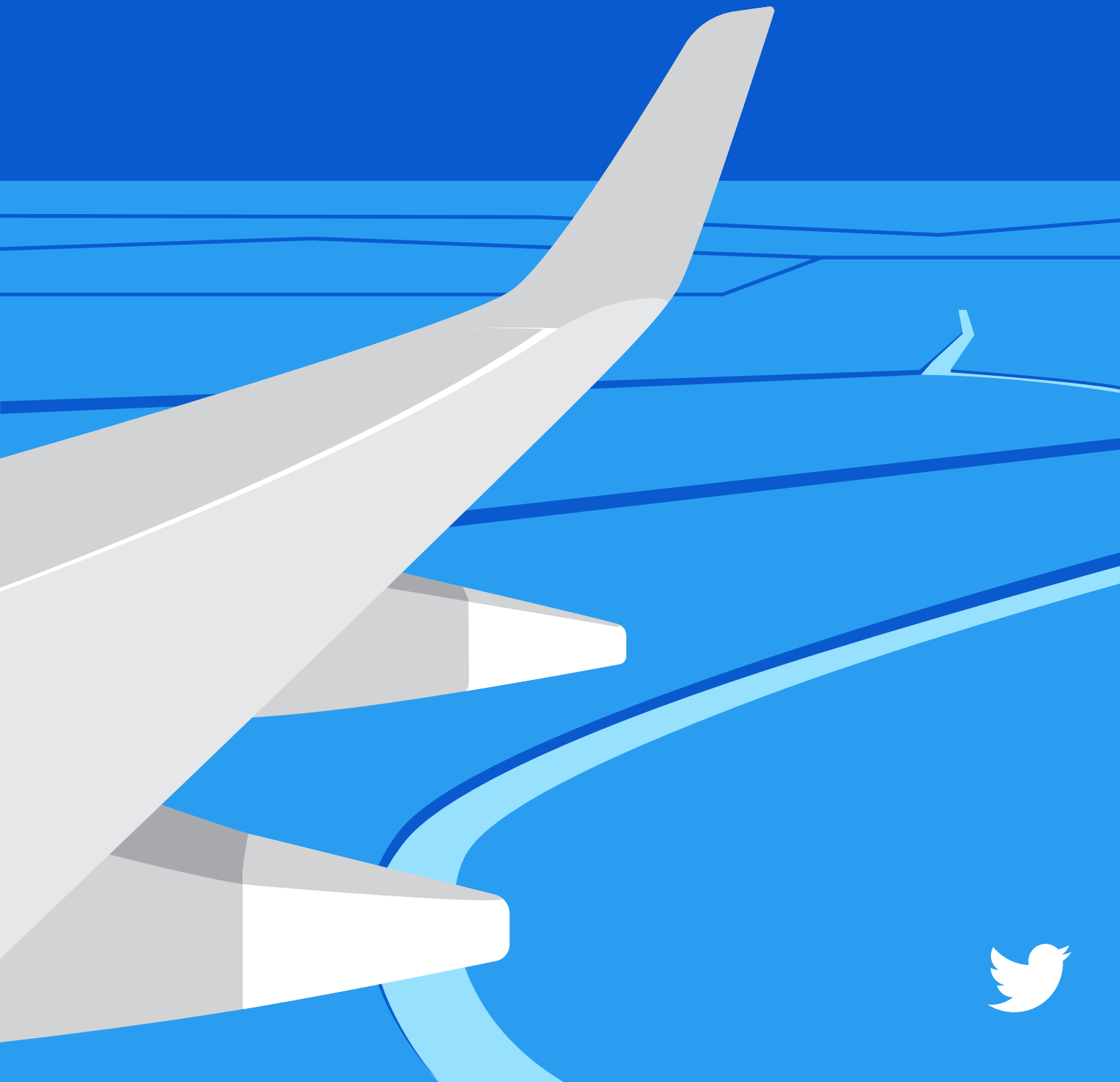


#TwitterInsights

#WhatsHappening GLOBAL TRAVEL

Southeast Asia 2019 Edition





Global trends on travel

1 Achievement is the new Experiential

Overcoming challenges, feeling a sense of accomplishment, and learning a little more about yourself is tremendously rewarding.

2 Multigenerational travel

Travellers are going on more extended family trips, as parents and grandparents enjoy watching younger members of their brood enjoy themselves.



