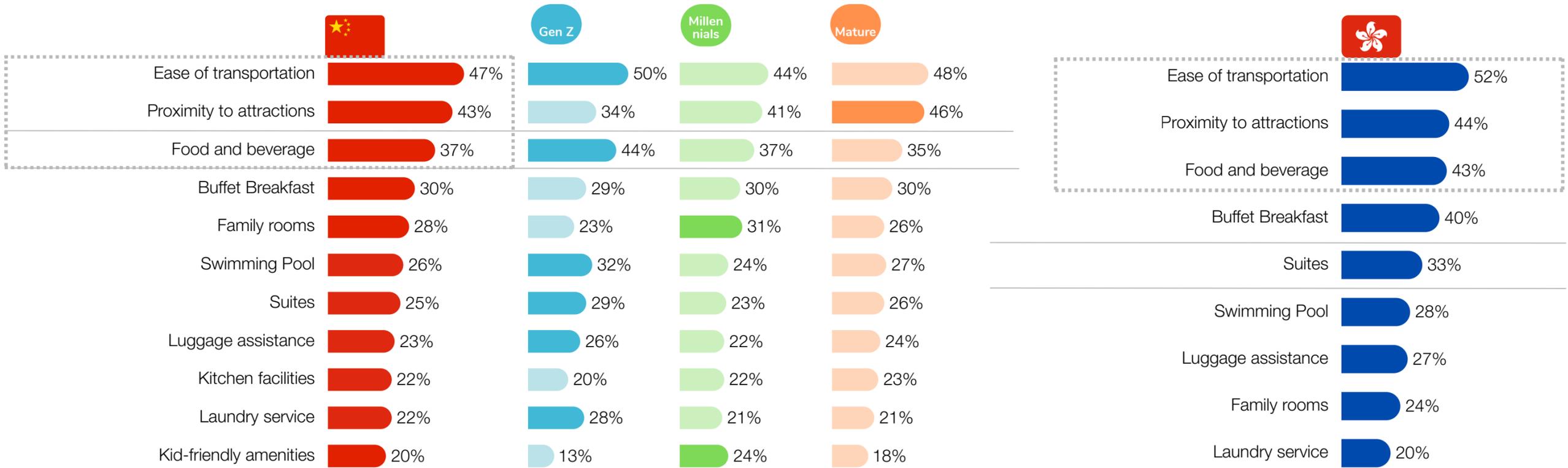


Mainland Chinese luxury consumers seek for ease of transportation, proximity to attractions, and food & beverage options.

➤ Gen Z prioritize transport convenience (they are traveling with parents), dining, and swimming pools. Millennials, on the other hand, value family rooms and kid-friendly amenities (because of having young families). While for mature segment, they focus more on proximity to attractions, prioritizing convenience.

Top Hotel Amenities Prioritize When Travelling with Family

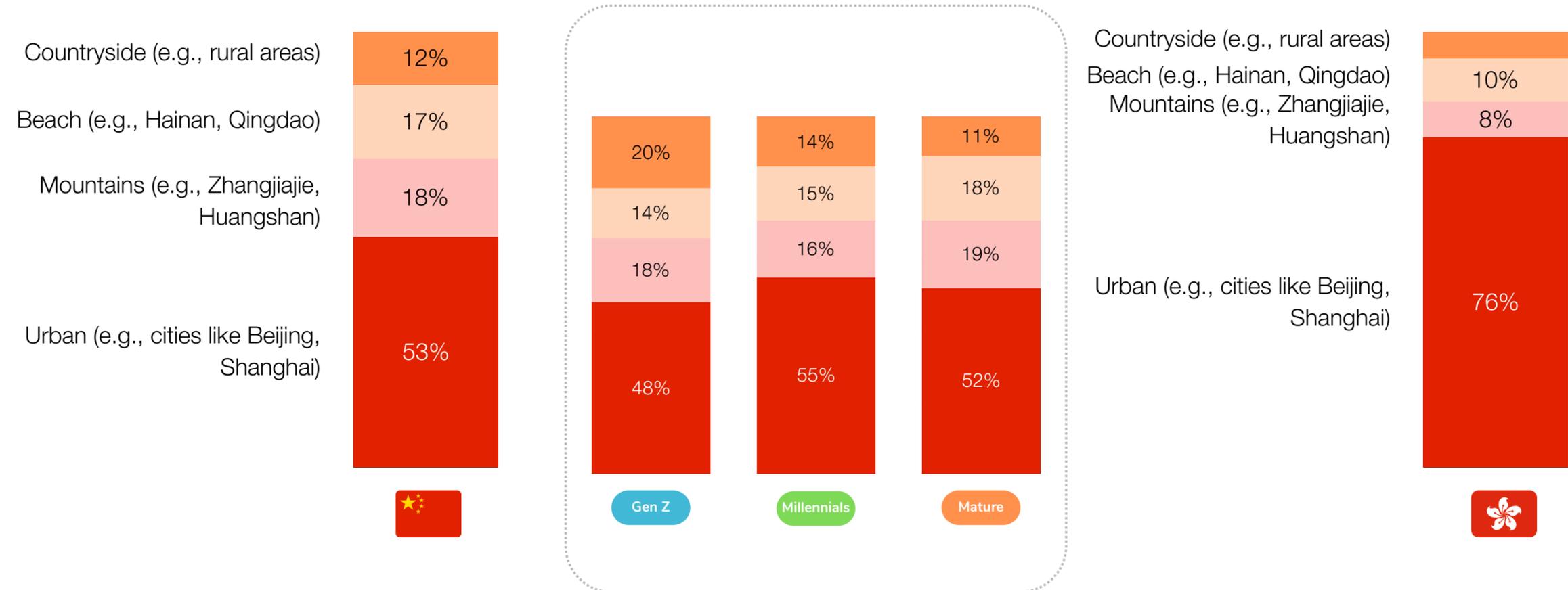
Note: Results smaller than 20% will not be shown in the charts below



