



**Euromonitor
International**

Experiential Luxury in Australia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury hotels continues to drive growth, with the rise in inbound tourists impacting sales

New hotel openings and rising demand for bespoke luxury experiences drive growth

Players in luxury hotels and foodservice aim to differentiate their offerings

PROSPECTS AND OPPORTUNITIES

Growth will be driven by the rise in tourism and the preference for experiences over physical goods

Luxury travellers to drive demand for wellness-oriented and sustainable experiences

Luxury hotels to focus on Australia's unique natural and cultural heritage

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[Luxury Goods in Australia - Industry Overview](#)

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