7 in 10

families globally take at least two family vacations a year

66%

of Thai travellers have taken a holiday with grandparents

54%

of Indonesian travellers have taken a holiday with grandparents



Global trends on travel

3 'Last-chance' travel

Making sure one experiences the world's most amazing sights before they change or disappear entirely, is driving the trend for "last chance travel".



+19%

increase in visitors from Europe to the Great Barrier Reef in 2017



23%

of visitors to Northwest Territories to view the Northern Lights



+25%

increase in 2017 visitors to Israel, where the Dead Sea is drying up

4 From FOMO (Fear of Missing Out) to JOMO (Joy of Missing Out)



The Global Wellness Institute estimated that from 2015 - 2020, health and wellness travel would increase by 43% to \$808 billion.

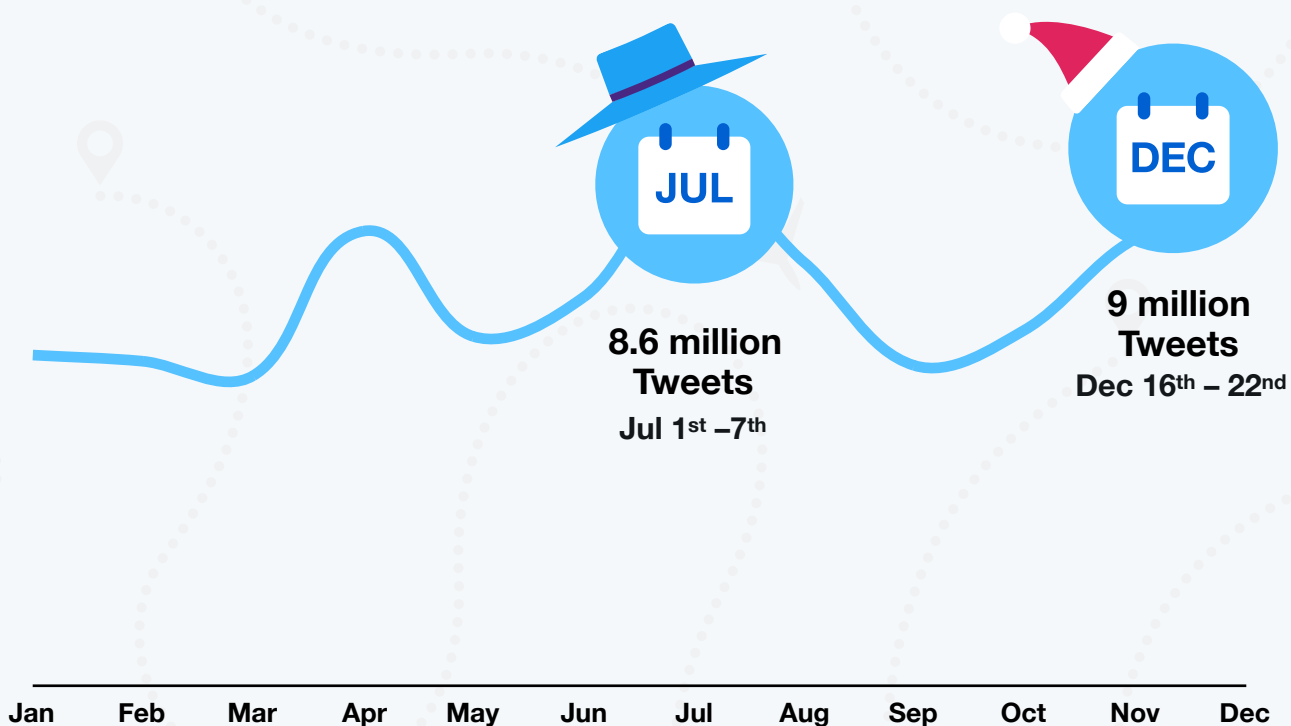
At Six Senses Bhutan, visitors journey across five lodges, each based on one of five key pillars of Bhutan's "Gross National Happiness Index."

Source
<https://capricornenterprise.com.au/2018/03/massive-increase-visitors-europeuk-southern-great-barrier-reef-destination/>
<https://www.straight.com/life/1115786/air-canada-boosting-vancouver-flights-yellowknife-due-growth-aurora-viewing-tourism>
<https://www.stuff.co.nz/travel/news/102116961/once-a-bustling-tourist-attraction-the-dead-sea-is-rapidly-disappearing>
<https://www.wexinc.com/insights/blog/wex-travel/wellness-travel/>
<https://www.traveldailynews.asia/global-wellness-summit-releases-eight-wellness-trends-for-2>



Travel is happening on Twitter

Globally, there were 354 million Tweets about travel in 2018



Net positive sentiment, overarching emotion is joy



Top Tweeting countries



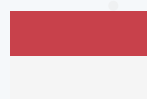
USA



UK



India



Indonesia



Canada



Twitter travellers are more willing to explore new destinations

21%

of Twitter users globally have taken a medium / long-haul vacation abroad in the past 6 months

vs.

