2016 Singapore Luxury Travel Consumer Report

Description: This Singapore market report is based on findings from the Affluent Insights™ Luxury Travel Survey which was fielded online in Singapore in April/May 2016.

We interviewed 306 respondents, all of the respondents were defined as affluent with minimum annual household income.

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

Extract of Key Implications to Brands:

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

1. Tokyo
2. Hong Kong
3. Bangkok
4. Seoul
5. Taipei
6. Bali
7. Kuala Lumpur
8. Osaka
9. Sydney
10. Melbourne

- Singaporean are optimistic about increasing travel. Singaporean travelers remain highly optimistic about the coming next 12 months. 3 out of 5 believe their family life will be better, they will have more disposable income, and almost 4 in 5 continue to be more likely to travel abroad for a vacation.

- You need to meet consumer expectations about luxury. Higher quality provided by luxury brands increasingly remains the main reason to buy them, and uniqueness and exclusivity are quickly gaining in importance. Luxury brands are also used by most to elevate one's status.

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