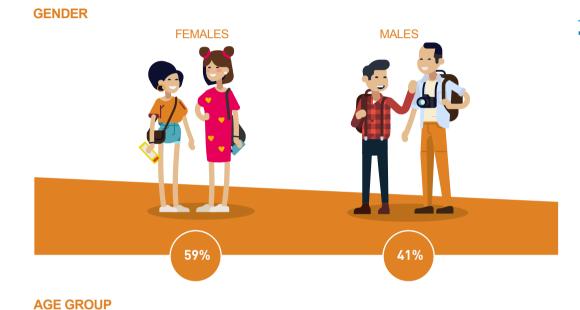
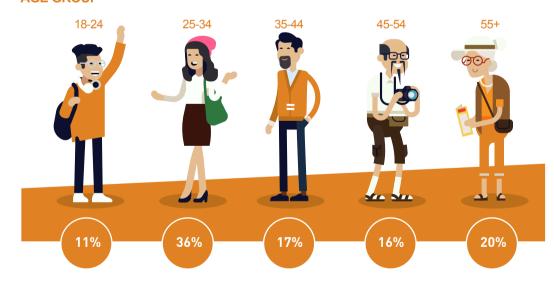


GENERAL TRAVELLER PROFILE





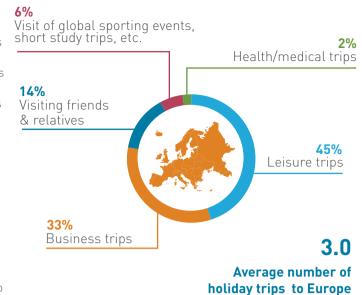
SOLO TRAVEL IN EUROPE IS A GROWING TREND AMONG SINGAPOREANS



MOTIVATIONS TO HOLIDAY IN EUROPE



PURPOSE OF TRAVEL TO EUROPE (IN LAST 5 YEARS)

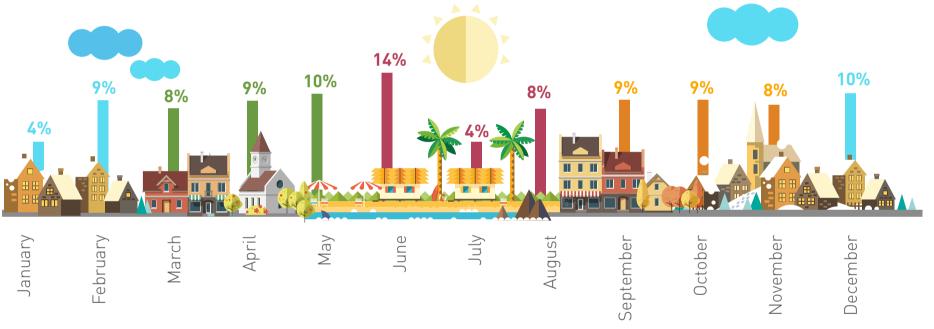




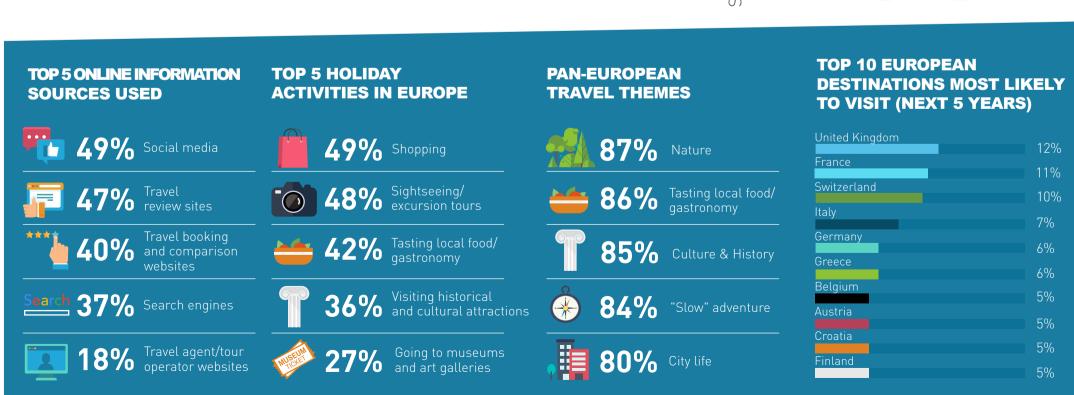
US\$1,800

→ US\$220

TRAVEL TO EUROPE FOR SINGAPOREANS IS ROUND-YEAR (% OF RESPONDENTS)



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.