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.

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