

New Luxe Landscapes

Emerging Luxury Travel Trends in Asia Pacific



LUXURY GROUP
MARRIOTT INTERNATIONAL

Executive Summary

Affluent travelers are responsible for approximately 36% of the world's spend on travel and nearly 70% of the spend on luxury travel¹. As luxury markets in the Asia Pacific region continue to mature, the Luxury Group by Marriott International's latest detailed report explores how luxury is evolving across the region and delves into the intricate travel patterns, preferences, and influences of the affluent traveler. Their influence is likely to grow: **68% of respondents are planning to spend more on luxury travel in the next 12 months while 33% are planning at least seven holidays this year.**

To gain a broad overview of consumer behavior throughout Asia Pacific, the study identified high-net-worth (HNW) travelers in the key markets of Japan, South Korea, India, Australia, Singapore, and Indonesia.

For businesses hoping to take advantage of the lucrative opportunities this segment presents, it's critical to recognize their distinguishing characteristics, anticipate their needs, and create experiences that meet their expectations.

The report identifies five major trends that provide stakeholders in Asia Pacific's travel and tourism industries with new insights into the motivations, spending habits and travel patterns of this highly coveted demographic.

1

For the Love of Food

Luxury culinary tourism is the leading driver of travel. As our findings reveal, affluent travelers will choose a destination based on the gastronomy and culinary experiences available. When considering where to travel this year, **88% of respondents ranked the chance to discover new food or gourmet adventures as either "important" or "very important."**

Acutely aware of dining trends, HNW individuals are eager to experience new dining establishments. When asked to prioritize the importance of visiting a new restaurant, 82% rated this as either "important" or "very important."

2

Celebratory Travel

The number of HNW individuals across Asia continues to grow. Asia's global share of HNW individuals is predicted to rise to 29% by 2027 (up from 15% in 2004)². Clearly, **there's reason to celebrate and groups of multi-generational families and friends are traveling abroad in large numbers to mark milestone birthdays or attend sporting events, religious holidays and weddings.** For many, the kinship and connection within a group enhances the richness of the travel experience.

Traveling in a group also promotes a sense of security and peace of mind, a critical component for HNW travelers. 91% respondents say an assurance of safety and protection is important to having a luxury experience.

¹ Mastercard Economics Institute Affluent Travel: A Middle East Perspective May 2024

² Altrata's World Ultra Wealth 2023 report September 2023

Executive Summary

3

Increasing Demand in India

In India, travel and tourism are at an all-time high and in 2024 more Indians are expected to travel internationally than in any time in history. In the first three months of 2024, 97 million passengers traveled through Indian airports for domestic and international trips, registering 84% growth³. Our report supports this finding as **89% of our Indian respondents say they are planning to spend more on their leisure travel this year and are highly engaged and enthusiastic about their varied travel plans.** With an increasing number of HNW individuals in India, tourism operators can target a growing affluent market segment seeking luxury experiences.

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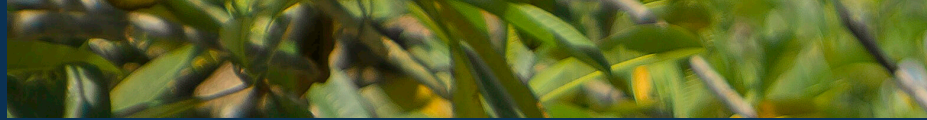
Deeper, Extended Experiences

Asia Pacific's HNW travelers are holidaying for longer, traveling more frequently and immersing themselves into the communities they visit. Rather than make a perfunctory visit to a tourist attraction or collect material items, they are looking to make deep connections, engage with locals and understand the local culture. **A true measure of luxury is taking their time to create long-lasting memories and experience a personal affiliation with the locals they meet.**

5

New Traveler Personas

With a burgeoning middle class across Asia Pacific, more disposable income for holidays and a growing population of ageing travelers, new categories of travelers have emerged. Debunking common stereotypes of the HNW individuals, the leisure traveler personas we have identified – **the 'Venture Travelist'** **the 'Experience Connoisseur,'** and **the 'Timeless Adventurer'** – are all fiercely independent, knowledgeable and committed to rich and diverse travel experiences.



Motivating Forces



People are taking extended holidays to seek deeper experiences and pursue their passions.



Gastronomy

Gastronomy has emerged as the key driving factor for high-net-worth (HNW) travelers when choosing a particular leisure destination. Many will seek opportunities to discover new culinary experiences, explore local cuisines or visit award-winning restaurants. In fact, **88% say gastronomy is important when planning their holiday (40% rank it as “very important”)**.

