

Booking.com

Travel Confidence Index 2023

Unravelling the Diversity of
Asia-Pacific Travellers

Regional Report





Foreword

I am thrilled to present Booking.com's **Asia-Pacific Travel Confidence Index** for 2023, yet another significant milestone in our relentless pursuit of understanding the ever-changing travel behaviours and preferences of travellers around the world.

This research holds immense importance as it delves into the intricate tapestry of the Asia-Pacific (APAC) travel landscape — a region that has emerged as a powerhouse in the travel sector, captivating millions of travellers with its diverse cultures, breathtaking landscapes and vibrant economies.

The region not only enthralles with its cultural richness and natural beauty but also stands resilient amidst prevailing macroeconomic realities. Despite complex global challenges, including inflation, geopolitical instability, climate change and supply chain disruptions, this year's research uncovers a striking paradox: a remarkable 73% of APAC travellers maintain unwavering optimism for their future travel plans in the next 12 months, while over half (53%) have no intention of postponing their travel plans. This unwavering spirit of adventure and desire to create lasting memories through travel seems to outweigh any financial concerns, reinforcing the region's resilience and its position as a driving force in the global travel ecosystem.

At Booking.com, our mission is to make it easier for everyone to experience the world. We understand the importance of adapting to the economic climate while empowering travellers to explore and experience the wonders of travel. In 2023, we continue to offer the widest choice, excellent value and a seamless booking experience for travellers across the globe. It provides simple, convenient and cost-effective options for travellers to embark on their journeys, even amidst economic uncertainties.

This year's Index unveils the heart and soul of APAC travel, providing invaluable insights into the mindset and behaviours of travellers who have become the undisputed driving force behind its rapid growth. I invite you to immerse yourself in the 2023 Report to thoroughly explore, understand and unpack the vibrant opportunities this exciting region has to offer.

Laura Houldsworth, Managing Director APAC, Booking.com

Executive Summary

Booking.com's 2023 edition of the APAC Travel Confidence Index (TCI) illuminates a remarkable journey that lies ahead for the Asia-Pacific (APAC) region, as it paves the way to reclaim its position as the world's largest travel region by 2025¹.

Through an in-depth survey of over 8,000 individuals across 11 markets and territories, this report offers invaluable insights into the mindsets of APAC travellers and the profound impact of economic and global uncertainties on their travel decisions.

The study also unveils distinct traveller personas, each with their unique motivations and priorities. From the Conscious Explorers who actively seek eco-friendly and sustainable travel options to the Comfort Seekers that prioritise both convenience and indulgence, these personas represent a tapestry of diverse aspirations and values, that help guide travel providers with curating truly personalised and enriching experiences that resonate with the desires of today's discerning travellers.

Yet, as APAC emerges as a global travel powerhouse, it recognises the pressing need to lead with sustainability at its core. Travellers across the region are increasingly aware of the urgency to make mindful choices that align with their environmental values even as they face the challenge of balancing cost considerations and sustainable options. This presents a unique opportunity for travel providers to champion sustainability and offer accessible and affordable alternatives that allow travellers to tread lightly without compromising on their dreams of exploration.

In this report, the TCI 2023 will showcase the untapped potential of the APAC region, and unveil the varied opportunities that will empower both travellers and travel providers alike as we step into the next era of travel.

¹ Phocuswright Research, *Asia-Pacific Travel Market Report 2021-2025*, February 2023



Methodology

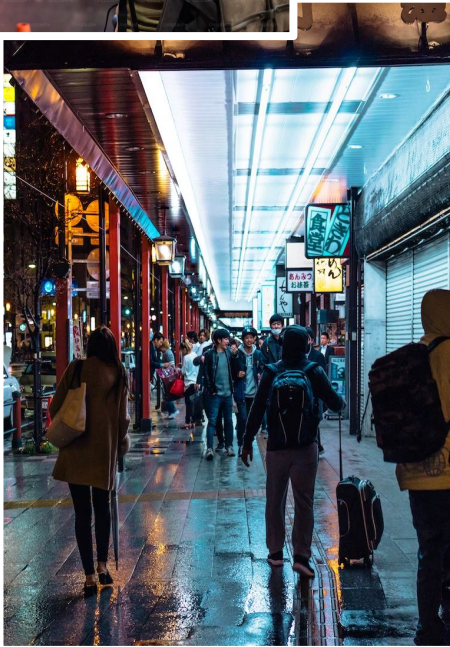
Research commissioned by Booking.com and independently conducted by Milieu Insight among a sample of 8,800 respondents across 11 markets and territories across APAC (800 each from Australia, China Mainland, Hong Kong SAR, India, Japan, New Zealand, Singapore, South Korea, Taiwan, Thailand, Vietnam).

In order to participate in this survey, respondents had to be 18 years of age or older.

The study computed for a **Index** which was based on specific metrics such as willingness to travel, potential travel spend, duration, number of intended trips, and notably, travel propensity given the current macroeconomic state. Other areas that the study explored are travel and booking considerations, views on sustainability, and other market-specific questions.

Rankings were determined using a two-axis framework, which evaluated travel confidence and sustainability interest across APAC, based on the positions of markets above or below the zero point on each axis. Placement on the axes reflect scores that are relative to other markets and are not normative - this means that there is no standard cut off for scores to be considered as 'high' or 'low'. Instead, these rankings provide comparative insights into the varying levels of sustainability interest and travel confidence across the included markets.

The survey was taken online and took place between March 29 and April 7, 2023.

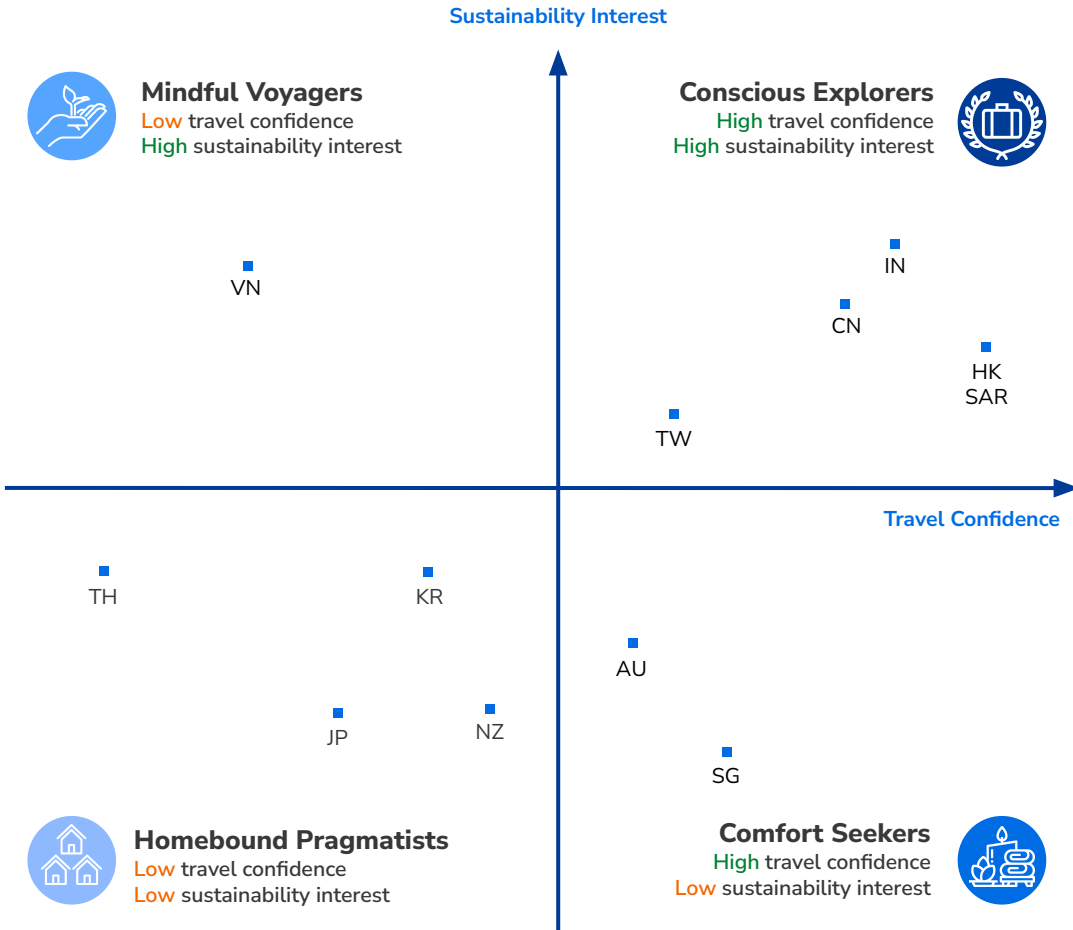


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The Index

Mapping travel confidence and sustainability interest across Asia-Pacific





Plots positioned further to the right indicate higher relative travel confidence, while plots placed higher up reflect greater relative sustainability interest. The positioning reflects scores relative to other markets and should not be interpreted as an absolute measure of confidence or interest.

Travel Confidence Index 2023

2023 Ranking



About The Personas



Mindful Voyagers

Low travel confidence
High sustainability interest

These travellers have a deliberate and thoughtful travel approach, driven by their sense of responsibility to the environment and desire to help local communities. However, they often experience anxieties in unfamiliar environments and actively seek resources to overcome travel concerns and gain confidence.



Conscious Explorers

High travel confidence
High sustainability interest

These travellers actively pursue eco-friendly and sustainable travel. They are passionate about exploring while minimising environmental impact. They engage in ecotourism, stay at sustainable accommodations, and support local communities to align with their values.



Homebound Pragmatists

Low travel confidence
Low sustainability interest

These travellers prefer practical travel and staying close to home. They prioritise convenience, efficiency, and optimising time and resources. They seek seamless travel experiences that are well-organised and efficient, making the most of their limited time and resources.



Comfort Seekers

High travel confidence
Low sustainability interest

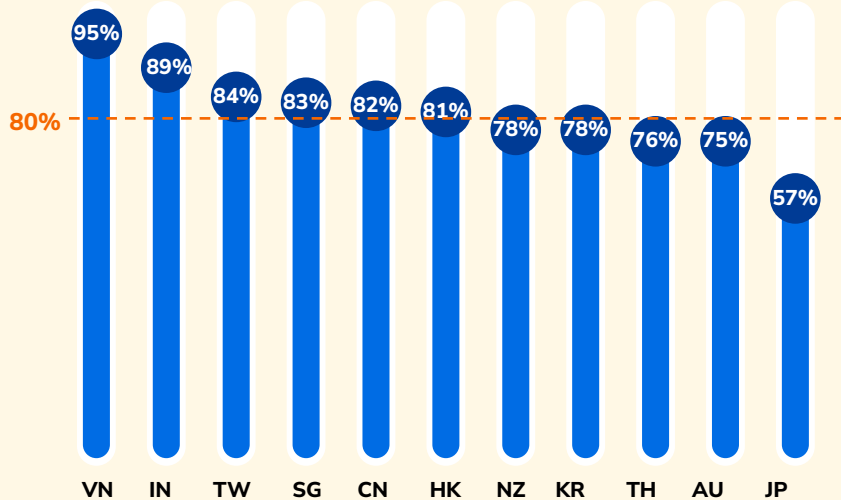
These travellers prioritise comfort and convenience. They seek indulgent experiences and accommodations with maximum relaxation. They value personalised services, high-quality amenities, and prioritise comfort over sustainability in their travel decisions.



Travel Confidence Metrics

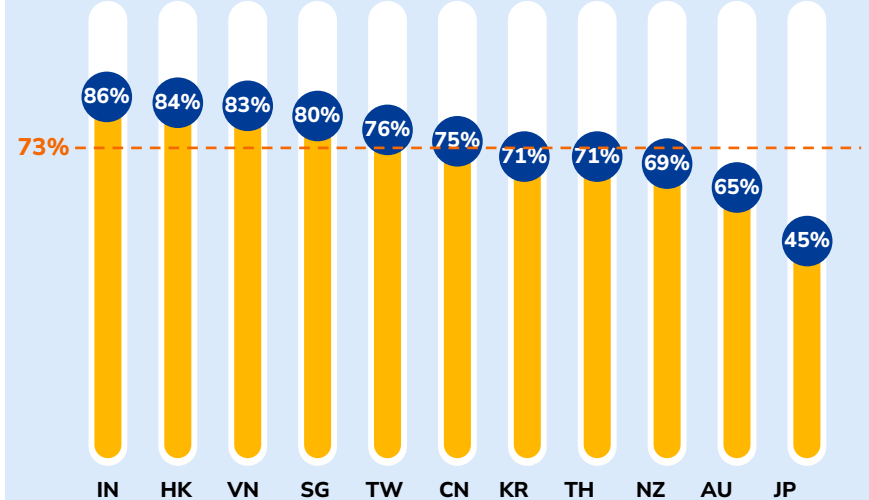
Looking back at travel in the last 12 months

VN and IN travellers embarked on the most journeys as the region reopened its borders, while their counterparts from JP ventured the least.



Planning for travel in the next 12 months

IN and HK travellers are brimming with optimism about their future travel plans, while JP travellers continue to exercise caution.

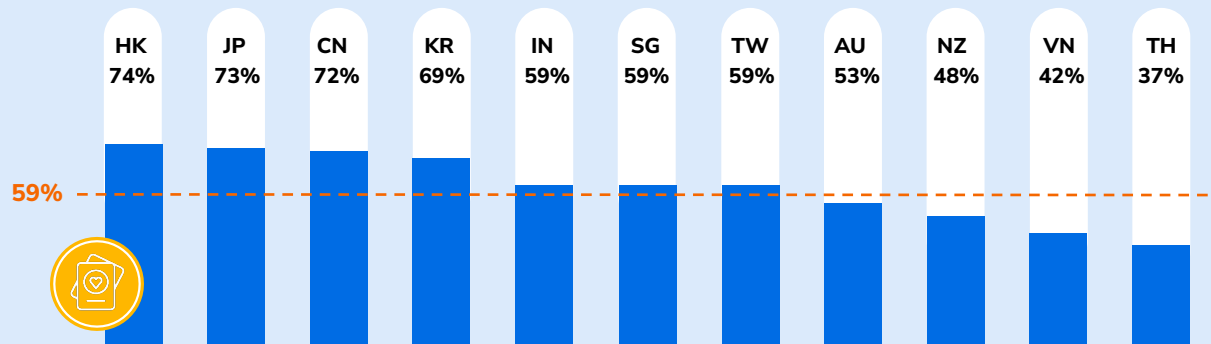




Travel Confidence Metrics

Number of trips

Over half of travellers in APAC intend to maintain, if not increase, the number of trips they take this year compared to last year, especially those from HK, JP and CN.



Travel expenditure

Similarly, over half (59%) of APAC travellers intend to maintain, if not increase, their travel budget this year, particularly those from HK, CN and JP.

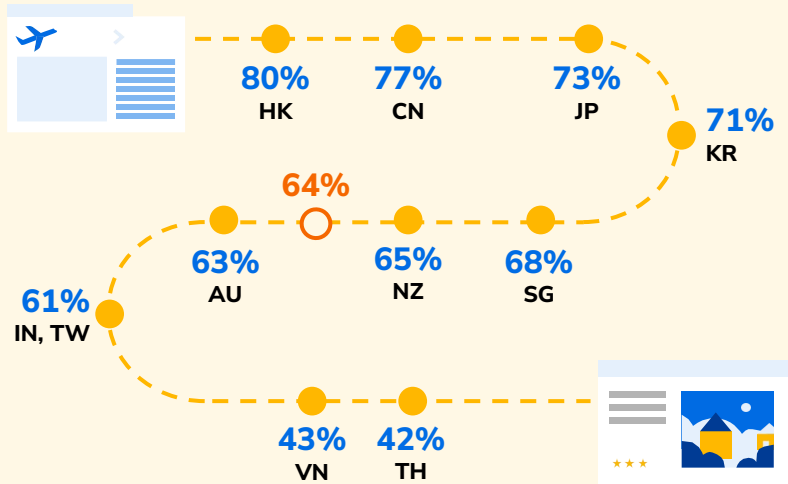




Travel Confidence Metrics

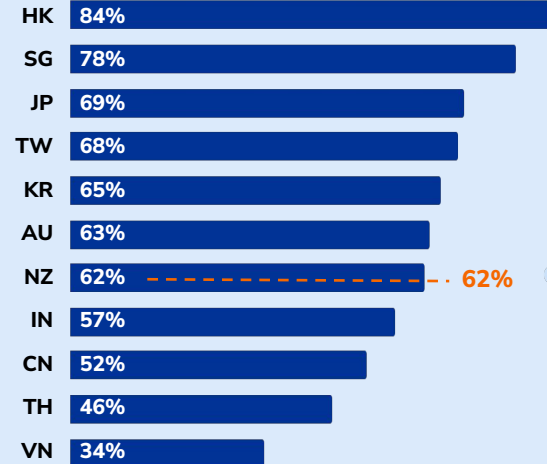
Length of travel

Travellers from HK, JP and CN are inclined to have the same or longer travel durations this year, compared to the previous year.



Proportion of international travel

Travellers from HK, SG and JP expect to take the same or more international trips this year, compared to the previous year.

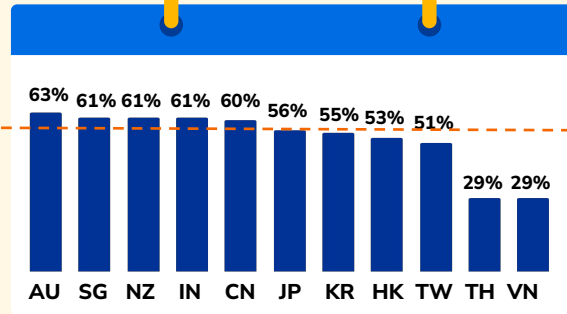
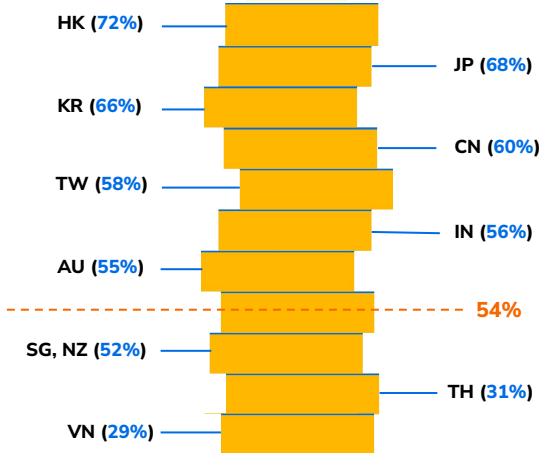




Travel Confidence Metrics

Opting for luxurious travel

HK, JP and KR travellers are most likely to opt for equal or more luxurious travel this year.

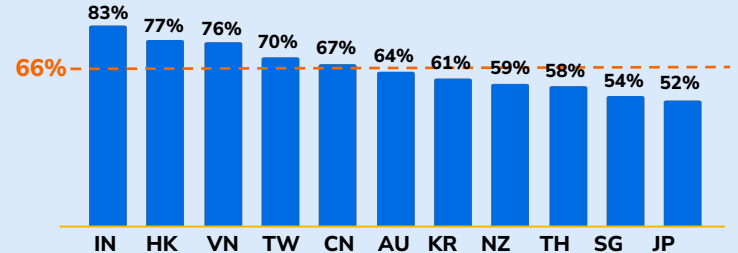


Postponing travel due to the economy

Over half of travellers in the region, particularly those from AU, SG and NZ, have no intentions to postpone any of their travel plans due to the current economy.

Importance of travel post COVID-19

IN and HK travellers feel most strongly about leisure travel being important to them, following the COVID-19 pandemic.

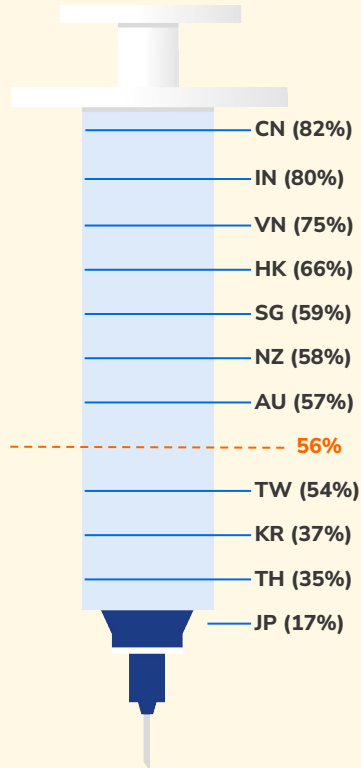




Travel Confidence Metrics

Confidence to manage travellers amid a COVID-19 resurgence

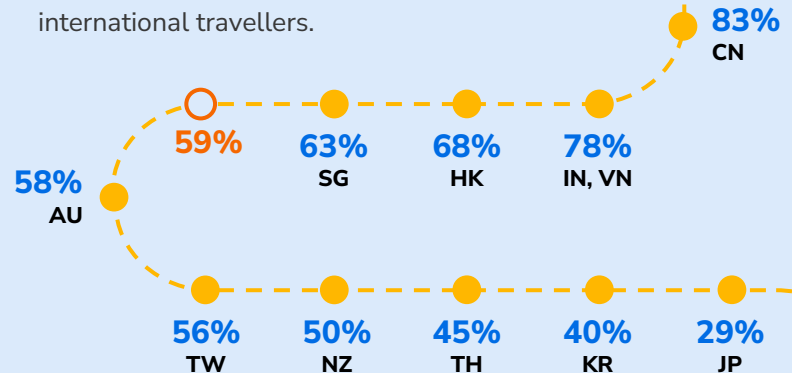
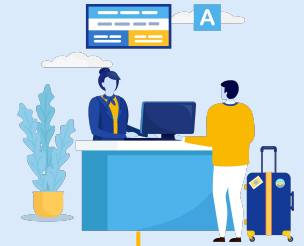
Travellers from CN, IN and VN have the most confidence in their markets' ability to effectively manage international travellers in the event of potential COVID-19 resurgences.



