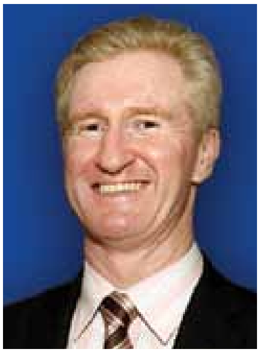
Pacific Asia Travel Association

Visa and PATA
Asia Pacific Travel Intentions Survey 2010

FOREWORD



According to the old Confucian proverb, "a journey of a thousand miles begins with a single step." In today's world, a single click on the internet can just as easily start a few journeys. Potential travelers searching the web have access to much more than travel information sites posted by national tourism authorities or reservation sites run by airlines and travel agencies. And with the increased popularity of social media sites such as Facebook, Twitter and individual travel blogs, they have access to the latest updates documenting the smallest details of other travelers' experiences.

In keeping with our focus of understanding the trends that impact travel behaviour, Visa and PATA have developed our latest version of the Asia Pacific Travel Intentions Survey, which examined the impact of social media on the travel behaviour and motivations of today's and tomorrow's travelers.

This survey, now in its fifth edition, has been updated to reflect new market conditions and developments pertinent to the region's tourism industry.

Apart from the impact of social media, we assessed the impact of the global financial crisis on both the Asia Pacific region and the global tourism industry. Despite the financial uncertainty of recent times, the 2010 survey has found that travelers to and within the Asia Pacific region have maintained their intention to travel over the past two years. Their travel patterns may have changed depending on the affordability and distance of their destinations but they are beginning to exhibit a rebound in confidence - with many intending to increase their personal travel in the near future.

In past surveys, we noticed a growing preference for domestic travel and we therefore included a segment on it this year. The inclusion of domestic travel-related responses in our 2010 survey now helps us to provide the regional travel industry with yet more insight into trends and travel intentions, domestic and international, present and future.

As the findings of this year's survey demonstrate, the resilience and ability of the region's travel industry to grow and prosper despite difficult times is testament to the increasing global appeal and enduring attraction of Asia Pacific to travelers far and wide.

Elizabeth Buse
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EXECUTIVE SUMMARY

Established in 2004, the Visa - PATA Asia Pacific Travel Intentions Survey is the most comprehensive survey of its kind. The survey monitors and analyzes international travel trends and travel behaviour in Asia Pacific, one of the world's fastest growing travel regions.

This year, Visa and PATA partnered with Nielsen, one of the world's largest market information companies, to conduct the survey.

In May 2010, 6,714 travelers from 13 key source markets - Australia, Chinese Taipei, Hong Kong, India, Japan, Korea, Singapore, China, Malaysia, Thailand, New Zealand, the United Kingdom and the United States - were surveyed online*.

This year's survey focussed on the following key areas:
- Previous travel experiences
- Travel intentions over the next two years, including domestic travel
- Impact of economic uncertainty on current and future travel plans
- Holiday planning, including impact of the internet and social networks
- Holiday budgeting and spending

1.1 Previous travel experiences

Intra-regional travel has dominated international travel within the Asia Pacific region over the past two years and it is reasonable to surmise that the global economic downturn was an important influencing factor as more travelers looked to take holidays closer to home. With more consumers seeing travel as a necessity rather than a luxury, shorter holidays at a nearby destination is one way travelers have managed economic realities with their travel wanderlust over the last two years.

Asia Pacific remained by far the most popular holiday region of the source markets surveyed, while more than half of the respondents from the US vacationed in North America and the majority of British travelers made Western Europe their main holiday destination.

Almost half of those surveyed claimed they maintained the same number of trips compared with the previous year while one in three travelers made more business and leisure trips than the previous year. Chinese, Indians, Koreans, Malaysians and Thais claimed to have taken more leisure breaks in the last year. Chinese respondents were also the most frequent travelers for international trips out of all source markets surveyed.

* For ease of communication, the notation of The People's Republic of China will be shortened to China for this report. Similarly, Hong Kong (SAR), Macau (SAR) and Korea (ROK) will be shortened to Hong Kong, Macau and Korea respectively.

In this year's survey, Hong Kong overtook China as the "Most Visited Destination" in Asia Pacific over the last two years, followed closely by China (ranked number one in previous surveys). Thailand and Singapore tied in third place. Interestingly, Singapore climbed from seventh position in the last survey to rank equal third this year as the "Most Visited Destination".

Australia and Japan shared the region's top honours as the 'Most Recommended' destination in Asia Pacific in this year's survey.

1.2 Future travel intentions

Asia Pacific emerged the clear regional winner with three out of four respondents saying it is the region they most intend to visit in the next two years. A bright spot for many tourism operators is that one in four of such respondents said they would visit within the next six months.

More generally, respondents claim they intended to take an average of three international holidays over the next two years with those from China, the UK and Singapore planning to take more leisure trips than any other source market surveyed.

