

# Affluent Insights™ Report Summary:

## 2015 Asian Travel Consumer Report

- *Driven by income growth, the Asian Millennials' expenditure on international travel is expected to increase by 1.6 times to US\$340 billion by 2020*
  - *Southeast Asia's dynamic economies, powered by a rising middle class, are strengthening in and outbound travel throughout the region.*
- \*Source: Travel Rave



### This report is based on findings from the Affluent Insights™ Luxury Travel Surveys:

- Fielded online in May/June 2015.
- Covers eight Asian markets: China, India, Hong Kong, Singapore, Malaysia South Korea, Taiwan, Japan.
- Over 2,900 respondents (350+ /market). All respondents defined as affluent with annual household incomes as per the table on the right, and have travelled in the past 12 months.

Country	Affluent Definition (HHI/a)
China	CNY 180,000+
India	INR 12,00,000+
Singapore	SGD 100,000+
Hong Kong	HKD 720,000+
Malaysia	MYR 100,000+
South Korea	KRW 78 million+
Taiwan	TWD 960,000+
Japan	JPY 10 million+

**Full Report Price: USD 12,500**

Contact: Ben Brustis  
benjamin@agility-research.com / +852 6909 9820

# Affluent Insights™ Report Summary:

## 2015 Asian Travel Consumer Report

### Key Findings from the Report:

- Top destinations for planned trips in the next 12 months:

RANK	
1	Tokyo
2	Hong Kong
3	Osaka
4	Singapore
5	Paris
6	London
7	Seoul
8	Bangkok
9	Taipei
10	Bali

- In all markets, except Japan, affluent consumers indicate strong increase in likelihood to travel abroad for a vacation.
- Chinese and Indian travelers are most likely to say that their travel in the next 12 months will be more luxurious. These two nationalities are also most likely to fly in first class.
- Consumers in China indicate the highest likelihood to purchase both airline tickets and hotel stays in the next 12 months.
- Consumers in China also spend the most on hotel stays, while Hongkongers spend the most on airline tickets, and Taiwanese on cruises.
- Incidence of travel for leisure purposes is the highest in Singapore and Hong Kong, and the lowest in Japan.
- Consumers are generally looking for a more localized travel experience.
- There is a strong reliance on digital media for information on airline tickets, cruises, and hotels across markets covered.

# Affluent Insights™ Report Summary: 2015 Asian Travel Consumer Report

## Table of Contents:

Study methodology, sample, content
Executive summary of findings
<b>Section A: Travel</b>
<i>Agreement to statements on future outlook</i>
<i>Airline ticket purchase (past 12 months vs next 12 months)</i>
<i>Hotel visits (past 12 months vs next 12 months)</i>
<i>Cruises (past 12 months vs next 12 months)</i>
<i>Top holiday destinations - Past 12 months</i>
<i>Top holiday destinations - Next 12 months</i>
<i>Top hotel brands - Past 12 months</i>
<i>Top hotel brands - Next 12 months</i>
<i>Top cruise lines - Past 12 months</i>
<i>Top cruise lines - Next 12 months</i>
<i>Number of international trips taken – Leisure</i>
<i>Number of international trips taken – Business</i>
<i>Number of international trips taken - Leisure &amp; Business</i>
<i>Class of service purchased for airline tickets</i>
<i>Travel preferences and booking behavior</i>
<b>Section B: Luxury Consumption</b>
<i>Defining the perfect luxury experience</i>
<i>Next big purchase</i>
<i>Share of wallet</i>
<i>Spending on airline tickets - Past 12 months</i>
<i>Spending on hotel visits - Past 12 months</i>
<i>Spending on cruises – Past 12 months</i>
<b>Section C: Media Channels</b>
<i>Information sources for airline tickets</i>
<i>Information sources for hotels</i>
<i>Information sources for cruises</i>
<b>Section D: Respondent Profiles</b>
<i>Occupation</i>
<i>Household income and investments</i>
<i>Age and gender</i>
<i>Civil status and family composition</i>
<i>Hobbies</i>