--- APAC Average

Confidence in tourism infrastructure for international travel

Similarly, CN, IN and VN are also the most confident in their markets' tourism infrastructure to welcome and accommodate international travellers.

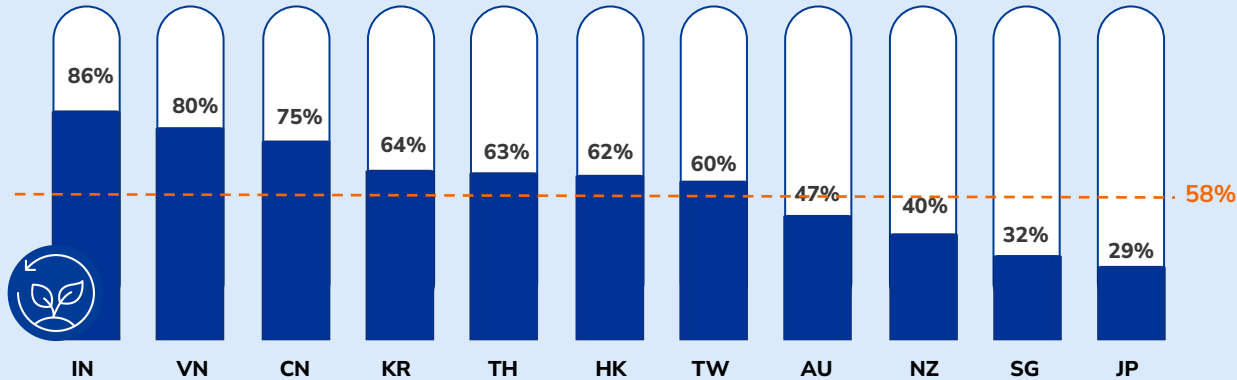
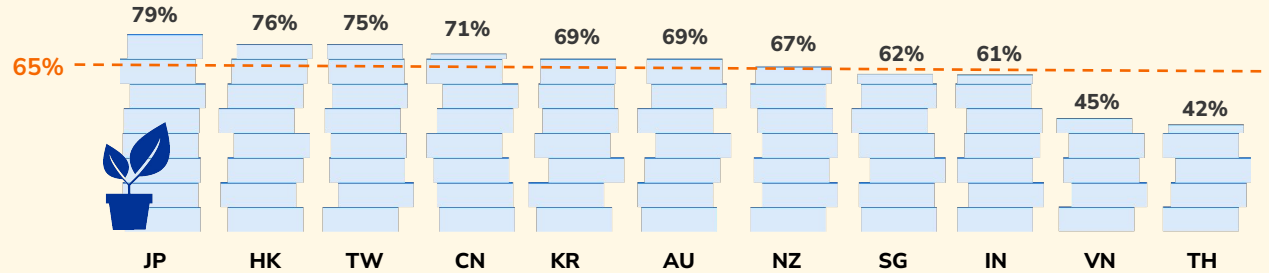




Sustainability Interest Metrics

Spending on sustainable travel

Travellers from JP, JK and TW demonstrate the strongest willingness to spend the same or more on sustainable options this year.



Importance of sustainable travel decisions

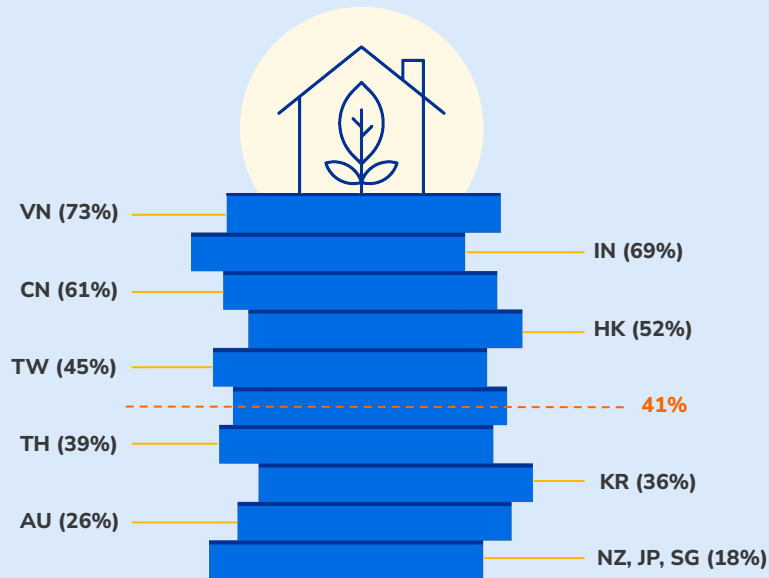
IN, VN and CN travellers are the most keen to prioritise sustainable travel.



Sustainability Interest Metrics

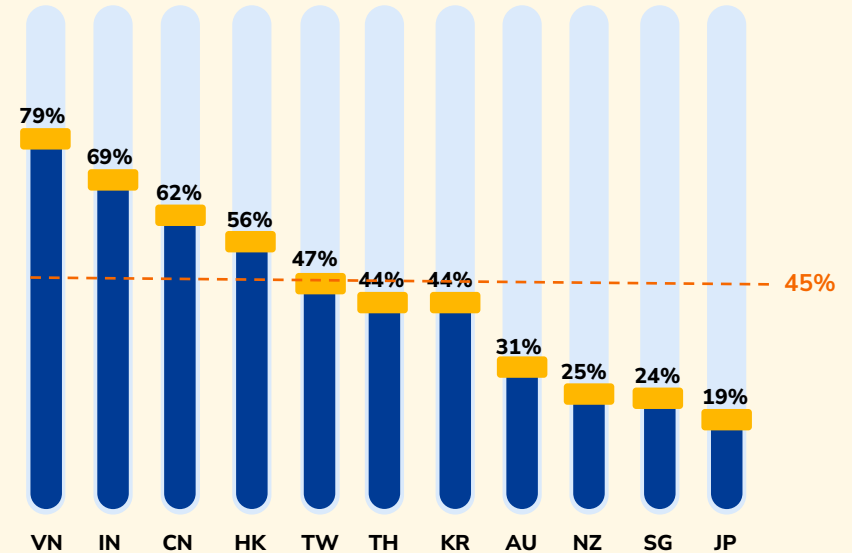
Paying more for sustainable accommodation

Travellers from VN, IN and CN are most willing to pay for sustainable accommodation choices.



Prioritising sustainability over variety

Travellers from VN, IN and CN demonstrate the strongest preference for fewer choices as long as there are sustainable options.



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Travel Habits

Understanding travel behaviours,
preferences and concerns
across Asia-Pacific



When asked to choose the top statements that they strongly associate with travel, **1 in 2 APAC travellers** said that **travel makes them happy**

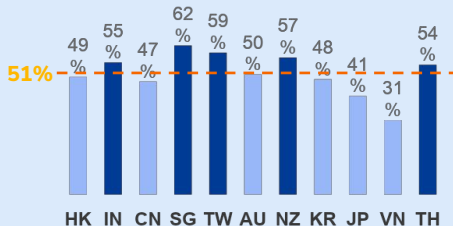
- 51%** I am happy when I travel
- 43%** I like to travel to escape from the stresses of life
- 36%** I would like to travel more often
- 36%** I like to plan my travels well in advance
- 34%** I like to experience local culture when I travel
- 27%** I like to explore more of my own country



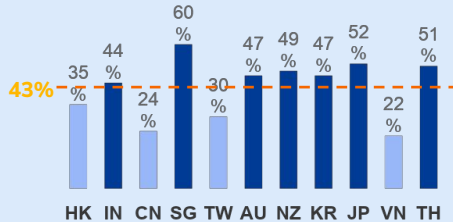
Market Insights

What are the top statements you strongly agree with, when thinking about leisure travel?

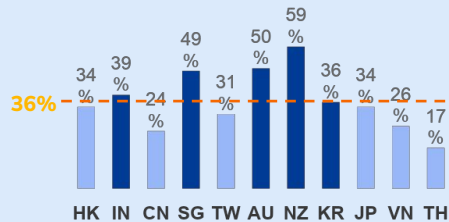
I am happy when I travel



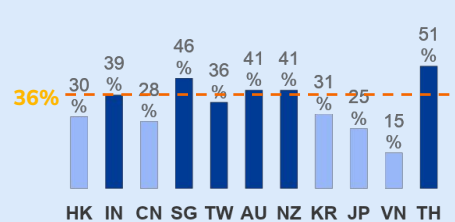
I like to travel to escape from the stresses of life



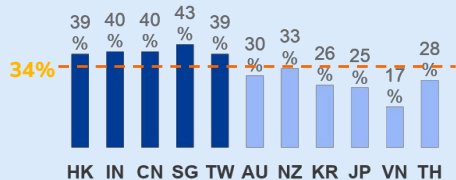
I would like to travel more often



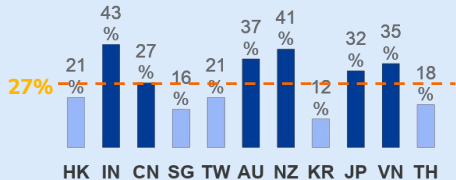
I like to plan my travels well in advance



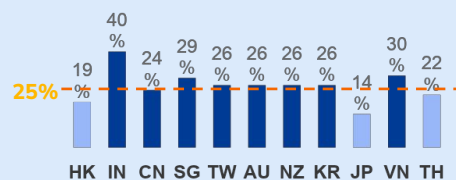
I like to experience local culture when I travel



I like to explore more of my own country



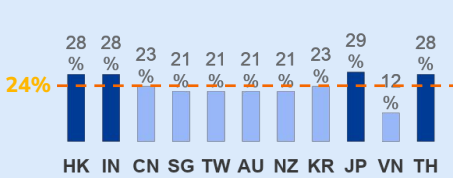
I think that travel makes me a better person



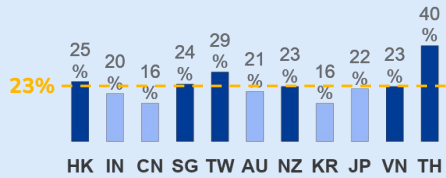
Market Insights

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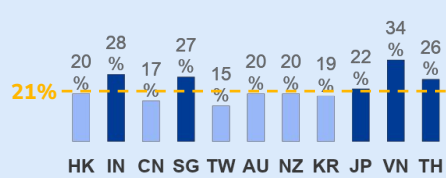
I find that planning my travel is just as fun as actually travelling



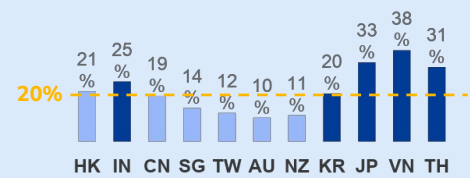
I like to do nothing when I'm travelling



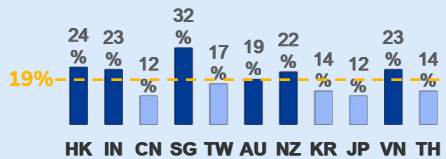
I like travelling to less well-known destinations



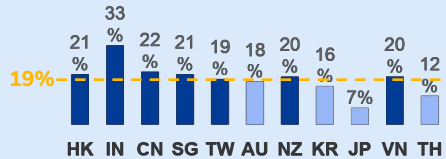
I like to be challenged by my travel experiences



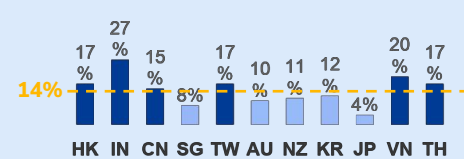
I like to spend my money on travel rather than other items



I like to connect with people on my travels



I am the go-to person among my friends and family when it comes to travel advice



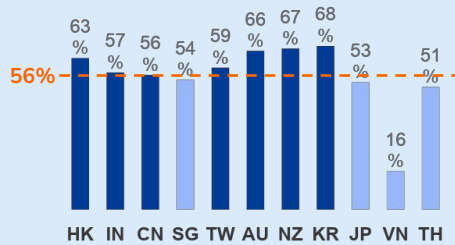
For **3 in 5 APAC travellers**, their top motivation to travel is the **pursuit of relaxation, rejuvenation and an escape from the chaos of everyday life**



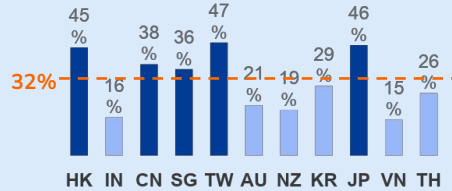
Market Insights

What are the factors, reasons or motivators that encourage you to travel?

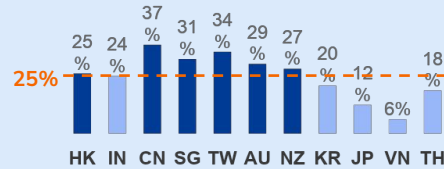
Travel to relax



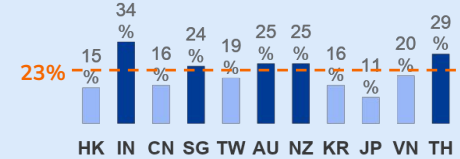
Travel to eat



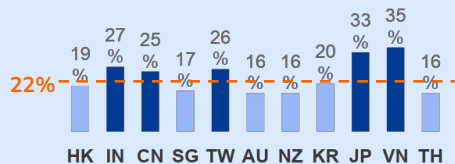
Travel to fulfill bucket list



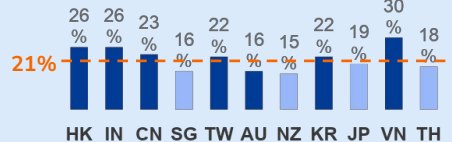
Travel to learn



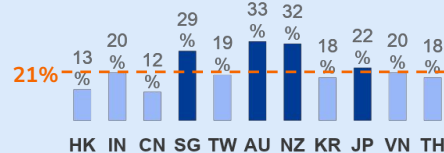
Travel for healthier living



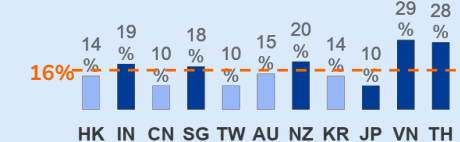
Travel to immerse in local culture



Travel to escape reality

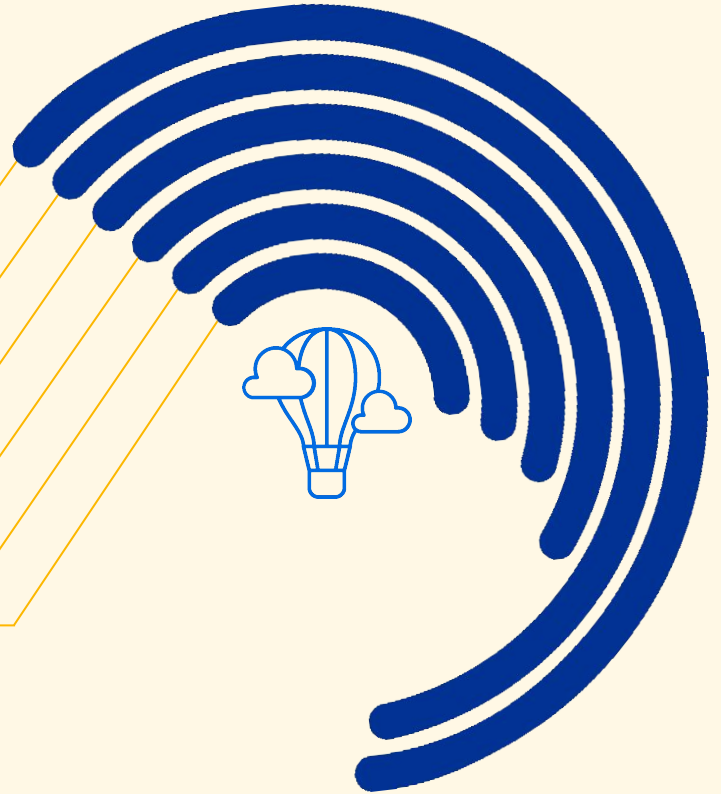


Travel to seek new experiences with people



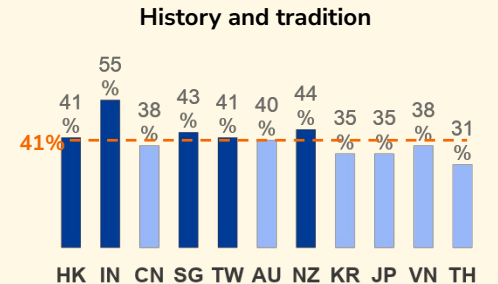
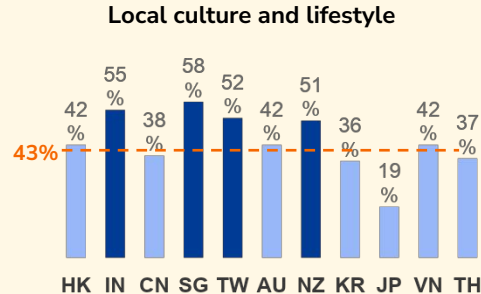
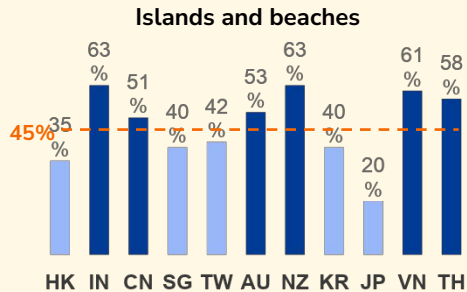
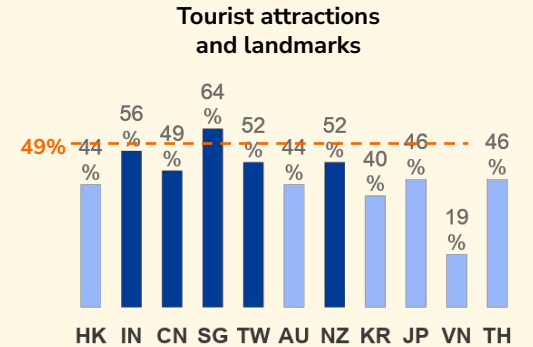
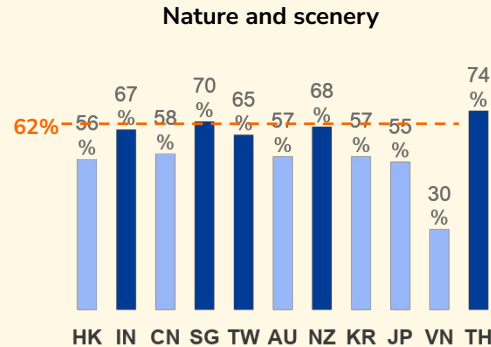
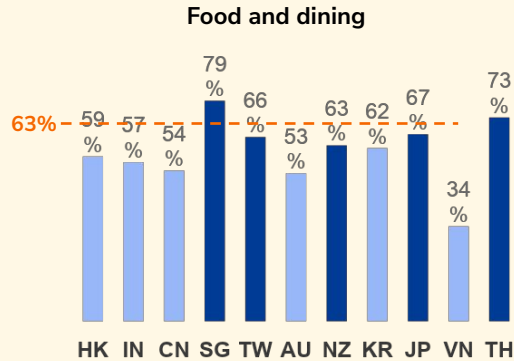
When it comes to travel experiences, APAC travellers like to seek out **food, nature, tourist attractions** and **beaches**

63%	Food and dining
62%	Nature and scenery
49%	Tourist attractions and landmarks
45%	Islands and beaches
43%	Local culture and lifestyle
41%	History and tradition



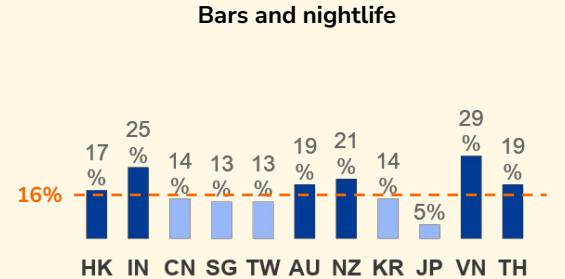
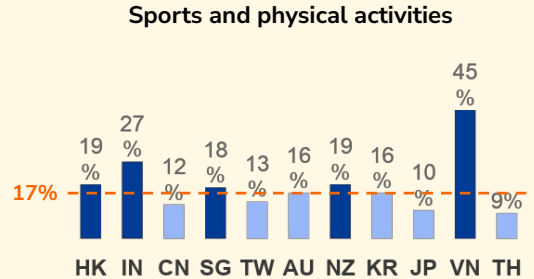
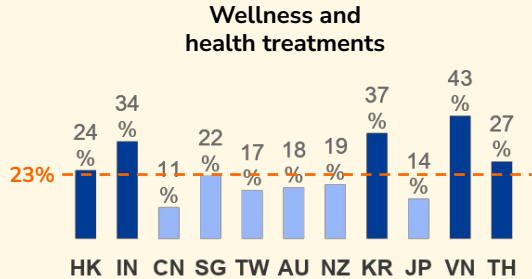
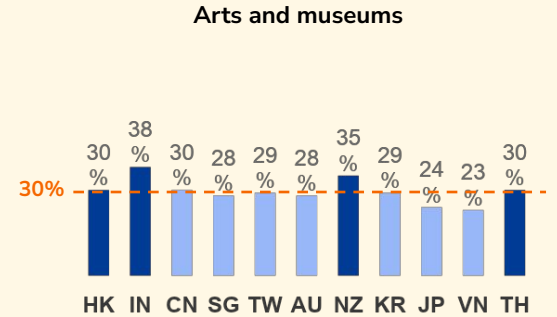
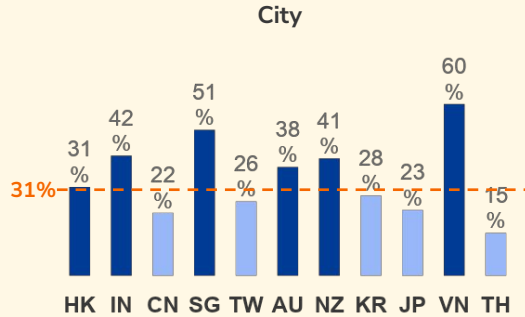
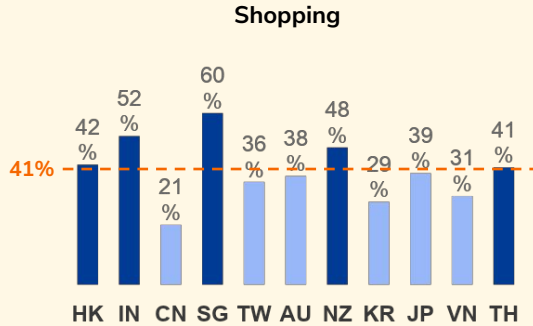
Market Insights

What types of places and activities are of interest when you travel?



