



**Euromonitor
International**

Experiential Luxury in China

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift towards experiences over possessions in bid to live life now, as Ritz-Carlton wins Leading Luxury Hotel award
Hyatt Corp maintains lead in 2023 as new openings continue across the competitive landscape
AI expands within OTAs, while sustainability remains a slowly-but-surely emerging concern

PROSPECTS AND OPPORTUNITIES

Experiential luxury faces bright forecast period in China
Increased domestic travel and a greater focus on sustainability in business travel
Rising sales and new luxury hotel openings anticipated despite economic uncertainty

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Luxury Goods in China - Industry Overview

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DISCLAIMER

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