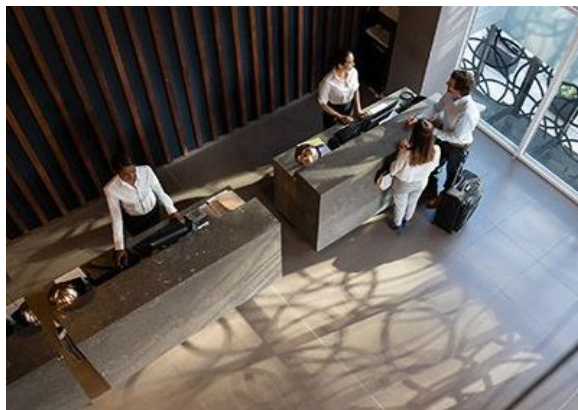


## Premium Hotels - China - July 2019

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

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“The premium hotel segment has seen steady growth over the past five years. The segment outlook is positive and it is estimated to grow at a CAGR of 6.0% between 2019-24.”

– **Saskia Zhao, Research Analyst**

This report looks at the following areas:

- **As premium hotels expand into retail, themed hotels can sell products based on their creative hotel designs**
- **Consumers’ need for authentic connections offers a touchpoint for premium hotels**
- **Responding to consumers’ hobbies: another way to enhance experiences**

The premium hotel segment has seen steady growth in the last five years in terms of hotel units. The segment is estimated to grow at a CAGR of 6.0% during 2019-24. Premium hotels are characterised by high quality of service, stunning views, unique design and famous brand names. As consumers become more experience driven, premium hotels are leveraging wellness claims and technology in response. Premium hotels may also differentiate experiences by tapping into consumers’ desire to connect with other people offline.

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Over half of consumers intended to spend more on domestic travel accommodation

Possible competition from mid-scale segment due to same key target consumers

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