Market Insights

What types of places and activities are of interest when you travel?



APAC travellers strategically **plan to reduce costs in various parts of their travels**, including accommodation, travel period, and destination selection

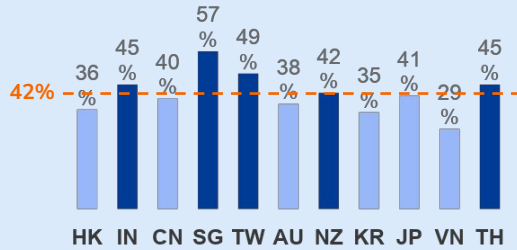
- 42%** Stay at budget-friendly accommodation
- 37%** Travel during off-peak times
- 33%** Select a less expensive travel destination
- 33%** Select a less expensive means of travelling
- 31%** Plan a trip around a travel discount / deal
- 30%** Spend less while travelling



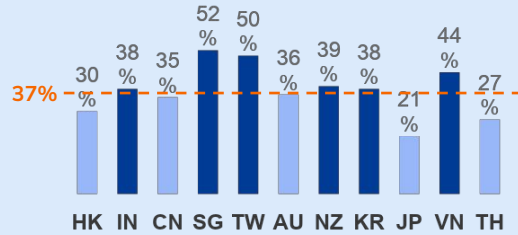
Market Insights

What would you do to save money when planning your next trip?

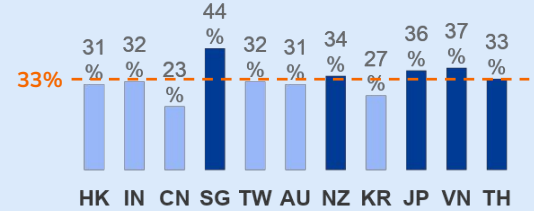
Stay at more budget-friendly accommodation



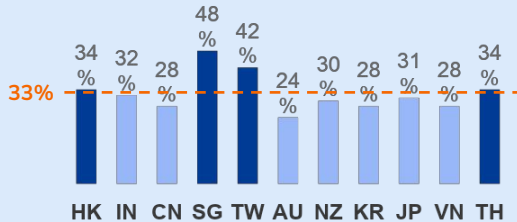
Travel during an off-peak time of the year



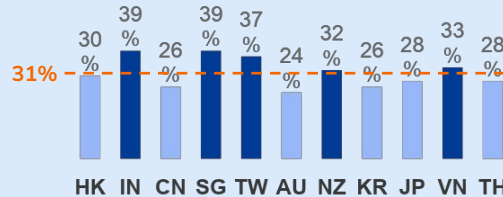
Select a less expensive travel destination



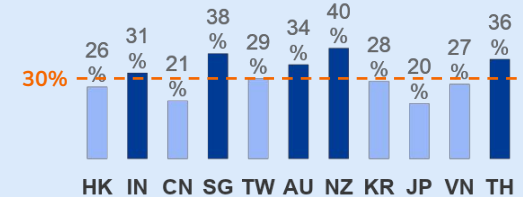
Select a less expensive means of travelling



Plan a trip around a travel discount or deal



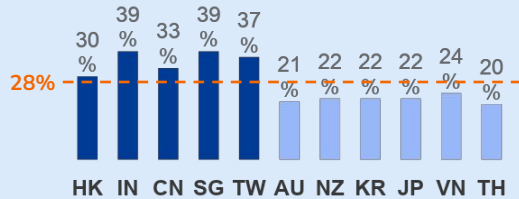
Spend less while travelling



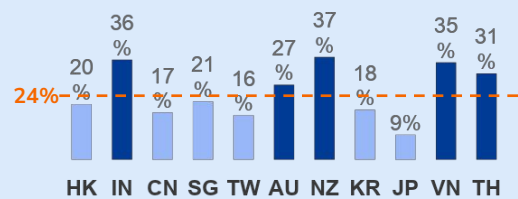
Market Insights

What would you do to save money when planning your next trip?

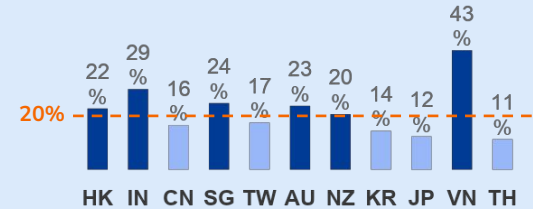
Use public transportation



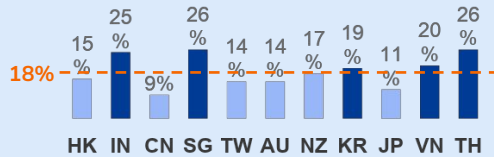
Travel to a location where I can stay with a friend or family



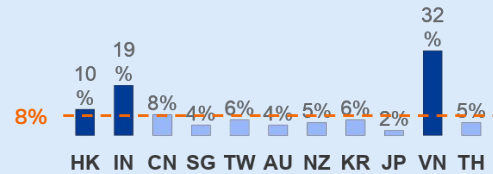
Use loyalty programmes



Opt for cheaper yet less convenient accommodation



Extend my business trip for leisure

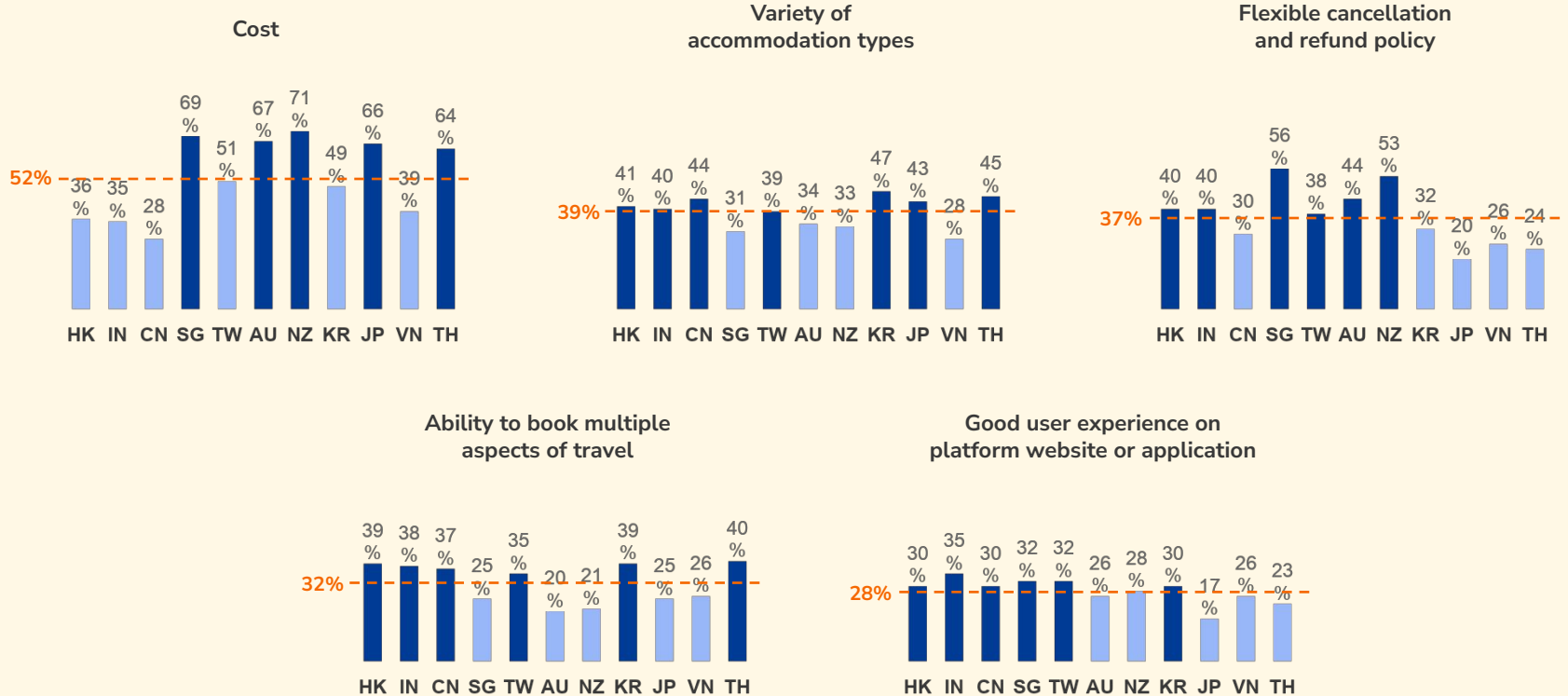


Apart from **cost**, APAC travellers prioritise factors like **booking multiple aspects of their trip, flexible cancellation and refund policies** when choosing digital travel platforms



Market Insights

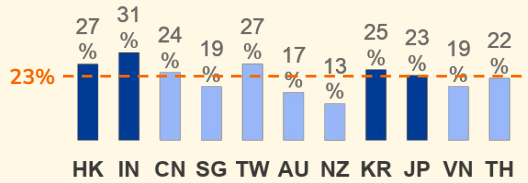
What are the key factors you consider when choosing a digital travel platform for booking travel?



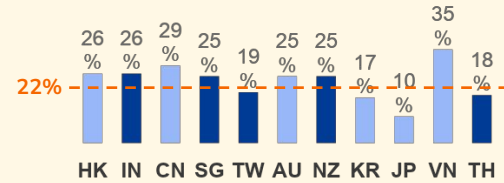
Market Insights

What are the key factors you consider when choosing a digital travel platform for booking travel?

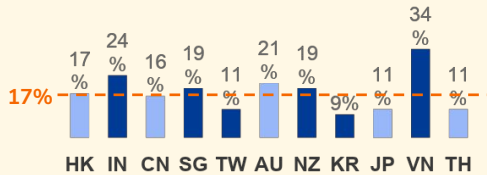
Variety of payment options



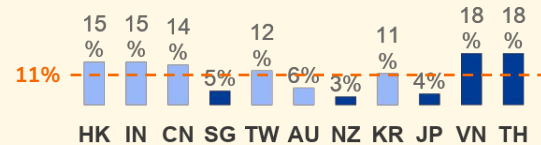
Familiarity with the brand and platform



Loyalty programmes



Display of partners' sustainability practices on platform



When booking accommodation online, travellers commonly **compare prices, read reviews and review property photos** in their decision-making process

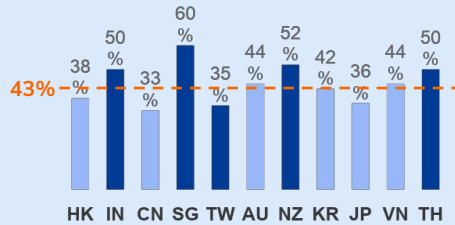
- 43%** I like to compare prices on other platforms before deciding
- 41%** I like to read online reviews prior to booking
- 39%** Property photos make it easier to choose where to stay
- 33%** Information about what to do near the accommodation eases my decision making
- 26%** I like receiving updates on deals and promotions



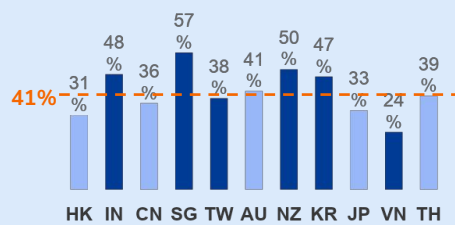
Market Insights

What are the top statements you strongly agree with, when thinking about digital travel platforms?

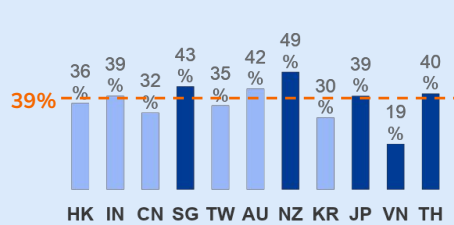
I like to compare prices on other platforms



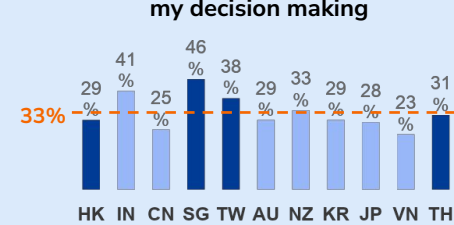
I like to read online reviews prior to booking



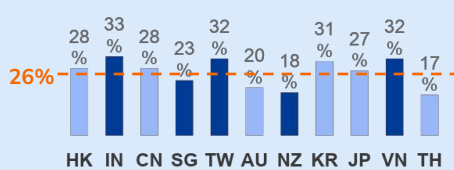
Property photos make it easier to choose where to stay



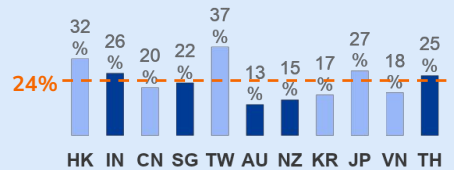
Information about what to do near the accommodation eases my decision making



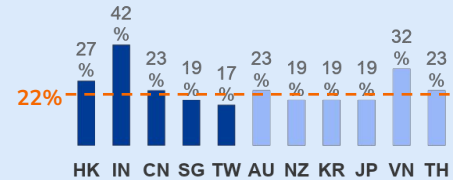
I like receiving updates on deals and promotions



Hotel comparison sites make it easy to find the best deals



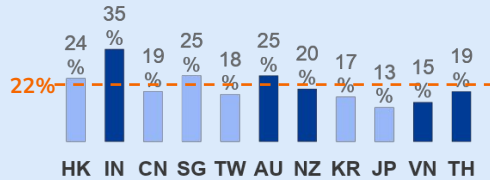
I trust online travel booking platforms



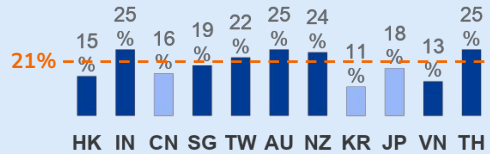
Market Insights

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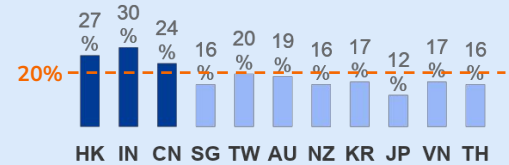
Loyalty rewards programs for travel bookings are important to me



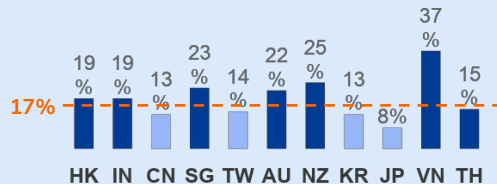
I prefer to pay at the hotel



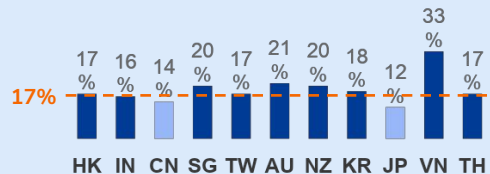
I tend to book flights and accommodation with the same platform



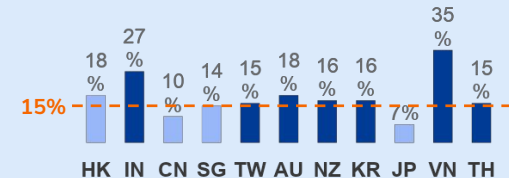
No single digital travel platform has the lowest prices all the time



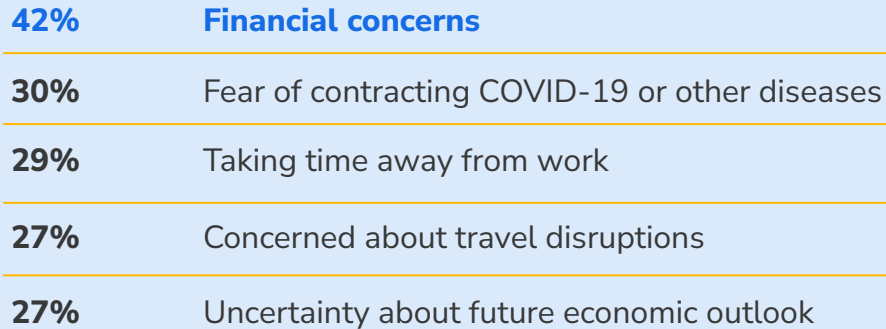
I do not like to give my personal details online



Digital travel platforms are all the same



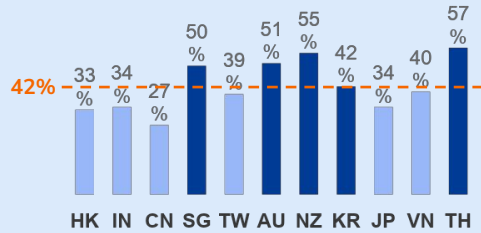
2 in 5 APAC travellers ranked financial concerns as their top worry when choosing to embark on travel



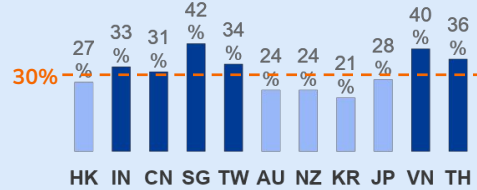
Market Insights

What are your top concerns about travelling now?

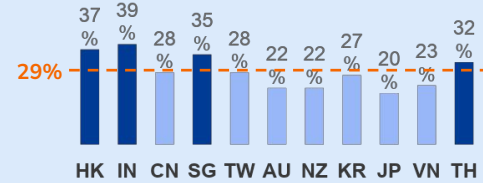
Financial concerns



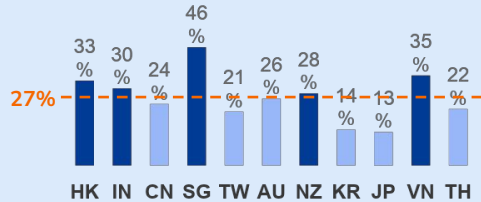
Fear of contracting COVID-19 or other diseases during travel



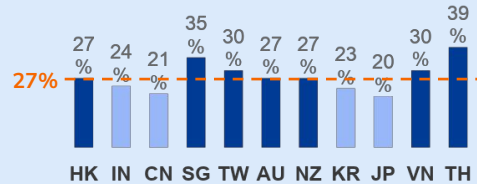
Taking time away from work



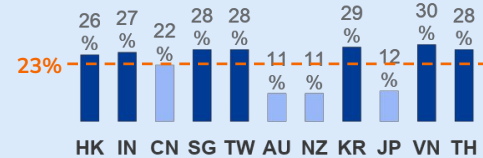
Concerned about travel disruptions



Uncertainty about future economic outlook



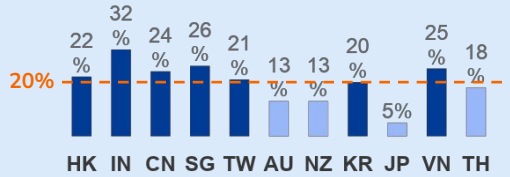
Processes and administrative hassles involved in planning travel



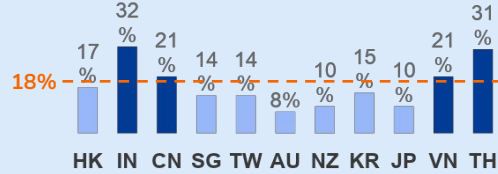
Market Insights

What are your top concerns about travelling now?