Discovering new places, natural scenery and affordability of a destination are the main determining factors when selecting a holiday destination. With this as background, Australia emerges as the destination travelers claim they will most likely visit in the next two years. Japan, China, Hong Kong and Singapore also rank highly as places travelers are most likely to visit on their next holiday.

In order of preference, food and dining, shopping and affordability are the top three attractions travelers find as reasons to revisit a destination. Natural scenery and local culture are also key factors in attracting repeat visitors.

1.3 Domestic travel

Almost one third (32 percent) of respondents also planned to travel to domestic holiday destinations at least four times in the next two years. This is over and above their overseas holiday plans. Travelers from China, who coincidentally enjoy one of the highest number of public holidays in the world, intend to take an average of five domestic breaks over the next two years.

The top reasons fuelling domestic travel among all respondents are the desire to explore other parts of their country and to take a break from their home town or city.

1.4 Economic uncertainty – past and future impact

The global financial crisis and its resultant uncertainty affected travel plans of almost half of the survey respondents. In this regard, Korean and Thai respondents were the most affected by global economic uncertainty, while Australian and UK respondents were the least affected.

Of all those respondents affected, nearly half postponed travel plans to a later date, while 37 percent adapted their travel and/or switched to cheaper destinations.

While travelers remain sensitive to current economic conditions, the latest survey shows that optimism is gradually returning and more than half of respondents believe that current economic conditions will not affect their travel plans in the near future.

1.5 Holiday planning

In keeping with previous survey findings, the vast majority of travelers indicated that they were self-reliant when it came to planning and organizing their holidays.

The internet remained the main source of travel information due to its convenience and accessibility. Seventy percent of respondents said they used the internet as their top source of information. Airline and hotel websites, as well as online travel guides are considered the top internet travel resources.

Social networks, blogs and travel forums are becoming increasingly popular tools through which people can share and update their family, friends and the online community about holiday experiences. Facebook is the leading social network for all markets with the exception of China, Korea and Japan whose travelers use their local-language social networks and blogs.

1.6 Holiday budgeting and spending

The credit card remains the most often used payment method for holiday makers, with the majority of respondents reporting that Visa was their most preferred payment card brand.

The average amount spent on respondents' last trip was US$1,528. Travelers from Australia and China were the biggest spenders (US$3,577 and US$2,937 respectively) while those from Chinese Taipei and Malaysia were the most budget conscious of the respondents.

The top three expenses during a holiday as quoted by respondents were unsurprisingly food, souvenirs and gifts, and shopping. The categories travelers say they will pay extra for are food (73 percent) and cultural experiences (60 percent).

PREVIOUS TRAVEL EXPERIENCES

All respondents in the 2010 survey were asked to cite the regions around the world which they had previously visited.

More than 90 percent of New Zealand, Chinese, Hong Kong, Chinese Taipei, Singapore, Malaysia and Thai respondents chose to take holidays in Asia Pacific. North America, with its appeal of a reduced US dollar, was the second most visited region, across all source markets and territories surveyed.

One of the travel trends to emerge in the West during the global recession was the 'stay-cation' and this proved to be most popular among British travelers with almost half (47 percent) reporting they did not leave the country and instead went on holidays locally.

TRAVEL IN THE PAST TWO YEARS

Region	%
Asia Pacific	81
North America	24
Central America	4
South America	4
Eastern Europe	7
United Kingdom	17
Western Europe	21
Middle East	8

2.1 Favorite destinations in Asia Pacific

Hong Kong, China, Thailand and Singapore were the top destinations visited by leisure travelers from the source markets surveyed, within the past two years. Readers familiar with earlier iterations of the Travel Intentions Survey would know that while the rise of Hong Kong to the number one spot is worth noting, more interesting is the emergence of Singapore as a top three travel destination. Singapore ranked seventh in the previous survey. The climb in rankings may be attributed (in part at least) to the Lion City's continual evolution as an international tourism destination through the hosting of global events, and the opening of several new tourist attractions including its first integrated resort and the republic's position in the international F1 circuit.

TOP 10 TRAVEL DESTINATIONS OVER PAST TWO YEARS

Destination	%
Hong Kong	29
China	28
Thailand	27
Singapore	27
Australia	25
Japan	24
Malaysia	23
Macau	16
Chinese Taipei	14
Korea	14

In this year's survey, we asked respondents to not only tell us the favorite destination they had visited in the last two years, but also the destination they would most recommend others visit. Australia and Japan were voted equal favourites.

