

Journey of Me Insights: What Asia Pacific travellers want It's all about ME!

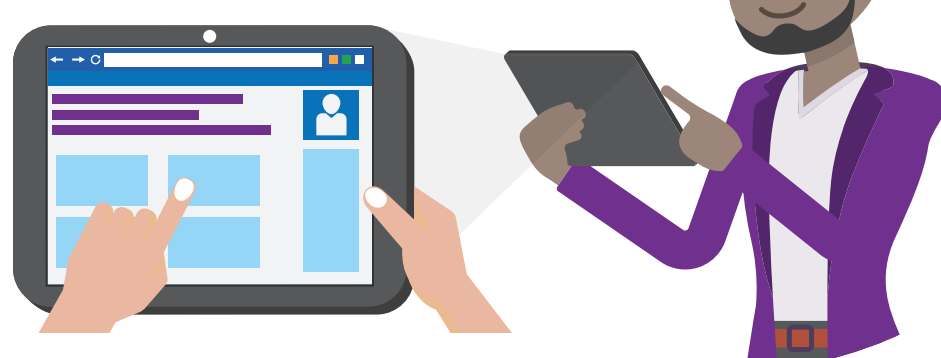
14 markets, 6,870 travellers, infinite possibilities.

No two travellers are the same, and even more so, no two journeys will be the same. Amadeus' new Asia Pacific study, "Journey of Me Insights: What Asia Pacific travellers want" moves the industry towards a closer understanding of travellers in the region. Forget 'one-size-fits-all'. It's time to embrace 'different strokes for different folks'.

Know Me...

...and what I want, before I want it

Travellers will trade data for greater personalisation



64% of APAC travellers are open to sharing their information with travel providers. But not everyone feels the same way



80% of Indonesians are open



69% of Japanese are not open

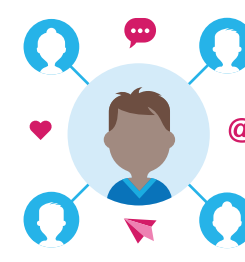
Inspire Me...

...about the endless possibilities around travel and technology

Travellers take their cue from other travellers. When planning trips, top sources of influence are:



Online booking or travel sites



Friends, family and colleagues



Traveller reviews

New technology they want the most?
Augmented reality app that delivers digital overlays containing interactive information about the site

Connect Me...

...so I can stay in touch with what's important to me

Top 3 reasons why people stay connected when travelling:



To access maps & location info



Share pictures with family & friends



Let people know they're safe



Top 3 mobile apps used on trips:



Talk to Me...

...throughout the entire journey, but on my terms

Travellers want the right recommendations, through the right channels, at the right time:



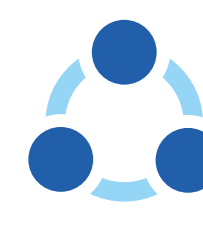
70%

New Zealanders prefer e-mail



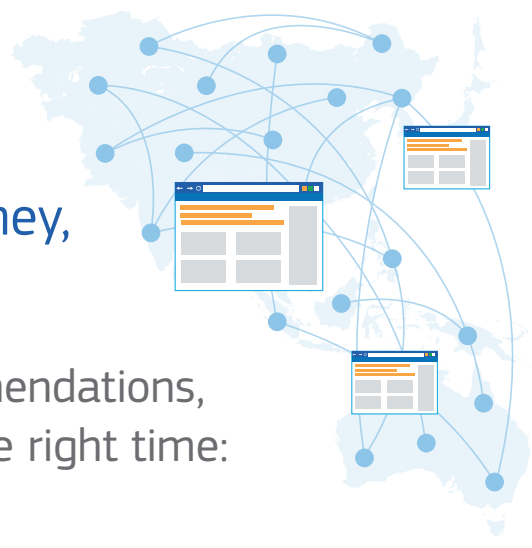
41%

Chinese travellers prefer messaging services like WeChat



47%

Thai travellers prefer social media



Delight Me...

...and bring the magic back into travel

>65% travellers use sharing economy apps like Uber and Airbnb

72% of Indians use often

71% of Japanese travellers never use

14% of travellers say that a travel service provider has never exceeded their expectations – it's time to change that!

Hotels (24%) and booking sites (23%) are most likely to have exceeded expectations, while tour operators (11%) ranked lowest



Care for Me...

...and keep me safe and secure

62% of travellers would avoid a destination that has had a recent terror attack

Filipinos

78%

South Koreans

74%



Who should send me safety & security updates?



Singaporeans (74%): Embassy/government



Indonesians (63%): Friends and family



South Koreans (57%): Travel agents