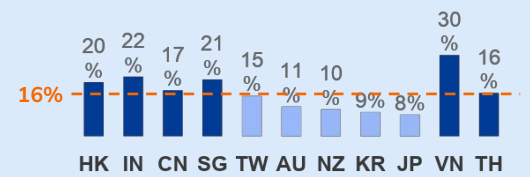
Complex, costly and long visa procedures



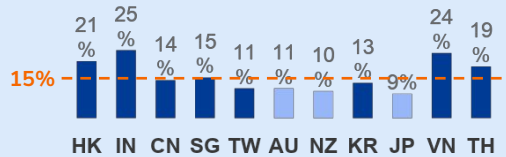
Environmental worries



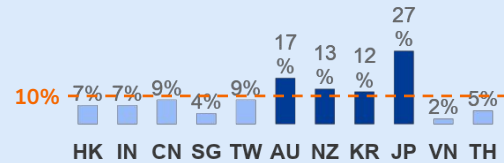
Having to undergo quarantine either at my destination or in my home country



Payment methods



No concerns



Booking.com

Travel Companions

Understanding their influence
on the travel experience



Overview

Travel companions across APAC

- All segments are motivated to travel in order **to relax** as they seek out activities such as **food and dining, nature, islands and beaches, tourist attractions** and **landmarks**
- For them, travel **brings happiness** and enables one to **escape from stresses of life**
- In terms of travel concerns, all segments consider **financial concerns** and possible **travel disruptions** as their main reservations
- Considerations for booking include **cost, variety of accommodations** and **flexible cancellation policies**
- At the same time, all segments are likely to **compare prices** when it comes to deciding on a digital travel platform



21%
Solo Travellers



46%
Couple Travellers



55%
Group Travellers

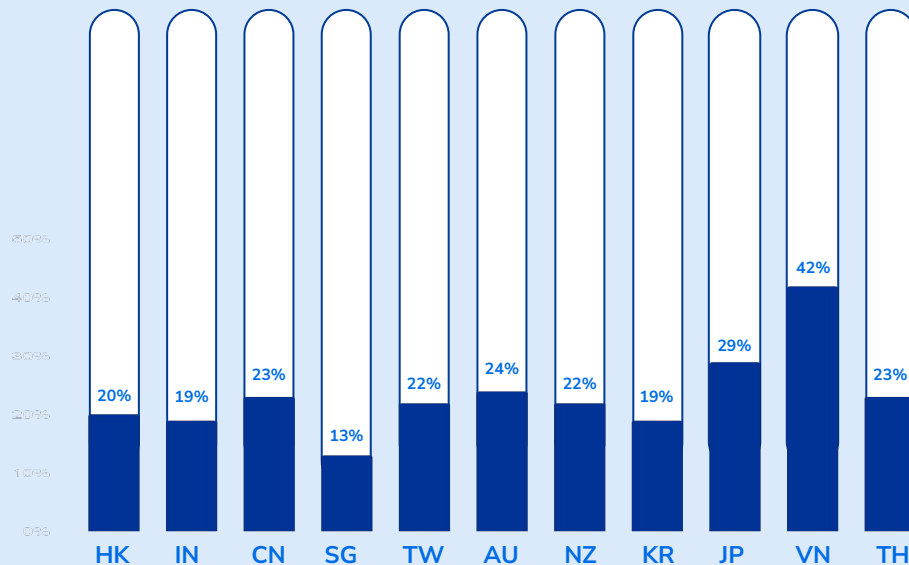
Solo Travellers

What's unique about this segment?

- This segment is largely composed of **single** (54%) and **male** (57%) travellers, who are **Gen Z** (30%) and **Gen Y** (39%)
- It has the biggest number of those who have travelled **domestically** in the last 12 months (81%), as well as having **the most number of trips** (up to 6)
- This segment also has the biggest number of those who **have already booked a domestic trip for this year** (81%) and the most likely to be motivated to experience **outdoor activities** (58%)
- When it comes to travel concerns, solo travellers are more likely to be concerned with **taking time away from work** (32%), issues with **payment methods** (22%) and **economic outlook** (30%)
- This segment also most likely to **take advantage of public transportation** (34%) to cut down on travel costs



21%
Solo Travellers



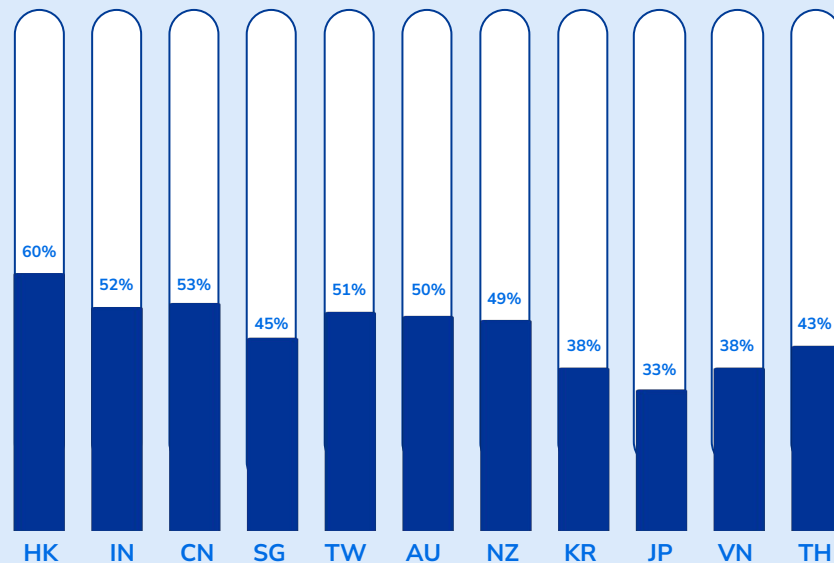
Couple Travellers

What's unique about this segment?

- This segment is composed mainly of **married** (71%) and individuals **in relationships** (19%), who are **Millennials** (45%) and **Gen X** (33%)
- This segment has the largest proportion of **international travellers** (64%) escaping on a **romantic getaway** (31%) and for **special events** (30%)
- This segment also has the biggest number of travellers who **have already booked an international trip for this year** (30%)
- In terms of cost-cutting efforts, couple travellers are the ones most likely to **travel off-peak** (41%) to save on costs
- They are also most likely to **trust booking websites** (26%) and **like getting notifications about deals and promotions** (30%)



46%
Couple Travellers



Group Travellers

What's unique about this segment?

- This segment is mainly composed of both **married** (49%) and **single** (36%) individuals, coming from **all** age ranges
- In terms of travel concerns, group travellers are the most likely to be concerned about **tedious admin processes** (27%) and **quarantine policies** (20%)
- To save on costs, they are the **most likely to stay in a less expensive accommodation** (45%) and **visit inexpensive travel destinations** (35%)
- Group travellers are most likely to find **property photos** (41%) and **digital travel platforms** (27%) helpful when choosing where to stay



55%
Group Travellers



Booking.com

#1

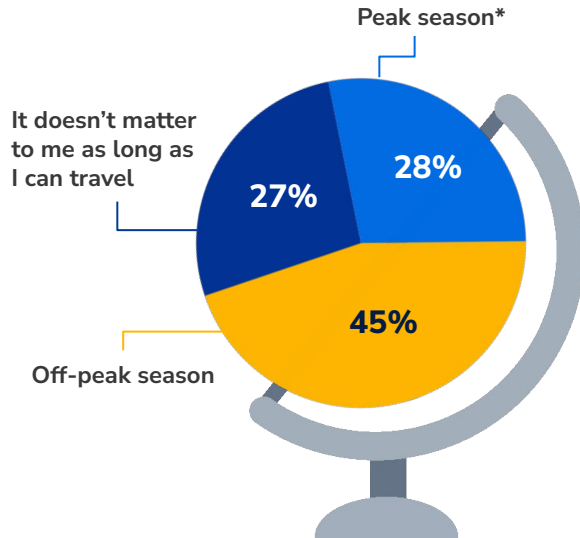
Hong Kong SAR

A deep-dive into local travellers



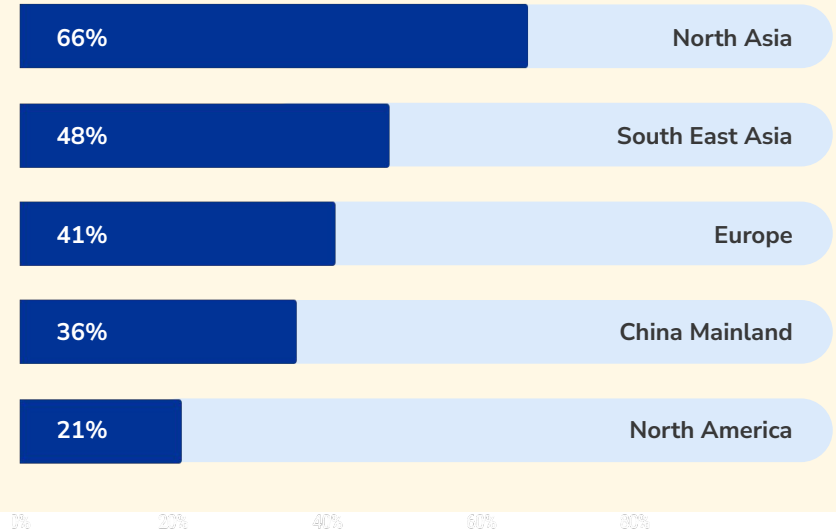
About **1 in 2 travellers** prefer the **off-peak season**, with the majority likely to travel to **North Asia** or **South East Asia**

Preferred season to travel



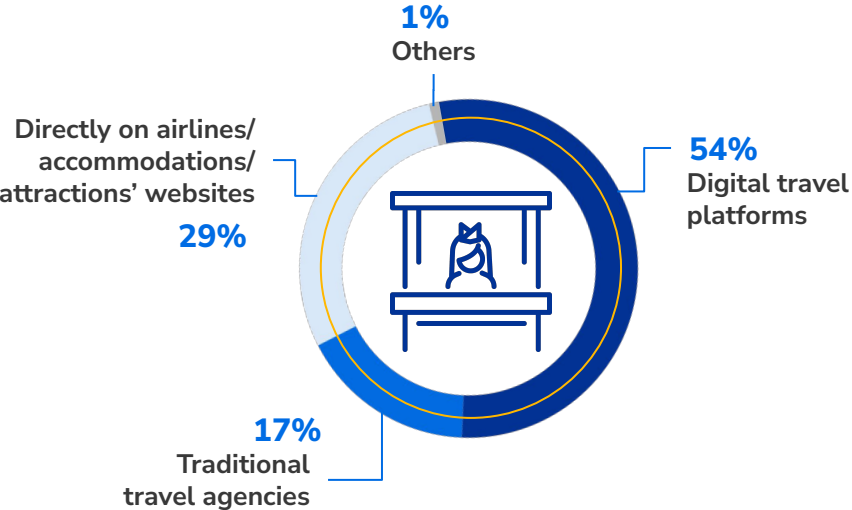
* Peak season refers to long weekends, summer and/or Christmas holidays

Top travel destinations

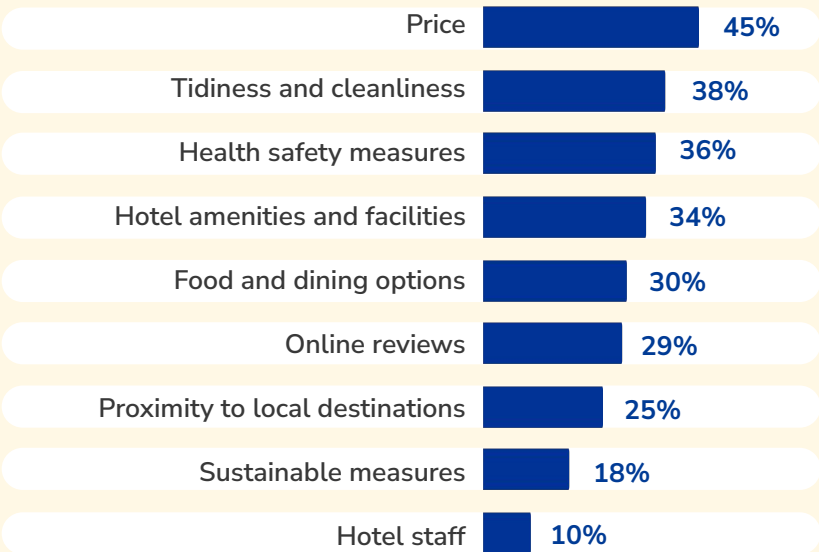


1 in 2 travellers would book their trips via a **digital travel platform**. **Price, hygiene, and health safety measures** are their top priorities

Channels considered for booking trips

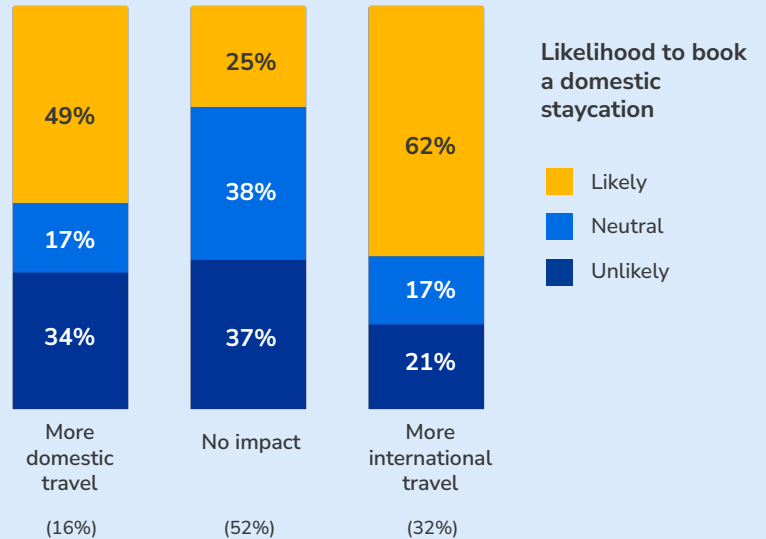
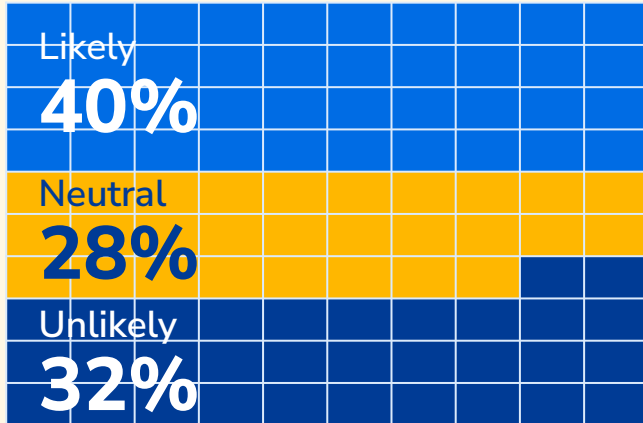


Top priorities when choosing accommodations



About **2 in 5** travellers would like to book a **domestic staycation**, with **those desiring international travel more likely to do so (62%)**, surpassing those who prioritise domestic travel (**49%**)

Likelihood to book a domestic staycation



Impact of economy on preferred travel destinations

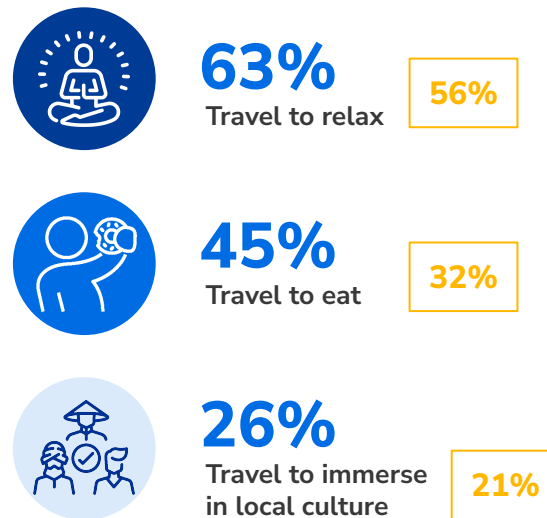
Travellers expressed that **travelling makes them happy**, and they enjoy immersing themselves in **local culture**

Top travel needs and behaviours



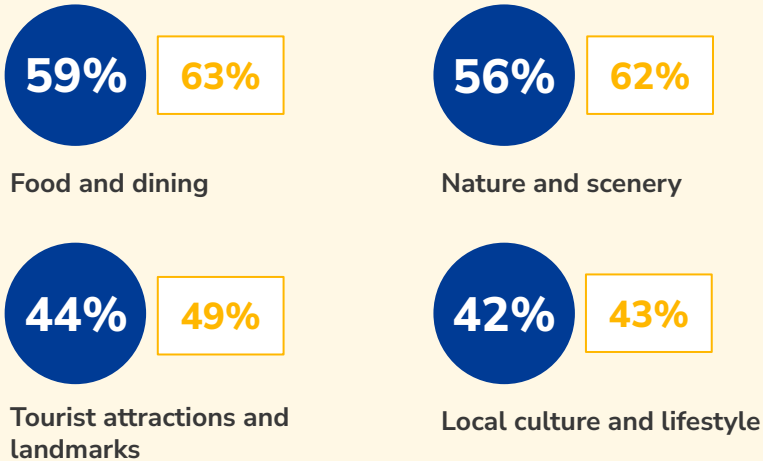
Top travel motivators

Travellers look forward to a **relaxing holiday** and **cultural immersion experiences** but place a higher emphasis on **food and local cuisine**



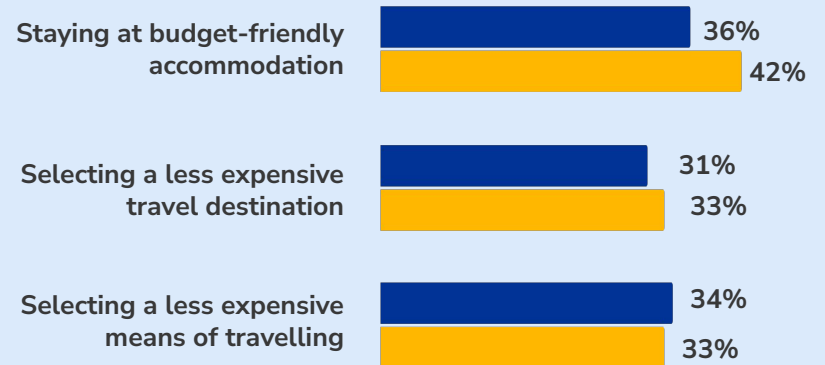
Travellers seek a well-rounded travel experience that encompasses **culinary** and **cultural exploration**

Top places and activities of interest during travel



Travellers often strategically plan parts of their trip to **reduce costs**, such as **accommodation**, **destination choice** and **mode of travel**

Top money saving strategies for travel



Considerations for digital travel platforms

Travellers prioritise having variety in **accommodation types**, as well as **flexible cancellations** and **refund policies over costs** when selecting which digital travel platform to use



Variety of accommodation types



41%



39%



Flexible cancellation and refund policies



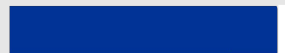
40%



37%



Ability to book multiple aspects of a trip



39%



32%

Top opinions about digital travel platforms

Travellers may be attracted by a diverse range of offerings online, but they still tend to **compare prices** across multiple digital travel platforms before making a decision on the best deal when booking accommodation online



Top travel concerns

Travellers are primarily concerned about being **away from work**, followed by **financial concerns**, and **potential travel disruptions**



37%

29%

Taking time away from work



33%

42%

Financial concerns



33%

27%

Concerns about travel disruptions

Booking.com

#2

India

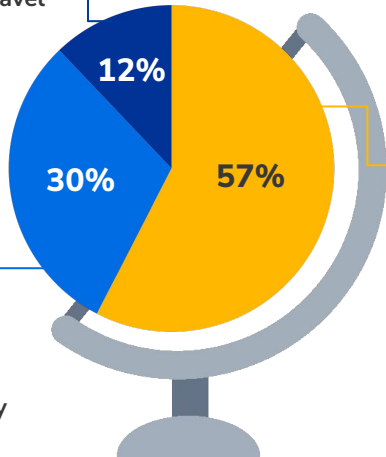
A deep-dive into local travellers



Travellers like to **prepare detailed itineraries in advance**; over half consider it crucial to have access to **Indian food**

Behaviour when it comes to planning itineraries

It doesn't matter to me as long as I can travel



I prefer a planned itinerary and to book travel, accommodation, activities, and dining in advance

I prefer to book only transport and accommodation in advance; everything else can be on the go

Importance of food when deciding travel plans

Extremely important; I want to explore local cuisine 36%

Extremely important; there must be Indian food 30%

Somewhat important; as long as I have Indian food options 21%

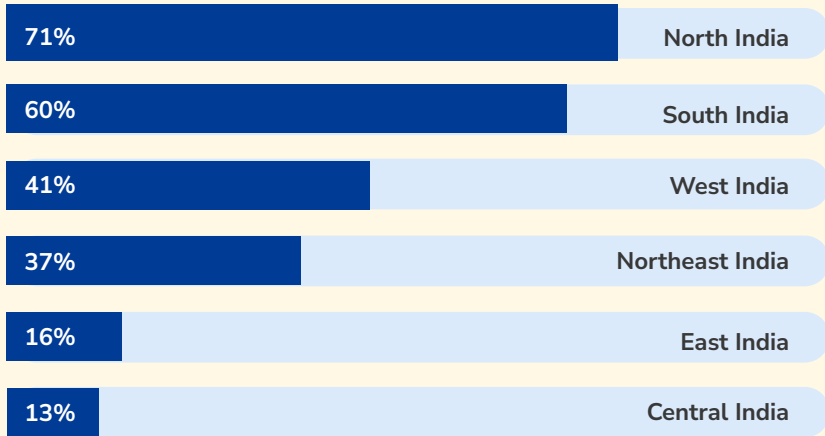
Somewhat important; as long as I have vegetarian food options 9%

