

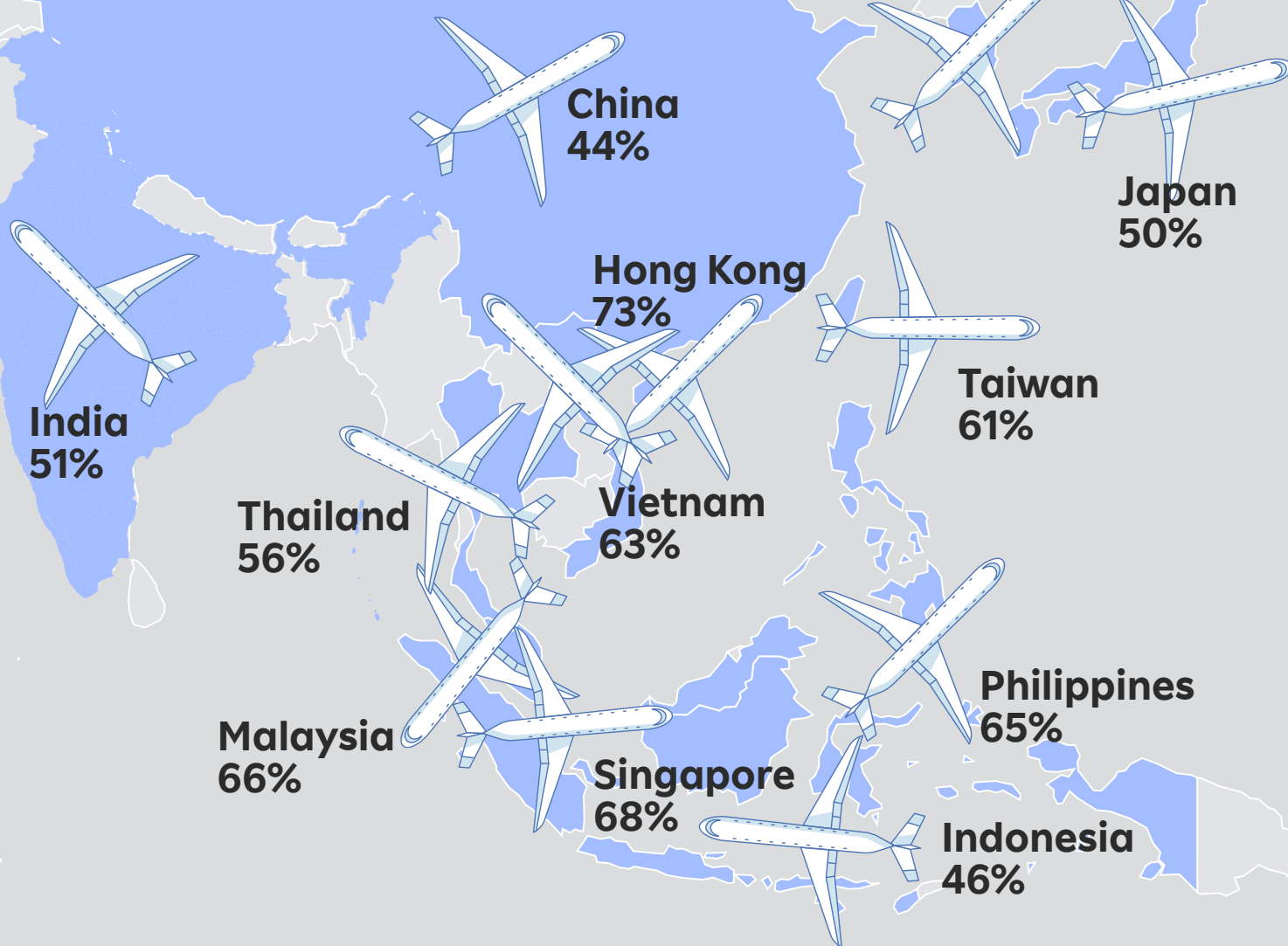
Travel intention in Asia

Consumers will need to be reassured on their concerns over the safety of travel. An increase in cost and lower value for money is expected and can be managed. The concern over safety may be more difficult to overcome.

South Korea & Hong Kong are most eager to travel overseas once restrictions are lifted. This may reflect geography of these markets or the intensity of the lockdown experience during the pandemic.

Japan (34%) is the preferred location of travel once restrictions are lifted. The time forced without travelling may lead to a preference for more exotic locations or shopping trips from Hong Kong & Taiwan.

Do you intend to travel overseas once border restrictions are lifted? - YES



Data seems to indicate that **business travel is set to return more slowly, with only 7% indicating business as the reason for travel.** Personal leisure is the primary motivation (69%), as consumers seek respite from the challenges of the pandemic.

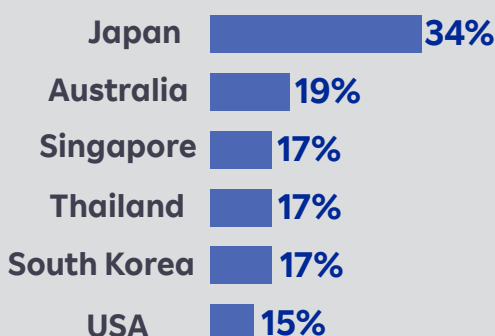
Least willing to travel is China (44%) & Indonesia (46%) which may indicate a greater concern that the pandemic will continue. Conversely, these markets may be encouraging domestic travel & 'staycations' more than others.

The **importance of hygiene after the COVID pandemic** can be seen in **cleanliness (53%)** being the third most important factor in hotel choice, **behind value for money (65%) and location (56%).**

PURPOSE OF TRAVEL



FAVOURITE DESTINATION



MAIN CONCERNS

