

Affluent Insights™ 2016 Summary  
Report

# Asian Affluent Traveler Report Generation AAA

Markets: China, Hong Kong,  
Taiwan, Malaysia,  
Singapore, India, South  
Korea



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**agility** RESEARCH  
& STRATEGY

# Introducing Generation AAA...

These Affluent Millennials are

## ASPIRATIONAL, AFFLUENT and AMBITIOUS

(AAA)

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



# Affluent Insights™ 2016

## Asian Affluent Traveler Report

### - Generation AAA

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

- Fielded online in April/May 2016.
- Covers seven Asian markets: China, India, Hong Kong, Singapore, Malaysia South Korea, Taiwan.
- We interviewed a total of 922 Generation AAA respondents across Asia. These are people aged **18 – 34 years old**.
- In each market, we surveyed 100+ respondents. All of the respondents were defined as affluent with annual household incomes as per the table on the right, and have travelled internationally for leisure or business in the past 12 months.

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+

*\*Minimum qualifying income. E.g., in China almost half have an income above CNY 350,000, and more than 1 in 5 an income above CNY 750,000.*

Price: **USD 5,200**

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