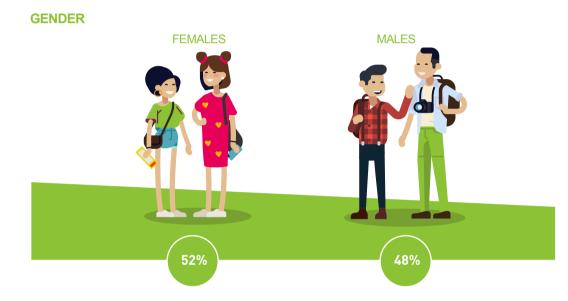
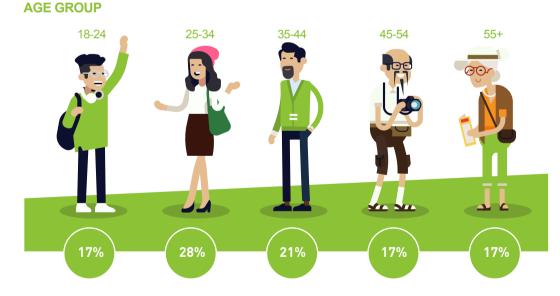
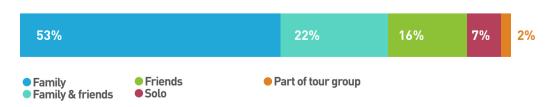


#### **GENERAL TRAVELLER PROFILE**





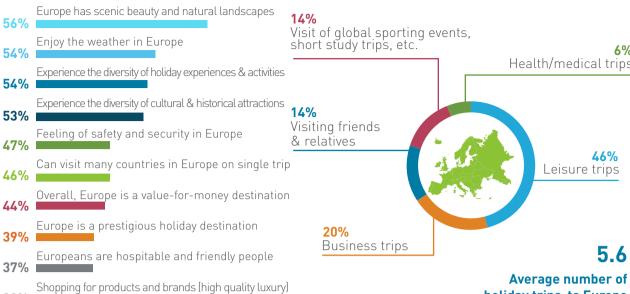
## THAI HOLIDAY-MAKERS GO ON HOLIDAYS WITH FAMILY



### **MOTIVATIONS TO HOLIDAY IN EUROPE**

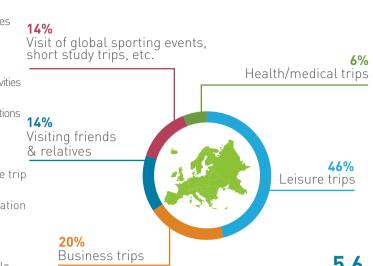
Ease of accessibility (many flights to Europe)

33% ■



(IN LAST 5 YEARS)

## **PURPOSE OF TRAVEL TO EUROPE**



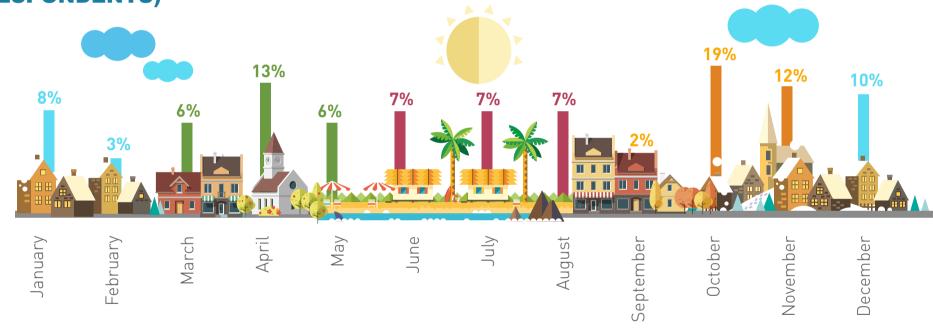
Average number of holiday trips to Europe in last 5 years

# **ACCOMMODATION** 31% **7**% ● 3\* hotel/budget hotel/hostel Hotel apartment/Airbnb **AVERAGE NUMBER OF NIGHTS SPENT IN EUROPE: AVERAGE SPEND PER AVERAGE SPEND PER PERSON ON TRIP PERSON PER NIGHT: TO EUROPE:**

**US\$230** 

US\$1.550

PEAK TRAVEL SEASON FOR THAI TRAVELLERS IS THE LAST QUARTER OF THE YEAR (% OF RESPONDENTS)







- 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.