

# CHINA'S WOMEN IN CHARGE

Latest Trends among  
the World's Largest Travel  
Spenders and Decision  
Makers

July 2024

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# TABLE OF CONTENTS

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Foreword	3	The Luxury Travel Wish List	24
Key Takeaways	5	<ul style="list-style-type: none"><li>• Experiences</li><li>• Destinations</li><li>• Hotels &amp; accommodation</li><li>• Travel advisors</li></ul>	
How Women Think About Travel Today	8	Archetypes of Today's Affluent Chinese Female Travellers	29
<ul style="list-style-type: none"><li>• Definition of luxury</li><li>• Travel motivations</li></ul>		<ul style="list-style-type: none"><li>• Daring Dragon</li><li>• Curious Deer</li><li>• Mama Tiger</li><li>• Magnificent Phoenix</li><li>• Spirited Dolphin</li></ul>	
The Way They Travel	13	About the Survey and Respondents	40
<ul style="list-style-type: none"><li>• Companions</li><li>• Decision makers and influencers</li><li>• Destinations</li><li>• Slow travel versus fast travel</li></ul>			

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# FOREWORD

As a famous Chinese saying goes “women hold up half the sky.” Clearly in travel as well, women are in charge – they make 80% of travel decisions and account for 6 out of 10 Chinese tourists last year. With China reclaiming its position as the top spender on international travel in 2023, not only has Chinese outbound travel bounced back, it is roaring forward. Suffice to say, Chinese women play a pivotal role in shaping the future of travel.

Like the changes observed in travel behaviour and attitudes globally, Chinese travellers, especially women, have undergone notable transformations in recent years. The typical image of affluent Chinese female travellers shopping at Louis Vuitton in Paris, or having a buffet with her multi-generation family has shifted. While many still hold on to traditional values and strive to harmonise travel with family responsibilities, most Chinese women are harnessing their expanding economic and social influence, using travel as a means of self-discovery, cultural immersion and personal growth. This shift signifies that **affluent Chinese female travellers are embracing a new era of travel, marked by greater boldness and exploration.**

Despite the growing significance of Chinese female travellers, there remains a dearth of studies specifically dedicated to understanding the outbound travel behaviour of this demographic. Hence, the objective of this research is to dive into the prevailing and emerging trends that resonate with this dynamic and discerning market. Through our analysis, we also present archetypes that capture the values, attitudes and behaviours of this increasingly diverse segment.

Produced in association with ILTM Asia Pacific, we hope that the research findings will be a valuable resource for you and your teams in 2024 and beyond.





Affluent Chinese female travellers are defying expectations and reshaping traditional norms.

A newfound sense of empowerment is driving them to embrace greater levels of adventurousness.



# KEY TAKEAWAYS



- 1 THE MEANING OF LUXURY HAS CHANGED**  
Luxury is no longer about buying material things. Instead, the definition has shifted from mostly external validation to self-contentment. Travel fits very well into the new luxury narrative as a rewarding experience that brings personal fulfilment, me time, joy and a reward to achievement.
- 2 TRAVEL TO ENRICH, NOT ESCAPE**  
Travel was once viewed as an escape from the daily routine or family obligation. While traditional family values and societal expectations persist, luxury female travellers in China today represent a generation of women who are ready to be inspired, empowered and transformed by travel. To them, travel is an opportunity to broaden their horizons, challenge themselves, learn new skills and become more well-rounded individuals.
- 3 A NEED FOR NICHE**  
It may not be an exaggeration to say that Chinese women are now travel pioneers. While most Chinese tourists typically visit well-known and popular destinations, nearly 90% of luxury female travellers are attracted to niche destinations renowned for their natural beauty and landscapes. There is a keen interest in exploring destinations before they gain mainstream popularity. These travellers are also willing to invest in unique local journeys and once-in-a-lifetime experiences.



**4 THE BEST TRAVEL COMPANION IS MYSELF**  
While there remains a strong desire to travel with family, both immediate and extended, there is also a notable interest and rise in solo travel among Chinese women, regardless of their marital or parental status. For some, solo travel is a means to foster independence; while for others, it is a path to self-empowerment.

**5 DECISIONS ARE INFLUENCED BY MYSELF, TOO**  
The growing financial independence of Chinese women empowers them to make independent travel decisions. Regardless of age or other demographics, women are primarily guided by their own preferences when making travel choices. Their personal opinions carry significantly more weight, even in the context of family vacation planning, neither husband nor children wield as much influence.



**6 HOTELS ARE MEASURED BEYOND THEIR STAR RATINGS**  
Affluent Chinese female travellers are willing to invest extra in hotels and accommodations, but they are looking for more than just a 5-star rating. They are interested in partnerships with well-known fashion, luxury and lifestyle brands for themed accommodations and unique, memorable guest touchpoints that align with their personal style and preferences. They also value interior design and bespoke experiences that incorporate local cultural elements to help them establish a stronger connection to the destination.



**7 PURSUE WELLNESS EXPERIENCES TO REJUVENATE WELLBEING**  
While wellness has traditionally been linked with pampering, the concept has evolved to encompass a more holistic approach that emphasises a balanced pursuit of both physical and mental well-being. There is also a growing interest in adventurous experiences as part of this holistic wellness trend. Overall, wellness continues to be a significant travel motivation for rejuvenation, particularly among the older generation who are twice as likely to invest in health-inspired aspects to enhance their luxury travel experiences compared to other age groups.

**8 CONVENIENCE POWERED BY TECHNOLOGY IS ULTIMATE LUXURY**  
For time-poor, high-value travellers, convenience is the ultimate luxury. In a digitally-savvy country like China, travellers of all ages are looking for enhanced integration of technology to facilitate efficient travel planning, address logistical challenges and elevate overall travel experience.



A woman with long dark hair, wearing a black floral-patterned top, is sitting on the deck of a sailboat. She is looking out towards the horizon over a vast blue ocean under a sunset sky with scattered clouds. The sailboat's mast and rigging are visible in the foreground.

## HOW CHINESE WOMEN THINK ABOUT TRAVEL TODAY

Changing attitudes towards luxury are reshaping the way affluent Chinese female travellers approach their journeys. Travel now carries a deeper significance than ever before, leading to a shift in how they perceive and engage with the experiences.



# THE DEFINITION OF LUXURY HAS BECOME MUCH MORE INTIMATE

The definition of luxury has shifted from solely acquiring material possessions to achieving contentment. Rather than external validation, luxury now revolves around things or experiences that bring satisfaction and contentment – and travel does just that.

For 63% of respondents, “luxury” means having total privacy and “me time,” while 56% see luxury as things or experiences that bring joy. For 37%, luxury is an expression of identity, and 36% see it as a symbol of independence.

Additionally, 44% see luxury as a recognition of their own hard work and achievement, making luxury a symbol of personal success and ambition.