17%

of non-Twitter users

27%

of Twitter travellers in Asia Pacific strongly agree that they are open to trying new destinations

vs.

15%

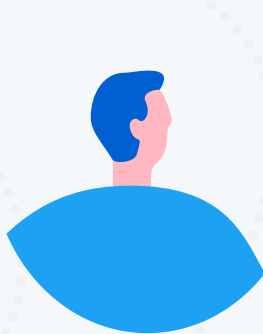
of non-Twitter travellers in Asia Pacific





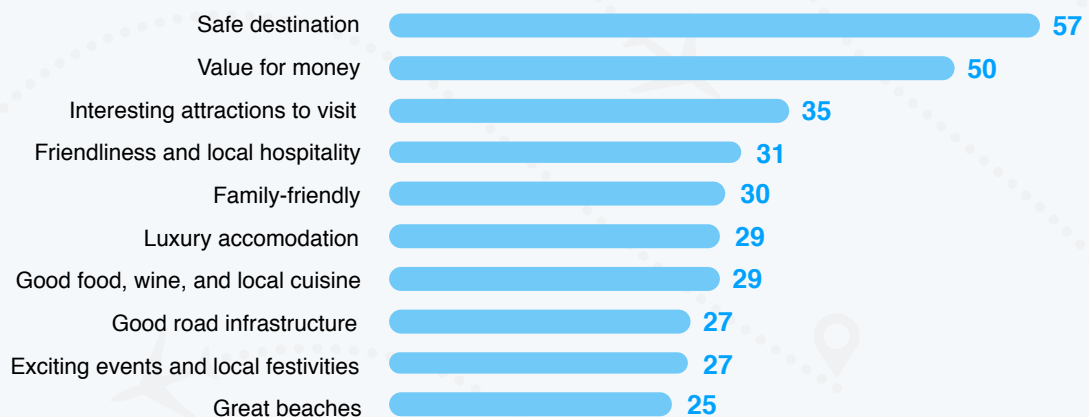
What do Twitter travellers value in a destination?

Safety and being value for money are top considerations for Twitter travellers when choosing a holiday destination



- 1 in 2 seek destinations which offer value for money
- Comfort is more important to US travellers vs. UK travellers
- US travellers seek luxury, family - friendliness, and good infrastructure
- UK travellers are drawn to wildlife, local attractions, and beaches
- European (France, Germany, Spain) travellers seek out rich cultural heritage and appreciate good value

