

China's Experience-Driven Traveler: Unlock New Luxury Senses

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TFWA Asia Pacific Exhibition & Conference

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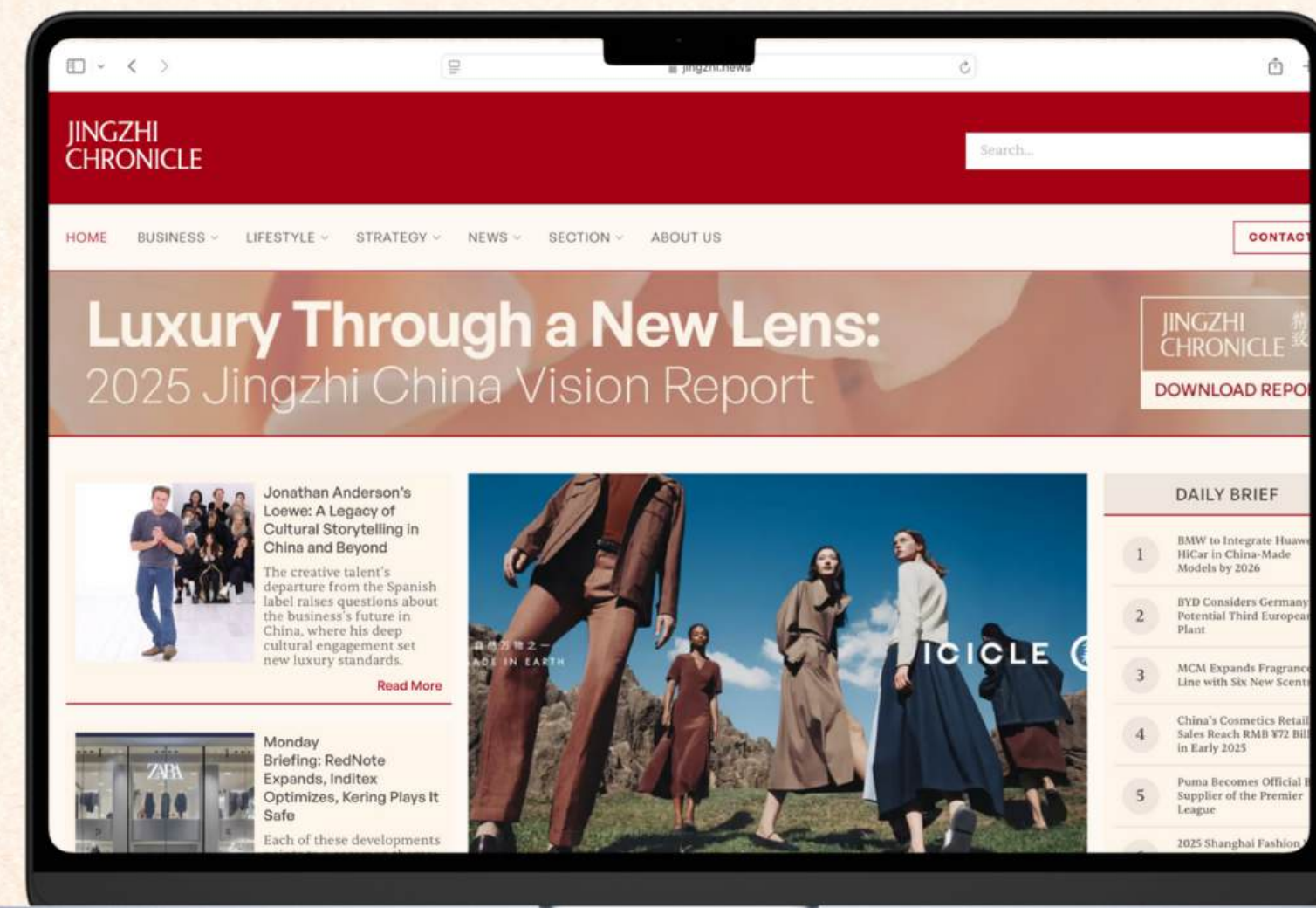
Jingzhi Media Group is a media organization committed to promoting jingzhi (精致) culture and jingzhi economy. Grounded in China's rich heritage, jingzhi symbolizes sophistication and cultural depth, which are essential components of the country's neo-luxury economy.