This trend is particularly prevalent amongst Indian travelers where 55% respondents rate gastronomy and culinary experiences as “very important.” The “very important” ranking is also shared by 49% of Indonesians and 47% of South Koreans.

When choosing a hotel, **81% make their selection based on fine dining options and 83% choose a destination so they can visit a critically lauded restaurant.** In fact, 82% define luxury as the opportunity to dine in award-winning restaurants. 34% of Japanese say visiting a new restaurant is “very important” in influencing their travel destination.

Almost half of the respondents (49%) describe a fine dining experience as an ideal night out. Similarly, 49% of respondents enjoy an evening spent visiting bars, restaurants and clubs.

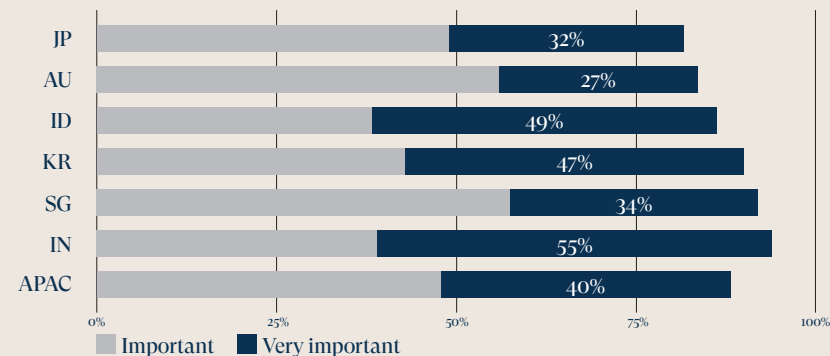
Michelin or markets?

42% of affluent South Korean travelers are willing to pay more for a unique culinary or bar experience while 30% are prepared to spend more to experience a Michelin-starred or award-winning restaurant.

When it comes to culinary choices, affluent travelers are adventurous, preferring to explore authentic local dishes they are not familiar with over food from home (62% vs 38%).

Survey results indicate that most travelers (57%) are eager to venture outside their hotel to immerse themselves in the community and interact with the locals. Further to this, 53% of affluent travelers consider exploring a bustling night market – lined with street food and local dishes – as an ideal night out.

How important is discovering a new food or culinary experience to your choice of destination?



The Natural Planet

Escaping an urban environment and connecting with nature is a key factor for many travelers: **84% say being immersed in nature is an important motivator while a further 76% want to see wildlife.**

52% of Indian travelers say a breathtaking location is very important to a luxury experience and 91% hope to have an encounter with wildlife.

Aside from the benefits of nature travel, many Asian cultures hold a profound respect and reverence for the natural environment, often connected with their spiritual and religious beliefs.

Health and Wellness

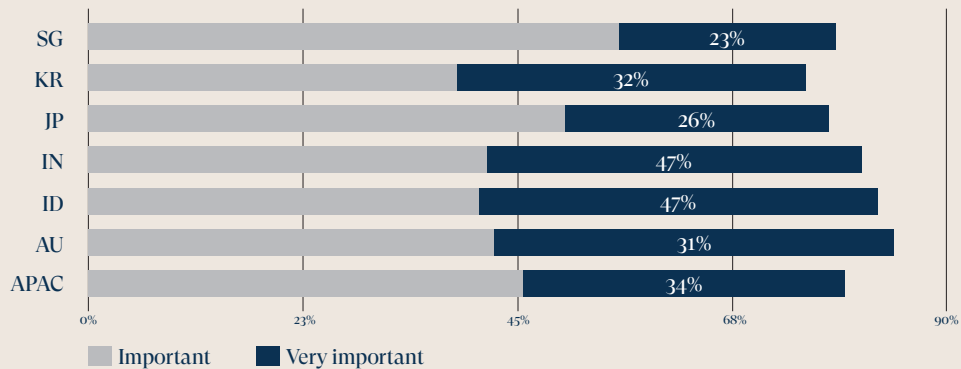
Wellness travel continues to be a rapidly growing sector in Asia Pacific with Millennials identified as a key demographic seeking restorative experiences. **86% of travelers aged 26-34 say a wellness retreat is a motivating factor to travel this year versus 80% of all respondents.** Combining traditional practices with modern health trends, this category comprises travelers seeking physical and mental rejuvenation or medical treatment.

