



# Experiential Luxury in China

October 2024

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## Experiential Luxury in China - Category analysis

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#### 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

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Rising sales and new luxury hotel openings anticipated despite economic uncertainty

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