

CHINA SHAKES THE WORLD

view
FROM ILTM



CHINA HAS
1.5 MILLION
MILLIONAIRES



TRAVEL IS THE
NUMBER 1 PASSION OF
CHINESE MILLIONAIRES
(BEATING CARS, LUXURY GOODS, FASHION)

1/4

OF DISCRETIONARY
SPENDING



TRAVEL TAKES UP

FAVOURITE DESTINATIONS
JAPAN & USA



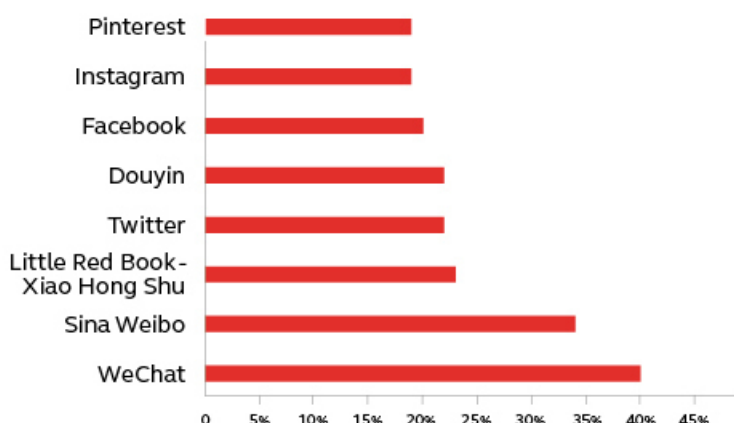
85%

SAY **ECO FRIENDLINESS**
IMPORTANT TO THEM WHEN
CHOOSING A BRAND

After years of travel, I want something unique, go somewhere so pure and pristine. Nature has given us so much and yet we are oblivious to the harm we've done, I hope to give my contributions no matter how small it may be.

- HNW, MALE, 50

MEDIA AND SOURCES OF INFORMATION:



82%

PREFER RELAXING
HOLIDAYS OVER
ACTIVE ONES

85%

CHINESE INTERESTED
IN TAKING A
WELLNESS HOLIDAY