Serene destinations and picturesque environments are ideal for disconnecting from daily stresses and focusing on personal health. The appeal of health and wellness travel in Asia Pacific lies not only in the wellness programs but also in the opportunity to experience rich cultural traditions or picture-perfect settings. **When searching for a hotel, 80% say a property's wellness facilities are an important factor in their decision.**

Medical tourism remains low (12% overall), although more Indonesians (18%) are traveling overseas for medical treatments. Only 6% of Singaporeans and Japanese travelers would consider a medical procedure abroad.

Overall, 14% of travelers will pursue physical wellness activities, such as yoga. This figure increases to 21% for 26-34-year-olds and is highest among Australians (20%). Conversely, physical wellness activities rank lowest among Japanese (9%) and Singaporean (8%) travelers.

How important is wellness or a wellness retreat to your choice of destination?

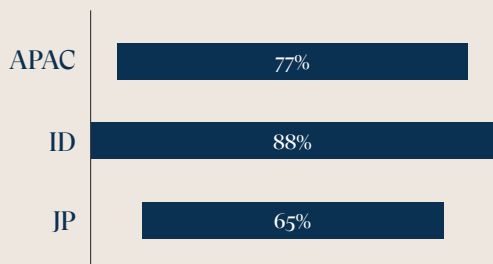


Immersive Culture and Entertainment

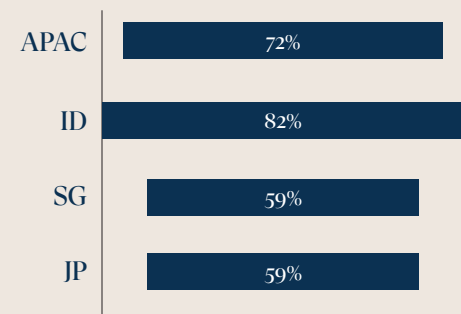
While event-driven tourism generates revenue for Asian economies, HNW individuals are also drawn to the promise of exclusive experiences. **72% will travel to attend a high-profile sporting event or concert while a slightly larger number (77%) are likely to take part in a cultural event.**

The market really driving this trend is India. Affluent Indian travelers have a deep appreciation for culture, architecture and design and are willing to pay more for VIP access. 88% of Indian respondents are planning their travel around a cultural event while the chance to attend a high-profile concert or sporting event is a major incentive for 87% of the surveyed travelers. Moreover, 36% of Indian travelers were willing to pay more for VIP access to a one-off event, compared to 25% overall.

Attending a cultural event important to choice of destination



High profile sporting or music event important to choice of destination



While **82% of HNW individuals want to see a city's distinct architecture styles and design highlights**, this figure rises to 92% among Indian travelers. Similarly, 80% of respondents choose a hotel based on its ability to offer culturally immersive experiences with the local community. With Indian tourists, this figure increases to 91%.

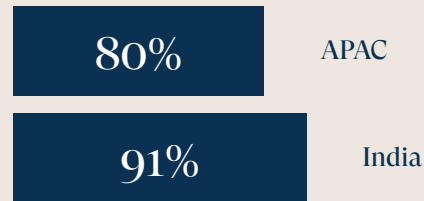
Across Asia Pacific, 80% of affluent travelers define luxury travel as being surrounded by refined craftsmanship and exquisite design. Among Indian travelers, this number rises to 91%. Most travelers (83%) will also consider a hotel's design and architecture when booking their stay, but for almost all Indian travelers (92%), this is a key factor in their decision.

An appreciation for design and architecture extends to choosing a restaurant or bar. 84% of respondents say a restaurant's design and style will impact their choice and 30% are willing to pay more to be immersed in a unique design environment.

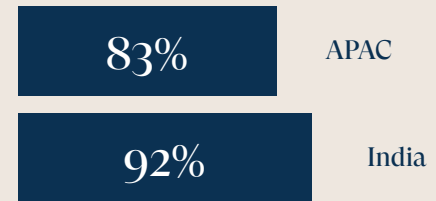
Importance of Architecture and Design in Luxury Travel



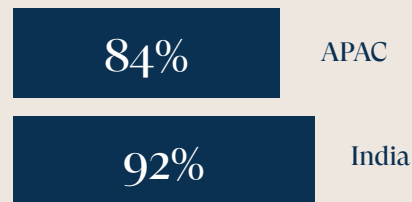
Influences my choice of destination



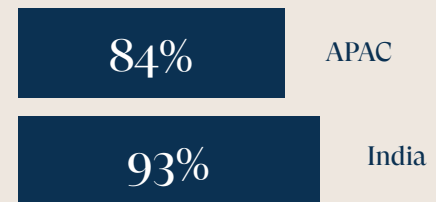
Influences my choice of hotel



Influences my choice of fine dining restaurant



Influences my choice of bars and lounges



Tracking Affluent Travelers



A review of the leisure travel patterns of HNW consumers in Asia Pacific provides insights into trending destinations and tourism movements that can transform regional economies.