Not important at all 4%

60%
Must have Indian food options

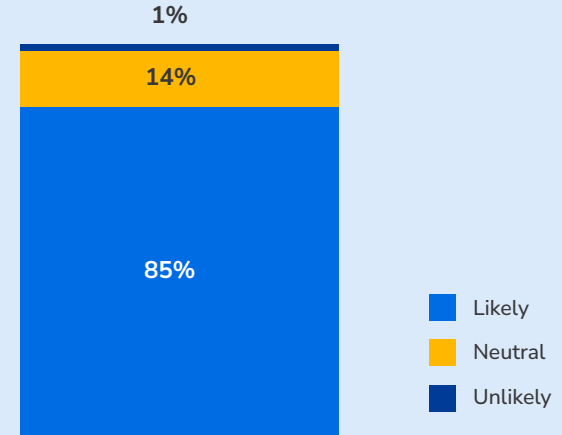
3 in 5 would prefer to **travel during the long weekend holidays**, with majority wanting to travel to **North or South India**

Top 3 domestic destinations for travel



4 in 5 are likely to choose accommodations that **practice sustainability measures** with **India ranking 1st** in terms of **sustainability interest**

Likelihood to choose sustainable accommodations

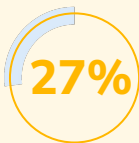


Travellers have a **stronger inclination to explore their own country**, believe in the **power of travel for personal growth**, and a **desire to foster meaningful connections** on their travels

Travel needs and behaviours



I like to explore more of my own country



Travel makes us better people



I want to connect with people on my travels



Travel motivators

Other than the desire for a relaxing holiday, travellers show a **high interest in learning about their travel destinations**



57%

Travel to relax

56%



34%

Travel to learn

23%



16%

Travel to eat

32%



Travellers **are more curious and interested** in a wide range of places and activities, but they show **less interest in food and dining**

Top places and activities of interest during travel



67% **62%**
Nature and scenery



63% **45%**
Islands and beaches



57% **63%**
Food and dining

Travellers are inclined to plan their trips around **travel discounts and deals**, and they often take advantage of **staying with friends or family** to save on travel costs

Top money saving strategies for travel



Planning a trip around a travel discount or deal



Travel to where I can stay with a friend or family



Travellers exhibit a preference for digital travel platforms that offer a **diverse range of offerings** and **flexible cancellation** and **refund policies**

Considerations for digital travel platforms

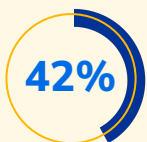
40% **39%**
Variety of accommodation types

40% **37%**
Flexible cancellation and refund policy

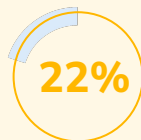
35% **52%**
Cost

Travellers **trust digital travel platforms** but perceive them as broadly similar, and are more likely to prioritise **loyalty rewards**

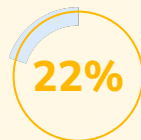
Top opinions about digital travel platforms



I trust digital travel platforms



Loyalty rewards for accommodation booking are important

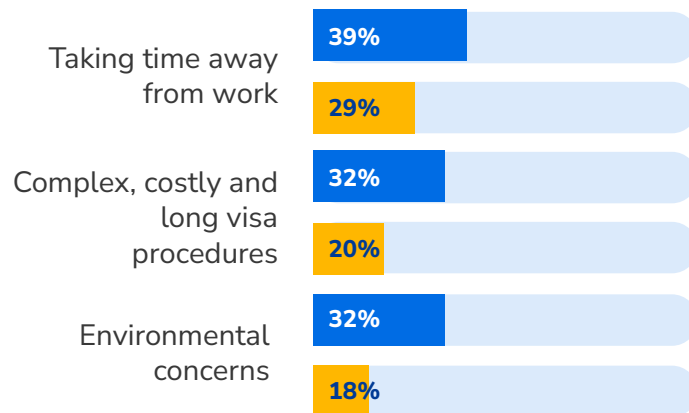


Digital travel platforms are all the same



Top travel concerns

Travellers are most concerned **about being away from work, facing complex and costly visa procedures, and the environment**



Booking.com

#3

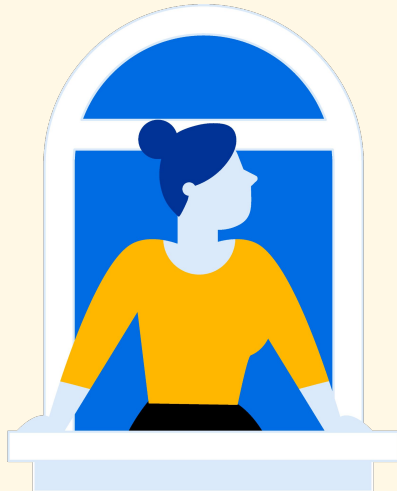
China Mainland

A deep-dive into local travellers



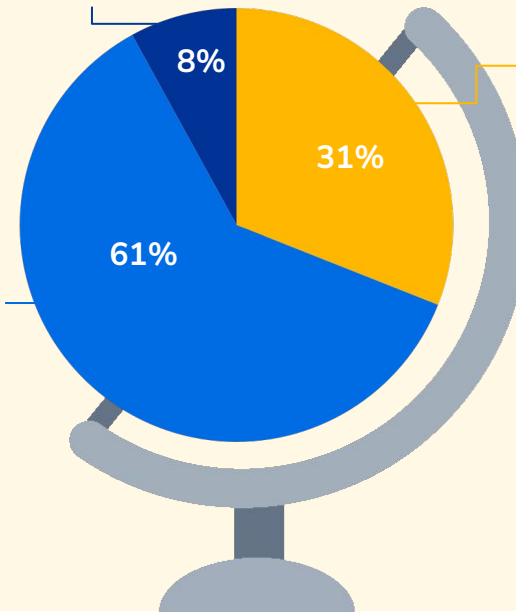
Two-thirds proceeded with their original domestic travel plans when travel restrictions were lifted in China Mainland, while a third changed their plans immediately to an overseas trip

Impact of quarantine policy on domestic travel plans



Proceeded with original domestic travel plans

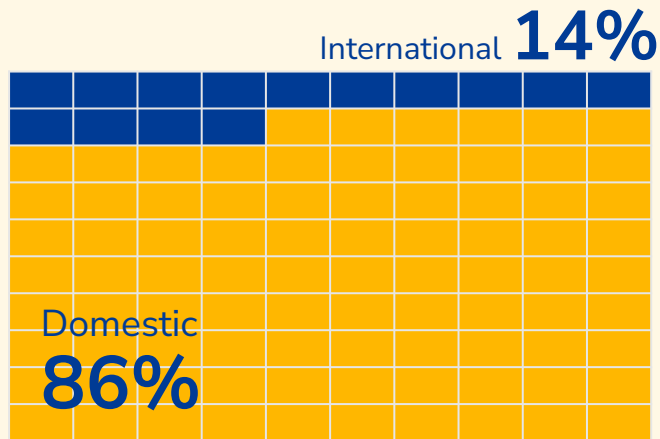
No plans at the time



Changed plan immediately from domestic to international travel

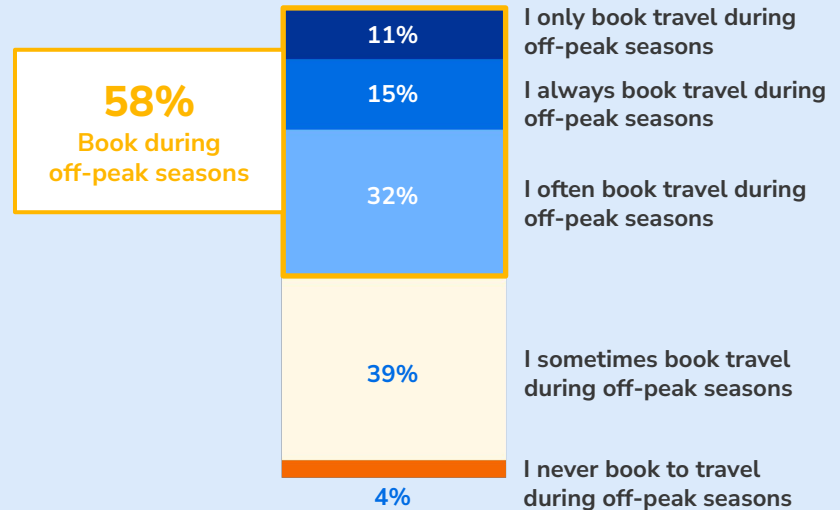
9 in 10 travellers would prefer to **travel domestically** this year; including those who changed their plans to travel internationally when travel restrictions were lifted

Preference when it comes to leisure travel



More than half (58%) are likely to book their travels during **off-peak seasons**

Booking behaviour when it comes to off-peak seasons



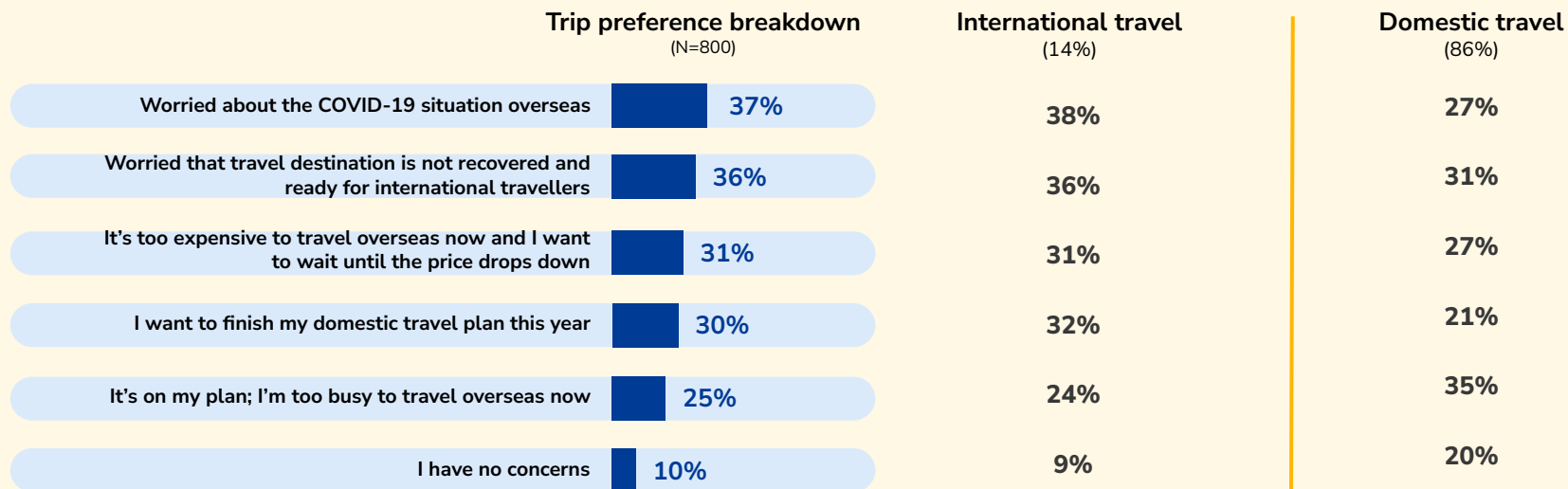
Friendliness to Chinese tourists is a top consideration when it comes to choosing international destinations, followed by cost-efficiency

Considerations when choosing international destinations

Trip preference breakdown	International travel (14%)	Domestic travel (86%)
A destination that is friendly to Chinese tourists	54%	56%
Cost-efficiency	46%	48%
Belongs to the first 20 destinations that China opens outbound group tours to	34%	39%
A short-haul destination	19%	28%
Belongs to my bucket list of destinations over the past 3 years even during travel restrictions	26%	24%
A travel destination postponed due to COVID-19	28%	22%
A long-haul destination	22%	16%

There are concerns about the recovery of **COVID-19 situation overseas** and travel being **too expensive**, while those who prefer domestic travel find themselves **too busy to travel**

Concerns when it comes to overseas travel

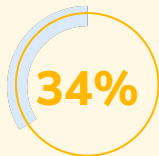


Travellers express that travel brings them **happiness**, enjoy immersing themselves in **local cultures**, and have a greater inclination to **stay in franchise hotels**

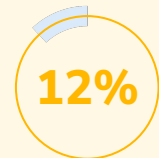
Travel needs and behaviours



I travel to experience local culture



I prefer to stay in chained-brand or franchise hotels



Travel motivators

Travellers look forward to a relaxing holiday and place higher emphasis on **food and local cuisine** and **fulfilling their travel bucket list**



56%

Travel to relax

56%



38%

Travel to eat

32%



37%

Travel to fulfill bucket list

25%



Travellers' top three interests revolve around exploring **nature and scenery**, indulging in **food and dining experiences**, and **enjoying islands and beaches**

Top places and activities of interest during travel



58%

62%

Nature and scenery



54%

63%

Food and dining



51%

45%

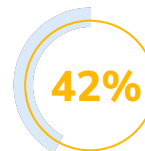
Islands and beaches

To cut costs, travellers adopt various measures such as **selecting budget-friendly accommodations**, planning trips during **off-peak periods**, utilising **public transportation**

Top money saving strategies for travel



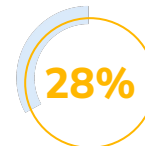
Stay at budget-friendly accommodation



Travel during off-peak times

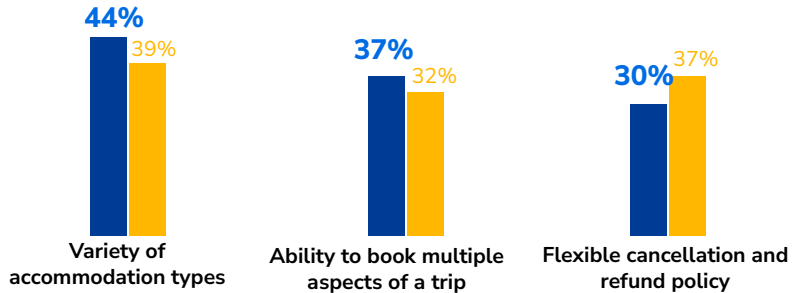


Take advantage of public transportation



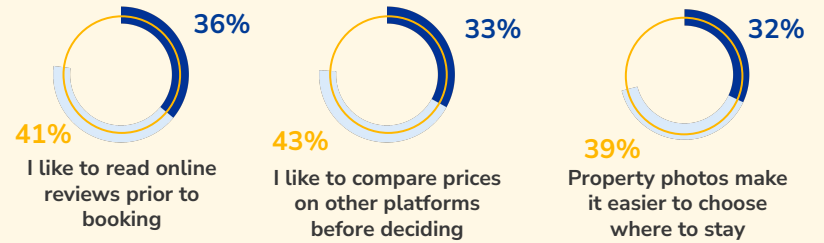
Travellers prioritise a **diverse range of offerings** beyond just accommodations, which include **flexible cancellation and refund policies**

Considerations for digital travel platforms



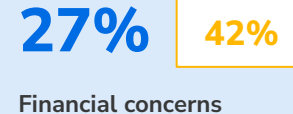
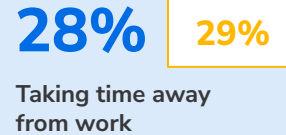
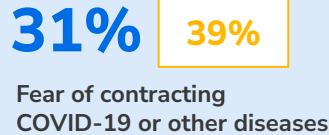
Travellers **tend to read reviews** and **compare prices across multiple digital travel platforms before making a decision** when booking accommodation

Opinions about digital travel platforms



Top travel concerns for CN travellers include health risks like **COVID-19** and **being away from work**. Compared to the rest of APAC, CN travellers are the least worried about **financial concerns**

Top travel concerns



Booking.com

#4

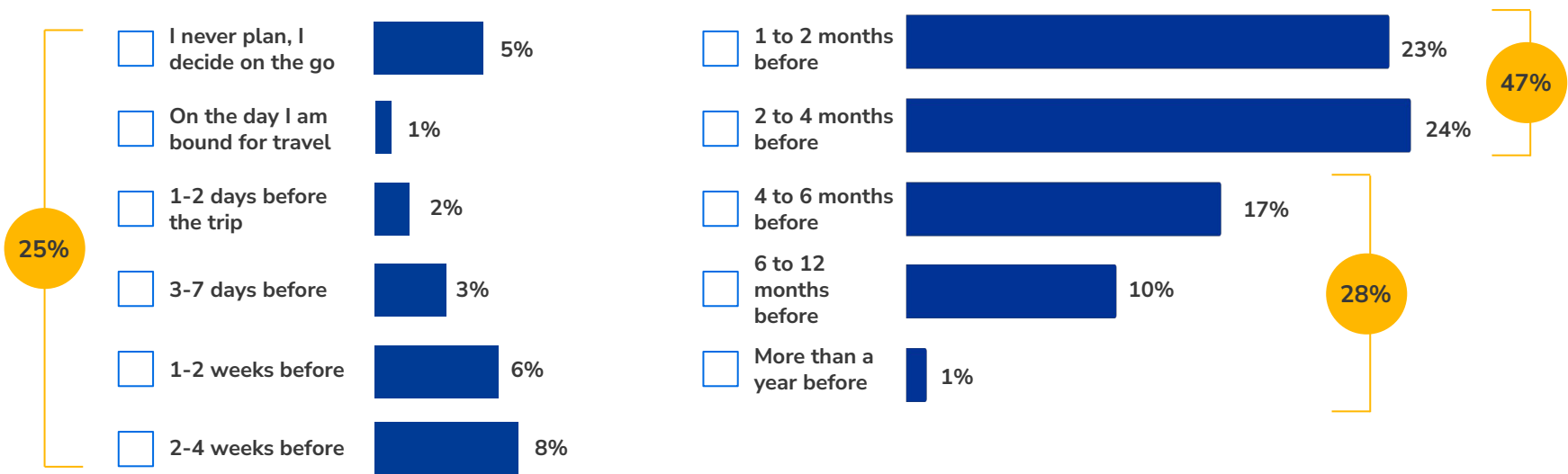
Singapore

A deep-dive into local travellers



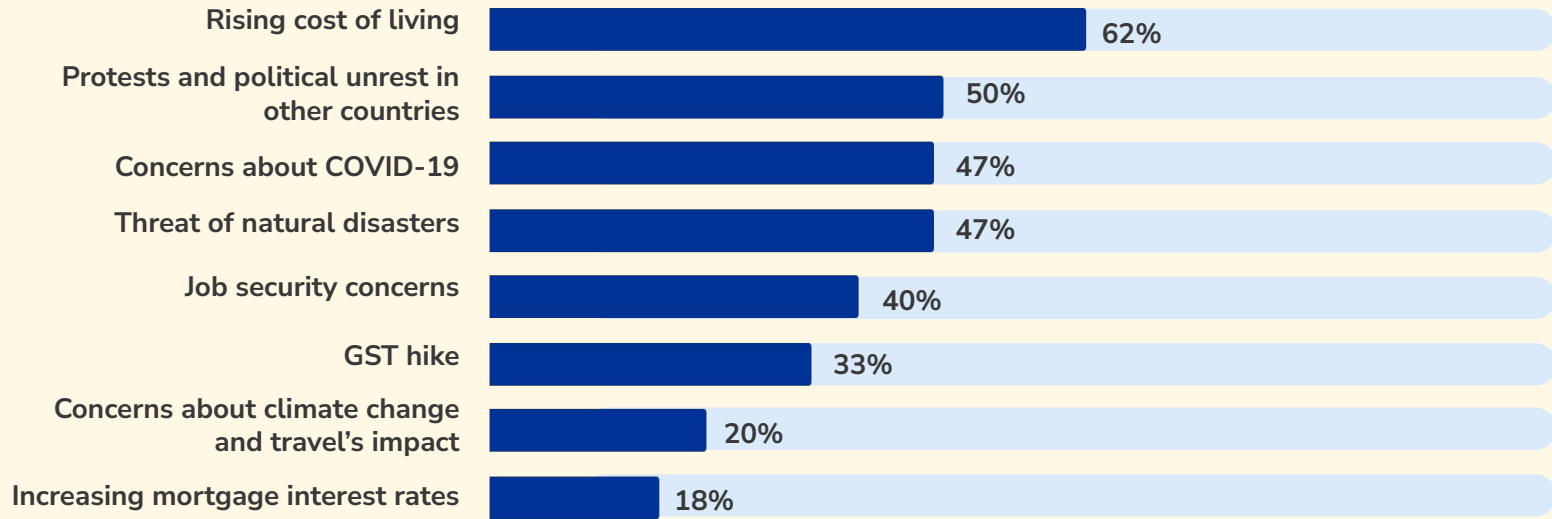
Almost half (**47%**) start planning their trips about **1 to 4 months prior to travel**, while a quarter (**28%**) start even earlier - about **4 months or more in advance!**

