2016 Malaysia Luxury Travel Consumer Report

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

We interviewed 304 respondents, all of the respondents were defined as affluent with minimum annual household income.

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

Key Implications to Brands:

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

1. Tokyo
2. Seoul
3. Singapore
4. Sydney
5. Melbourne
6. Bangkok
7. Hong Kong
8. Taipei
9. Maldives
10. Perth

- We can expect outbound travel to grow despite general decrease in planned consumption. Although there is a negative outlook across most metrics, including the decrease in confidence on having more disposable income in the future, the Malaysian traveller expects to travel more than they did last year.

- Luxury use is becoming more prosocial. While superior quality remains the primary motivation for using luxury brands, it has fallen in importance. Factors that are increasing in importance include recognisability and the use of the brand by people the individual looks up to.

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