

Affluent Insights™ 2016

Asian Luxury Travel Report

- The Pulse of the Asian Traveler –



Market: **Malaysia**

Affluent Insights™ Report Summary: 2016 Malaysia Travel Consumer Report

- Recent studies have shown slow down in growth from the Malaysian market. Savings rate continue to remain one of the highest in the world at 67%*.
- Though the outlook for the Malaysian consumer seems bearish, Malaysian tourists are seen growing at a CAGR of 5.56%.
- Malaysia continues to have a nominal GDP higher than that of Singapore, showing the amount of market opportunities this SEA country has.
- Thus, it is crucial to conduct regular market research to keep in check with the changes in the Malaysian consumer trends where new opportunities can arise at any one time.

*Source: freemalaysiatoday.com; BusinessWire



Affluent Insights™ 2016

Asian Luxury Travel Report

-The Pulse of the Asian Traveler



This Malaysia market report is based on findings from the Affluent Insights™ Luxury Travel Survey

- Fielded online in Malaysia in April/May 2016.
- We interviewed 304 respondents.
- All of the respondents were defined as affluent with minimum annual household income as per the table below:

Country	Affluent Definition (HHI/a)
Malaysia	MYR 120,000

- All respondents have travelled internationally for leisure or business in the past 12 months.

Affluent Insights™ Report Summary:

2016 Asian Travel Consumer Report

Key Implications to Brands:

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

RANK	
1	Tokyo
2	Seoul
3	Singapore
3	Sydney
3	Melbourne
6	Bangkok
7	Hong Kong
7	Taipei
7	Maldives
7	Perth

- **We can expect outbound travel to grow despite general decrease in planned consumption.** Although there is a negative outlook across most metrics, including the decrease in confidence on having more disposable income in the future, the Malaysian traveller expects to **travel more** than they did last year.
- **Luxury use is becoming more prosocial.** While superior quality remains the primary motivation for using luxury brands, it has fallen in importance. Factors that are increasing in importance include recognisability and the use of the brand by people the individual looks up to, indicating that luxury use is becoming more prosocial.

Key Implications to Brands (continued):

- **Price consciousness can and should go hand in hand with luxury.** Malaysian travelers find it important to get the best possible price when buying luxury brands. Most prefer to get luxury brands outside their home city for a better selection, yet still, many buy luxury brands where they can get them tax free.
- **Shopping is key travel experience.** Even when 9 in 10 Malaysians look toward trying out local cuisines during their travels, majority of them also enjoy shopping on high streets and in outlet malls.
- **Just having a website for booking is not enough for the Malaysian market, it needs to be visually appealing.** 4 in 5 Malaysian men would like to see videos to better illustrate their travel research process. In total, 1 in 2 Malaysian travellers prefer so.

Table of Contents:

	Page
Introduction to Agility and Affluential	3
Study methodology and sample	4
Executive summary of findings	5
Section A: Luxury Purchase Behavior and Travel	7
<i>Agreement to Statements on Future Outlook</i>	8
<i>Luxury Purchase Motivations</i>	10
<i>Luxury Purchase Preferences</i>	14
<i>Luxury through Digital Channels</i>	16
Section B: Luxury Consumption	18
<i>Categories Purchased in the Last 12 Months</i>	19
<i>Categories Planning to Purchase in Next 12 Months</i>	22
<i>Next Big Purchase for Hong Kong</i>	23
Section C: Travel Destinations and Travel Brands	24
<i>TOP 3 Holiday Destinations Abroad</i>	25
<i>TOP 3 Hotel Brands</i>	26
<i>TOP 3 Cruise Lines</i>	27
<i>TOP 3 Airlines</i>	28
Section D: Travel Behaviour	29
<i>Number of Trips in the Past 12 Months (Leisure/Business)</i>	30
<i>Class of Service for Air Travel</i>	33
<i>Travel Preferences</i>	35
<i>“Very Influential” Factors in Destination Choice</i>	38
<i>Popular Travel Experiences and Activities</i>	40
<i>Popular Destinations and Activities</i>	41
Section E: How Travel is Researched and Booked	43
<i>How Travel is Researched and Booked</i>	44
<i>Websites Used to Research/Book Travel</i>	48
Section F: Right Media to Reach the Affluent	49
<i>Sources of Awareness: Top 3</i>	50
Appendix A: Details on Luxury Products Brands	52
Appendix B: Details on Travel Destinations and Brands	69
Appendix C: Details on Right Media to Reach the Affluent	99
Appendix D: Profiling and Demographics	116