Time of trip planning for upcoming travel



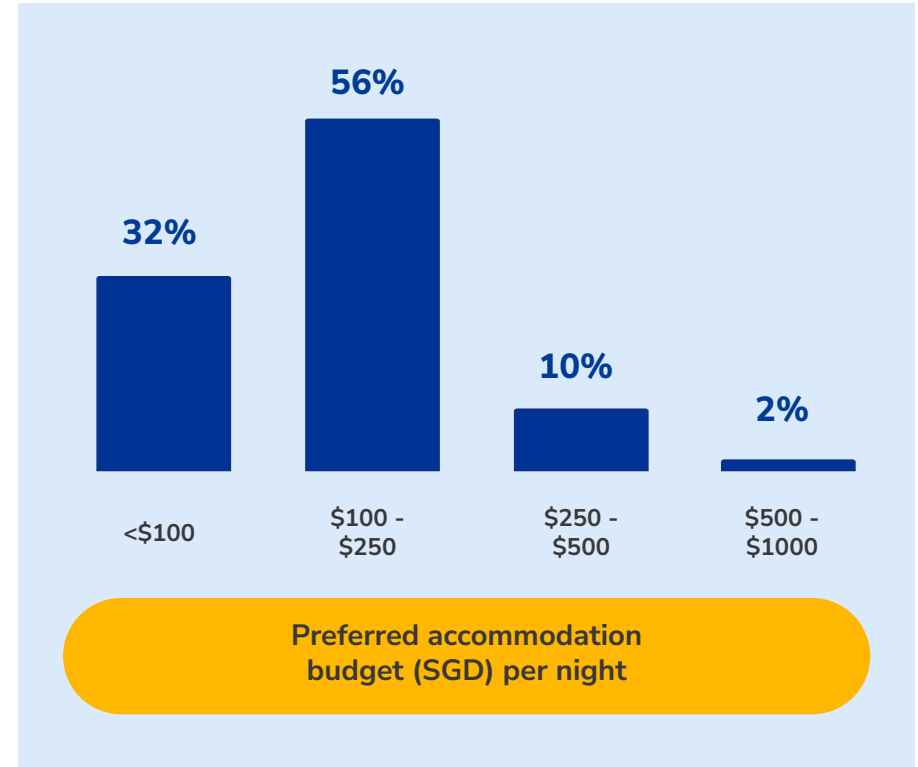
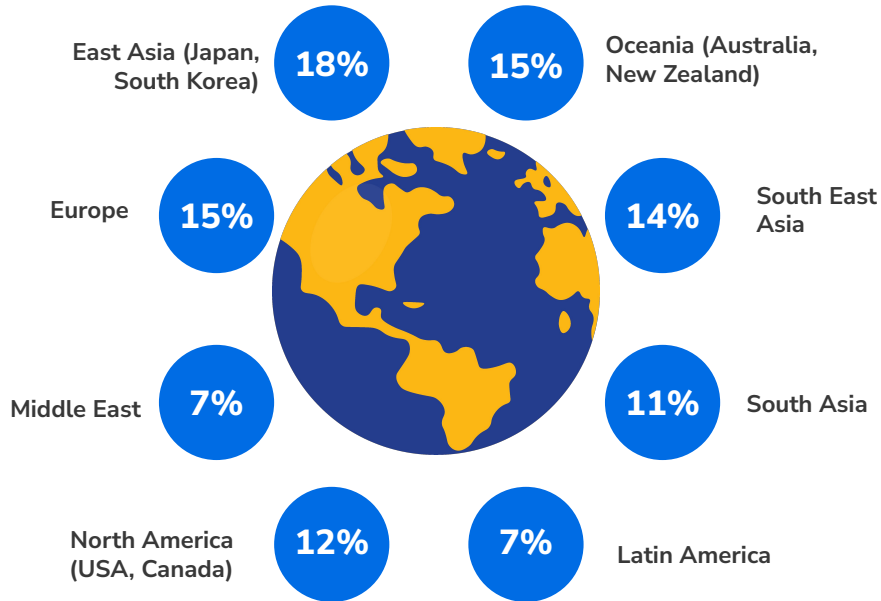
The **rising cost of living** is the most significant factor affecting travel plans, alongside concerns about **political unrest**, **COVID-19**, and the **threat of natural disasters**

Factors that impact upcoming travel plans



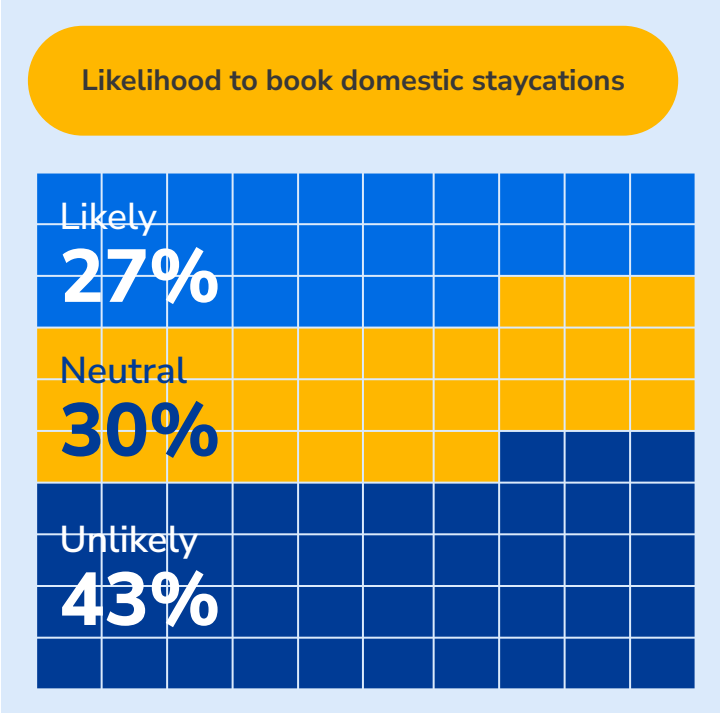
Travellers have diverse preferences for travel destinations, with the majority willing to spend up to **SGD250 per night for accommodation**

Preferred travel destinations



Preferred accommodation budget (SGD) per night

Only **3 in 10** travellers would be likely to book a **domestic staycation** as many more look forward to travelling overseas



Travellers prioritise **relaxation** and **local cuisine**, and are more likely to **fulfill their bucket lists to escape reality**

Travel motivators



54% **56%**

Travel to relax



32% **36%**

Travel to eat



31% **25%**

Travel to fulfill bucket list



29% **21%**

Travel to escape reality



Travellers prioritise **food and scenery**, and are more likely to **shop** and visit **tourist attractions**

Top places and activities of interest during travel



79% **63%**

Food and dining



64% **49%**

Famous tourist attractions or landmarks



70% **62%**

Nature and scenery



60% **41%**

Shopping

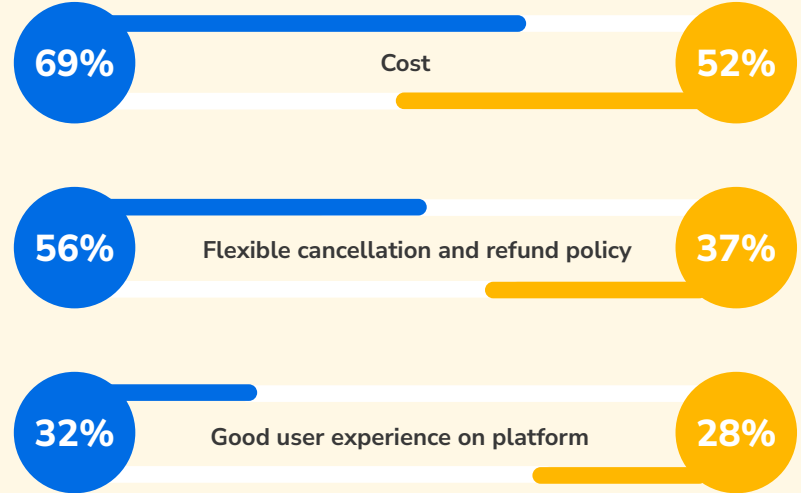
Travellers save costs by **choosing budget-friendly accommodation**, travelling during **off-peak times**, and **selecting affordable destinations**

Top money saving strategies for travel



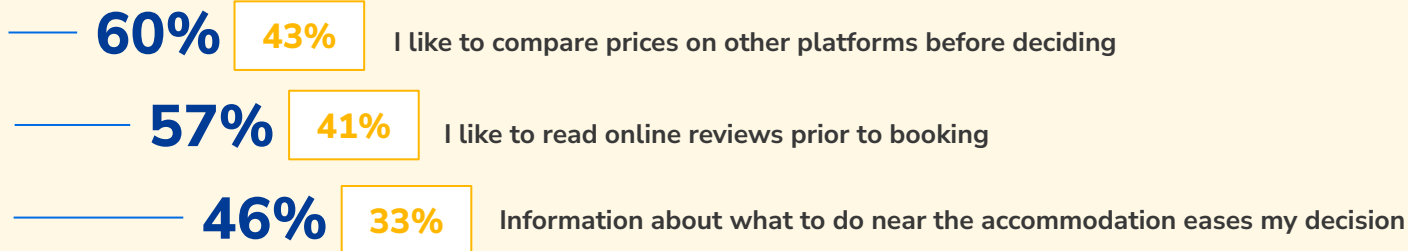
Travellers are **extremely price-conscious**, prioritising the **cost and flexibility of cancellation and refund policies** as the most significant factors when selecting digital travel platforms

Considerations for digital travel platforms



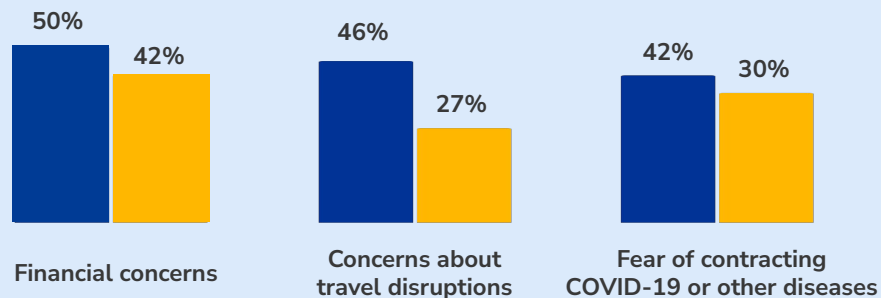
Travellers will **read reviews and compare prices** across multiple digital travel platforms before making a decision when booking accommodation online

Opinions about digital travel platforms



Top travel concerns

Travellers are the most concerned about **finances**, followed by **travel disruptions** and fear of **potential exposure to illnesses such as COVID-19**



Booking.com

#5

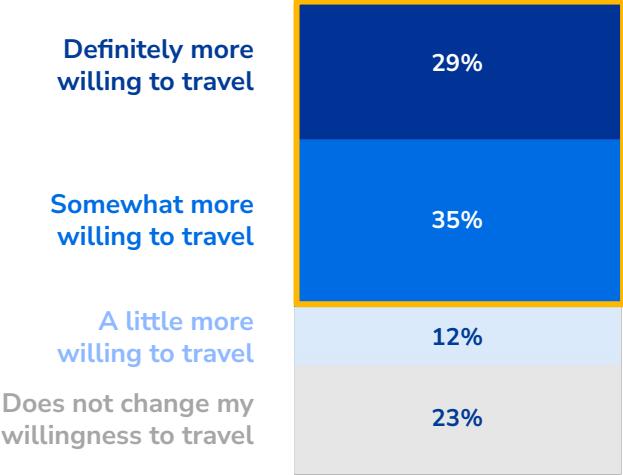
Taiwan

A deep-dive into local travellers



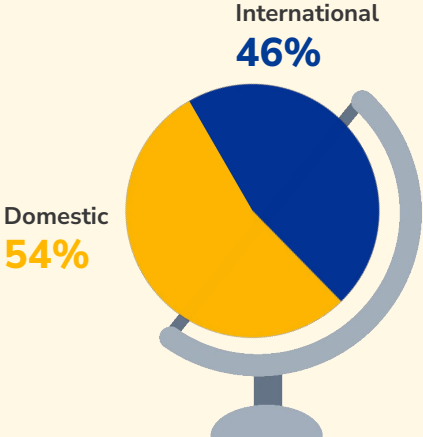
Majority (64%) are **willing to travel more** given the longer holidays this year with a **higher preference for domestic travel**

Willingness to travel more given longer holidays in 2023



64%
Willing to travel

Destination preference when it comes to longer holidays in 2023



About **7 in 10** would like to **travel domestically for short holidays** and turn to **online media** for travel inspiration

Reasons for travelling domestically



68%

Rather have a short holiday



46%

Scenic attractions



40%

Accommodation prices



31%

Local experiences



18%

Unique accommodations

Channel preference for travel inspirations or recommendations

73%

Online media

Family and friends

43%

Influencers

28%

Print media

39%

Broadcast media

None of the above

6%

Travellers may be enticed to use digital travel platforms that have **deals** for flight tickets or experiences

Preference for product promotions offered that will entice them to use digital travel platforms



Flight tickets
36%



Experiences
26%



Attractions
23%



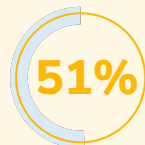
Car rentals
15%

Travellers find **happiness** in travel, embrace **cultural immersion**, and prefer to **thoroughly pre-plan their trips**

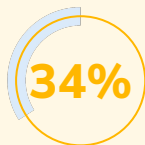
Travel needs and behaviours



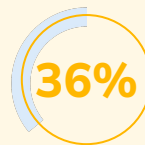
Travel makes me happy



I travel to experience local culture



I like to plan my travels well in advance



Top places and activities of interest during travel

Travellers have a **higher appreciation for local culture**, with their top three interests being food and dining, nature, and tourist attractions



66% **63%**

Food and dining



65% **62%**

Nature and scenery



52% **49%**

Famous tourist attractions and landmarks



52% **43%**

Local culture and lifestyle

Top money saving strategies for travel

Cost cutting measures include travelling during **off-peak times**, opting for **budget-friendly accommodations**, or choosing **more affordable destinations**



Travel during off-peak times



Stay at budget-friendly accommodations



Selecting a less expensive travel destination

Considerations for digital travel platform

Travellers look at **cost**, **variety** of options beyond just accommodations, and the **ability to book with flexible cancellation and refund policies**



Cost



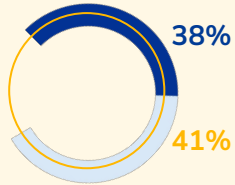
Variety of accommodation types



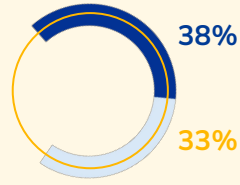
Flexible cancellation/refund policy

Travellers will **read reviews and gather information** about the accommodation that they are interested in, and use **hotel comparison sites** to find the best deals

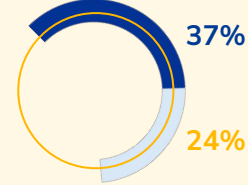
Opinions about digital travel platforms



I like to read online reviews prior to booking



Information about what to do near the accommodation eases my decision



Hotel comparison sites make it easy to find the best deals

Top travel concerns

Travellers are most concerned about their **financial situation** and the **uncertain economic outlook**

42% / 39%



Financial concerns

30% / 34%



Fear of contracting COVID-19 or other diseases

27% / 30%



Uncertainty about future economic outlook

Booking.com

#6

Australia

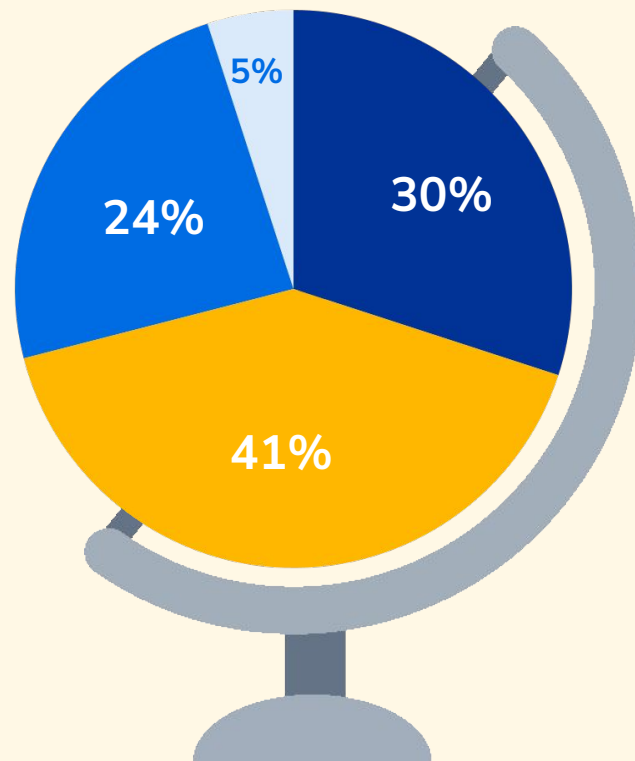
A deep-dive into local travellers



Cost of living pressures have impacted travels plans for travellers, with the majority (**71%**) looking for cheaper holidays, or not travelling at all

Whether cost of living pressures have impacted travel plans

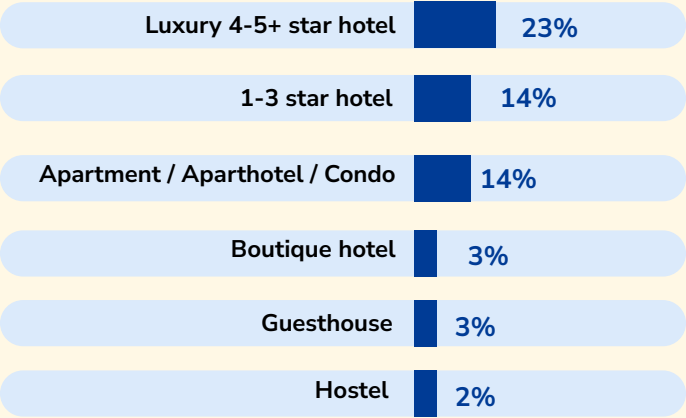
- Yes, cost of living pressures means I can't look to travel over the next 6 months
- Yes, cost of living pressures means I will look at cheaper holidays over the next 6 months
- No, cost of living pressures are not impacting my decision to travel over the next 6 months
- Yes but I want to travel anyway so I will endure the financial burden



Only **28%** said the pandemic has **affected their preference on accommodation type** when travelling

Whether the pandemic has affected preferred accommodation type

Preferred type of accommodations



	Yes 28%	No 72%
Luxury 4-5+ star hotel	24%	22%
1-3 star hotel	14%	14%
Apartment / Aparthotel / Condo	14%	14%
Boutique hotel	5%	2%
Guesthouse	1%	3%
Hostel	3%	2%

Travellers that book multiple travel services mostly prefer to book **accommodation, flights** and **car rentals altogether** online

Preferred combination of travel services
to book via digital travel platforms

55%



54%



51%



48%



Top considerations for accommodation choice include **proximity to local spots**, **cleanliness**, and **hotel amenities and facilities**

Considerations for accommodation choices



52% Proximity to local destinations



52% Tidiness and cleanliness



49% Hotel amenities and facilities

Top travel concerns

AU travellers have apprehensions regarding their financial situation and the uncertain economic outlook; some still harbour concerns about potential travel disruptions

51%

42%

Financial concerns

27%

27%

Uncertainty about future economic outlook

26%

27%

Concerns about travel disruptions

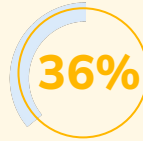
AU APAC

Travellers expressed **interest to travel more often**, with a strong interest to **explore and discover their own backyard** with what Australia has to offer

Travel needs and behaviours



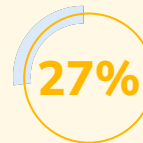
I would like to travel more often



I like to plan my travels well in advance



I like to explore more of my own country



Travel motivators

Travellers demonstrate a **markedly higher inclination** to seek out **relaxing holidays to escape from reality**, and to **fulfill their travel bucket list**



66%

Travel to relax

56%



33%

Travel to escape reality

21%



29%

Travel to fulfill bucket list

25%



Travellers have a **distinct affinity** for **islands and beaches**, **vibrant cityscapes** and **bars and nightlife**

Top places and activities of interest during travel



53%

45%

Islands and beaches



38%

31%

City



19%

16%

Bars and nightlife

Travellers are more likely to minimise travel expenses by **practicing mindful spending**, and being open to **stays with friends or family**

Top money saving strategies for travel

Stay at budget-friendly accommodation



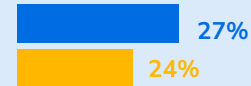
Travel during off-peak times



Spend less while travelling



Travel to where I can stay with a friend or family



Considerations for digital travel platform

Travellers are **highly cost sensitive**, with **cost and flexibility of cancellation and refund policies** being the most important factors when choosing digital travel platforms



Cost



Flexible cancellation and refund policy



Variety of accommodation types

Travellers will **read reviews**, **check out property photos**, and **compare prices** across multiple digital travel platforms before deciding on the best deal when booking accommodation online

Opinions about digital travel platforms



44% 43% I like to compare prices on other platforms before deciding

42% 39% Property photos make it easier to choose where to stay

41% 41% I like to read online reviews prior to booking

Booking.com

#7

New Zealand

A deep-dive into local travellers



Almost half cite **readiness to travel** with 14% already gone abroad; those wary but keen to travel (39%) said they would consider only destinations with low COVID-19 cases



Only **15%** of travellers have embarked on an **extended travel experience while working remotely**; with a good majority (40%) keeping this on their bucket list

On working remotely while concurrently travelling for a long period of more than 1 month