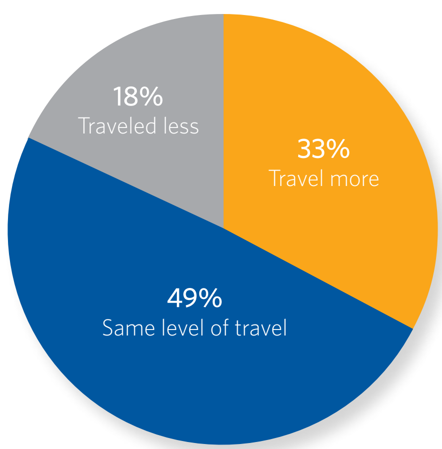
As we will comment later, travelers do like to share their holiday experiences, both positive and negative. Regardless of whether these experiences are shared by word-of-mouth to their friends and family or over the internet to a relative stranger, personal recommendations have a significant impact on the ongoing appeal of particular destinations. Businesses and travel organizations should appreciate that visibility online is increasingly important in determining the popularity of a destination.

FAVORITE AND RECOMMENDED DESTINATIONS

Number One Destination (%)	Recommended Destination (%)
Australia - 13	Japan - 12
Japan - 13	Australia - 10
China - 9	Singapore - 8
Hong Kong - 9	Thailand - 8
Singapore - 8	China - 8
Thailand - 7	Hong Kong - 8
Malaysia - 5	Chinese Taipei - 5
Chinese Taipei - 4	Malaysia - 5
New Zealand - 3	Korea - 4
Korea - 3	New Zealand - 3
	Indonesia - 3

2.2 Leisure travel patterns over the last two years

All respondents were asked if they had traveled more or less frequently over the last two years. While 18 percent of respondents said they had traveled less often than two years ago, 49 percent had kept their travels at the same level and 33 percent said they had traveled more. The largest increase in travel was from Chinese respondents, with 46 percent claiming to have traveled more frequently, followed by Korean respondents at 44 percent. Chinese Taipei and New Zealand-based respondents produced the biggest travel decrease at 26 percent and 24 percent fewer trips respectively.



TRAVEL INTENTIONS

3.1 Leisure travel in the next two years

The Asia Pacific region retained its appeal and popularity among travelers and ranked as the top holiday region that respondents said they are the most likely to visit in the next two years. Three in four travelers surveyed said they intend to holiday in Asia Pacific in the future.

Continuing a similar trend to previous surveys, the majority of Asia Pacific and US-based respondents chose Asia Pacific as their top travel region in the next two years.

ASIA PACIFIC IS THE MOST LIKELY REGION FOR VISITORS IN THE NEXT TWO YEARS

Region	%
Asia Pacific	75
North America	27
Central America	4
South America	7
Eastern Europe	8
United Kingdom	19
Western Europe	28
Middle East	9
No plans yet	7

3.2 Where will they travel?

Australia and Japan are the top two countries travelers are currently considering visiting and which they are most likely to visit during their next international holiday.

Australia is the most likely destination for respondents from New Zealand (59 percent), the UK (29 percent), the US (20 percent), Japan (17 percent), China (16 percent), Singapore (16 percent) and Malaysia (16 percent).

Japan's relatively close proximity was a draw for respondents from Korea (38 percent), Chinese Taipei (34 percent), Thailand (26 percent), Hong Kong (22 percent) and China (16 percent), all of whom rated Japan as their most likely holiday destination in the next two years.

TOP 10 TRAVEL DESTINATIONS IN NEXT TWO YEARS

Destination	Considering (%)	Most Likely(%)
Australia	40	17
Japan	40	16
Hong Kong	31	7
Singapore	29	7
China	27	9
Thailand	24	6
New Zealand	22	5
Chinese Taipei	20	5
Malaysia	20	4
Korea	19	4

3.3 Why will they travel?

The reasons given as to why respondents are attracted to Asia Pacific have changed slightly to those of the previous survey. When last asked what the main reasons for visiting a destination were; natural scenery, sunshine and beaches, visiting new places, great food and the history and heritage of the destination were the top five reasons respondents listed.

This year, and perhaps not surprisingly, affordability concerns have risen to be among the top five factors influencing travelers when deciding upon a destination. Nonetheless, natural scenery, new places and great food remain consistent reasons for picking a destination, so these can be used as strong indicators for tourism operators on where to focus during their marketing activities – in good and challenging times alike.

Looking at drivers behind destination decisions by source market, discovering a new place is the main reason American, British, Australian and Singaporean travelers give for choosing a holiday destination, while stunning natural scenery is a top priority for Chinese, Chinese Taipei, Indian, Korean and Thai travelers.

Food tops the holiday selection criteria for respondents from Hong Kong, while those from Japan prioritize political stability. Budget conscious New Zealand travelers cite affordability, price of travel and travel deals and promotions as their top priorities when choosing a holiday destination. In the current economic climate, the price of travel was ranked as the second most important selection criterion for Australian, Korean, Singaporean and Thai respondents.