## THE MEANING OF “LUXURY”



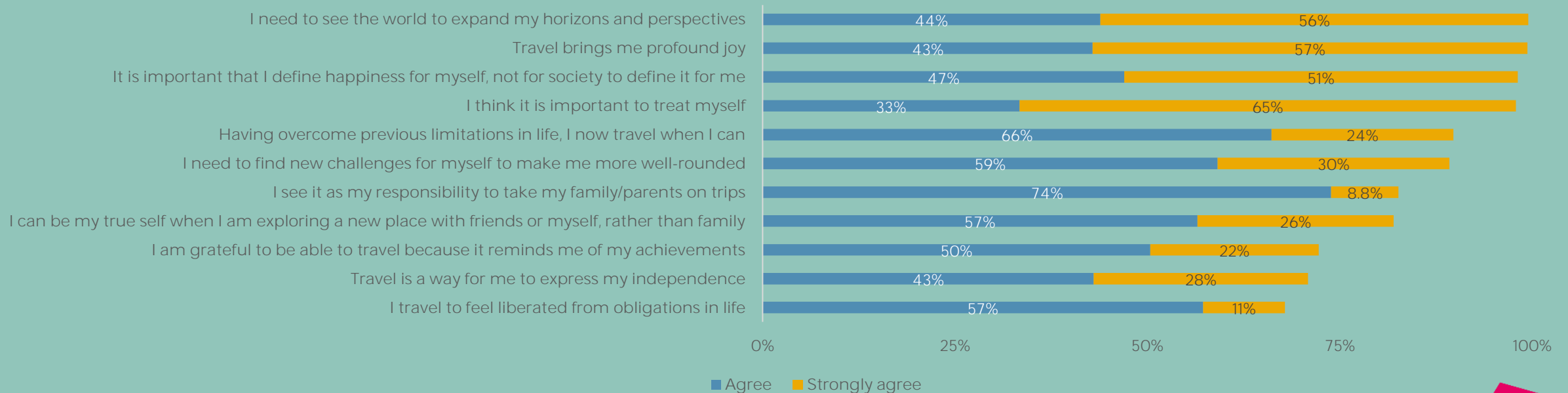
# A SENSE OF PERSONAL EMPOWERMENT IS MAKING TRAVEL MORE MEANINGFUL

Today, affluent Chinese female travellers are seeking more meaningful travel experiences for themselves. Instead of seeing travel as just getting away or escaping, it is now seen as opportunities for enrichment, new learnings and personal fulfillment.

98% of women agree that travel is a way to treat themselves. An overwhelming 99% believe that travel brings profound joy, and over 99% see it as essential for expanding their horizons.

Travel has emerged as a conduit for self-determination and personal evolution among China's affluent female population. 98% believe in defining happiness and satisfaction for themselves, rather than letting society dictate it, and 71% believe that travel is a way to express their independence.

HOW CHINESE WOMEN THINK ABOUT TRAVEL





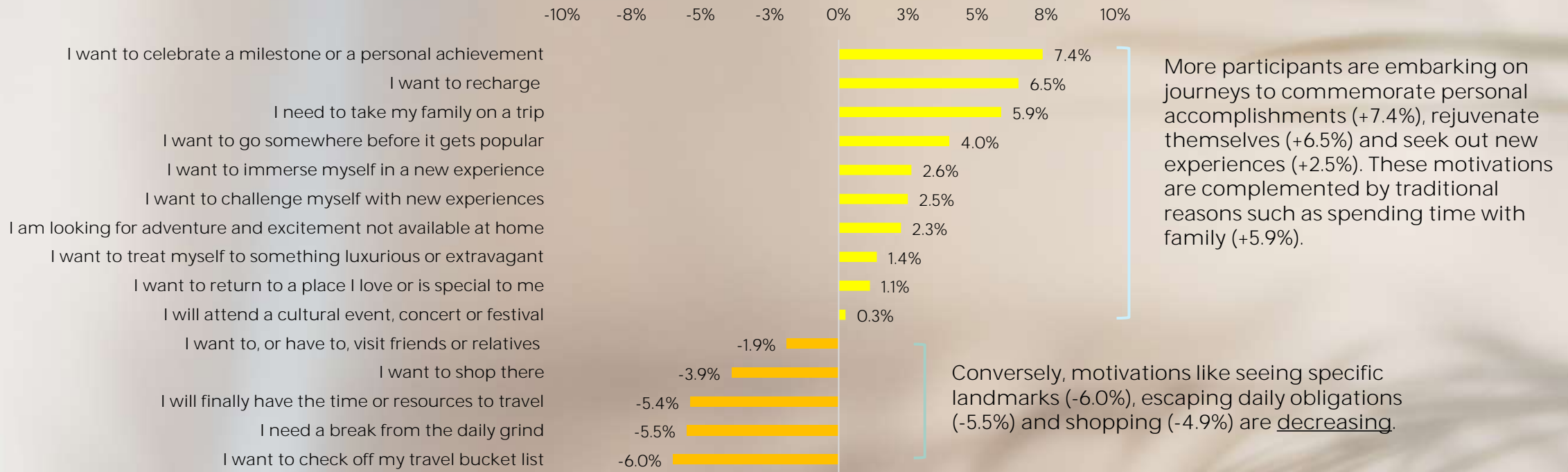
# EMERGENT TRAVEL MOTIVATIONS ARE COEXISTING WITH TRADITIONAL ONES

Newly identified travel motivations, such as recharging for personal well-being and doing something out of the ordinary, are gaining traction and will become stronger travel motivators in the future. On the other hand, traditional motivations that drove travel previously, such as traveling with family out of duty, will persist.

The most significant disparities between the motivations for future and past travel stem from the increasing trend of travelling to fulfill personal desires or needs.



## MOTIVATIONS FOR TRAVEL IN THE NEXT 1-3 YEARS



The graph illustrates the changes (increase or decrease) in reasons for travel expected in the near future, compared to the past 12 months



## THE WAY THEY TRAVEL

Solo travel is on the rise in popularity, as luxury female travellers are increasingly empowered to make their own decisions.

Looking ahead, they are planning to take more leisure trips, immersing in local experiences and once-in-a-lifetime adventures.



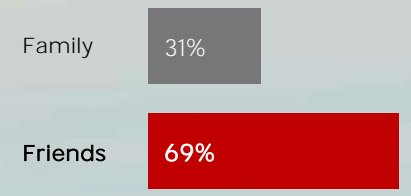
## SOLO TRAVEL IS ON THE RISE

Chinese luxury female travellers indicate a very strong desire for solo travel, with 72% of respondents stating that they will maintain or increase solo travel in the future. 69% of respondents express a preference for travelling with friends over travelling with family.