5%

Yes, I have done so once

10%

Yes, I have done so more than once

No, but I would love to embark on one

40%

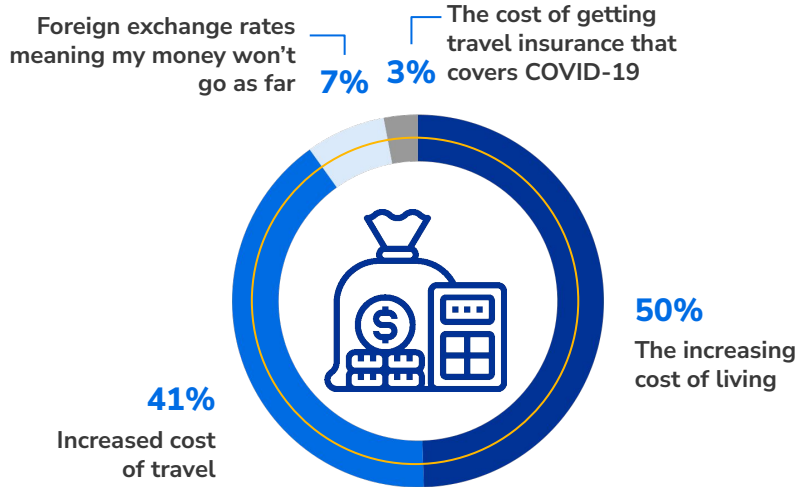
44%

No and I am not interested

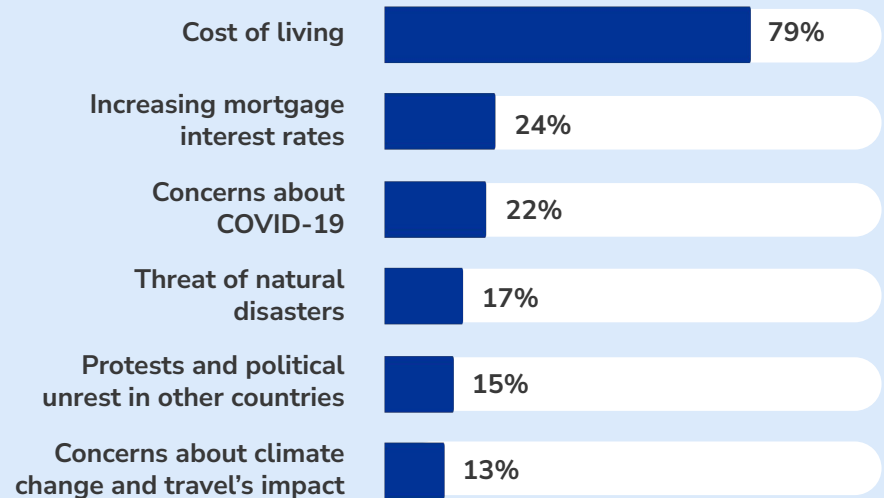


Rising cost of living and travel expenses are the biggest considerations for NZ travellers when it comes to their travel decisions this year

Biggest financial barriers to leisure travel



Factors that affect travel decisions



While the rise of natural disasters in recent years **does not** significantly affect travel confidence (68%), they still impact their **choice of travel destination**

Whether rise in natural disasters in recent years affect their confidence to travel

Yes – we've dealt with enough at home

No, but it would impact my decision of where to travel

I am not sure

11%

20%

44%

12%

12%

Yes, because I'm worried about travel disruptions and cancellations

No, I have planned holidays and don't intend to change them

Travellers expressed more interest to **travel more often**, with a strong interest to **explore and discover the diverse offerings New Zealand has to offer**

Travel needs and behaviours



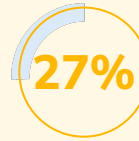
I would like to travel more often



I like to plan my travels well in advance



I like to explore more of my own country



Travellers demonstrate a notably higher inclination to seek out **relaxing holidays to escape from reality**

Travel motivators



67%

56%

Travel to relax



32%

21%

Travel to escape reality



27%

25%

Travel to fulfil bucket list



25%

23%

Travel to learn

Travellers are more inclined to explore **nature, islands and beaches**, **cities**, and embark on **shopping** during their travels

Top places and activities of interest during travel



68%

62%

Nature and scenery



63%

45%

Islands and beaches



41%

31%

City



48%

41%

Shopping

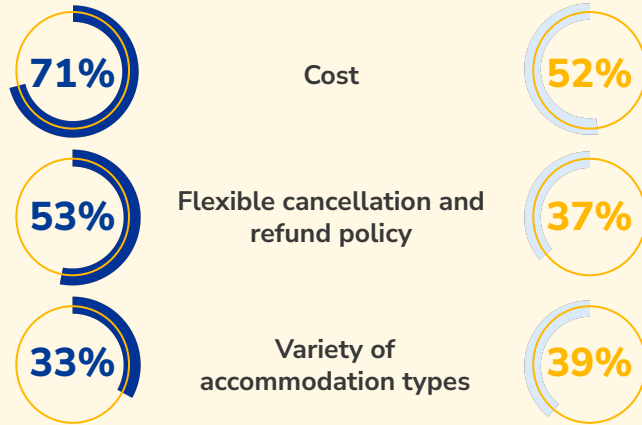
Top money saving strategies for travel

Travellers minimise travel expenses by choosing **budget-friendly accommodations**, travelling during **off-peak times**, practicing **mindful spending**, and being **open to homestays with friends or family**



Travellers are **highly cost sensitive**. **Cost and flexibility of cancellation and refund policies** are considered the most important factors when choosing digital travel platforms

Considerations for digital travel platforms



Top travel concerns

Travellers are most **concerned about their financial situation**, along with **potential travel disruptions** and the **uncertain economic outlook**



55% **42%**

Financial concerns



28% **27%**

Concerned about travel disruptions



27% **27%**

Uncertainty about future economic outlook

Opinions about digital travel platforms

Travellers will **read reviews**, **check out property photos**, and **compare prices** across multiple digital travel platforms before deciding on the best deal when booking accommodation online

I like to compare prices on other platforms before deciding



I like to read online reviews prior to booking



Property photos make it easier to choose where to stay



NZ APAC

Booking.com

#8

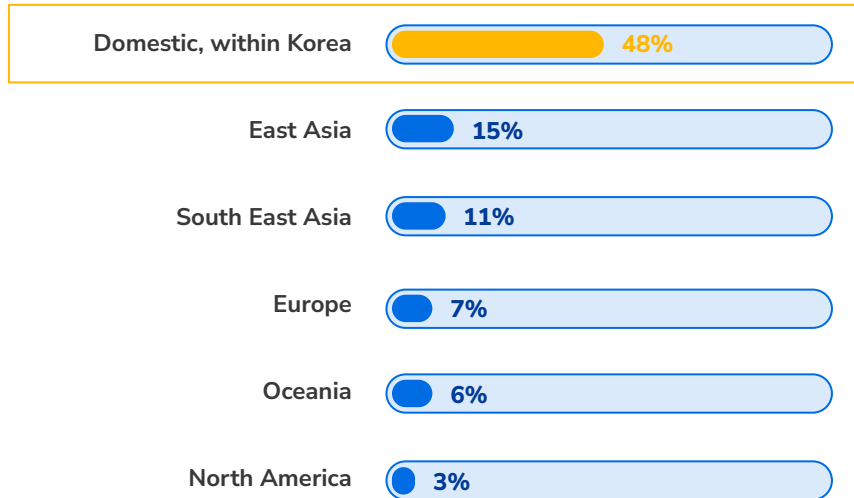
Korea

A deep-dive into local travellers

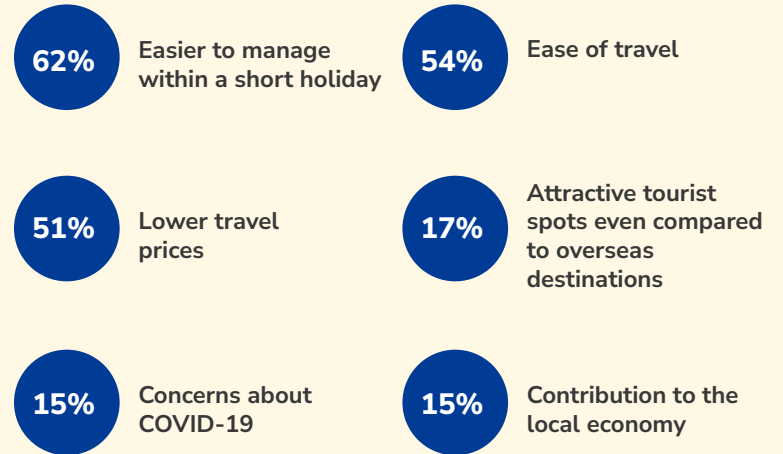


During summer, travellers are **split on choosing between local and international travel**; but prefer domestic as it is cheaper and easier

Travel destinations preferred during summer



Reasons for choosing **domestic** destinations



Those travelling to **international destinations** during summer are driven by their desire for **cultural exchange and escapism** from daily life

Travel destinations preferred during summer

Domestic, within Korea **48%**

East Asia **15%**

South East Asia **11%**

Europe **7%**

Oceania **6%**

North America **3%**

42%
International

Reasons for preferring **international** destinations

51% Desire to experience other cultures

43% Complete escape from daily go-a-bouts

42% Desire to try exotic foods

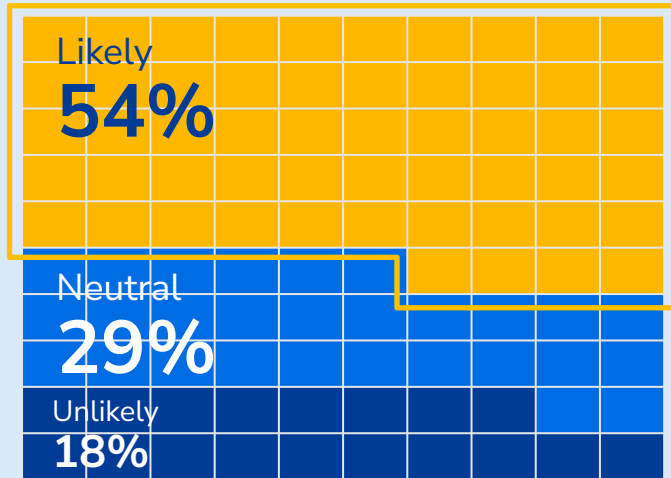
36% Spectacular scenic attractions

27% Disconnect from work

9% Encounters with new people

About **1 in 2** are likely to travel off-peak during the summer holidays to **take advantage of lower prices** and **avoid crowds**

Likelihood to travel off-peak for summer holidays this year



Tidiness and cleanliness, prices and online reviews are most valued by travellers when choosing accommodation

Considerations when selecting accommodation



50%

Tidiness and cleanliness



49%

Price



39%

Online reviews and recommendations

Travellers are often stressed and **use travel as an escape to find happiness**; they express a desire to **travel more frequently** and tend to **plan their trips well in advance**

Travel needs and behaviours



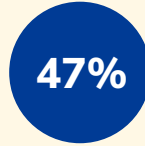
51%

Travel makes me happy



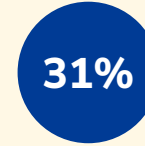
36%

I would like to travel more often



43%

I like to travel to escape from the stresses of life



36%

I like to plan my travels well in advance

KR APAC

Travel motivators

Travellers enjoy **relaxing holidays** with **delectable local cuisine**, but their enthusiasm for **transformative experiences** is also there



68%

56%

Travel to relax



29%

32%

Travel to eat



27%

14%

Travel to be transformed

The top places and activities of interest to travellers are **food and dining**, **nature and scenery**, as well as **island and beaches**

Top places and activities of interest during travel



62%

63%

Food and dining



57%

62%

Nature and scenery



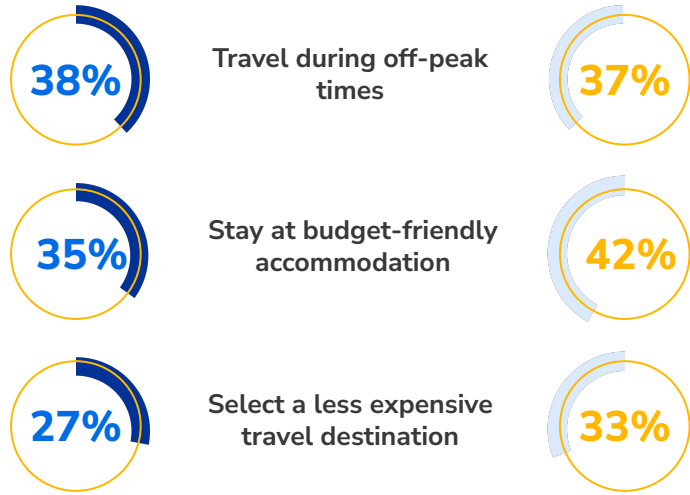
40%

45%

Islands and beaches

Top ways travellers reduce costs are by **travelling off-peak, choosing more budget-friendly accommodations or travel destinations**

Top money saving strategies for travel



When choosing digital travel platforms, travellers look at **cost, variety of options** beyond just accommodations, and the ability to book with **flexible cancellation and refund policies**

Considerations for digital travel platforms



Travellers will **read reviews and compare prices** across multiple digital travel platforms before deciding on the best deal when booking accommodation online

Opinions about digital travel platforms



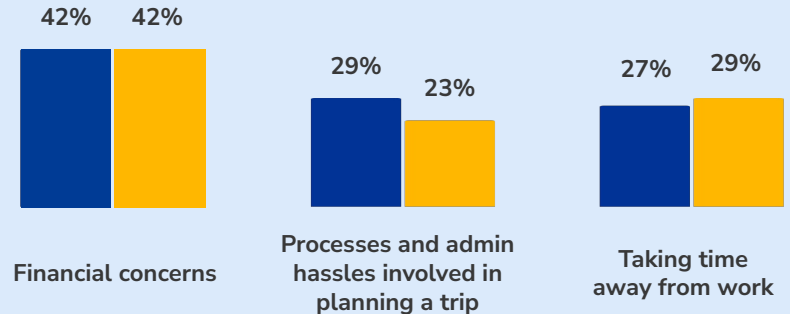
47% 41% I like to read online reviews prior to booking

42% 43% I like to compare prices on other sites/ apps before deciding

31% 26% I like getting notifications about deals and promos

Top travel concerns

Aside from financial concerns and apprehensions about being away from work, travellers are particularly concerned about **having to deal with processes and administrative hassles involved in planning a trip**



Booking.com

#9

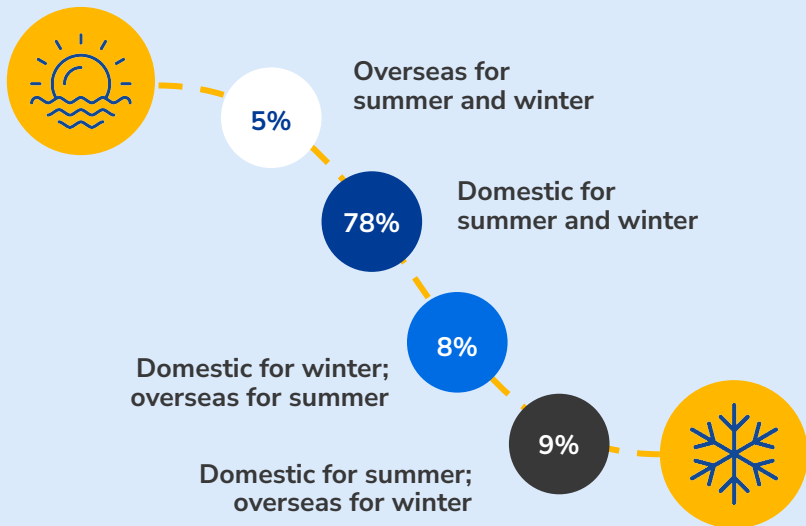
Japan

A deep-dive into local travellers

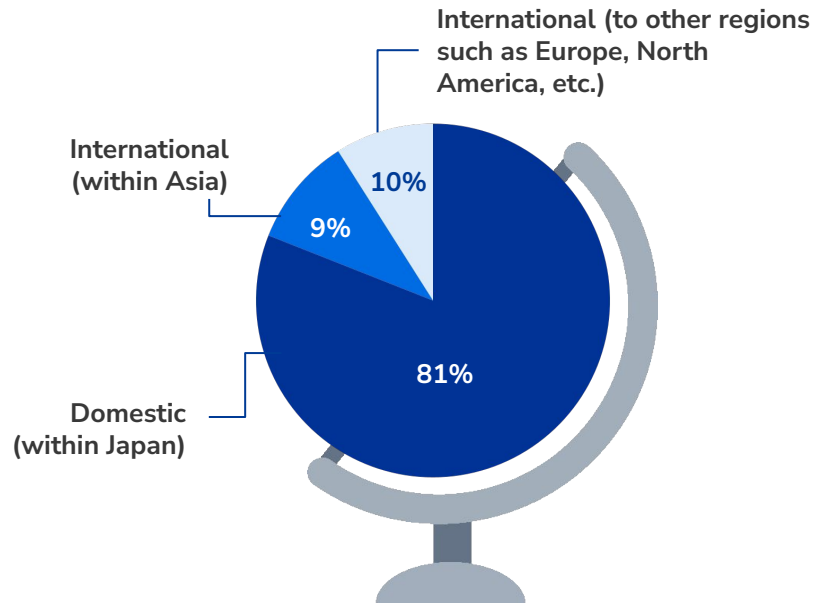


There is a strong preference among travellers to **travel domestically** regardless of seasons or long holiday periods

Travel destinations preferred for summer and winter seasons



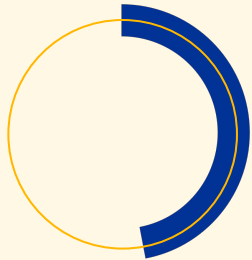
Travel destinations preferred for long holiday periods



1 in 2 of travellers agreed that travelling overseas is **no longer a priority** due to the effects of the COVID-19 pandemic

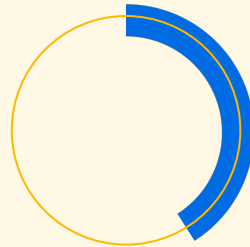
Whether overseas travel is still a priority following the COVID-19 pandemic

47%



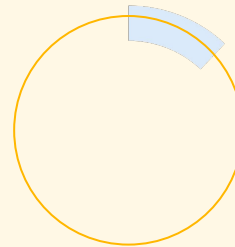
Agree

41%



Neutral

12%



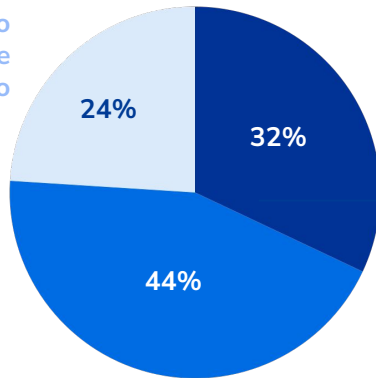
Disagree



About **3 in 10** have the used the National Travel Discount Programme, but mainly for **accommodations**

On usage of the National Travel Discount (NTD) Programme

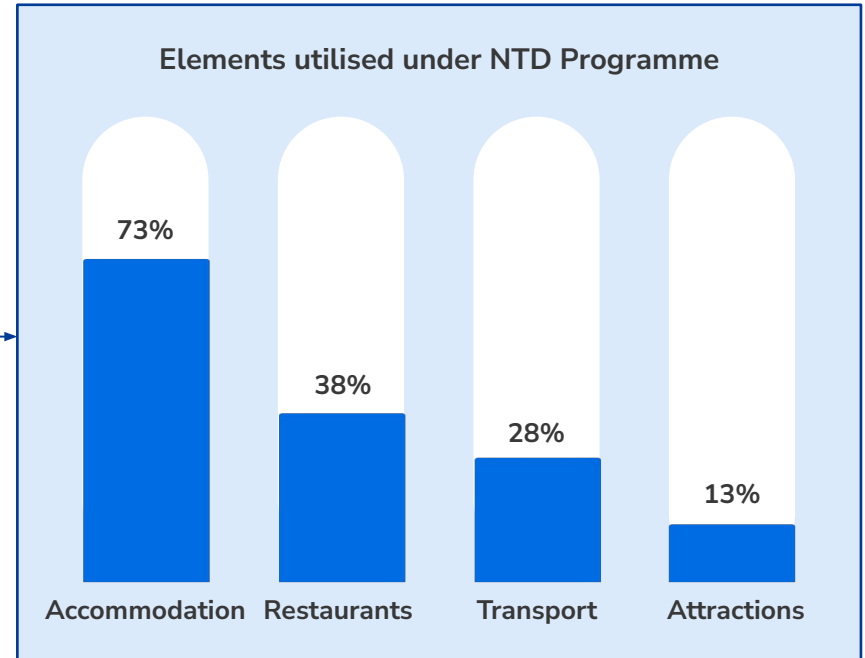
I have yet to do so, but have the intention to



Yes, I have used it already

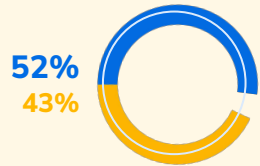
No, I do not plan to use it

Elements utilised under NTD Programme

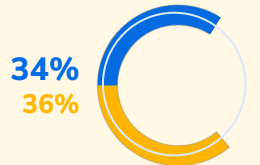


Travellers are **often stressed** and use **travel as an escape** from their routine and find happiness; they also express a desire to travel more frequently and want to **be challenged**

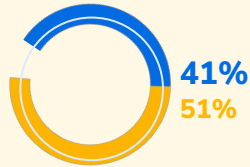
Travel needs and behaviour



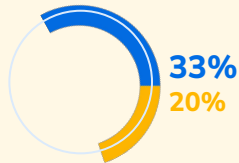
I like to travel to escape from the stresses of life



I would like to travel more often



Travel makes me happy



I want to be challenged by my travel experiences

Travel motivators

Travellers **eagerly anticipate a relaxing holiday with delectable local cuisine**; they are keen on invigorating activities for both the body and mind, driven by health, sports, and overall pleasure



53% / 56%
Travel to relax



46% / 32%
Travel to eat



33% / 22%
Travel for healthier living



The top 3 places and activities of interest to travellers are **food and dining, nature and scenery, and famous tourist attractions**

