

Private customized luxurious travel by Nightshade Studios targets Chinese luxury travel market

BEIJING, CHINA, June 1, 2018 /EINPresswire.com/ -- Driven by economic growth in China, many Chinese are looking for different and new consumption methods. In the next five to eight years, China will dominate and lead the global luxury tourism market.

The international tourism professional team has conducted an in-depth study of the tourism methods, tourism consumption and future tourism trends of high-end tourists in China. The report shows that over 60% of high-end tourists have accommodation budgets of more than 3,000 USD per night, with more than half of high-end tourists expressing a personal experience of a private customized travel service.

In 2017, the outbound tourism of Chinese citizens exceeded 130 million, spending US\$115.3 billion and maintaining their status as the World's No. 1 outbound tourism country. The spending and quality of outbound tourism have been relatively rising, with more tourists choosing for customization, upgrading, and in-depth experience.



The General Manager of the luxury travel division of Nightshade studios stated that the objectives of outbound travel in China has shifted from sightseeing and shopping to enjoying high quality living environment and high-end services overseas. Nightshade studios spotted China's growing trend in high-end tourism. It will provide private customized luxury tourism and bring international luxury tourism services to China and the Asia Pacific region with strong belief and support for the Belt & Road initiative China's advocate for "Tourism". With this, outbound tourism will be more convenient, and the private customized tourism market will also become the first choice for more high-end tourists.

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