

Asia-Pacific Luxury Hotel Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Hotels, Accommodation & Resorts (Hospitality & Tourism)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/asia-pacific-luxury-hotel-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 37.45 billion
Projected Forecast (2031)	USD 37.45 billion
Growth Rate (CAGR)	9.10 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Asia-Pacific Luxury Hotel industry](images/chart_2.png)

![Asia-Pacific Luxury Hotel Market (2025 - 2030)](images/chart_3.png)

![Asia-Pacific Luxury Hotel Market: Market Share by Room Type](images/chart_4.png)

![Asia-Pacific Luxury Hotel Market: Market Share by Service Type](images/chart_5.png)

![Asia-Pacific Luxury Hotel Market Concentration](images/chart_6.png)

![Icon](images/chart_7.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

![Mordor Intelligence on Pinterest](images/chart_13.svg)

![Mordor Intelligence on Instagram](images/chart_14.svg)

![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |
Forecast Data Period | 2026 - 2031 |
Base Year Market Size (2025) | USD 34.33 Billion |
Market Size (2026) | USD 37.45 Billion |
Market Size (2031) | USD 57.86 Billion |
Growth Rate (2026 - 2031) | 9.10 % |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Asia-Pacific Luxury Hotel Market Analysis by Mordor IntelligenceThe Asia-Pacific luxury hotel market size stands at USD 34.33 billion in 2025 and is projected to reach USD 57.86 billion by 2031, reflecting a 9.10% CAGR over 2026-2031. The Asia-Pacific luxury hotel market is experiencing varied demand patterns that require portfolio-specific yield strategies and precise channel management. Operators are leveraging targeted pricing and differentiated room types to balance weekend leisure peaks with mid-week corporate demand. Early adoption of AI-driven revenue and personalization workflows has boosted booking conversions and ancillary spend, creating a digital capability gap among competitors. Loyalty programs are increasingly integrated with curated wellness and cultural experiences to sustain average daily rates without diminishing perceived value. Stakeholders are emphasizing product differentiation, sustainability upgrades, and owned-channel activation to reduce volatility and strengthen rate leadership. Investment is focused on scarce trophy assets in select urban and resort hubs to secure durable pricing power and stable cash flows. Affluent traveler demand is strengthening in Australia, Indonesia, and Singapore, while Chinese operators are adjusting rates and inventory to local market conditions. Wellness offerings are now central to booking decisions, with integrated spa and fitness programs supporting higher rate premiums. Direct channels, enhanced by AI-personalized offers and loyalty-led benefits, are enabling brands to recapture margins and optimize customer lifetime value.

Key Report Takeaways

- * By room type, Suites held 36.68% of the Asia-Pacific luxury hotel market share in 2025, while Villas/Bungalows are forecast to expand at a 9.13% CAGR through 2031.
- * By booking channel, Online Travel Agencies accounted for 40.21% of bookings in 2025, while Direct Booking is projected to grow fastest at a 10.60% CAGR.
- * By service type, Resorts commanded a 39.82% share of the Asia-Pacific luxury hotel market size in 2025, and the Other Service Types segment is expected to grow at a 10.05% CAGR.
- * By country, China accounted for 43.62% of the Asia-Pacific luxury hotel market share in 2025, while India is projected to post the highest growth at a 15.98% CAGR through 2031.

Key Market Trends

Asia-Pacific Luxury Hotel Market Trends and InsightsDrivers Impact Analysis*

Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline

- Increasing Affluence Among Middle-Class and High-Net-Worth Individuals in Asia-Pacific | +2.1% | Strongest in Australia, Indonesia, Singapore | Medium term (2-4 years) |
- Recovery in Travel and Investment in Tourism Infrastructure Following the Pandemic | +1.8% | Vietnam, Thailand, Japan | Short term (≤ 2 years) |
- Rising Outbound Travel from China and India Within the Asia-Pacific Region | +1.6% | Core APAC with Southeast Asia spillover | Medium term (2-4 years) |
- Government Support and Incentives Promoting Luxury Tourism | +1.3% | Vietnam, Thailand, Japan | Short term (≤ 2 years) |
- Growth of Ultra-Luxury Branded Residential Properties Connected to Hotels | +1.2% | Vietnam, Japan, Singapore | Long term (≥ 4 years) |
- Expansion of Long-Stay Workcation Offerings for Remote Employees in Southeast Asia | +1.1% | Philippines and broader Southeast Asia | Medium term (2-4 years) |

Competitive Landscape

Competitive Landscape

The Asia-Pacific luxury hotel market remains highly competitive, with international chains, regional champions, and strong independent operators all contributing to growth. Leading global brands are expanding their presence across both mature and emerging markets, focusing on luxury and upper-upscale segments to capture rising affluent demand. Portfolio strategies prioritize capital-light models through management and franchise agreements, enabling broader brand reach and loyalty program engagement. Hotel owners are emphasizing service differentiation and experience design to maintain average daily rates and attract curated stays. Overall, the market rewards operators who balance scale with tailored, high-quality guest experiences.