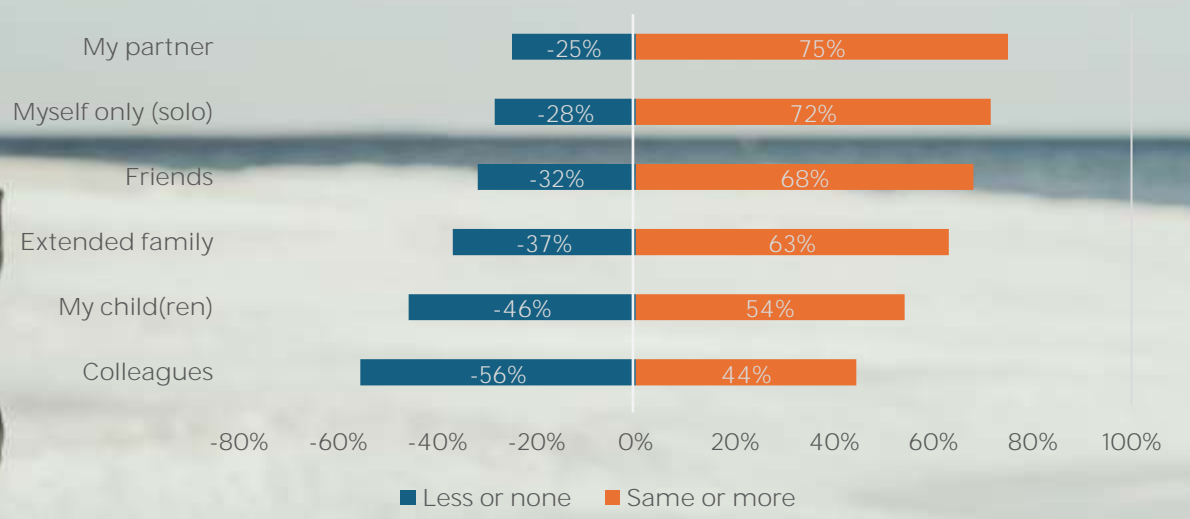
Even among those with children, nearly half (46%) intend to travel less, or not at all, with their children.

However, that does not mean extended family travel is going away. The expectation to take family trips remains strong with over 60% still expecting to increase or maintain the number of family trips. These women are likely balancing their family commitment by maintaining their regular family trips, while adding more solo and friend-only trips to cater to their personal interests and need for independence.

IF YOU HAD TO CHOOSE, WOULD YOU RATHER TRAVEL WITH FAMILY OR FRIENDS?



PREFERRED TRAVEL COMPANIONS IN THE NEXT 1-3 YEARS





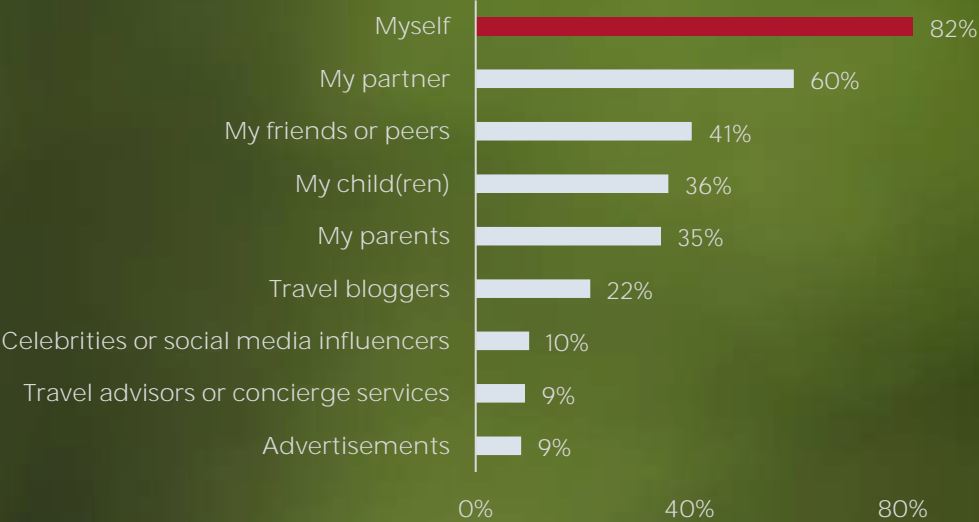


# THEIR OWN OPINIONS ON TRAVEL DECISIONS COME FIRST AND MATTER THE MOST

Women have been widely recognised as the primary decision makers for travel, and this trend will only increase going forward. Empowered by financial autonomy and the rising desire for solo travel, affluent Chinese female travellers are expected to make even more self-expressive travel choices in the future.

That does not mean they do not listen to anyone other than themselves, however. While 82% say their own opinions are the most influential in planning travel, partners (60%), friends (41%) and others are still playing secondary roles.

DECISION INFLUENCERS FOR FUTURE TRAVEL



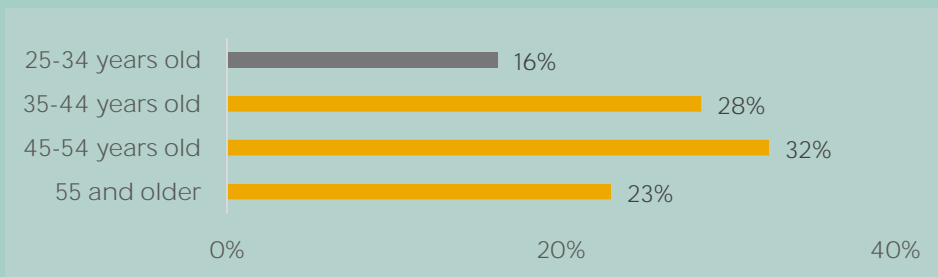
# WORD-OF-MOUTH REMAINS THE MOST IMPORTANT, BUT DIFFERENT AGE GROUPS RELY ON DIFFERENT EXTERNAL INFLUENCES

Across all age groups, family and friends continue to be the primary source of influence for non-solo travel, with other sources of influence remaining comparatively low.

However, there are notable differences among age groups. Older affluent travellers are more likely to use travel advisors, seeing them as trusted sources for personalised guidance. Specifically, of those who use travel advisors, only 16% are aged 25-34.

## TRAVEL ADVISORS

Of those that selected travel advisors, 83% are 35 or older.



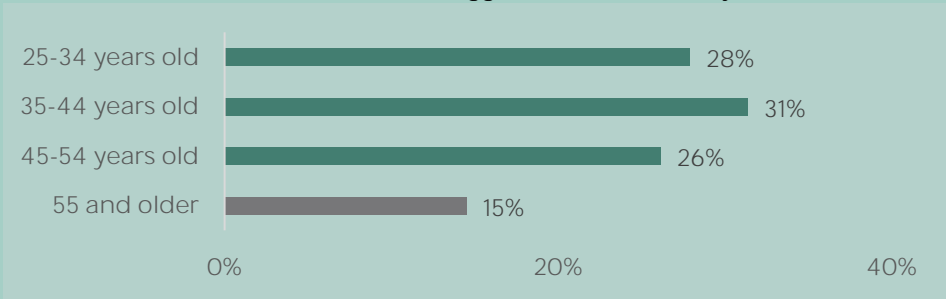




The younger segment is much more influenced by travel bloggers and social media celebrities, though travel bloggers have more widespread age appeal.

