

Luxury Holidays - China - June 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

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This report looks at the following areas:

- Unique local experiences are the key to differentiate
- Potential for niche destinations
- Customised tours catering to specific needs

“Novel experiences are more valued than luxury ones among wealthy Chinese travellers. Therefore, unique local experiences are the key differentiator of a travel product to pique consumer interest. In terms of ways of travel, customised tours can be the future growth point as it caters to the rising need of personalisation while adding professional knowledge of travel agencies.”

– **Summer Chen, Senior Research Analyst**

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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