Our Jingzhi Success Framework is built on six foundational pillars: Craftsmanship, Vision, Authenticity, Commitment, Intelligence, and Quality. These pillars inform our market analysis, guide our editorial focus, and shape our vision for the Jingzhi Economy.



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The Rise of Experience-Driven Luxury

Paradigm Shift in Luxury : Luxury consumption increasingly prioritizes immersive, transformative experiences over traditional material ownership.

Key Consumer Drivers : Generation Z and the Silver Generation uniquely fuel travel retail growth through distinct experiential aspirations.

Defining Neo-Luxury : Neo-luxury embodies personal enrichment and cultural connection, valuing meaningful engagement above physical possessions.

China's Neo-Luxury Consumer Mindset

Emotional Drivers in Luxury

Chinese consumers seek emotional fulfillment, using luxury to evoke pride, joy, and cultural belonging.

Experiences as Status Symbols

Luxury experiences signify social aspiration and self-expression, transcending traditional ownership as identity markers.

Influence on Travel Retail

This mindset fosters demand for immersive, personalized travel retail encounters that blend culture and emotional resonance.

The Five New Senses of Consumption

SENSE OF EASE

Creates emotional comfort through low-pressure, relaxed luxury environments fostering tranquility and stress relief.

SENSE OF SOCIAL CONNECTION

Encourages interactive activations that enhance shareability, community belonging, and social validation among consumers.

SENSE OF AMBIENCE

Crafts immersive, aesthetically rich environments that engage senses, enriching emotional resonance and consumer captivation.

SENSE OF PRESENCE

Empowers consumers to affirm identity and self-worth by immersing in meaningful, personalized luxury experiences.

SENSE OF AUTHENTICITY

Embodies transparent brand narratives revealing heritage, fostering credible emotional engagement and cultural depth.



Case Studies

Applying the Five New Senses

Loewe's Crafted World Exhibition

Integrates art, nature, craftsmanship to evoke 氛围感 (sense of ambience) and 原生感 (sense of authenticity) via immersive storytelling environments.



Case Studies

Applying the Five New Senses

To Summer's Flagship Store Experience

Blends fragrance heritage with 社交感 (sense of social connection) and 存在感 (sense of presence) through shareable spaces encouraging consumer discovery.





Silver Generation

Key Driver for Future Growth

Silver Generation's Economic Impact

China's silver economy is currently valued at approximately 7 trillion yuan (US\$982 billion), accounting for 6% of GDP. It is projected to expand to 30 trillion yuan (US\$4.2 trillion) by 2035, potentially reaching 10% of GDP.

Unique Demographics and Wealth

Silver Generation holds substantial wealth, abundant leisure time, fueling travel-oriented luxury consumption.

Digitally Active

Over 60% of them now spend more than three hours each day online, becoming increasingly tech-savvy. Between 2019 and 2024, the number of transactions made by seniors surged by an impressive 238%, while their spending also saw a significant increase of 105%.





Silver Generation

The Untapped Luxury Traveler

Designing for Accessibility

Prioritize physical ease, intuitive digital platforms, ensuring seamless engagement and comfort for senior travelers.

Customize for Special Interests

The desire for learning is becoming a significant motivation for China's senior citizens.

Intergenerational and Emotional Value

Emphasize emotional resonance and intergenerational experiences connecting seniors with family, enhancing luxury appeal.



Actionable Takeaways

Address Deep Emotional Needs

Develop luxury experiences that fulfill consumers' core psychological desires, fostering profound emotional connections.

Personalize for Diverse Generations

Customize journeys to meaningfully engage both digitally native Gen Z and nostalgic Silver Generation travelers effectively. Make sure the marketing initiatives and digital experiences are inclusive.

Create Cultural & Emotional Resonance

Invest beyond marketing reach to embed authentic cultural narratives that resonate emotionally with luxury consumers.

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