### TRAVEL BLOGGERS

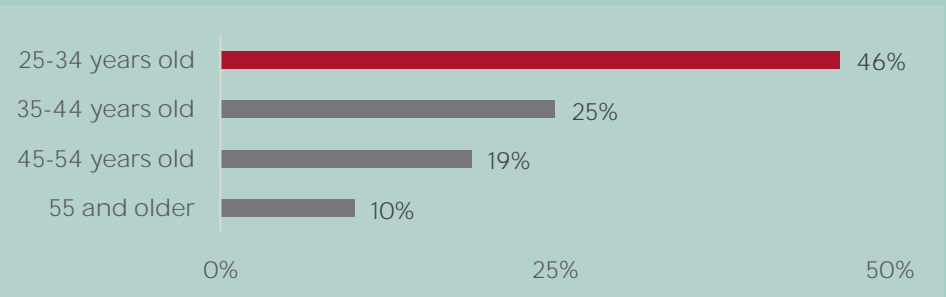
Of those that selected travel bloggers, 85% are under 55 years old.



Among those who are influenced by celebrities or influencers, 46% are aged 25-34, decreasing as age increases. Additionally, only 15% of those who use travel bloggers are 55 or older.

### CELEBRITIES OR INFLUENCERS

Of those that selected celebrities or influencers, 46% are 25-34 years old.



# THEY ARE GOING TO VENTURE OUT FAR AND WIDE

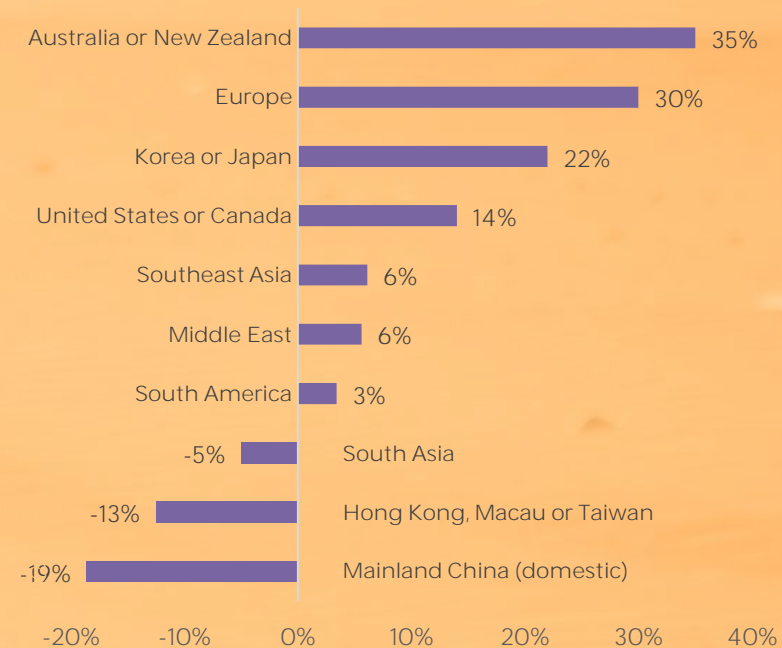
Affluent Chinese female travellers are excited to start new adventures and travel further away from home.

They are shifting their focus from domestic travel to exploring regions like Australia and New Zealand (+35%), Korea and Japan (+22%), Europe (+30%) and North America (+14%).

In 2023, regions like mainland China, Hong Kong, Taiwan, Macau and even Southeast Asia were relatively easier to get to. Now that travel restrictions are effectively gone and confidence is largely restored, they are rapidly pivoting to farther destinations.



## PREFERRED DESTINATIONS



The graph illustrates the changes in preference (increase or decrease) between near future (next 1-3 years) and the past 12 months.



# SLOW TRAVEL IS NOT OVERTAKING FAST TRAVEL

While the trend towards travel motivated by personal enrichment is clear, our findings also show that this can be expressed through both fast and slow travel.

In fact, our respondents are fairly split between preferring fast-paced itineraries (52%) and slow, immersive experiences (48%).

This indicates that there is still space for both travel styles among these travellers, with each catering to their own personal preferences and decisions.

PREFERENCE BETWEEN SLOW AND FAST TRAVEL



# THEY ARE GOING TO TAKE MORE LEISURE TRIPS IN THE FUTURE

In 2023, amidst fluctuations in visa issuance and airline recovery rates, Chinese female travellers averaged -

SHORT HAUL  
Under 5-hour flight time



3.5 trips

LONG HAUL  
5 hours or more flight time



1.2 trips

## FUTURE CHANGE

# 98%

Will take the same number or increase their trips in the future

Empowered by greater financial independence and propelled by a desire for self-enrichment, 54% of Chinese females intend to embark on more leisure trips in the upcoming years. This projected uptick in travel frequency reflects their escalating enthusiasm for discovering new destinations and participating in experiential travel.

## BLEISURE

# 85%

Will decrease bleisure travel or keep the same

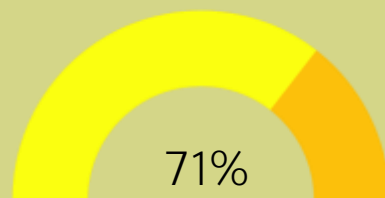
Conversely, bleisure travel does not emerge as a prominent trend among these travellers, with 69% not currently engaging in it, and 86% indicating that this trend will either remain the same or decrease in the future. The anticipated increase in travel frequency is likely to be concentrated in leisure travel specifically.



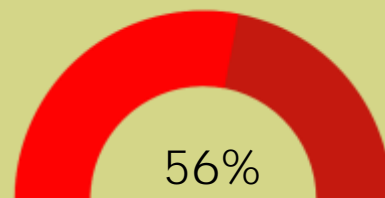
# CHINESE WOMEN ARE PLANNING TO SPEND MORE ON EXPERIENCES THAN MATERIAL GOODS

When asked to choose, 71% of respondents prefer to spend more on travel and experiences, compared to just 29% who would likely spend more on material things.

