

NEWS RELEASE

Australia and Japan Named Top Travel Destinations in Visa and PATA 2010 Survey

Singapore, 25 August 2010 – Australia and Japan have been voted the most desirable holiday destinations according to the Visa - Pacific Asia Travel Association (PATA) Asia Pacific Travel Intentions Survey 2010¹.

Forty percent of the 6,714 respondents surveyed in this year's research said they would consider traveling to Australia or Japan in the next two years. When asked to name the most likely destination for their next Asia Pacific holiday, 17 percent named Australia as their top destination while 16 percent named Japan.

Ross Jackson, Head of Cross-Border Business, Asia Pacific, Visa, said: "With Australia's great natural beauty and Japan's rich culture and history it is not surprising that one in five people say they would consider visiting these destinations in the next two years. With the allure of visiting new places, beautiful natural scenery, affordability and great food the predominant factors in what motivates people to pick a destination, the all round tourism products in these destinations puts them high on any traveler's list."

Not surprisingly, the land "Down Under" is most popular with Kiwis with 59 percent picking Australia as their mostly likely holiday destination, followed by travelers from the UK (29 percent), US (20 percent) and Japan (17 percent).

Japan is the top pick for holiday-makers from South Korea (38 percent), Chinese Taipei (34 percent), Thailand (26 percent) and Hong Kong (22 percent).

In this year's survey, respondents were also asked which previously visited destination they would personally recommend. Again, Japan (12 percent) and Australia (10 percent) were the most recommended destinations, followed by Singapore, Thailand and Mainland China (eight percent each).

¹ Commissioned by Visa and PATA, the 2010 Asia Pacific Travel Intentions Survey 'was an online survey conducted by Nielson in May 2010. The survey asked 6,714 respondents from 13 key Asia Pacific travel source markets (Australia, Chinese Taipei, Hong Kong, India, Japan, Mainland China, Malaysia, New Zealand, Singapore, South Korea, Thailand, the United Kingdom and the United States) about past and future travel plans. For each market, respondents were internet users, aged 18 years or above, had travelled internationally for holidays in the past two years or have the intention to do so in the next two years.

Greg Duffell, PATA CEO said: “Travel intention intelligence such as is revealed in this annual survey from Visa and PATA is critical for today’s destination and product marketers given the pressures placed on them to improve returns on investment even as budgets are being squeezed. It is vital to gain insight into where one’s customers want to go next. One of the most heartening features from this year’s report is the relatively wide spread of Asia Pacific destinations under consideration by the 13 source markets studied, including the long-haul sources of the UK and the USA.”

Top Three Most Likely Asia Pacific Holiday Destinations to be Visited in Next Two Years

Source Market	First (%)	Second (%)	Third (%)
Australia	New Zealand (23)	Thailand (14)	Japan & India (8)
Chinese Taipei	Japan (34)	Mainland China (22)	Hong Kong (8)
Hong Kong	Japan (22)	Chinese Taipei (18)	Mainland China (17)
India	Singapore (32)	Australia (15)	Malaysia (10)
Japan	Australia (17)	South Korea (15)	Guam (10)
Mainland China	Australia (16)	Japan (16)	Hong Kong (12)
Malaysia	Australia (16)	Chinese Taipei (12)	Mainland China (11)
New Zealand	Australia (59)	Fiji (6)	Thailand & Singapore (5)
Singapore	Australia (16)	Japan (15)	Malaysia (11)
South Korea	Japan (38)	Australia (14)	Mainland China (9)
Thailand	Japan (26)	South Korea (11)	Hong Kong (10)
United Kingdom	Australia (29)	Thailand (14)	India (9)
United States	Australia (20)	Mainland China (13)	Japan (10)
Survey Average	Australia (17)	Japan (16)	Mainland China (9)

Source: Visa and Pacific Asia Travel Association (PATA) Asia Pacific 2010 Travel Intentions Survey

Other key findings from the survey:

Travel Style: Almost half of all those surveyed (47 percent) said they arranged their trips themselves by booking directly with hotels and airlines. Self-organized travel was the top travel style for respondents from the US, UK, Australia, New Zealand, Singapore and Malaysia. Flexible individual tours which allow travelers to choose their own activities were the next most preferred way to travel (22 percent). Packaged group tours were most likely to be booked by travelers from Mainland China (33 percent), Chinese Taipei (29 percent) and Thailand (28 percent).

Trip Duration: Most travelers spend three to five nights on vacation, with 32 percent of respondents saying this was how long they had been away on average over the last two years.

Travelers from the UK (29 percent), US (22 percent), and New Zealand (19 percent) tended to take longer trips of between ten to 14 nights. Australian travelers were most likely to take the longest breaks – 23 percent of them said their past holiday trips lasted more than 20 nights.

Accommodation: Travelers surveyed were most partial to staying at four-star (27 percent) and three-star (21 percent) hotels. Respondents from Singapore (47 percent) were most likely to stay at a four-star hotel, while Indian (33 percent) and Malaysian (32 percent) travelers were most likely to pick a three-star hotel. Luxury hotels were most popular with travelers from Hong Kong (25 percent) and Chinese Taipei (20 percent). Resorts were favored by Korean holiday-makers (25 percent).

Travel Companions: Most travelers tend to holiday with their spouse or partner, with 48 percent saying they had done so on their travels over the last two years. Holidaying with family and relatives was popular with respondents from Singapore (42 percent) and Thailand (40 percent), while 35 percent of respondents from India said they had travelled with their children. Respondents from Chinese Taipei (28 percent) and China (26 percent) travelled alone the most during their international holidays.

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About PATA

The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry. In partnership with private and public sector members PATA enhances the sustainable growth, value and quality of travel and tourism to, from and within the region. PATA provides leadership and counsel on an individual and collective basis to nearly 100 government, state and city tourism bodies; international airlines, airports and cruise lines as well as many hundreds of travel industry companies across the Asia Pacific region and beyond. Thousands of travel professionals belong to nearly 40 PATA chapters worldwide and participate in a wide range of PATA and industry events. PATA's Strategic Intelligence Centre (SIC) offers unrivalled data and insights including Asia Pacific inbound and outbound statistics, analyses and forecasts as well as in-depth reports on strategic tourism markets. PATA is a not-for-profit organization. For more information, please visit www.PATA.org

About Visa: Visa is a global payments technology company that connects consumers, businesses, financial institutions and governments in more than 200 countries and territories to fast, secure and reliable digital currency. Underpinning digital currency is one of the world's most advanced processing networks—VisaNet—that is capable of handling more than 10,000 transactions a second, with fraud protection for consumers and guaranteed payment for merchants. Visa is not a bank and does not issue cards, extend credit or set rates and fees for consumers. Visa's innovations, however, enable its financial institution customers to offer consumers more choices: pay now with debit, ahead of time with prepaid or later with credit products. For more information, visit www.corporate.visa.com.

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