Top places and activities of interest during travel



67% / **63%**
Food and dining



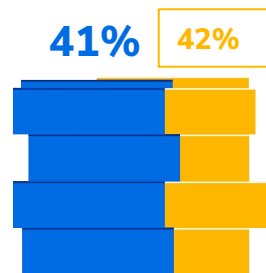
55% / **62%**
Nature or scenery



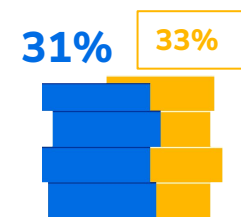
46% / **49%**
Famous tourist attractions or landmarks

Travellers' top cost cutting measures include selecting **budget-friendly accommodations**, opting for **affordable transportation and destinations**, and selecting a **less expensive travel destination**

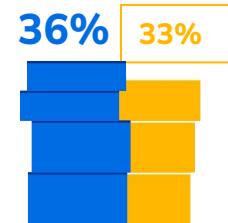
Top money saving strategies for travel



Stay at budget-friendly accommodation



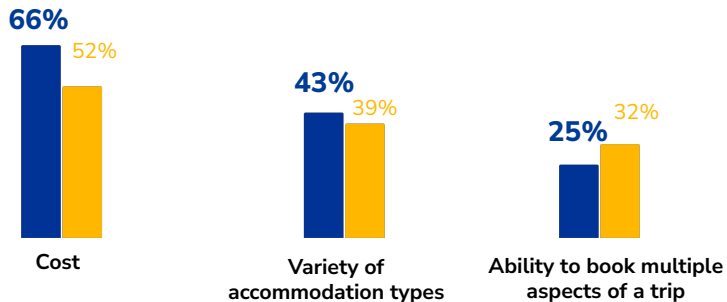
Selecting a less expensive means of travelling



Selecting a less expensive travel destination

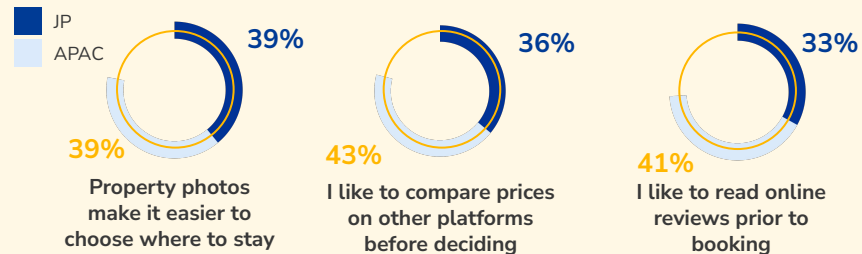
Travellers are **highly cost sensitive**. Cost, accommodation options, and the ability to book multiple aspects of a trip are the most important factors when choosing digital travel platforms

Considerations for digital travel platforms



Travellers will **read reviews, check out property photos, and compare prices** across multiple digital travel platforms before deciding on the best deal when booking accommodation online

Opinions about digital travel platforms



They are the **most fearless travellers with "no concerns"** - **3x higher** than the average APAC traveller

Top travel concerns



No concerns at all



Financial concerns



Fear of contracting COVID-19 or other diseases while on vacation

Booking.com

#10

Vietnam

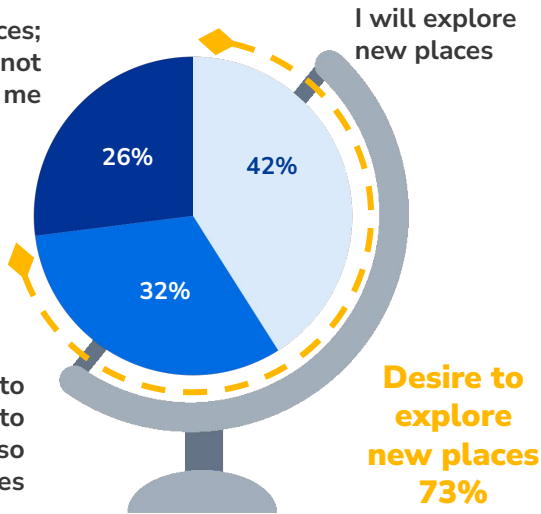
A deep-dive into local travellers



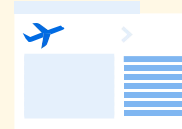
If price was not a concern, travellers would visit international destinations as part of their motivation to explore new places

Mindset towards leisure travel

Prefer familiar places; new destinations are not too much a priority to me



Travel destination preference, if price was not a concern



38% International

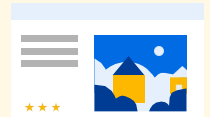
32% Domestic

Depends on the destinations

23%

Depends on the travel companion (e.g. solo, friends, or family)

7%



Majority of travellers agree that the **pandemic has changed the way they travel**, preferring more scenic travels or prioritising more family holidays

Changes in travel habits as a result of the pandemic

53%

I prefer natural scenery more

52%

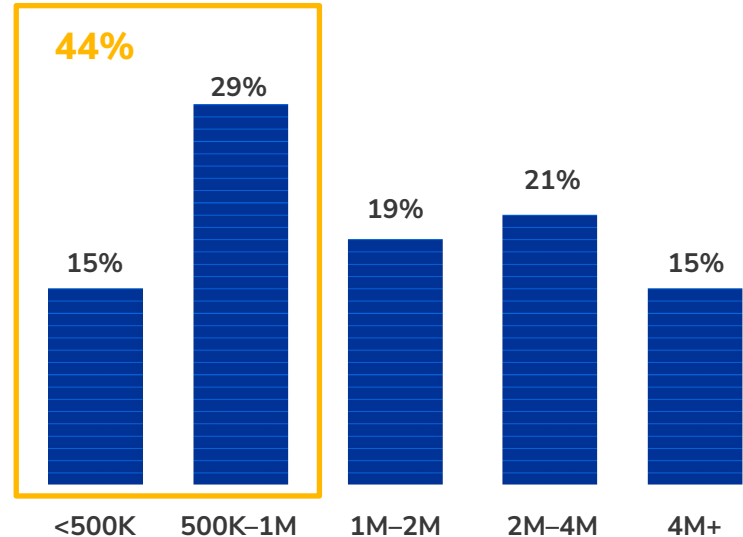
I want more trips to spend quality time with my family

40%

I travel more mindfully

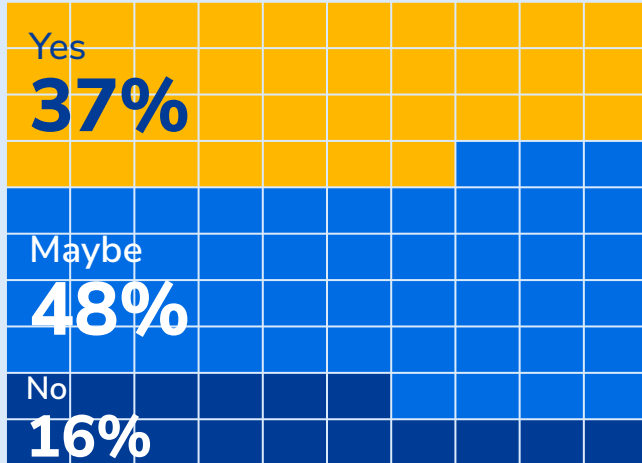
Accommodation budget varies greatly, with the **majority (44%) only willing to pay up to 1 million VND per night**

Preferred domestic accommodation budget (VND) per night



With China Mainland's borders reopened, **1 in 3 travellers** show interest to visit the country this year

On interest in travelling to China Mainland as their borders reopened



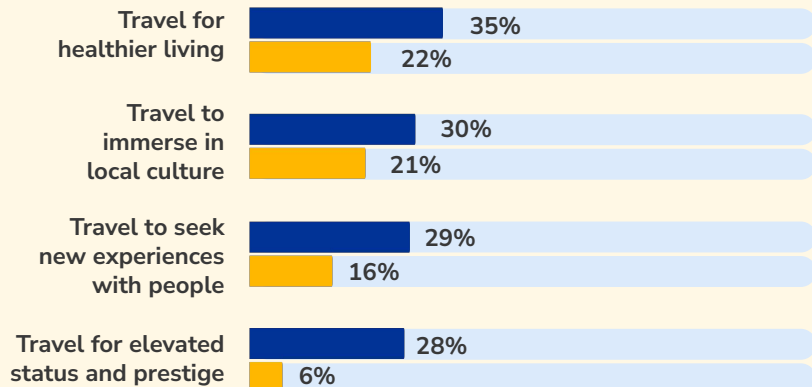
Travellers are more likely to crave for **challenging travel experiences** and **would like to explore more of their own backyard**

Travel needs and behaviours



Travel motivators

Travellers prioritise travel experiences that give them a sense of **prestige**, surpassing the average APAC traveller in their **pursuit of recognition and elevated status**



Top places and activities of interest during travel

Travellers are most likely to opt for **sports or physical activities** during travel



61% / 45%

Islands and beaches



60% / 31%

City



45% / 17%

Sports or physical activities

To minimise costs, travellers will opt for **off-peak travel times, leverage loyalty programs**, and are open to **homestays with friends or family**

Top money saving strategies for travel



44% / **37%**

Travel during off-peak times



43% / **20%**

Use loyalty programmes to offset cost

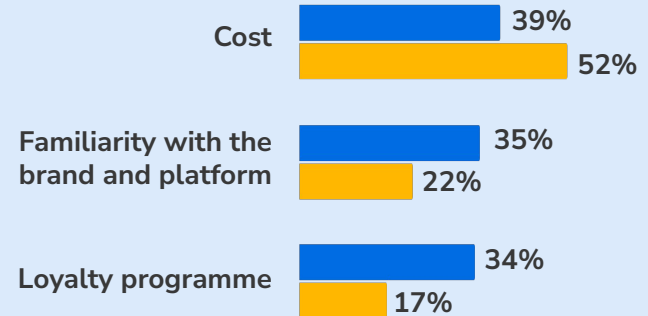


28% / **33%**

Selecting a less expensive means of travelling

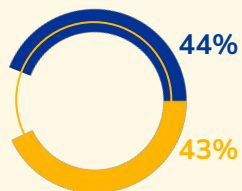
VN travellers place particular emphasis on **brand and platform familiarity and loyalty programmes** when choosing digital travel platforms

Considerations for digital travel platform

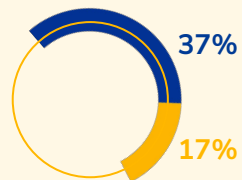


Travellers perceive **all digital travel platforms to be similar**, where they will compare prices across multiple platforms for the best deals

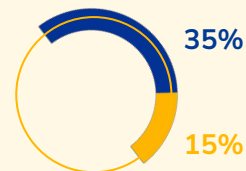
Opinions about digital travel platforms



I like to compare prices on other digital travel platforms before deciding



No single digital travel platform has the lowest prices all the time



Digital travel platforms are all the same

Top travel concerns

Travellers are most **concerned about their financial situation**, as well as health risks during travel and potential travel disruptions



40% / 42%

Financial concerns



40% / 30%

Fear of contracting COVID-19 or other diseases



35% / 27%

Concerned about travel disruptions

Booking.com

#11

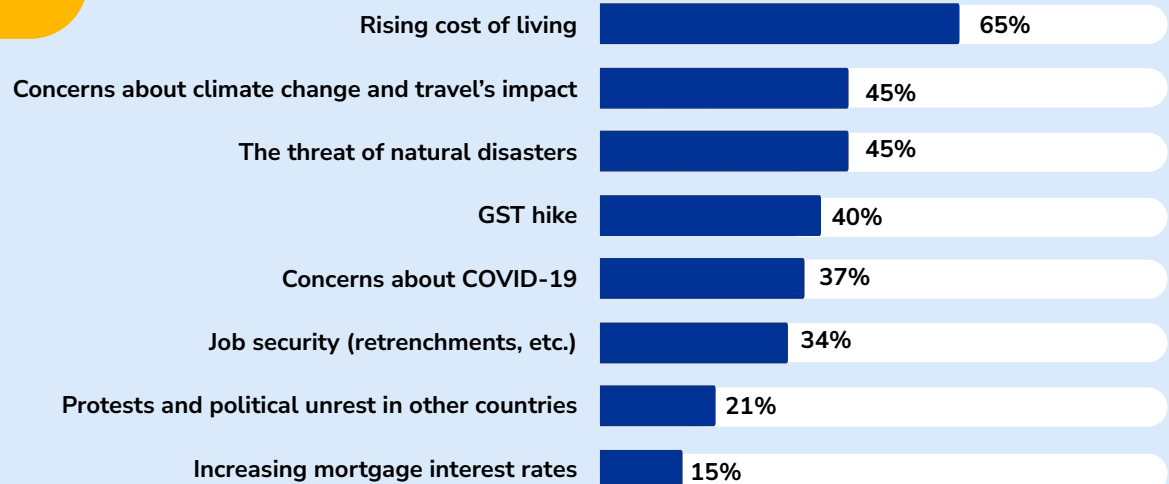
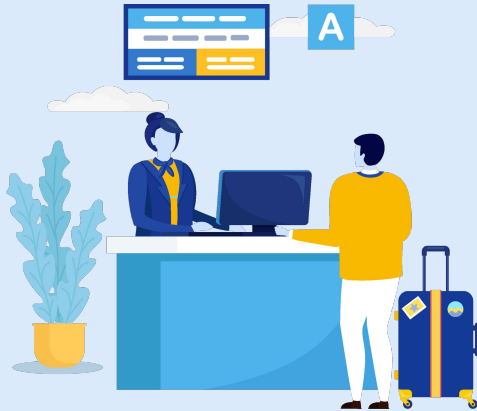
Thailand

A deep-dive into local travellers

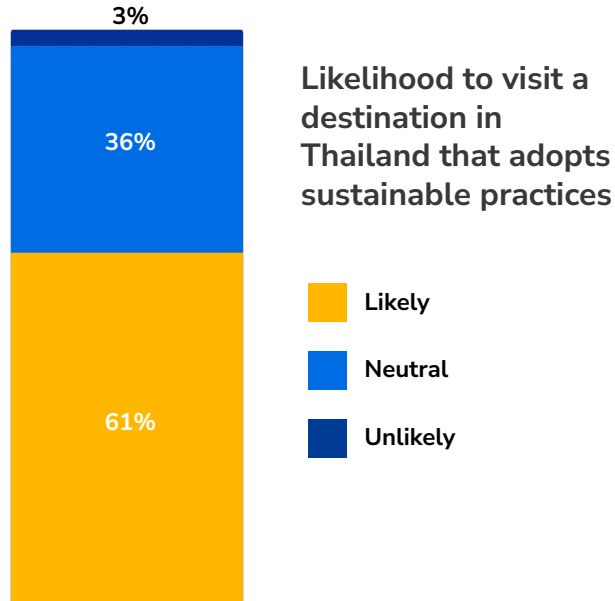


Apart from the rising cost of living, **climate change and natural disasters**, are the top factors that impact travellers' decisions

Factors that will impact upcoming travel decisions

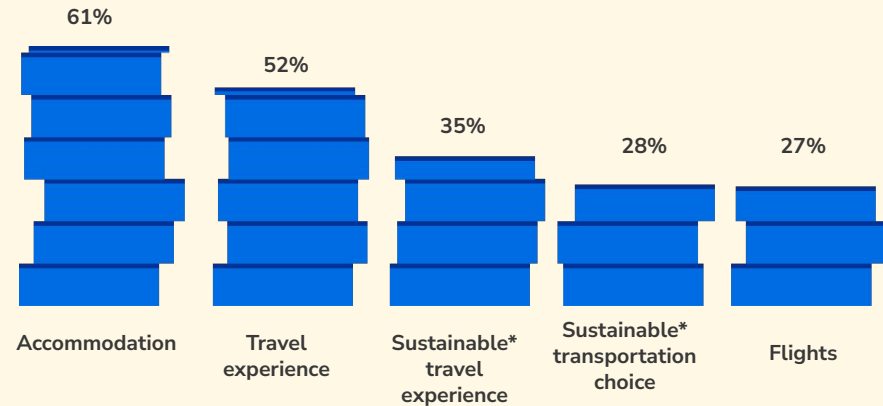


3 in 5 travellers are likely to visit a local sustainable destination



Travellers will allocate the highest budget on **accommodation (61%)**, with **flights (27%)** last

Priority elements for travel spend



**This can be anything organised by the local community, anything that can circulate the income to the local community, and leaves less carbon footprint*

Travellers would be most willing to pay extra for **breakfast**, **tours** and **activities**, and **room upgrades** at their accommodation

Top additional services travellers are willing to pay for



44%

Breakfast



29%

Tour and activities



24%

Room upgrade



20%

Spa and sauna



20%

Transport to airport
or city



20%

Room service

Travellers crave for **new and challenging travel experiences**, are interested in **less well-known destinations**, and would like to **explore more of their own country**

Travel needs and behaviours



31%

20%

I want to be challenged by my travel experiences



18%

27%

I like to explore more of my own country



26%

21%

I like travelling to less well-known destinations



54%

51%

Travel makes me happy

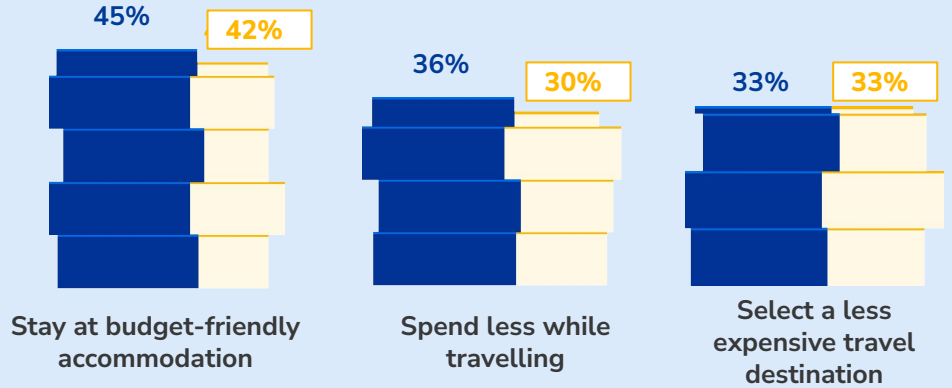
Travellers eagerly anticipate a **rejuvenating holiday filled with delightful local cuisine**, while also being fuelled by their **curiosity to learn** and their **desire to connect with people** during travel

Travel motivators



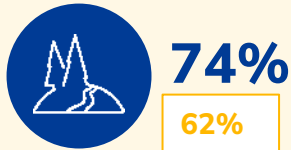
Top money saving strategies for travel

Travellers prioritise cost by opting for **budget-friendly accommodations**, adopting an overall **mindfulness in spending** and in their **choice of destination**

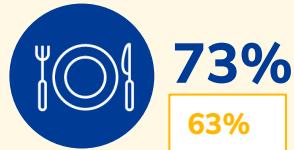


Travellers are particularly interested in **nature and scenery**, **food and dining**, and **islands and beaches**

Top places and activities of interest during travel



Nature and scenery



Food and dining



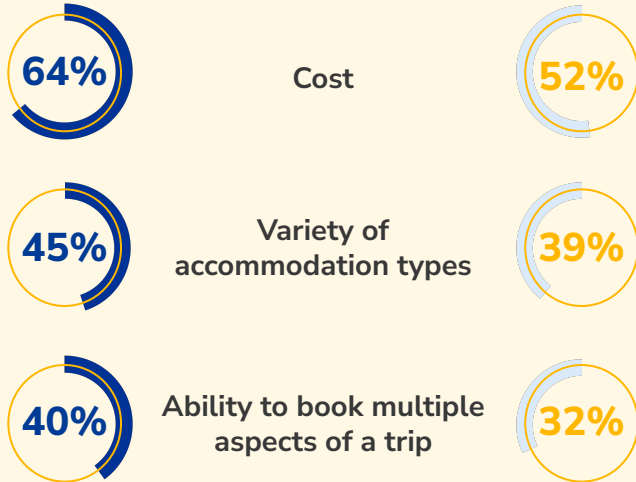
Islands and beaches



Famous tourist attractions and landmarks

Travellers are **highly cost sensitive**, and seek a good variety of accommodation types when choosing digital travel platforms

Considerations for digital travel platforms



Top travel concerns

Travellers are concerned about their **financial situation**, the **uncertain economic outlook**, and are **worried about health risks during travel**



57% / **42%**
Financial concerns



39% / **27%**
Uncertain economic outlook

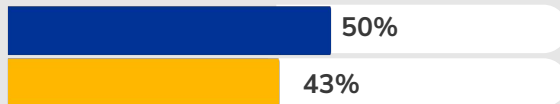



36% / **30%**
Fear of contracting COVID-19 or other diseases

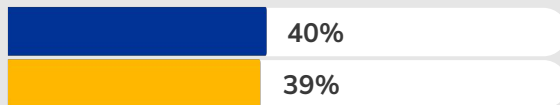
Opinions about digital travel platforms


Travellers will **read reviews**, **check out property photos**, and **compare prices** across multiple digital travel platforms before deciding on the best deal when booking accommodation online

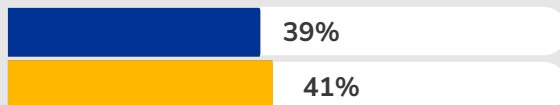
 I like to compare prices on other digital travel platforms before deciding





 Property photos make it easier to choose where to stay



 I like to read online reviews prior to booking



 TH  APAC

Travellers are more likely to travel domestically if there were options that feature **nature**, an **authentic local experience**, and **promotions** from travel-related companies



Interests that would encourage domestic travel