Top 10 Attractions for Overseas Holidays

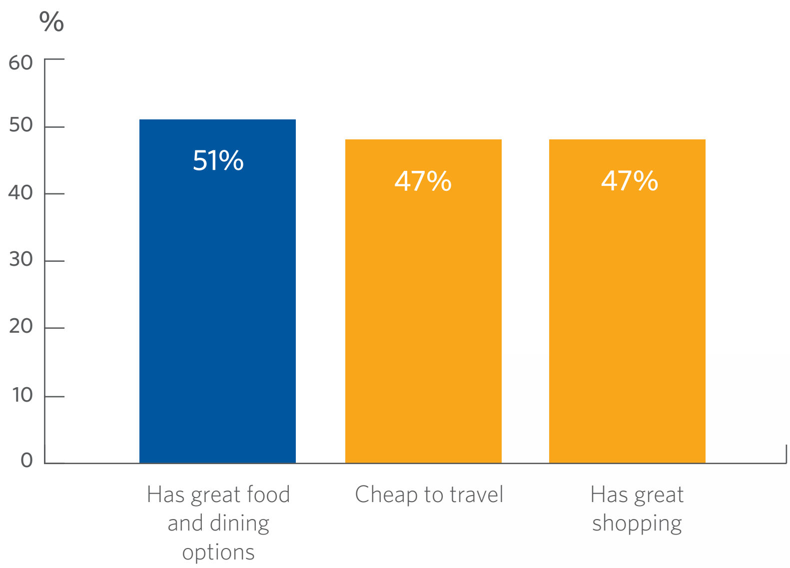
Majority of travelers are attracted by new places or natural scenery; Some nuances were where travelers from Hong Kong picked food, New Zealanders and Malaysians looked at price of travel and Japanese for political stability.

	Total	US	UK	AUS	NZ	CHN	HK	CT	IND	JP	KR	SG	MAL	THL
1st	New places 4.18	New places 4.24	New places 4.12	New places 4.13	Price of travel 4.25	Natural scenery 4.39	Food 4.11	Natural scenery 4.21	Natural scenery 4.36	Political stability 4.23	Natural scenery 4.29	New places 4.17	Travel deals/ promo 4.30	Natural scenery 4.37
2nd	Natural scenery 4.18	Price of travel 4.11	Natural scenery 4.05	Price of travel 4.13	Travel deals/ promo 4.19	Sunshine & beaches 4.35	Natural scenery 4.07	New places 4.18	New places 4.35	Natural scenery 4.16	Price of travel 4.20	Price of travel 4.14	New places 4.29	Price of travel 4.29
3rd	Price of travel 4.13	Travel deals/ promo 4.09	Weather 4.05	Natural scenery 4.10	New places 4.08	New places 4.25	New places 4.00	Travel deals/ promo 4.18	Sunshine & beaches 4.27	New places 4.10	New places 4.18	Travel deals/ promo 4.14	Price of travel 4.26	New places 4.24
4th	Travel deals/ promo 4.07	Natural scenery 4.07	Price of travel 4.04	Travel deals/ promo 4.06	Sunshine & beaches 4.06	Travel deals/ promo 4.21	Travel deals/ promo 3.93	Price of travel 4.10	Price of travel 4.19	Food 4.05	Sunshine & beaches 4.18	Natural scenery 4.10	Natural scenery 4.22	Travel deals/ promo 4.21
5th	Food 4.02	Food 4.02	Sunshine & beaches 4.01	Food 3.89	Weather 4.03	History heritage 4.15	Price of travel 3.88	Diversity of activities 4.07	Travel deals/ promo 4.18	History heritage 3.99	Diversity of activities 4.15	Food 4.05	Sunshine & beaches 4.12	Food 4.15

Mean scores based on 5 point scale where 5 = attractive, 1 = deterrant

This year we also asked all respondents who had indicated they had made repeat visits to a destination in Asia Pacific their reasons for revisiting those destinations. Interestingly, great food and dining options were a driving force behind visitors electing to revisit holiday destinations. It would seem that for those destinations known for unique dining experiences there is a ready market looking to not only visit, but importantly revisit the destination time and again.

Top three reasons for repeat visits



3.4 How will they travel?

In keeping with past travel trends, almost half (47 percent) of all respondents organized their own holiday and booked their own flights and accommodation. Those from New Zealand (75 percent), Australia (61 percent), the US (59 percent) and the UK (57 percent) tended to be the most self-reliant in planning and booking their holiday.

Among Asian source markets, more than half of the Singaporean (55 percent) and Malaysian (56 percent) respondents preferred to organize their own travel arrangements. Packaged group tours remain the preferred choice for international leisure trips for one in three Chinese respondents. Those respondents from Chinese Taipei (29 percent), Thailand (28 percent) and Hong Kong (24 percent) were also the most likely to look at packaged group tours.

