



Fairmont

FAIRMONT LUXURY INSIGHTS REPORT

GATEWAY TO HOME

HOTELS AS THE HEART OF THEIR COMMUNITIES

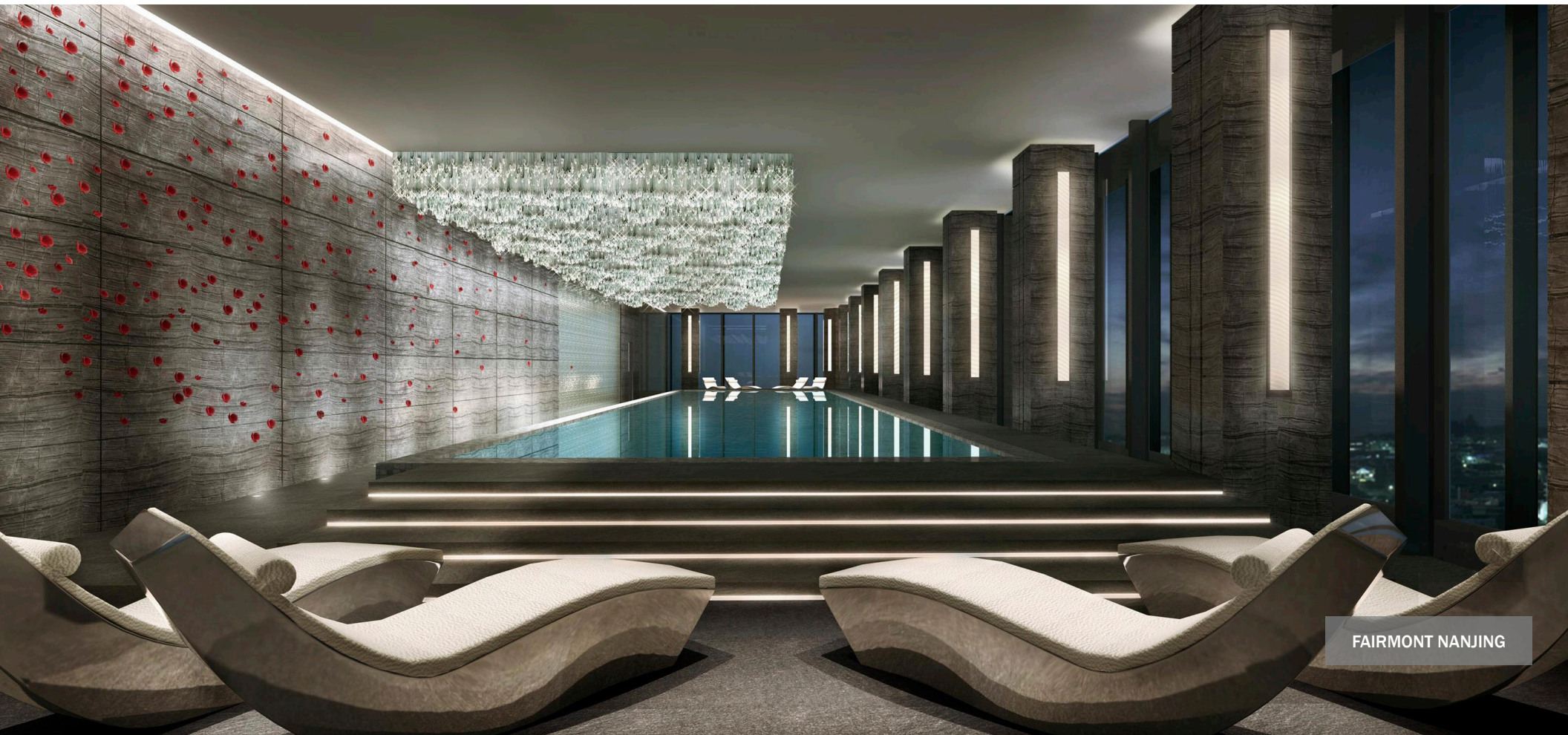
REGIONAL REPORT: CHINA





The Luxury Insights Report: Gateway to Home - Hotels as the Heart of their Communities is the latest volume in a series of ongoing research-led, data-driven reports. Findings explore luxury travel trends, revealing that affluent travelers perceive hotels and resorts as established authorities and trusted travel guides.