Where to?

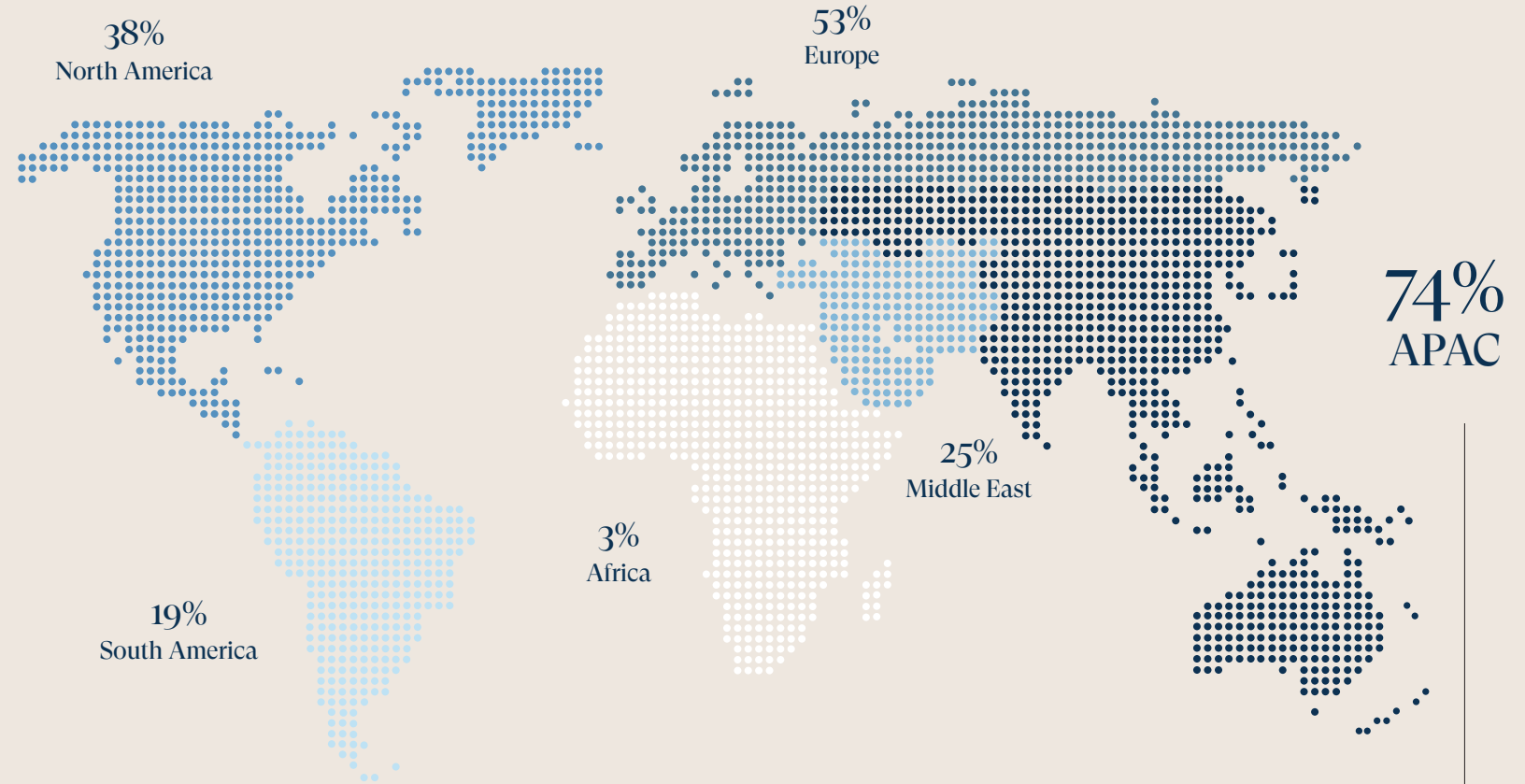
HNW travelers predict they will take on average six leisure trips abroad within the next 12 months. Within this group, 67% expect to take between two-six trips and 33% are planning seven or more holidays this year. Almost half of the Australians surveyed (48%), along with 40% of Indonesians, intend to travel at least seven times this year. Conversely, Singaporeans take the fewest holidays with 61% planning only two-three trips.

