

# Experiential Luxury in Hong Kong, China

August 2022

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## Experiential Luxury in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Local demand recovers as players offer staycation packages to stimulate sales

Unique premium hotels bring competition to luxury hotels

Luxury hotels participate in the government's Designated Quarantine Hotel Scheme for survival

#### PROSPECTS AND OPPORTUNITIES

The COVID-19 spike in early 2022 contributes to difficulties for luxury foodservice

Luxury hotels expected to recover by 2024, and players need to adapt to the emerging trend of "bleisure" travellers

Luxury hotels must adapt to digital transformation before international travel resumes in Hong Kong

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