A closer look was taken to understand the priorities of savvy travelers in key markets across the globe. The following report dives deeper into the preferences of luxury travelers from China to understand how they differ from their international counterparts.



FAIRMONT NANJING



EXPERIENCE

Chinese luxury travelers covet immersive, authentic experiences, without having to step too far outside their comfort zones.

FAMILIAR PLEASURES

Familiarity breeds comfort, and having home-like elements, especially when visiting a foreign destination, can make guests feel at ease in their surroundings. This is especially true for Chinese travelers, 92% of whom agree that having similar food, accommodations, and language is important while traveling. This is well above the average of 63%. Unsurprisingly, almost all (97%) Chinese affluent travelers highlight the hotel they stay at as an important part of their vacation experience, and 89% say that the hotel choice influences their destination selection. However, destination preferences differ by age, with Chinese travelers 55+ much more likely than their younger counterparts to prefer visiting familiar destinations (81% vs. 58% among millennials, and 45% among 35-54). For Chinese travelers, hotel choice is at the heart of their experience, as it is the haven they can return to and feel comforted by at the end of the day.

CASE STUDY:

Fairmont Dubai has been awarded Golden Standard “Welcome Chinese” certification.

The certification attests Fairmont Dubai’s compliance to the highest standard of hotel requirements defined by the China Tourism Academy. It is crafted to ensure Chinese travelers feel at home at hotel properties around the world. To qualify, a property must provide dedicated Mandarin-speaking staff, broadcast Chinese channels, offer a traditional Chinese breakfast and tea-making facilities, provide Chinese publications and complimentary Wi-Fi to cater to the growing demand of the Chinese travelers.

89%
of luxury travelers from
China admit that hotel
options influence their
destination selection



FAIRMONT DUBAI



COLLEAGUE CONNECTIONS

While technology has changed many elements of the luxury hotel industry, colleagues are still the heart and soul of the experience and are highly valued by Chinese travelers.

FIRST CLASS SERVICE

The desire for familiar, first-class experiences trickles down into how Chinese travelers perceive the service they receive, with 91% preferring to return to hotels they are familiar with so they know what kind of property and service they will find. In fact, 98% of Chinese affluent travelers agree that the high-class service found in luxury hotels influences their decision to stay there (well above the global average of 80%).

SUSTAINABILITY

Globally, 8-in-10 luxury travelers are looking for sustainable tourism experiences (78%). The affluent Chinese traveler is looking to hotels as the source to provide an authentic gateway into the local community.

GATEWAY TO THE COMMUNITY

Chinese travelers place high importance on their hotel having environmentally sustainable practices (91%) and using locally-sourced kitchen ingredients (87%). When it comes to community impact, Chinese travelers value the integration of local artists and culture in the décor (81% vs. 67% global average).



FAIRMONT YANGCHENG LAKE



FAMILY MEMORIES

Affluent Chinese travelers seek out luxury hotels based on the experiences they offer, including attractions and dining options.

LUXURIOUS ATTRACTIONS

Compared to North American and European travelers, Chinese travelers are most likely to seek out a luxury hotel specifically to create a family memory (89% vs. 65% in US, and 55% in France). They place a high importance on attraction and dining experiences, and are also most likely to specifically seek out a luxury hotel in their home country for this reason.

COMMUNITY

For Chinese travelers, hotels create a sense of community, no matter the destination.

WELCOMING COLLEAGUES KEY PART OF OFFERING

For younger affluent Chinese travelers, friendly and engaging locals working in hotels make all the difference (98% of affluent travelers under 54 vs. 88% of luxury travelers 55+). In their opinion, the role of hotel colleagues is to provide comforts of home.



FAIRMONT BEIJING



FAIRMONT PEACE HOTEL