In addition, while 44% of respondents enjoy bringing home tangible reminders from their trips, 56% value the memories more. This indicates that while souvenirs still hold some importance, the creation of lasting memories through travel is becoming a more significant factor in their travel decisions.



prefer to spend on travel & experiences



prefer to collect memories during travel



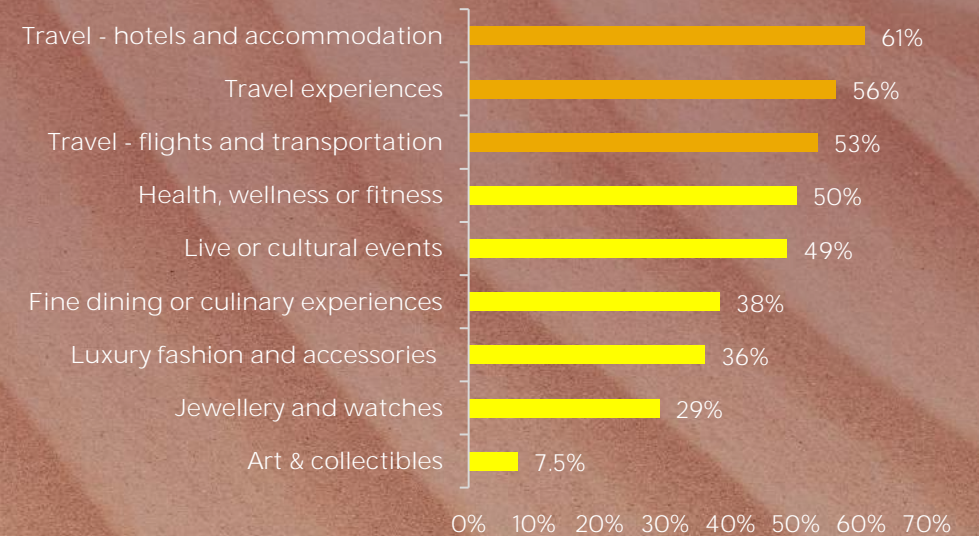


## WHEN IT COMES TO WORTHWHILE INVESTMENTS, TRAVEL EXPERIENCES TAKE THE LEAD

Over 60% of affluent Chinese female travellers intend to spend more on travel, including hotels and accommodation, 56% on travel experiences, and 53% on flights. This surpasses the allocation for health and wellness experiences (50%) or fine dining (38%). Less than 30% anticipate increasing expenditure on material goods like fashion, jewellery or art.

Luxury is evolving beyond mere material possessions or the pursuit of social validation. Chinese female luxury travellers now view luxury travel expenditures as a means to achieve personal fulfillment.

### EXPECTED LUXURY SPENDING IN THE NEXT 1-3 YEARS





# ESPECIALLY IMMERSIVE, LOCAL AND ONCE-IN-A- LIFETIME EXPERIENCES

When asked about the essential element they would be willing to splurge on to ensure a luxurious travel experience, the majority of affluent female travellers indicate a preference for investing in immersive local experiences. This is closely followed by once-in-a-lifetime experiences, and hotels and accommodations.

Younger travellers (25-34 years old) are particularly inclined to spend on top-ranked restaurants (12%), compared to older travellers (6%). Shopping and retail spending is more significant among older travellers, with 9.3% of those aged 55 and older willing to spend extra, compared to 6.1% of younger travelers.

THE ESSENTIAL ELEMENT FOR A  
LUXURIOUS TRAVEL EXPERIENCE





# THE LUXURY TRAVEL WISH LIST

Luxury female travellers are increasingly seeking unique and extraordinary experiences, leading to a growing preference for niche destinations. As travellers now prioritise factors beyond traditional star ratings, hotels are challenged to differentiate themselves creatively. Additionally, travel advisors are highly valued for their ability to provide inspiration and assurance.



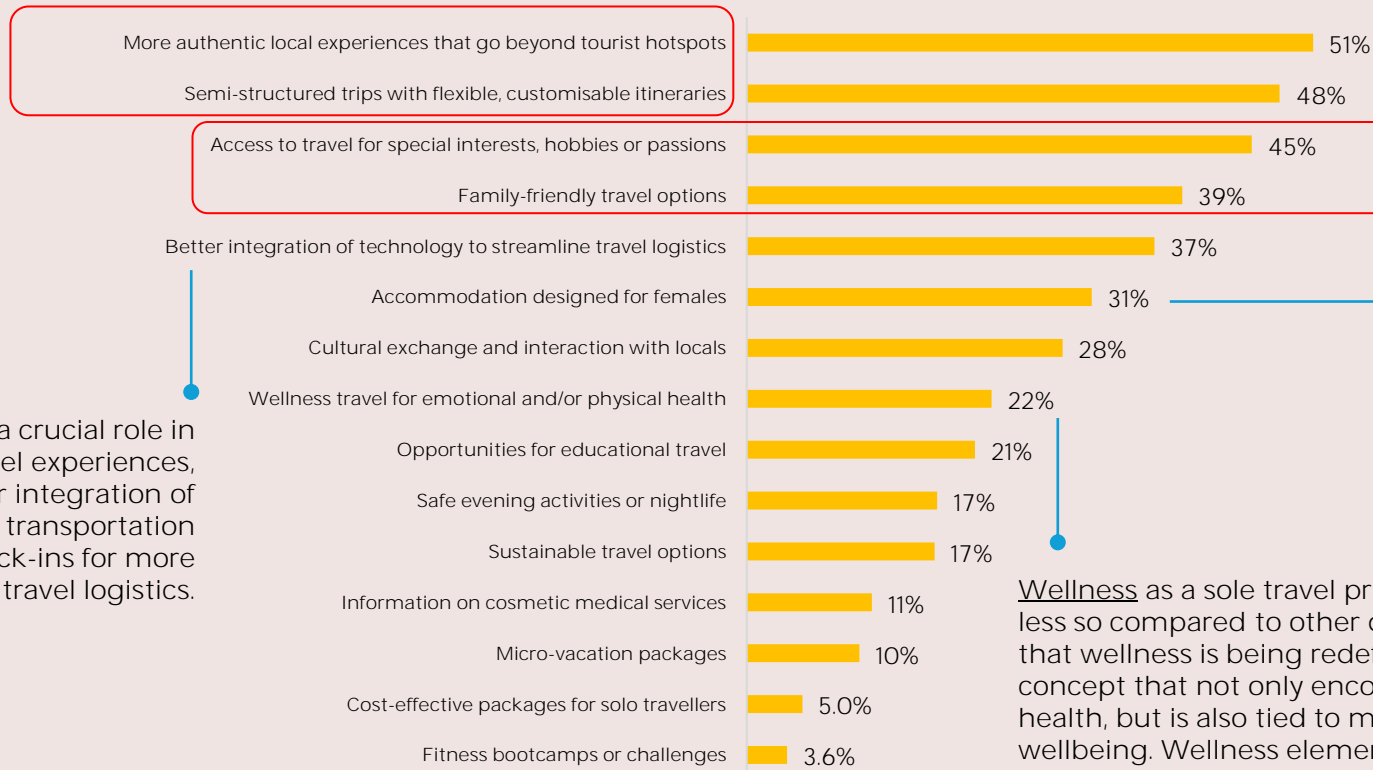
## WISH 1

# I WANT A TRULY UNIQUE AND EXTRAORDINARY EXPERIENCE

### WHAT MAKES A GOOD EXPERIENCE?

They want more authentic, personalised, and niche travel experiences that go beyond typical tourist activities. There is a strong desire for more authentic local experiences that go beyond tourist hotspots (51%) and semi-structured trips with flexible, customisable itineraries (48%).

