

Affluent Insights™ Report Summary:

2016 Asian Travel Consumer Report

- The Pulse of the Asian Traveler -

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- Driven by income growth, the Asian Millennials' expenditure on international travel is expected to increase to **US\$340 billion by 2020***.
- Southeast Asia' and India's rising economies, powered by a rising middle and upper class, are strengthening the demand for travels throughout the region.
- **Welcome to the Age of Technology!** These travellers are digitally savvy, 4 in 5 refer to online sources for their travels.
- We keep a finger on the pulse of the evolving Asian travel consumer.

*Source: McKinsey



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

- Fielded online in April/May 2016.
- Covers eight Asian markets: China, India, Hong Kong, Singapore, Malaysia, South Korea, Taiwan, Japan.
- A total of 2,441 respondents (300+/market). All respondents defined as affluent with annual household incomes as per the table on the right.
- Content is partially trended to 2015 to look at shifts in trends.

Full 8 Market Report
Price: USD 36,000

Country	Affluent Definition (HHI/a)*
China	CNY 200,000+
India	INR 12,00,000+
Singapore	SGD 110,000+
Hong Kong	HKD 720,000+
Malaysia	MYR 120,000+
South Korea	KRW 78 million+
Taiwan	TWD 960,000+
Japan	JPY 10 million+

*Minimum requirement. E.g., 50% of Chinese respondents make more than CNY 350,000, and 10 % make more than CNY 1 Million.

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Key Implications to Brands:

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

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

- **We can expect travel to grow.** Optimism is even higher than a year ago for affluent travelers in the region to increase their overseas leisure trips.
- **You need to meet travelers expectations of luxury.** The new traveller is seeking luxury in the way they travel - Indians are wanting to fly first class and stay in five star hotels. 7 in 10 Affluent Asians plan to travel more luxuriously.
- **You should not focus only on the Chinese traveller.** While China is the leading leisure travel source market, Singaporeans are the most frequent travelers, and while Tokyo is a top destination for the Chinese visitors, tourists across the region are now heading there.

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Key Implications to Brands (continued):

- **Travelers are looking for opportunities to shop for luxury brands.** Travel and luxury shopping go hand in hand, and is a major motivator for choosing travel destinations.
- **Travelers are going beyond sightseeing and looking for experiences.** Travelers in the region are becoming adventurous, and on the look out for new destinations they have not yet explored, and where they can also get new experiences; e.g., travelers from HK are going to Japan to ski and Chinese travelers have nature tours and safaris at the top of their list.
- **Just having a website for booking is not enough, it must also be mobile optimized and available through apps.** Travel is no longer only booked online, in markets like China and India most are now booking travel on their mobile phones.



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