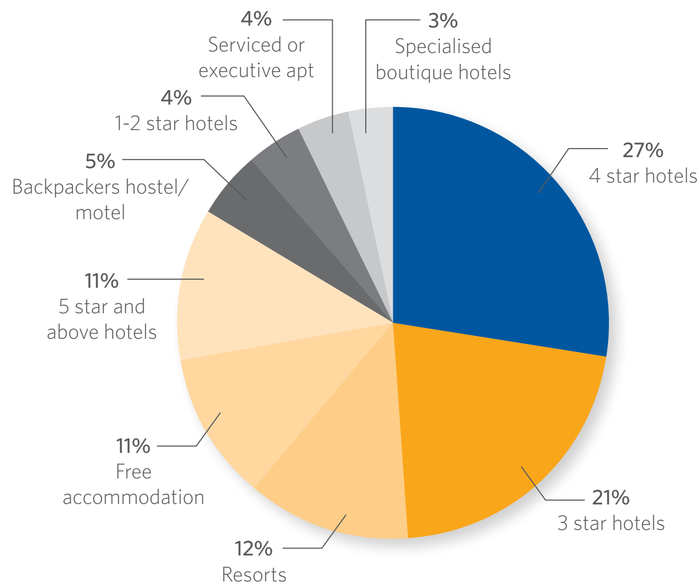
Preferred Travel Styles	%
Self-organized travel	47
Flexible individual tour	22
Packaged tour group	18
Personal guided tour	10

Overall, accommodation preferences reflect similar trends to previous years. Leisure travelers have generally maintained their accommodation habits and continued to select four- and three-star hotels as the preferred accommodation type. Among all respondents, those from Chinese Taipei and Hong Kong remain most partial to luxury comforts with 25 percent and 20 percent respectively preferring accommodation in the five-star and above category.

Nearly half (47 percent) of the Singaporean respondents surveyed prefer four-star hotels and one in five (19 percent) are content with three-star accommodation.

Resort accommodation tends to appeal most to Korean respondents, with one in four preferring to stay in resorts, while one- and two-star hotels appeal the most to Indian and Japanese travelers. Interestingly, 11 percent of Chinese travelers prefer specialized boutique hotels which tout unique, exclusive and personalized experiences as their main selling point.

Preferred accommodation type

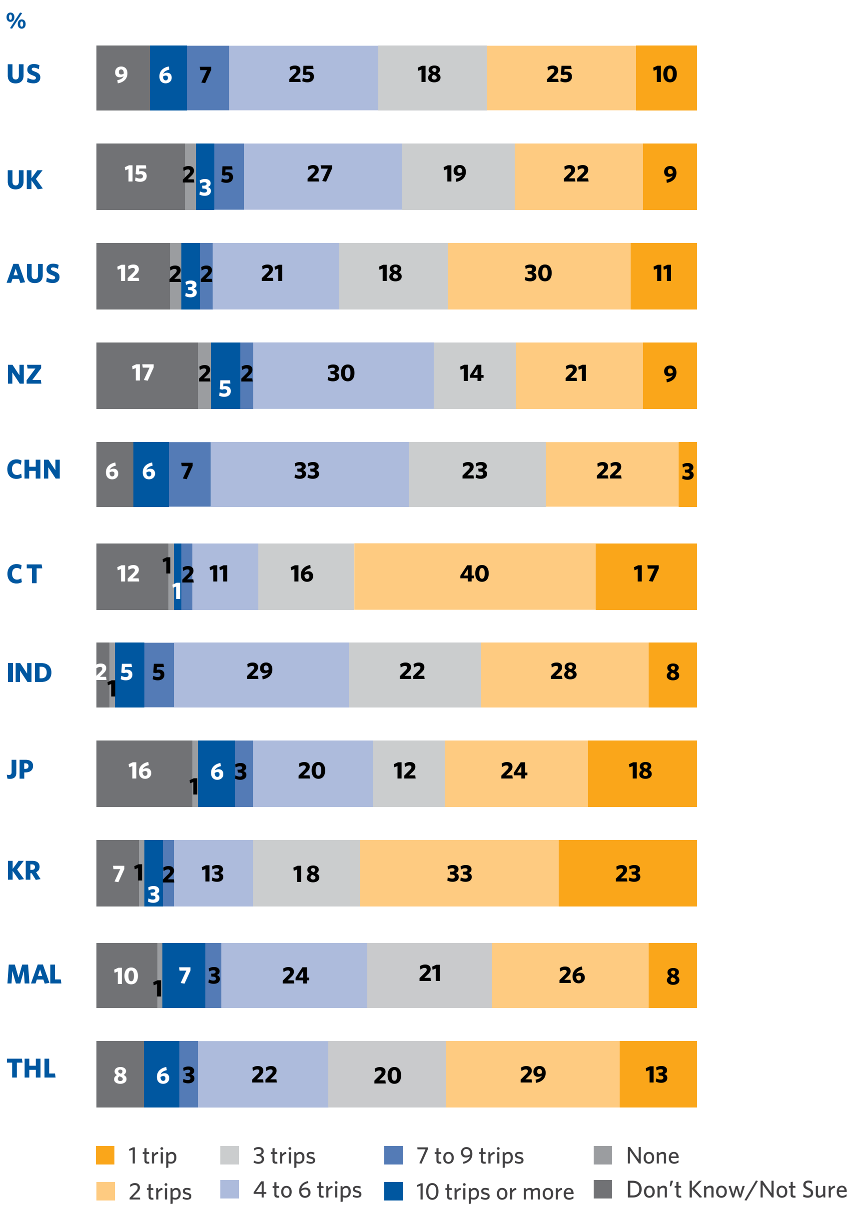


DOMESTIC TRAVEL SNAPSHOT

Recent economic turmoil has well illustrated that a vibrant domestic tourism industry is critical for the longer-term sustainability of a tourism economy. As travelers change their plans and look closer to home for their next break, the ability to market to the 'home' market is and will remain important in keeping tourism operators afloat.

