



22 country Global Tourism Study

**focusing on Singapore, Hong Kong,
South Korea and Japan**

November 2016

Research Now

Asia Pacific

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Study Outline

**Conducted globally
between October 5
and October 18,
2016**

**Online survey
method using RN
propriety panels**

**200 samples
per country**

22 Countries

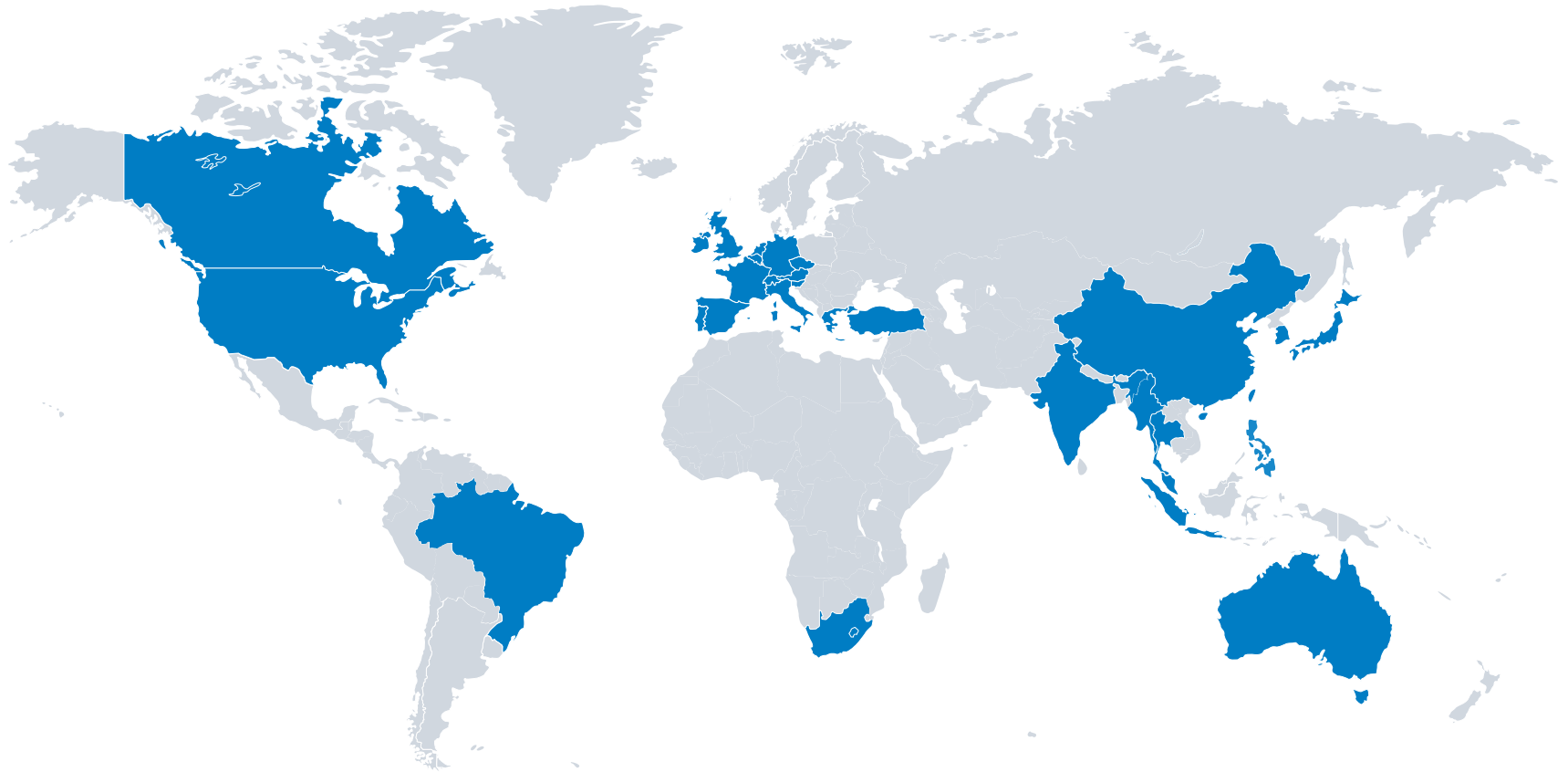
USA	China
Canada	South Korea
Brazil	Thailand
Spain	Singapore
Italy	Hong Kong
France	Taiwan
Germany	Indonesia
UK	Philippines
Australia	Malaysia
Japan	Vietnam
India	South Africa

**15 minute
survey length**

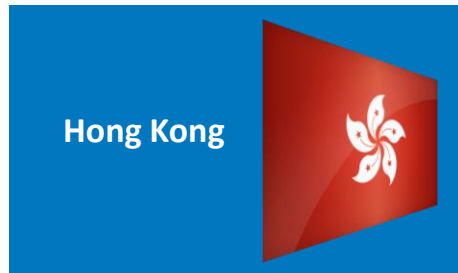
**Have traveled to
foreign country in
last 2 years**