While this finding is significant, further analysis reveals purchasing patterns and motivations for travel vary across the region.

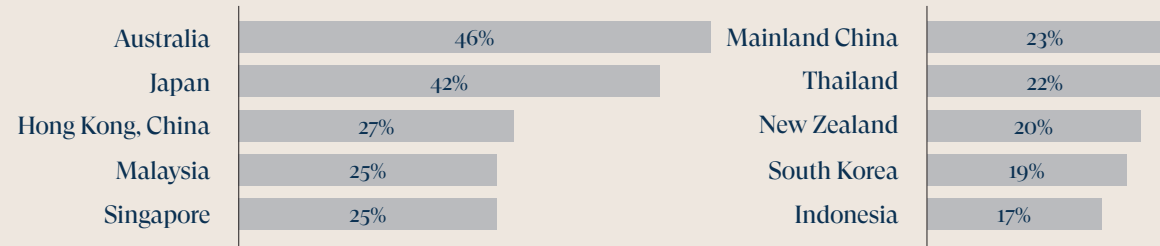
Demand for intra-regional trips remains high. **Seven out of 10 respondents are planning a holiday within Asia-Pacific (APAC)** with 85% of South Koreans choosing this option. Europe remains a popular destination as well with 52% anticipating a leisure trip to the continent within the next 12 months. Interestingly, Indonesians prefer Europe with 68% opting for a holiday on the continent. Other in-demand regions include North America (38%), Middle East (25%) and South America (19%).

Within APAC, Australia is the top destination of choice among luxury travelers with 46% planning a visit Down Under within the next 12 months. Japan ranks a close second with 42% followed by Hong Kong, China (27%), Malaysia and Singapore (25%), Mainland China (23%) and Thailand (22%). Rather than focus solely on the major cities, travelers are also planning to visit secondary cities. In Australia, for example, visitor itineraries include the major cities of Sydney and Melbourne, but also feature trips to the capital Canberra as well as Brisbane and Perth. Likewise in Japan, most tourists will visit Tokyo and Osaka, but a growing number will also travel to less-crowded destinations such as Fukuoka and Nagasaki.

Australia is also named the destination people are most looking forward to visiting in the next year with 24% ranking it as their most-anticipated trip.



Within APAC

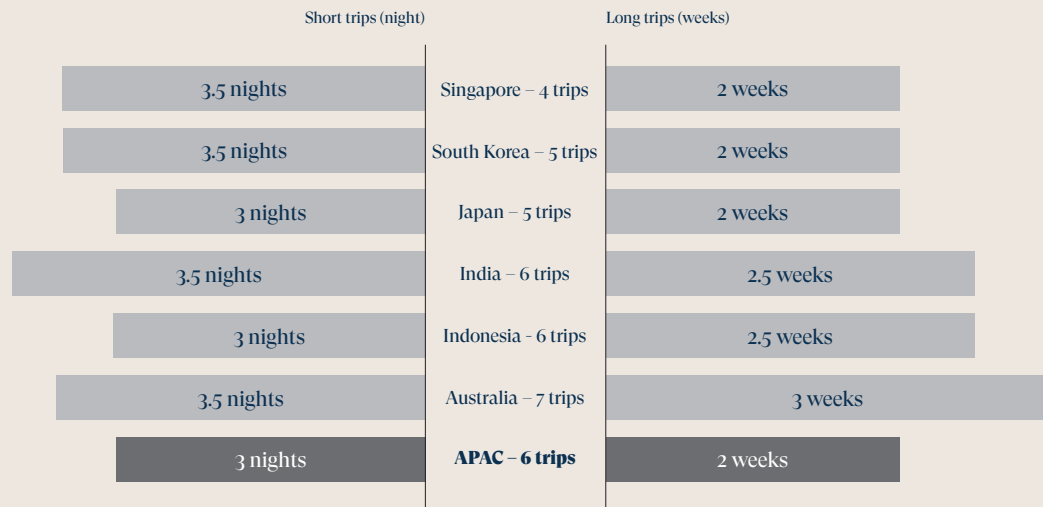


Why there?

