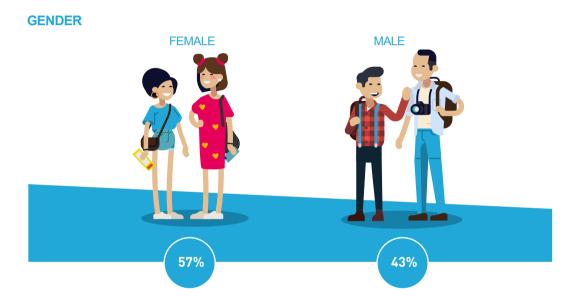
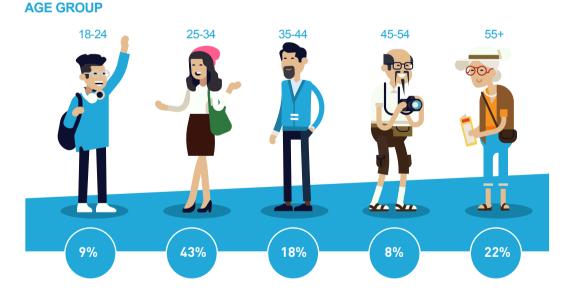


#### **GENERAL TRAVELLER PROFILE**





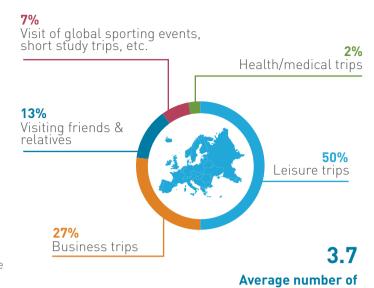
### **MALAYSIANS ARE FAMILY-ORIENTED TRAVELLERS**



## MOTIVATIONS TO HOLIDAY IN EUROPE



# **PURPOSE OF TRAVEL TO EUROPE** (IN LAST 5 YEARS)

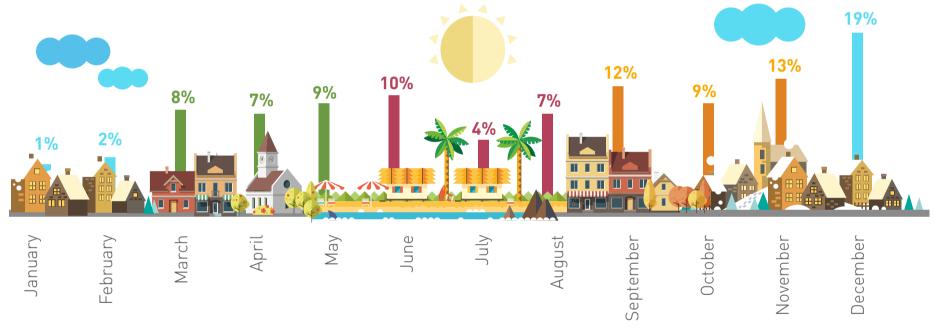




### WINTER BREAKS IN EUROPE APPEAL TO MALAYSIAN TRAVELLERS (% OF RESPONDENTS)

holiday trips to Europe

in last 5 years







- Undertaken during the period March to July 2019, the study focused on primary research in four South-East Asian markets (Malaysia, Indonesia, Thailand and Singapore). The research involved online interviews and focus groups with consumers as well as interviews with the travel trade.
- Online consumer interviews (quantitative) were conducted among 1,000 respondents.
- Online focus groups (4) were conducted, one in each travel source market.
- Travel trade interviews were undertaken with a total of 14 representatives in the four countries.