Technology plays a crucial role in enhancing their travel experiences, with 37% seeking better integration of technology into transportation arrangements and check-ins for more streamlined travel logistics.



They are also looking for trips tailored to their hobbies or passions (45%), and seek more family-friendly travel options that cater to their family needs (39%).

While traditional luxury elements such as accommodations remain important, 31% want more amenities and services that are thoughtfully-designed for females, believing that such elements will make their travel experiences much more meaningful and enriching.

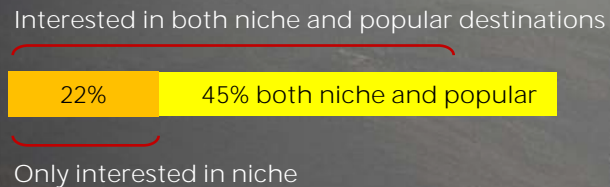
Wellness as a sole travel priority is important, but less so compared to other desires. This suggests that wellness is being redefined as a broader concept that not only encompasses physical health, but is also tied to mental and emotional wellbeing. Wellness elements are expected to be integrated into travel, rather than it being the primary focus of any journey.

## WISH 2

# I WANT TO VISIT MORE NICHE DESTINATIONS

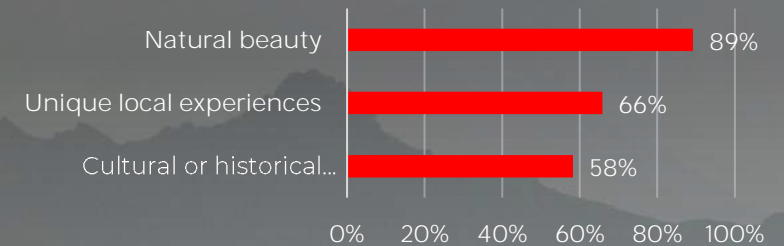
Chinese female travellers are increasingly drawn to niche, off-the-beaten-path destinations. Our data reveals that 67% of affluent travellers are interested in both popular and niche destinations, with 22% exclusively preferring niche destinations.

### NICHE VERSUS MAINSTREAM DESTINATIONS



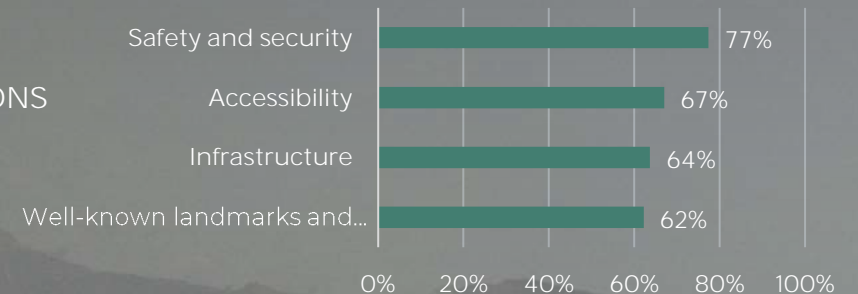
The appeal of niche destinations lies in their natural beauty (89%), the unique local experiences they offer (66%) and cultural or historical significance (58%).

### APPEAL OF NICHE DESTINATIONS



Meanwhile, popular destinations still attract due to their safety and security (77%), ease of access (67%) and well-known landmarks (62%).

### APPEAL OF POPULAR DESTINATIONS



In the future, these travellers are likely to balance their itineraries between the comfort of popular destinations and the allure of hidden gems, which reflects a trend driven by the desire for both familiarity and new discoveries.



### WISH 3

# I WANT MY HOTELS TO BE MORE THAN THEIR STAR RATINGS

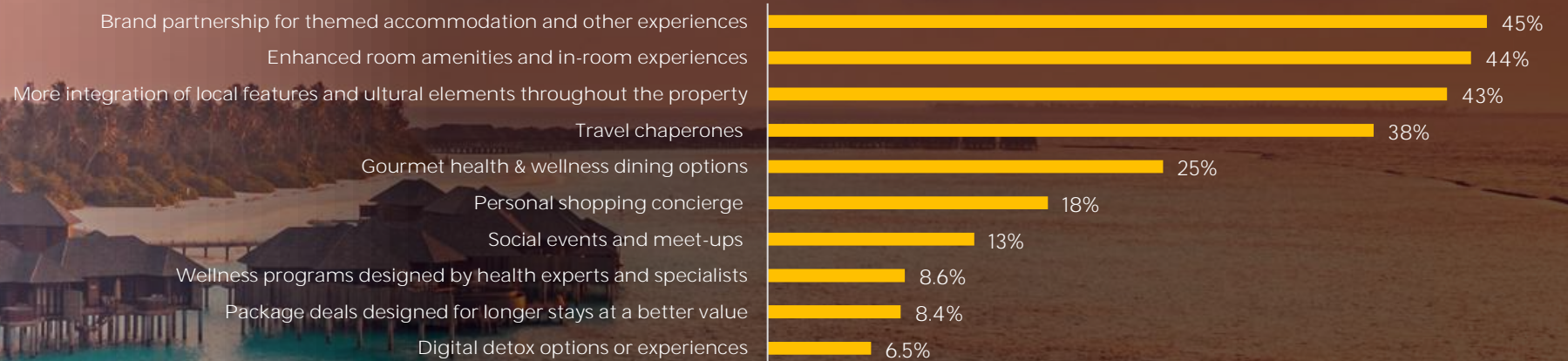
These travellers can get a nice mattress anywhere.

They want more. Affluent Chinese female travellers are seeking hotels that offer more than just high star ratings — they are looking out for how hotels differentiate themselves from others.

Collaborations with fashion, design, or lifestyle brands for themed accommodations (45%), enhanced room amenities such as spa baths, sleep rituals, etc. (44%), and more integration of local or cultural features in the property (43%) are the most preferred differentiators.

Notably, guest services such as personal shopping concierges (18%), healthy dining options (25%) and wellness programmes designed by experts (8.6%) are comparatively lower-ranked. While these aspects are still important, they may now be seen as an expected component of their luxury hotel stays rather than a unique selling point.

## MOST PREFERRED HOTEL SERVICES AND EXPERIENCES



## WISH 4

# I WANT MY TRAVEL ADVISOR TO INSPIRE ME, BUT ALSO GIVE ME MORE ASSURANCE

Affluent Chinese female travellers turn to travel advisors for advice and inspiration. However, more than anything, they rely on travel advisors to help provide assurance and resolve uncertainties. This is the indispensable value of travel advisors for this demographic — travel inspiration can be found from many sources, but assurance and confidence is rarer.

As they embark on their adventures, they will look to travel advisors to provide assurance and an insider view of destinations. They look for travel advisors who are reliable and experienced, those who can ensure flexibility in travel planning (50%) and provide confidence that they are getting the best value (33%).