In what can only be a positive sign for the tourism industry, survey respondents said they expect to take on average four domestic leisure breaks over the next two years.

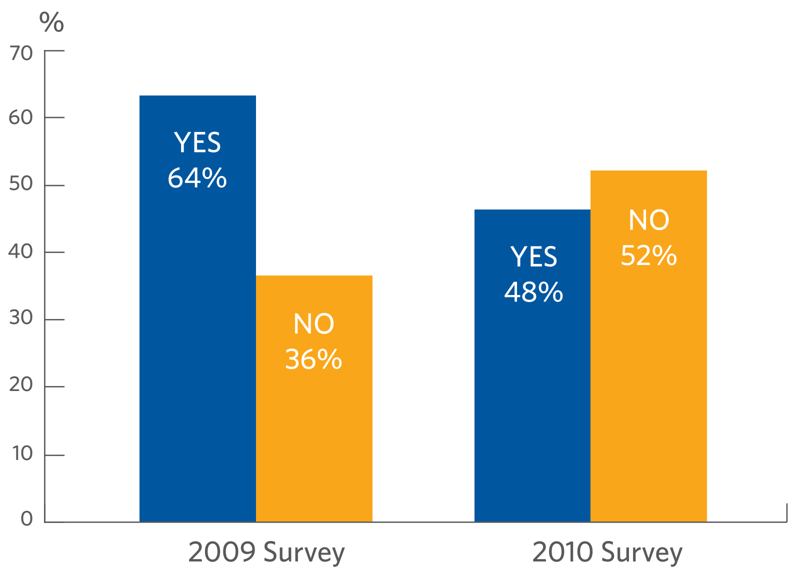
NUMBER OF DOMESTIC TRIPS OVER NEXT TWO YEARS



IMPACT OF THE GLOBAL FINANCIAL CRISIS ON TRAVEL

As the world moves beyond the turmoil it experienced during the global financial crisis, many Asian travelers in particular are exhibiting renewed optimism and confidence to travel. In the previous survey, 64 percent of respondents said that the economic climate would affect their travel plans in the next 12 months. This has now dropped to 48 percent.

Will recent economic uncertainties affect your travel plans over the next 12 months?



Delving a little deeper into the differing source market results, Australians (68 percent), Indians (67 percent) and New Zealanders (64 percent) were the most bullish about not letting economic uncertainty change their holiday plans. At the other end of the scale, Koreans (74 percent), Thais (62 percent) and Malaysians (59 percent) remain concerned about economic conditions to the extent that they would change their plans.

To understand the tangible impact of the 48 percent of respondents who said economic uncertainty would affect their plans, the survey prompted respondents to list the actions they would most likely take. Forty-seven percent of these respondents indicated that their most likely course of action would be to postpone their travel plans, 43 percent said they would switch to less expensive destinations, 33 percent would take shorter breaks and 29 percent would travel to domestic locations instead.

Steps taken to manage economic uncertainty

%	Total	US	UK	AUS	NZ	CHN	HK	CT	IND	JP	KR	SG	MAL	THL
Postpone travel plans	47	45	40	55	49	50	51	45	43	30	42	51	52	53
Switch to less expensive destinations	43	41	41	39	34	46	45	45	45	29	44	49	62	36
Shorten number of days	33	36	34	21	30	43	32	25	48	11	32	38	44	34
Choose to travel within the country (domestic travel) instead of international travel	29	36	27	30	39	41	NA	26	48	20	23	NA	49	39
Lower travel class (e.g. downgrade hotel suites, flight class)	29	21	23	21	16	38	32	27	33	20	32	29	40	32
Switched from long haul to a nearby destination	25	18	13	19	19	30	28	21	34	20	21	29	32	36
Cancel travel plans	16	17	9	18	10	17	16	15	7	25	15	22	13	20

HOLIDAY PLANNING

6.1 Online and offline travel planning

The internet remains the top information source for 70 percent of all survey respondents as they research and plan their holidays. Obtaining general information about a destination and related travel advice are the main reasons 95 percent of travelers go online to plan their holiday. Sixty-three percent of respondents cited the convenience of the internet as its appeal because it allowed them to look for information anytime they wanted. Fifty-nine percent of respondents said they use the internet to search for the best travel deals online; Chinese Taipei, Malaysian, New Zealand and Indian respondents are most likely to use the internet to find the best travel deals.