Impulse travel is rare among HNW travelers. **Most trips are meticulously planned and booked on average three months in advance.** Their travel decisions are mostly informed by website searches (40%) and recommendations from family members or friends (34%).

For how long?

On average, a short stay comprises three nights while a long stay is two-and-a-half weeks. With Australians entitled to a minimum of four weeks annual leave, it's not surprising they take the longest holidays with 73% planning a minimum two-week getaway and 33% taking over three weeks. Similarly, a third of Indonesians expect their trips will extend beyond three weeks. Japanese travelers, meanwhile, take the shortest holidays with 62% limiting their holidays to two weeks or less.



Who with?

Across Asia Pacific, families and friends are traveling together to mark key milestones or attend a celebration. Through collective meaningful travel experiences, they are reaffirming relationships and fostering closer ties. Multi-generational trips are more popular than ever.

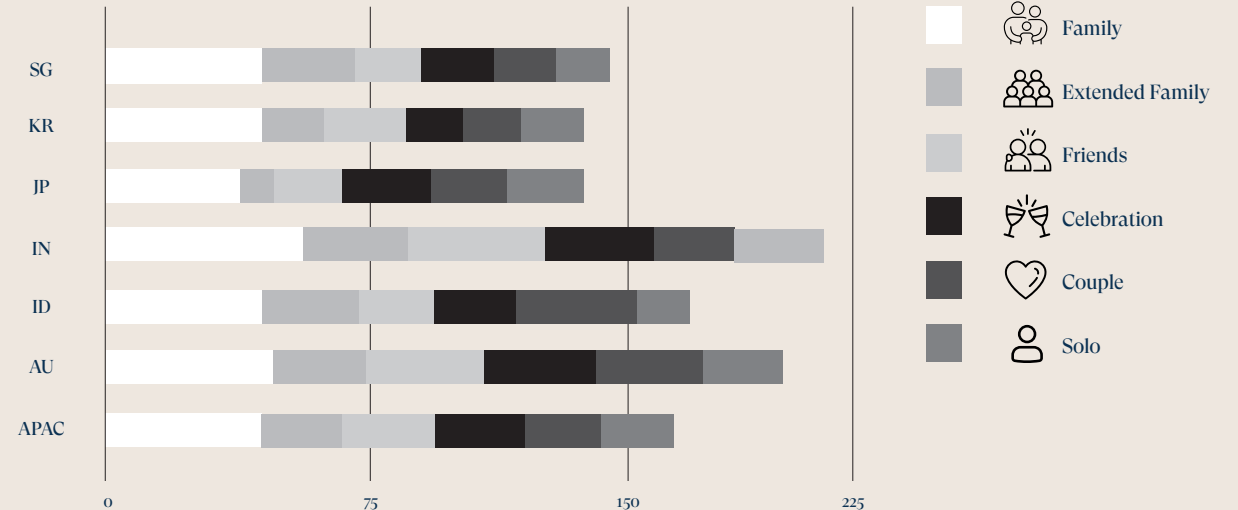
The three leading types of holidays are:

- Family holidays
- Holidays with groups of friends and
- Trips planned around a major celebration, including weddings or birthdays.

With a strong preference for group travel, only one in five affluent travelers intend to take a solo trip in the next 12 months. In Singapore (26%) and India (28%) we're seeing a trend of one married parent taking a child with them on holiday to bond with their child and share their mutual love of travel.

The lone APAC destination bucking the group travel trend is Japan where couples' trips rank in the top three.