Top considerations amongst global Twitter travellers



Values are in %

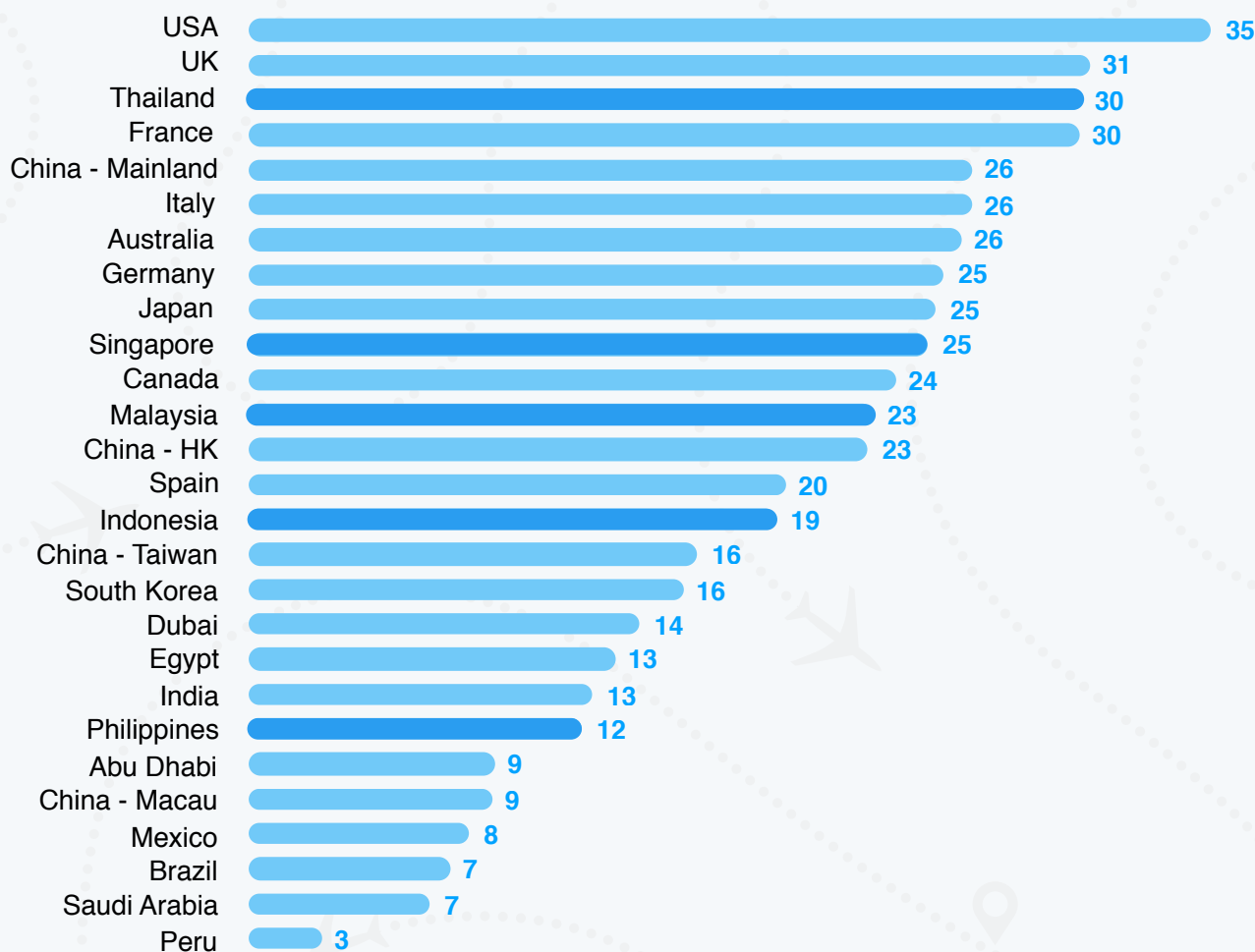


Where do Twitter users travel to?

Twitter travellers travel to Southeast Asia – Thailand and Singapore in top 10 destinations ever visited

Amongst global Twitter travellers, Malaysia and Indonesia within top 20 destinations ever visited

Top destinations visited amongst global Twitter travellers

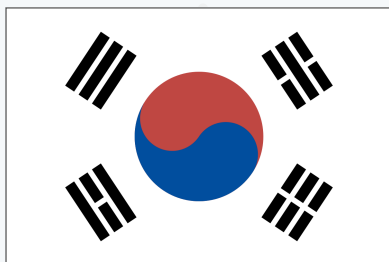


Values are in %

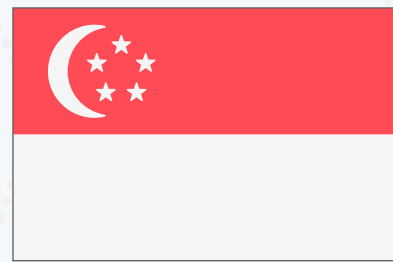


Which countries have the most active Twitter travellers?

Twitter travellers from South Korea take the highest number of international trips for leisure, followed by those from Singapore, Australia, and USA.