However, when asked to name the resources travelers use to plan their holiday the importance of books and travel guides should not be underestimated - 48 percent of respondents claim they use these resources in planning their holiday.

Information source	%
Airline booking websites	49
Books / travel guides	48
Word-of-mouth recommendations	47
Hotel booking websites	46
Online travel guides by search engines	44

Respondents from Thailand and Hong Kong are the most likely to use offline sources, including travel magazines and guidebooks, as their primary planning resource.

Word-of-mouth recommendations also play an important role in the holiday planning process especially for US, British, Australian, New Zealand and Korean respondents.

6.2 Rise and use of social media

Many international travelers are using social networks and blogs more often as a means of sharing their holiday experiences with their family, friends and the wider online world.

More than half of the survey respondents posted their holiday experiences via social networks or blogs because they wanted to share their positive and enjoyable travel stories and to update friends about their travels. In Asia Pacific, New Zealanders, Indian and Chinese Taipei travelers were found to be the heaviest users of social networks to update their friends about their travels.

6.3 Where they share information

With more than 500 million users globally and growing, it should not be surprising that Facebook is the leading social network site that most travelers use to keep their online world updated about their travels. This is particularly so among Hong Kong, Thai, Malaysian and Indian respondents.

Chinese and Korean travelers on the other hand prefer to use popular local community sites such as Ctrip.com (for China) and Cyworld.com (for Korea), while Japanese respondents prefer to communicate to the online world through blogs.

Blogs, followed by travel forums, are the second and third most popular online tools travelers used to share experiences, while 23 percent of Indians claim to use Twitter to share travels updates, the second most used online communication channel behind Facebook.

HOLIDAY BUDGETING AND SPENDING

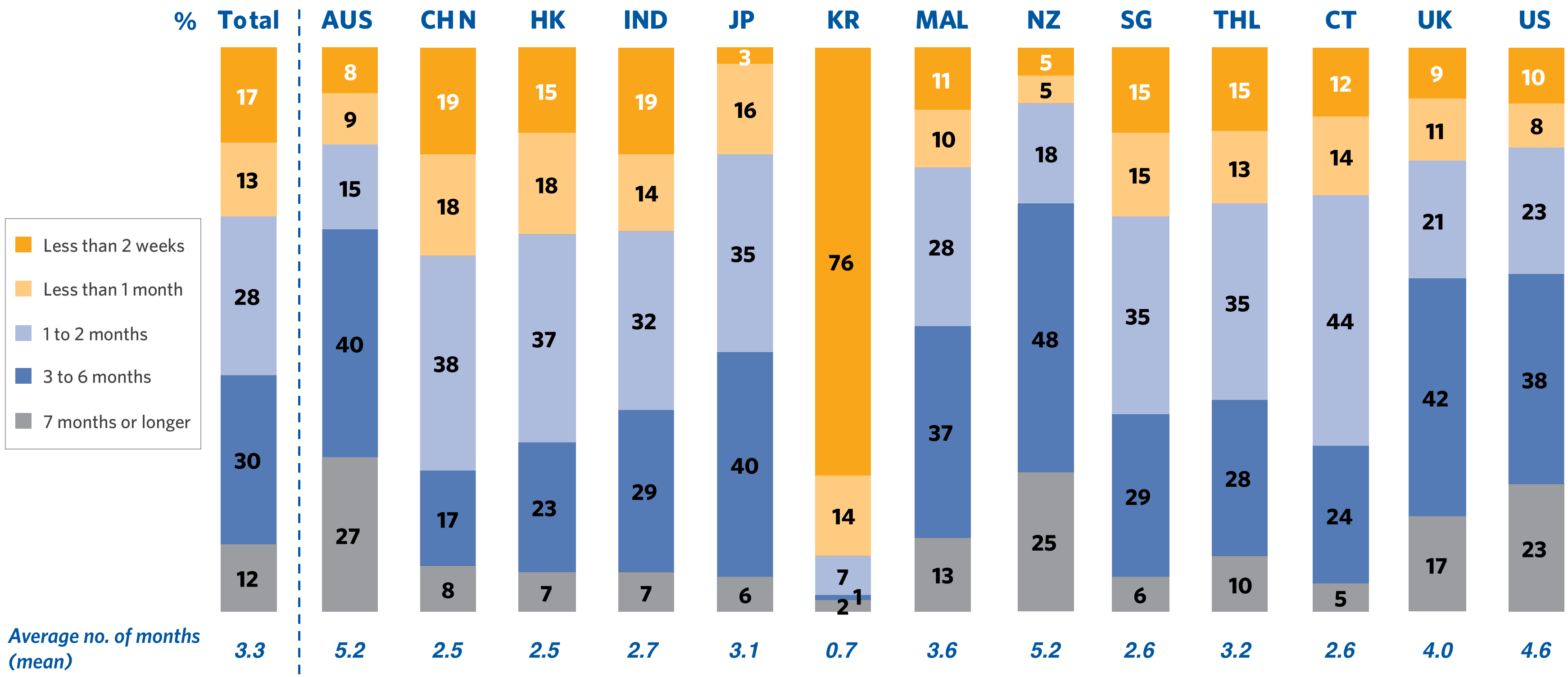
In this year's survey we probed a little deeper into the way travelers budget for their holiday, what they spend on before they leave and what they buy once away.