Access to exclusive, hard-to-get and once-in-a-lifetime experiences is a significant draw for these travellers (29%). Through travel advisors, they seek unique moments unavailable to others.

Moreover, they value travel advisors with strong networks of trusted local people (28%), who can offer a more authentic and assured travel experience. Knowing that their advisor has personally experienced the destination (27%) also adds to their trust and satisfaction.

## EXPECTATION OF TRAVEL ADVISORS





A woman in a black bikini is snorkeling in clear turquoise water. The background shows a tropical beach with white sand, palm trees, and resort buildings under a bright sky. The water is very clear, showing the sandy bottom and the woman's shadow.

# ARCHETYPES OF AFFLUENT CHINESE FEMALE TRAVELLERS

Today's Chinese female travellers are not a monolithic group, but rather a diverse demographic with varied motivations, attitudes and travel behaviours.

ARCHETYPE 1:

## DARING DRAGON

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“ *I live on my own terms. Travelling solo allows me to truly be myself and achieve personal growth.* ”

---

In a manner reminiscent of the auspicious cultural symbol in China, Daring Dragons embody a pioneering spirit. They exude confidence, independence and ambition, unafraid to embark on solo travel adventures. They value autonomy and relish the freedom to make their own choices.

These trailblazers are known for their authenticity as voracious explorers. They are often among the first to venture to new destinations and embrace novel experiences, fuelled by a quest for personal growth and enrichment.





ARCHETYPE 1:

# DARING DRAGON

## PROFILE

AGE RANGE

35-54 years old

STATUS

Single or divorced

In a relationship

Married without children

CITY DISTRIBUTION

Tier 1 cities

New tier 1 cities

## LUXURY

DEFINITION

- Symbol of independence
- Joy and contentment
- Bespoke and unique

WILLINGNESS TO SPEND MORE ON TO  
ENSURE A LUXURY EXPERIENCE

- Hotels and accommodation
- VIP access to exclusive events
- Meaningful, once-in-a-lifetime experience

## WELLNESS & SUSTAINABILITY

WELLNESS

- Wellness as a holistic experience
- Seek activities that challenge their physical and mental limits (adventure)

SUSTAINABILITY

- Prefer eco-friendly options
- Support sustainable travel practices that allow them to explore responsibly

## TRAVEL

COMPANIONS

- Myself
- Spouse or partner

WISH LIST

- Mostly niche destinations
- Sustainable and responsible travel
- Authentic local experiences that go beyond tourist hotspots
- New, out-of-ordinary experiences

MOTIVATIONS

- Expand horizons
- Enrich life
- Self-challenge, personally or professionally

STYLE

- Free and independent, venture and explore on my own
- Spontaneous and unplanned experiences

ARCHETYPE 2:

## CURIOUS DEER

“ *I want to see more, do more  
and travel to the places  
everyone is talking about.* ”

While Curious Deer display a strong desire to explore the world, they may not exhibit the same level of ambition and independence as the Daring Dragons.

They are inclined towards visiting popular destinations that offer a variety of experiences, seeking comfort in the safety and familiarity of well-established tourist spots.

As inquisitive and sensitive as deer, Chinese female travellers in this archetype possess a strong curiosity and a keen awareness of trends and popular culture. They exhibit open-mindedness towards novel experiences, influenced significantly by marketing, social media, key opinion leaders, and mainstream culture. They actively track emerging trends and readily adopt them. Their travel aspirations are often inspired by the travel content they encounter across various media platforms.





ARCHETYPE 2:

## CURIOUS DEER

### PROFILE

#### AGE RANGE

25-44 years old

#### STATUS

Single or divorced

In a relationship

Married, with or without children

#### CITY DISTRIBUTION

Tier 1 cities

New tier 1 cities

Tier 2 cities

### LUXURY

#### DEFINITION

- Sense of belonging

#### WILLINGNESS TO SPEND MORE ON TO ENSURE A LUXURY EXPERIENCE

- Shopping and retail
- Cultural experiences
- Wellness and self-care

### WELLNESS & SUSTAINABILITY

#### WELLNESS

- Wellness as a pampering, self-indulgence experience

#### SUSTAINABILITY

- Value sustainable practices but prioritise convenience

### TRAVEL

#### COMPANIONS

- Spouse or partner
- Family
- Friends

#### WISH LIST

- Primarily interested in popular destinations
- Instagrammable landmarks
- Iconic filming locations

#### MOTIVATIONS

- Check off bucket list of destinations or landmarks
- Attend a cultural event, concert or festival

#### STYLE

- Well-researched, receptive to advices and recommendations
- Prefer semi-structured trips, open to spontaneous experiences, but still prefer planning trips to greater detail



ARCHETYPE 3:

## MAMA TIGER

“ *Travel is not only an essential part to enrich my child's education, it is also an opportunity for me to get away.* ”

Mama Tigers are deeply committed to fostering their children's success, viewing travel as a means to enhance their learning by exposing them to diverse cultures and experiences. Expect frequent family trips and enrollment in overseas study camps as part of their proactive approach.

However, this segment has evolved beyond the conventional image of self-sacrificing tiger moms. They now prioritise self-care, using family travel opportunities to explore and unwind.



ARCHETYPE 3:

# MAMA TIGER

## PROFILE

AGE RANGE  
35-44 years old

STATUS  
Married with children

CITY DISTRIBUTION  
Tier 1 cities  
New tier 1 cities  
Tier 2 cities

## LUXURY

### DEFINITION

- To be able to enjoy total privacy and "me time"
- Reward for working hard and achievement

### WILLINGNESS TO SPEND MORE ON TO ENSURE A LUXURY EXPERIENCE

- Deep-dive into local experiences
- Once-in-a-lifetime experiences
- Hotels & accommodation

## WELLNESS & SUSTAINABILITY

### WELLNESS

- Wellness is self-care, a way to recuperate from the daily demands of life, a reward for the hard work

### SUSTAINABILITY

- Embrace sustainability to ensure a better future for their children

## TRAVEL

### COMPANIONS

- Primarily with family, especially children

### WISH LIST

- Popular destinations but open to niche recommendations
- Education and learning tours
- Authentic local experiences that go beyond tourist hotspots
- Family-friendly travel options
- Self-care, pampering experiences for themselves

### MOTIVATIONS

- As a responsibility to take family on trips
- Reward and reminder of achievements and success
- Seek new challenges and growth opportunities for family

### STYLE

- Preference for detailed and advance planning
- Schedules run in parallel - while the children are studying, the mum is sight-seeing

ARCHETYPE 4:

## MAGNIFICENT PHOENIX

“ *I am young at heart. I am not slowing down. I am taking every opportunity to explore the world with my friends because I deserve it.* ”

The Magnificent Phoenix are independent, adventurous, and eager to embrace life to the fullest. These older travellers, typically in their mid-50s and above, are exploring the world and seizing opportunities that were previously out of reach. Much like the awe-inspiring and dazzling rebirth of the phoenix, travel symbolises a luminous journey towards rejuvenation for this archetype. Rather than relying on family members for travel companionship, they choose to explore the world with friends.