Urban destinations dominate family travel. Hong Kong luxury consumers are particularly drawn to urban destinations comparing to Chinese luxury consumers.

➤ Gen Z enjoy China's countryside destinations for a mix of relaxation and adventure, while millennials favor urban cities.

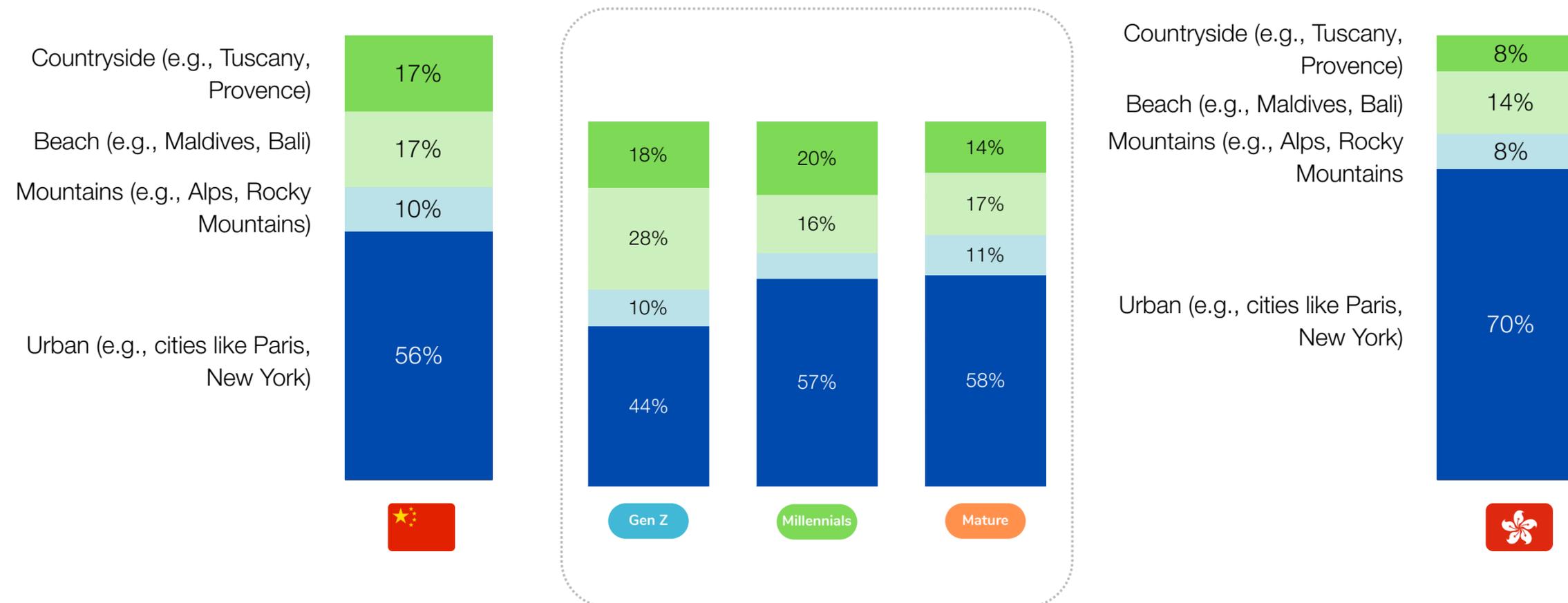
Destination Preferred in China For Family Travel



Chinese luxury travelers enjoy a mix of countryside and beach destinations overseas, while Hong Kong luxury travelers favor urban destinations.

➤ Gen Z are particularly drawn to beach destinations overseas for family travel.

Destination preferred in Overseas for Family Travel



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Travel Habits and Preferences of Chinese and Hong Kong Luxury Consumers



<https://mdr-i.com/travel-habits-and-preferences-of-chinese-and-hong-kong-luxury-consumers>