First however, we attempted to understand the different planning timeframes respondents have and how much knowledge they seek before they head off.

The time taken for holiday preparation varied by source market surveyed – at one end there are the Australians where the majority of respondents take upwards of three months to plan their holiday, while at the other end are Koreans where the overwhelming majority seem to be spur of the moment decision makers, preferring to take less than two weeks to plan and book their trips.

Duration of Advance Planning for Overseas Holidays

Overall, travelers require three months lead time to prepare their holidays. Korean travelers however require less than two weeks of lead time.



7.1 How respondents paid while on holiday

The credit card remains the most often used payment method on holiday and is the currency of choice for 39 percent of all respondents. Another 37 percent of respondents said they bring cash from home.

PAYMENT METHODS USED MOST OFTEN DURING MOST RECENT HOLIDAY

	%
Credit card	39
Cash taken from home	37
Cash via money changer/bank overseas	10
Cash withdrawal from ATM overseas	6
Debit/Check card	3
Traveller's cheques	3
Travel prepaid card	1
Charge card	1

7.2 Holiday spending breakdown

Not surprisingly, the survey found that spending is highest on holiday and during the booking/planning phase of a trip (airline/transport/accommodation purchases).

Australians and Chinese travelers were the biggest spenders on their last trip outlaying an average total budget of US$3,577 and US$2,937 respectively. Also of note however is the large holiday budget of Indian travellers, who indicated an average total budget of US$2,158 for their last trip. As tourism operators look to new target groups for tourism revenues it would seem prudent to look at ways to effectively market to the rising middle-class traveler emanating from China and India.

	Average Planning and Booking Phase (USD)	Average Preparation Phase (USD)	Average During Trip (USD)
Australia	1,282	304	1,305
Chinese Taipei	485	201	426
Hong Kong	459	293	595
India	719	363	869
Japan	790	184	576
Korea	519	242	400
Singapore	656	208	736
China	813	666	1,084
Malaysia	360	197	513
Thailand	410	282	628
New Zealand	1,100	216	816
United Kingdom	790	193	556
United States	1,045	280	893
Average	**675**	**260**	**689**

7.3 Spending while on holiday

The top three travel expenses among all respondents on their last holiday were meals, food and beverages, souvenirs and gifts, retail shopping, entertainment and on-ground transport. While eating and drinking was the number one expense across the board, there are a few noteworthy differences at a source market level:

- Japanese and Malaysian respondents come out as the main souvenir purchasers and gift givers
- Indian respondents are the most likely to have purchased electrical goods on their last holiday
- New Zealand and Hong Kong respondents had a higher incidence of entertainment spend than any other source market
- Chinese respondents were the keenest on purchasing additional tours or activities
- Chinese, Indian, Malaysian and Thai respondents were the most likely to purchase additional accommodation once in a destination

Spending while abroad

Item	% of respondents who spend on these categories
Meals/ Food & Beverage	80
Souvenirs / Gifts	67
Shopping	62
Entertainment	58
Other transport fares	53
Duty free shopping	51
Tours / Activities	48
Accommodation	44
Electronic/ Computer items	20
Airfares bought at destination	19
Healthcare/ Medical services	13

7.4 Where travelers splurge

In keeping with last year's survey, we asked respondents again about those items for which they were willing to pay extra. The overwhelming response this year was for great food with 73 percent of all respondents listing it as something they would pay a little more for. This is somewhat different to last year where the opportunity to experience other cultures was the number one element that could attract additional spending. Tourism operators can make note of this change and look for ways to add to their revenue streams by promoting unique food and cultural experiences to holiday makers. Furthermore, respondents appreciated convenience and hassle free service. Those who do this well can look to charge a premium.

7.5 Top five items for which travelers would pay extra

Item	% of respondents who will pay extra
Food	73
Opportunity to experience other cultures	60
Exotic destinations	55
Convenience/hassle free service	49
Good customer service	45

APPENDIX

Survey Methodology

Visa and PATA commissioned the Nielsen Company to conduct the Asia Pacific Travel Intentions Survey 2010 using an online methodology which attracted 6,714 respondents across 13 countries and territories.

Respondents were drawn from Australia, China, Hong Kong, India, Malaysia, Japan, Korea, Singapore, Thailand, Chinese Taipei, New Zealand, the United Kingdom and the United States.

Respondents were aged 18 years and above and were identified as those who:

- Have traveled internationally for leisure in the last two years, or who intend to travel internationally for leisure in the next two years

- Have considered the Asia Pacific region as a travel destination for an upcoming holiday or for a holiday sometime in the future

Fieldwork was conducted in May 2010.

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