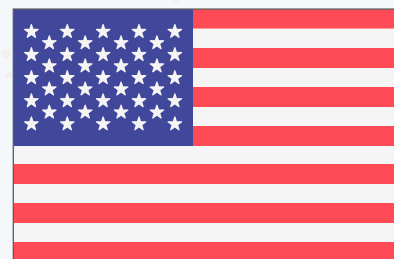
13.9%



12.7%



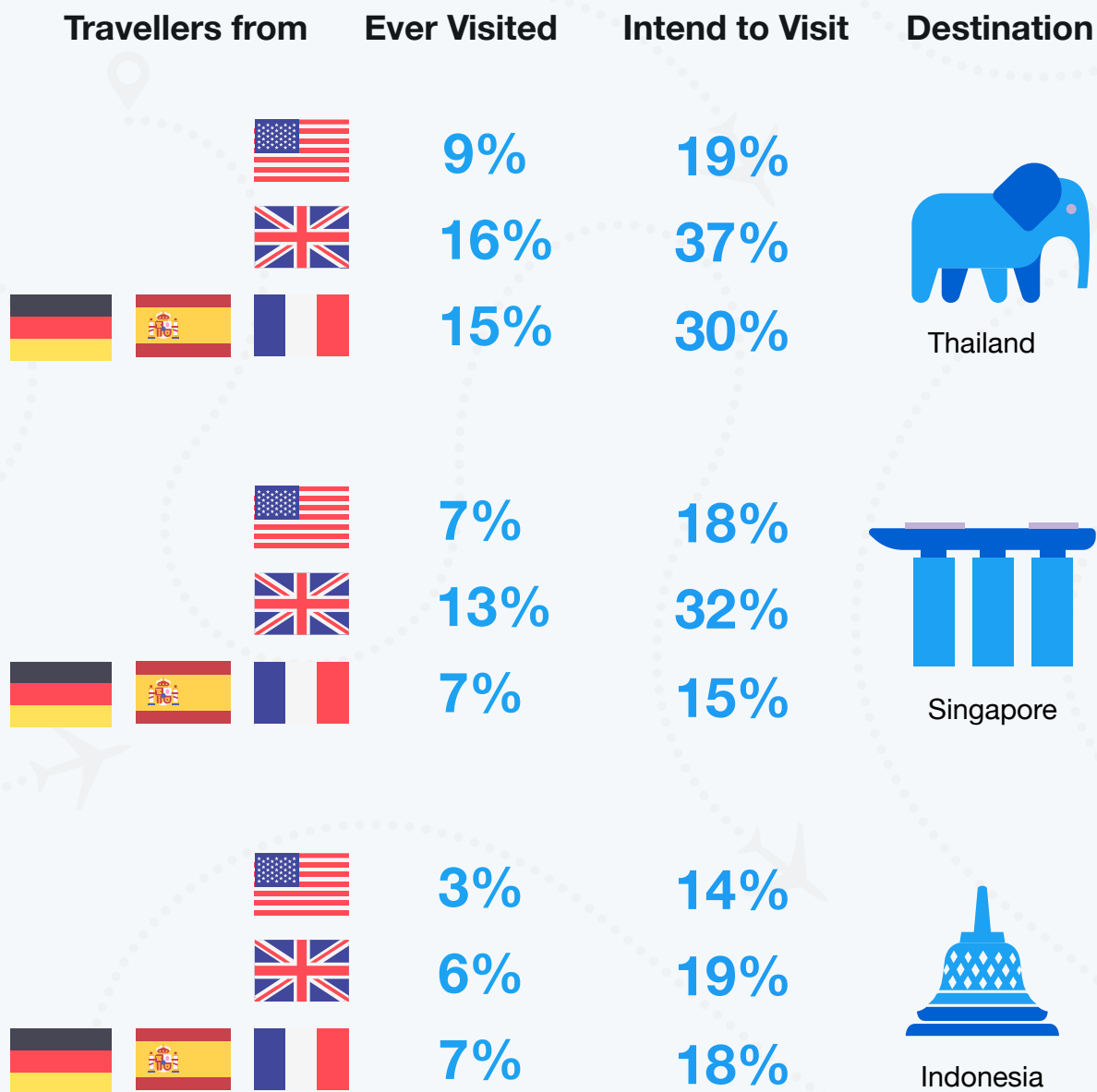
11.8%



11.5%



High increase in future intent to visit Southeast Asia among Western travellers



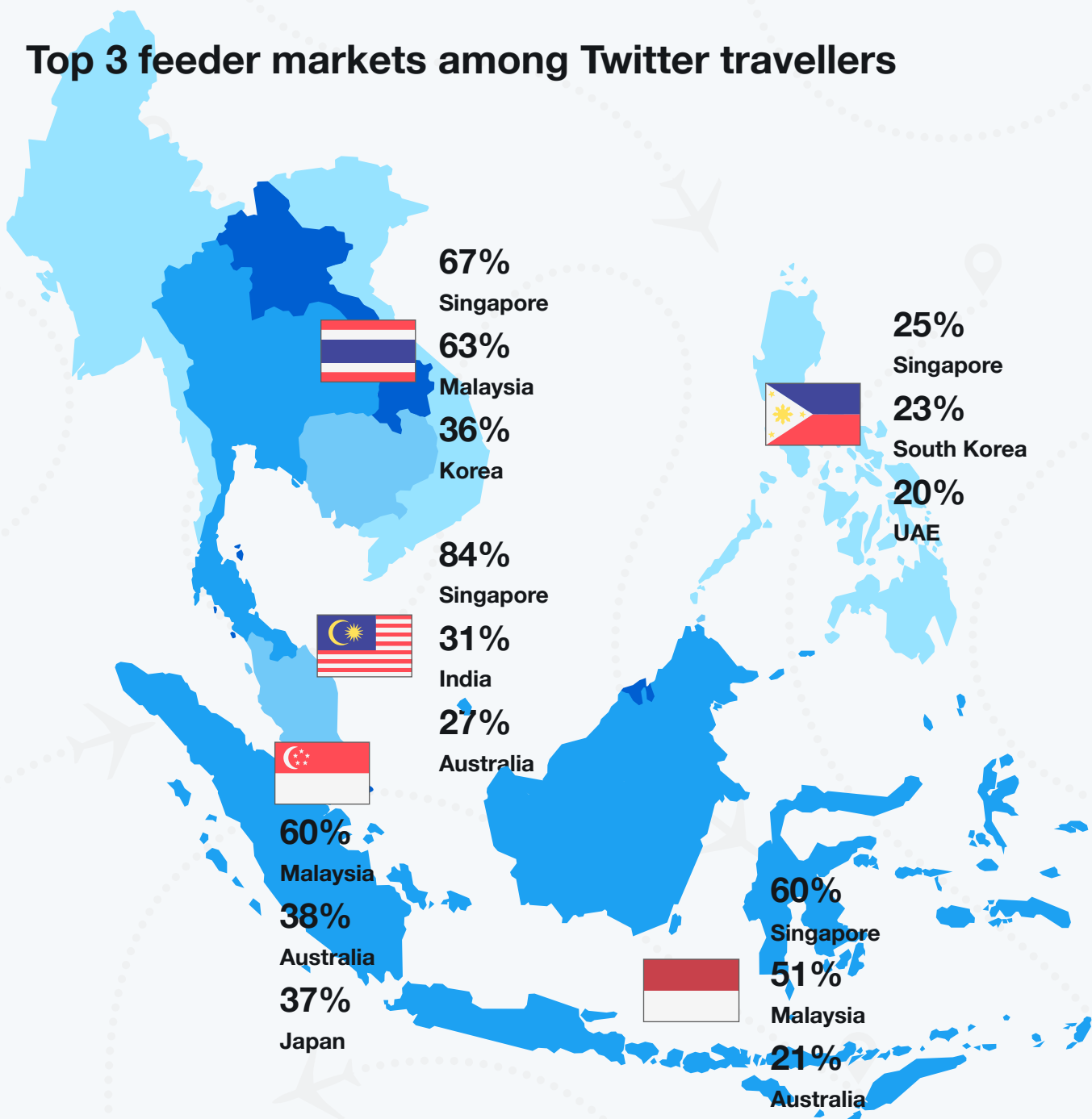
Among Twitter travellers

Source: Twitter Travel Study 2018



Destination SEA: Where do travellers come from?

Top 3 feeder markets among Twitter travellers

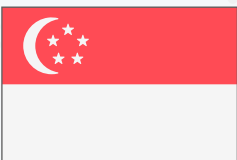




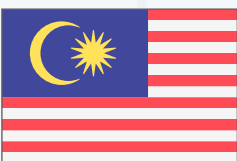
Unique cuisine, rich heritage, and good value attract travellers to Southeast Asia



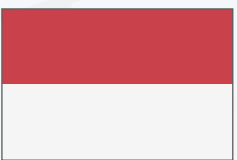
Local cuisine
World class beauty and natural environment
Interesting attractions



Local cuisine
World class beauty and natural environment
Rich history and heritage



Great shopping
Interesting attractions
Vibrant city lifestyle



Rich history and heritage
Safe and secure
Value for money



World class beauty and natural environment
Local cuisine
Value for money





Twitter presents an opportunity for brands to reach the most receptive audience

Twitter users are always listening out for holiday ideas and social shapes their destination choices



26%

Twitter travellers are always listening out for holiday ideas

VS.

16%

of non-Twitter travellers

22%

strongly agree that they are more likely to consider destinations they see advertised or on social media

VS.

9%

of non-Twitter travellers



#LetsChat

With this information, brands can speak directly and more effectively to a Twitter audience that's already engaged and receptive to travel messaging. By understanding where they intend to head to and why, you'll be able to tailor your message directly to your audience.

Speak with our client partners at travel-sea@twitter.com to gain more insights and learn how to connect with your most valuable audience.

Other research modules available upon request:

#AirlinePerception

#CreativeEvaluation

#DestinationDeepDive

#TravellerDeepDive



Thank you