This demographic has emerged as a substantial and growing segment of travellers in recent years.





ARCHETYPE 4:

# MAGNIFICENT PHOENIX

## PROFILE

AGE RANGE  
55+ years old

STATUS  
Married or widowed  
70% with children

CITY DISTRIBUTION  
Tier 1 cities  
New tier 1 cities

## LUXURY

### DEFINITION

- Sense of belonging
- Joy
- Reward for working hard and achievement

### WILLINGNESS TO SPEND MORE ON TO ENSURE A LUXURY EXPERIENCE

- Personalised service
- Wellness and self-care

## WELLNESS & SUSTAINABILITY

### WELLNESS

- Wellness is travel that prioritises physical health

### SUSTAINABILITY

- They prioritise comfort and safety over sustainability

## TRAVEL

### COMPANIONS

- Friends

### WISH LIST

- Popular destinations with must-try experience
- Safe evening activities
- Instagrammable landmarks for memories

### MOTIVATIONS

- Seize the opportunity, live life to the fullness
- Check off bucket list of destinations or landmarks
- Be my true self when traveling with myself or friends, rather than family

### STYLE

- Prefer to bring home a tangible souvenir
- Usually travel in a group of four or more
- Safety and familiarity are important

ARCHETYPE 5:

## SPIRITED DOLPHIN

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“ *‘Work Hard, Travel Often’  
is my motto. Travel offers a  
mental reset that  
I desperately need.* ”

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Dynamic and well-informed millennial travellers are hedonistic in their approach to travel. Bold, curious and active like dolphins, they actively seek self-enriching and thrilling experiences, driven by a desire to indulge themselves, broaden their horizons, and take a break from routine. They prioritise immersive experiences and are significantly influenced by social media and current trends.

While wellness remains a top priority for both this generation and older travellers, Spirited Dolphins specifically emphasise mindfulness mental wellbeing.





ARCHETYPE 5:

# SPIRITED DOLPHIN

## PROFILE

AGE RANGE  
25-34 years old

STATUS  
Single  
In a relationship

CITY DISTRIBUTION  
Tier 1 cities  
New tier 1 cities  
Tier 2 cities

## LUXURY

### DEFINITION

- An expression of identity, taste and individuality
- Sense of confidence or pride

### WILLINGNESS TO SPEND MORE ON TO ENSURE A LUXURY EXPERIENCE

- Top-ranked restaurants
- Personalised services

## WELLNESS & SUSTAINABILITY

### WELLNESS

- Wellness is travel that addresses emotional and mental health (for example, temple getaway)

### SUSTAINABILITY

- Expect sustainable practices to be integrated into their travel

## TRAVEL

### COMPANIONS

- Friends
- Myself

### WISH LIST

- Open to both popular and niche destinations
- Wellness activities that addresses emotional and mental health
- The newest and the latest
- Out-of-the-ordinary experiences

### MOTIVATIONS

- Recharge or take care of my physical, mental or emotional health
- Personal enrichment and self-discovery
- Attend a cultural event, concert or festival

### STYLE

- Intense, bootcamp style to make the most of it
- Semi-structured trips with flexible, customisable itineraries
- Follow trends and recommendations from social media influencers and travel blogs

# ABOUT THE SURVEY AND RESPONDENTS







## METHODOLOGY

We surveyed 800 affluent Chinese female travellers through a 20-minute online questionnaire between 26 April and 15 May 2024.

Respondents were shortlisted through a pre-qualification screening to ensure data quality.

Among the 800 travellers, there are 150 aged between 25 and 34, 200 aged 35-44, 200 aged 45-54 and 150 aged 55 or above. The respondents are from 12 cities with the highest GDPs in China in 2023, including the tier-one cities Shanghai, Beijing, Guangzhou and Shenzhen, new tier-one cities Chengdu, Chongqing, Hangzhou and Wuhan, and tier-two cities Nanjing, Tianjin, Suzhou and Ningbo.

# RESPONDENT PROFILE



Aged  
25-55+

100%  
fly first- or business-class  
at least half of the time

USD 12,000  
average spend per  
long-haul trip;  
USD 5,100 average spend  
per short-haul trip

12  
China cities with the  
highest GDP in 2023

100%  
stay in five-star  
hotels at least  
half of the time

87%  
USD 140,000+  
annual household  
income

74%  
USD 96,000+  
annual personal  
income

73%  
married;  
57% with at least  
one child

87%  
employed  
fulltime

84%  
Bachelor's  
degrees  
or above

71%  
USD 700,000+  
personal assets



## About FINN Partners

Founded in 2011 on the core principles of innovation and collaborative partnership, FINN Partners has grown to almost USD 200 million in fees during the past 10 years, becoming one of the fastest-growing independent agencies in the world. The full-service marketing and communications company's record-setting pace results from organic growth and integrating new companies and new people into the FINN world through a common philosophy.

With more than 1,400 professionals across 35 offices, FINN provides clients with global access and capabilities in the Americas, EMEA and Asia. In addition, FINN provides its clients with access to top-tier agencies worldwide through its membership in the global network PROI.

Headquartered in New York, FINN has offices in Abu Dhabi, Bangalore, Beijing, Boston, Chicago, Delhi, Denver, Detroit, Dublin, Fort Lauderdale, Frankfurt, Guam, Hong Kong, Honolulu, Jerusalem, Kuala Lumpur, London, Los Angeles, Manila, Mumbai, Munich, Nashville, Orange County, Paris, Portland, San Diego, San Francisco, Seattle, Shanghai, Singapore, Vancouver and Washington D.C.

FINN Partners' Global Travel Practice works with boutique hotels, tour operators, luxury hotel brands, in-demand destinations, cruise lines, airlines, and other travel products on a breadth of communications services, including consumer and trade media relations, media intelligence, trendspotting, content development and storytelling, brand partnerships, social media strategy and advertising, influencer marketing, content marketing, digital marketing, experiential and thought leadership. The Greater China travel practice is located in Shanghai, Beijing and Hong Kong.

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## About ILTM

ILTM is a global collection of invitation-only events that bring together leading international buyers to meet and discover the most luxurious travel experiences. Each event introduces an unrivalled selection of luxury travel brands to ILTM's extensive network of hand-picked luxury Travel Advisors through bespoke appointment programmes and networking sessions. Alongside global flagship events in Cannes and Asia-Pacific, ILTM has three core local events: ILTM Latin America and ILTM North America, as well as one specialist event, ILTM Africa. Find us at [www.iltm.com](http://www.iltm.com) and follow us on [LinkedIn](#) and [Instagram](#)

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