

ASIA PACIFIC BUYERS Q&A

Luxury travel in the Asia Pacific continues to move at a monumental speed, the number of HNWI's is growing year on year and clients expectations are now shifting from opulence to more exclusive experiences. The trends from this region are mirrored globally, with the number of guests staying in luxury hotels expected to reach a staggering 394.6 million in 2021.

The people at the forefront of this booming industry are the Asia Pacific's luxury travel buyers. We have been speaking to some key agency players from Australasia, Singapore, India, Hong Kong and Taiwan to find out how they are dealing with this growth and the challenges they expect to face in the coming years.



GROWTH

Evelyn Mills, Marriage Maestros

The significant rise in Asia Pacific's HNWI has had a very positive impact on our business. With nearly 90% of our clientele hailing from China and Southeast Asia (predominantly from Hong Kong, Singapore and Taiwan) **we have experienced a significant surge in requests for destination weddings.**



Chloe Chan, Chan Brothers Prestige

“If the entrance of global luxury service providers to the market is any indicator, **we foresee that the luxury travel segment will continue its healthy growth in the years to come.** The luxury segment in Singapore places great value on personalised relationships and dedicated attention. It is all about how we can curate unique travel experiences with memories that last for a lifetime.”

TOP BRANDS

Charlotte Harris, Charlotte Travel

Asia Pacific travellers seek authenticity, privacy, great food and chic decor to connect them to the local environment or culture – brands such as **Rosewood and Six Senses** combine these four elements incredibly well.



Gloria Gammo, Smartflyer

For me, brands like **Six Senses** who are sustainably minded and are opening up in amazing locations all over the APAC region are perfect for the modern Asia Pacific traveller. While a lot of my clients will plan a yearly trip abroad on the other side of the world, throughout the year they are looking for destinations that are a bit closer to home.



Branden Suh, Jason Travel Service

While we see competition being more intensified in the high-end travel industry, **The Dorchester Collection, Starwood Luxury Collection, Six Senses and Oetker Collection** are the key players in recent years attracting more HNWI in the Asia Pacific region.