**4,400
interviews**

Tourism Study



A List of knowledge Partners



- The Hong Kong Polytechnic University, School of Hotel and Tourism Management
- Ahead Consultants
- Nuance Tree
- Intuit Research
- Inspiring-I

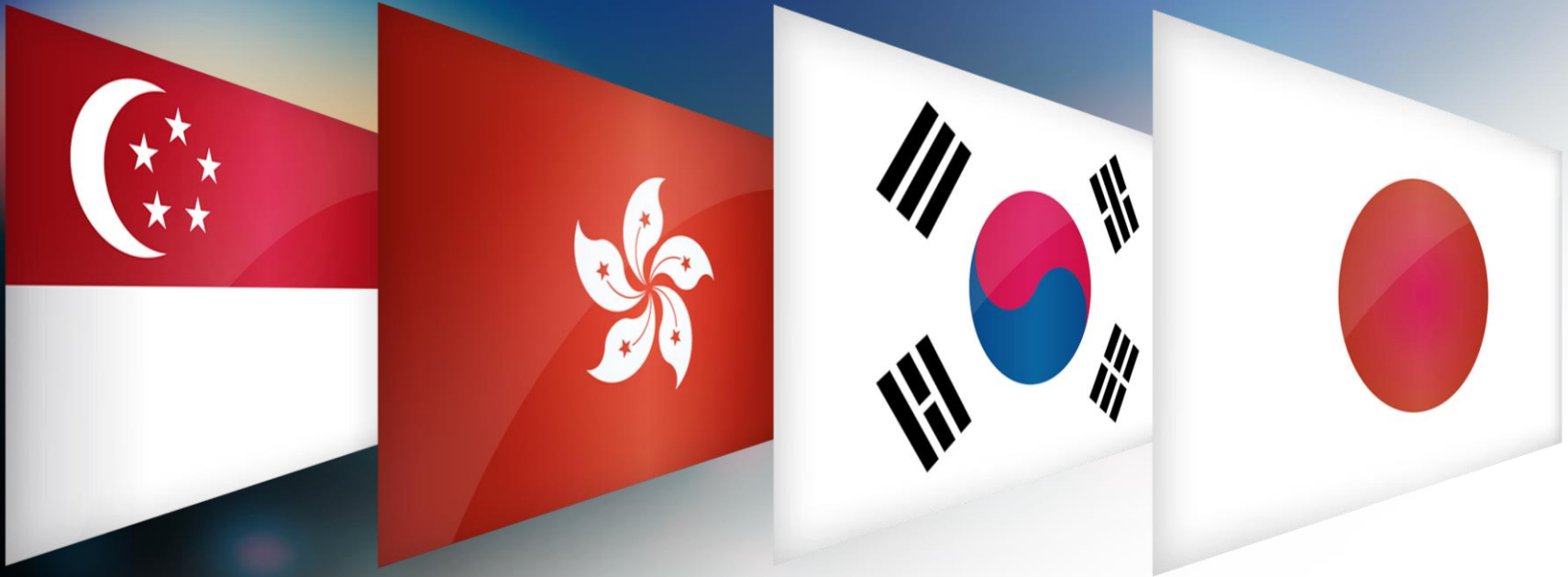


- David Richardson Associates
- The PyeongChang Organising Committee for the 2018 Olympic & Paralympic Winter Games



- JMA Research Institute
- Japan Tourism Marketing
- Fujitsu Research Institute
- Mizuho Research Institute
- NTT Data Institute of Management Consulting
- InfoCom Research
- Japan Travel Bureau Foundation
- Mitsubishi UFJ Research and Consulting
- Dentsu

Asian destinations



Singapore Key Findings



Opportunities

- Efficient transport system
- Safe and clean city
- Easy to talk to locals in English
- Proximity of airport to main city
- Entertainment and resort facility

Challenges

- Expensive city in general
- Lack of four seasons
- Lack of rich culture
- Lack of history and tradition

Hong Kong Key Findings



Opportunities

- Many good food options
- Easy to talk to locals in English
- Proximately of airport to main city
- Shopping and night life
- Luxury shopping

Challenges

- Expensive city in general
- Relatively polluted
- Too crowded
- Not very safe

Korea Key Findings



Opportunities

- 2018 Winter Olympic Games
- Longer length of stay
- Reasonably priced city
- History and Tradition
- Reasonable airline ticket

Challenges

- Severe winter weather
- Hard to talk to locals in English
- Airport access
- Lack of good sightseeing spots

Japan Key Findings

Opportunities

- Beautiful four seasons
- Many good food options
- Efficient transport system
- Safe and clean city
- 2020 Summer Olympic Games

Challenges

- Hard to talk to locals in English
- Airport access
- Unfriendly people
- Hard to obtain travel documents

Questions?