Operators are complementing portfolio expansion with technology investments aimed at improving yield management and guest personalization. AI-powered revenue and merchandising tools are enhancing booking conversion and ancillary spend, while travelers increasingly expect customized experiences both online and on-property. Uneven distribution system integration continues to challenge rate parity and inventory control for some hotels. Brands with strong connectivity and mobile-first direct channels report better loyalty engagement and repeat visitation. Execution in service, digital readiness, and distribution effectiveness is increasingly defining competitive advantage beyond mere scale.

Domestic champions are also scaling rapidly, aligning new hotel pipelines with growing premium travel demand. Indian operators are expanding across formats and market segments, while global groups are consolidating presence in secondary cities and emerging resort corridors to mitigate market volatility. Strategic focus on technology adoption, format diversity, and loyalty monetization is shaping operator performance. Consistent guest experiences and efficient direct-channel management remain critical to outperforming competitors. The overall trend reflects an ongoing arms race in service quality, digital capability, and owned-channel optimization across the Asia-Pacific luxury hotel market.

Asia-Pacific Luxury Hotel Industry Leaders* Marriott International

* Hilton Worldwide Holdings

* Hyatt Hotels Corporation

* Accor S.A.

* InterContinental Hotels Group (IHG)

* *Disclaimer: Major Players sorted in no particular order

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Component 3 Scope Of The Report Bottom

Asia-Pacific Luxury Hotel Market Report Scope A luxury hotel is defined as a hotel that provides a luxurious accommodation experience to the guest. Luxury hotels typically accommodate high-paying guests and the services and dining are expected to be of high quality. A complete background analysis of the North America Luxury Hotel Market, which includes an assessment of the emerging trends by segments and regional markets, significant changes in market dynamics, and a market overview, is covered in the report.

The Asia-Pacific Luxury Hotel Market is Segmented by Service Type (Business Hotel, Airport Hotel, Suite Hotel, Resort, and Other Service Hotels) and by Geograph

y (China, India, Japan, Australia, Thailand, Vietnam, Rest of Asia-Pacific). The report offers market size and forecasts for the Asia-Pacific Luxury Hotel Market in terms of value (USD billion) for all the above segments.

By Room Type
Standard Luxury Room |
Suites |
Villas / Bungalows |
Penthouses & Presidential Suites |

Segmentation Accordion Item

By Geography
Asia-Pacific | India |
| China |
| Japan |
| Australia |
| South Korea |
| |
South East Asia	Singapore
	Malaysia
	Thailand
	Indonesia
	Vietnam
	Philippines
Rest of Asia-Pacific	

Frequently Asked Questions

What is the current size and growth outlook for the Asia-Pacific luxury hotel market?

The Asia-Pacific luxury hotel market size is USD 34.33 billion in 2025 and is projected to reach USD 57.86 billion by 2031 at a 9.10% CAGR, supported by rising affluent demand and wellness-led stays.

Which room and channel segments are leading performance in Asia-Pacific luxury hospitality?

Suites held 36.68% share in 2025 while Villas/Bungalows post the fastest growth at 9.13% CAGR, and OTAs held 40.21% of bookings as Direct Booking grows fastest at 10.60% CAGR.

Which service types show the strongest momentum in the Asia-Pacific luxury hotel market?

Resorts led with 39.82% share in 2025 and the Other Service Types segment, including branded residences and hybrid formats, is set to expand at a 10.05% CAGR, aided by wellness and longer-stay trends.

Which countries anchor demand and growth for premium hotels across Asia-Pacific?

China accounted for 43.62% of 2025 value while India is the fastest-growing at 15.98% CAGR through 2031, with strong RevPAR momentum in Delhi and Mumbai.

How are brands using technology to improve performance in Asia-Pacific luxury hospitality?

Operators using AI-driven personalization and revenue tools report higher conversion and ancillary attachment, while traveler expectations for tailored digital journeys continue to rise.

What strategies are owners and operators using to protect margins in the re

gion?

Owners are leaning into direct-channel growth, hybrid hospitality formats, and experience-led differentiation, while calibrating room mix and rate fences by market conditions across the Asia-Pacific luxury hotel market.