Who I'm travelling with



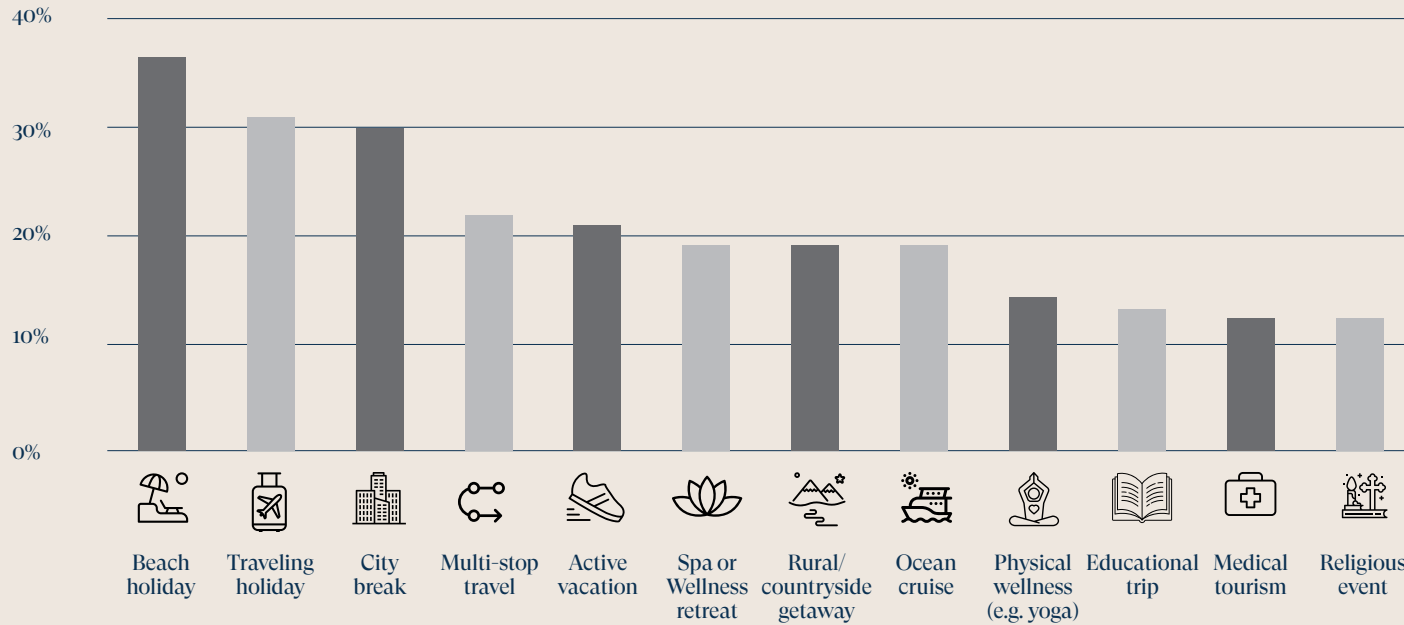
Why travel?

Interestingly, **73% of affluent travelers mix leisure travel with business.** 25% of Indians combine the two on every trip. In contrast, 60% of Japanese say they never combine business and leisure travel.

While **beach holidays remain popular (36%),** other leisure trips include traveling holidays (such as a river cruise), a city break or a sports-related getaway such as a golf or cycling holiday have a growing appeal.

Moreover, luxury travelers are looking to take full advantage of long stays and creating diversified holiday portfolios comprising multiple experiences across various destinations. An individual's typical holiday portfolio might include a multi-generational beach holiday staying in a luxury villa, a friends' trip for a special celebration or an indulgent gastronomy tour.

Types of Holiday





How to Spend it



In 2022, the value of the global luxury travel market was estimated at US\$1.4 trillion. By 2032, this figure is projected to increase to US\$3.3 trillion⁴, an 8.4% rise in a decade.

⁴ Acumen Research Luxury Travel Market Size - Global Industry, Share, Analysis, Trends and Forecast 2023 - 2032 March 2023

Where to spend?

This trend is reflected in our report with 68% of respondents planning to spend more on their luxury travel in the next 12 months. The biggest increase is expected in India with 89% of high-net-worth (HNW) individuals looking to boost their travel budgets. This is in stark contrast to South Korea where 17% intend to spend less on travel.

In terms of luxury travel experiences, **42% of affluent consumers are prepared to spend more to secure a private or exclusive hotel.** 35% also agreed they would be willing to splurge on unique culinary experiences while 33% would pay more for a hotel in a prime location.

When allocating their travel budget, **HNW travelers rank business or first-class travel equally important as the brand of the hotel.** Further to this, 49% of Indians are prepared to pay more for a luxury hotel brand.

Australians and Singaporeans prioritize personalized service (40% and 48% respectively).



- Privacy and exclusivity of hotel ✓
- Exclusive culinary and bar experiences ✓
- Unique location of hotel ✓
- Business class or first class transport ✓
- Brand of luxury hotel ✓
- Eco-friendliness of travel ✓
- Personalized service ✓
- Hotel design and aesthetic ✓
- Range of wellness ✓
- Top ranked restaurant ✓





Local purchases making a big difference

For HNW individuals, shopping is a key driver to travel. Moreover, **85% of respondents say access to locally-made products is a key consideration when deciding where to travel.** This is particularly prevalent among Indian affluent travelers where 94% prioritize shopping for locally made products.

