2016 Asian Luxury Travel Consumer Report

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

It Covers eight Asian markets:

- China
- India
- Hong Kong
- Singapore
- Malaysia
- South Korea
- Taiwan
- Japan

It features a total of 2,441 respondents (300+/market). All respondents were defined as affluent with annual household incomes.

Content is partially trended to 2015 to look at shifts in trends.

Key Implications to Brands:

Top destinations for planned trips in the next 12 months:

1. Tokyo
2. Osaka
3. Hong Kong
4. Singapore
5. Seoul
6. Paris
7. Bangkok
8. Taipei
9. London
10. Sydney

- We can expect travel to grow. Optimism is even higher than a year ago for affluent travelers in the region to increase their overseas leisure trips.

- You need to meet travelers expectations of luxury. The new traveller is seeking luxury in the way they travel
- Indians are wanting to fly first class and stay in five star hotels. 7 in 10 Affluent Asians plan to travel more luxuriously.

- You should not focus only on the Chinese traveller. While China is the leading leisure travel source market, Singaporeans are the most frequent travelers, and while Tokyo is a top destination for the Chinese visitors, tourists across the region are now heading there.

Contents:

1. Introduction
2. Study methodology and sample
3. Executive summary of findings
4. Section A: Luxury Purchase Behaviour and Travel
   - Agreement to statements on future outlook
   - Agreement to statements on luxury
- Agreement to statements on motivators to buy luxury
- Luxury Purchase Motivations
- Luxury Purchase Preferences
- Luxury through Digital Channels

5. Section B: Luxury Consumption
- Categories purchased in the last 12 months
- Categories planning to purchase in next 12 months
- Next Big purchase for each market

6. Section C: Travel Destinations and Travel Brands
- Top 3 Holiday Destinations Abroad
- Top 3 Hotel Brands
- Top 3 Cruise lines
- Top 3 Airlines

7. Section D: Travel Behavior
- Number of Trips in the past 12 months - Leisure & Business
- Class of service for air travel
- Travel preferences
- "very influential" factors in destination choice
- Popular Travel Experiences and Activities
- Popular Destinations and Activities from Each Market

8. Section E: How Travel is Researched and Booked
- How Travel is Researched and Booked
- Websites Used to Research/Book Travel in Each Market

9. Section F: Right Media to Reach the Affluent
- Sources of Awareness: Top 3

10. Frequency of Use of Social Media Channels
- Appendix A: Details on Luxury Products Brands
- Appendix B: Details on Travel Destinations and Brands
- Appendix C: Details on Right Media to Reach the Affluent
- Appendix D: Profiling and Demographics

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3789190/](http://www.researchandmarkets.com/reports/3789190/)

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>2016 Asian Luxury Travel Consumer Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3789190/">http://www.researchandmarkets.com/reports/3789190/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCH35XUA</td>
</tr>
</tbody>
</table>

Product Format
Please select the product format and quantity you require:

Quantity
Electronic (PDF) - Single User: USD 36000

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr □</th>
<th>Mrs □</th>
<th>Dr □</th>
<th>Miss □</th>
<th>Ms □</th>
<th>Prof □</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td>Last Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:

Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:

(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World