In addition, 75% place great importance on buying locally-made antiques and vintage products while 76% want to shop for luxury fashion, accessories and homewares and 46% aim to return home with tangible souvenirs.



Safety as a Luxury



Ongoing global crises and the impacts of inflation, climate change and rising geopolitical tensions have left many travelers feeling anxious and insecure. In response to the current state of flux and volatility in the world, safety and security have emerged as dominant themes in luxury travel.

New Luxe Landscapes

Our study reveals high-net-worth (HNW) travelers want to feel safe.

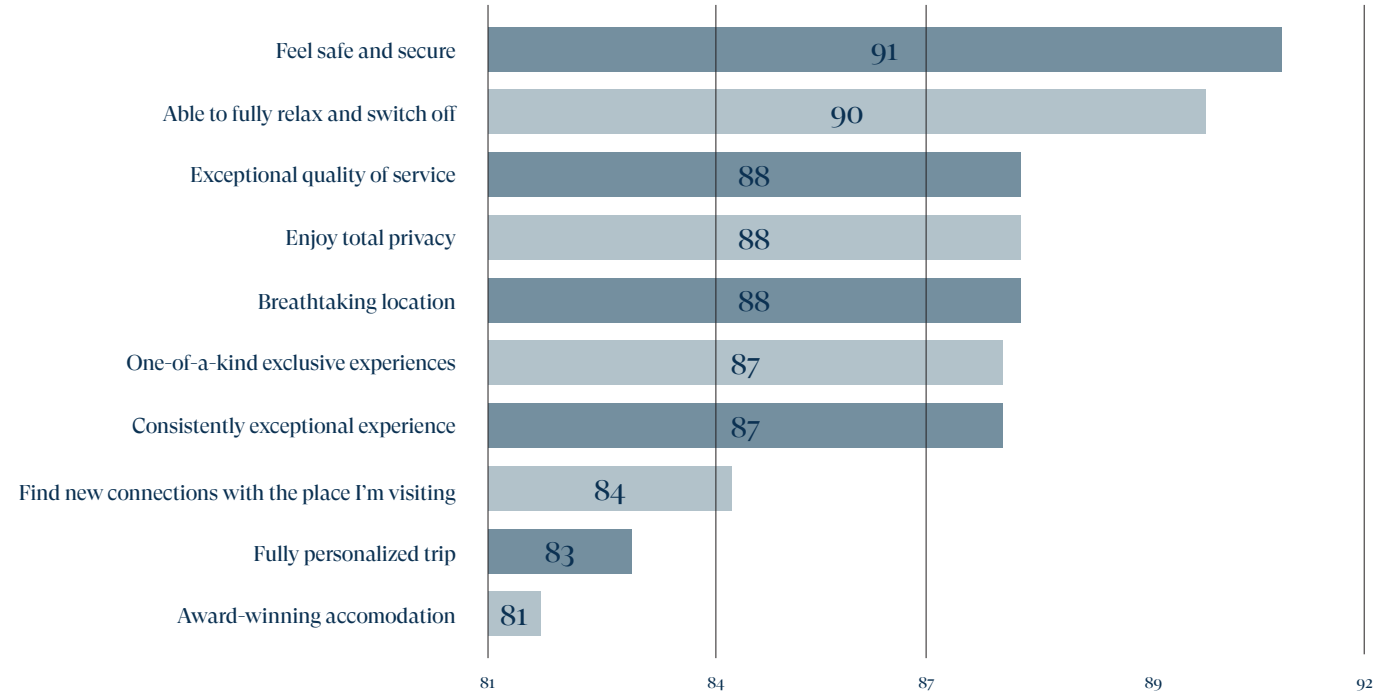
To ensure a sense of security, they are more likely to:

- Visit familiar destinations
- Choose a recognized luxury hotel brand, and
- Travel in larger groups.

Most respondents (91%) say a sense of security and a safe environment is important to having a luxury experience (51% rate this as “very important”). In fact, affluent travelers now rank a sense of security higher than exceptional service (88%), engaging in an exclusive experience (87%) or having a truly personalized experience (83%).

This is especially prevalent among HNW Indian travelers. Over half (55%) rate an assurance of safety as very important while only 1% say it's not important. For many affluent travelers, touring with a security detail has become the norm, not only for protection but as a status symbol.

Luxury travel means

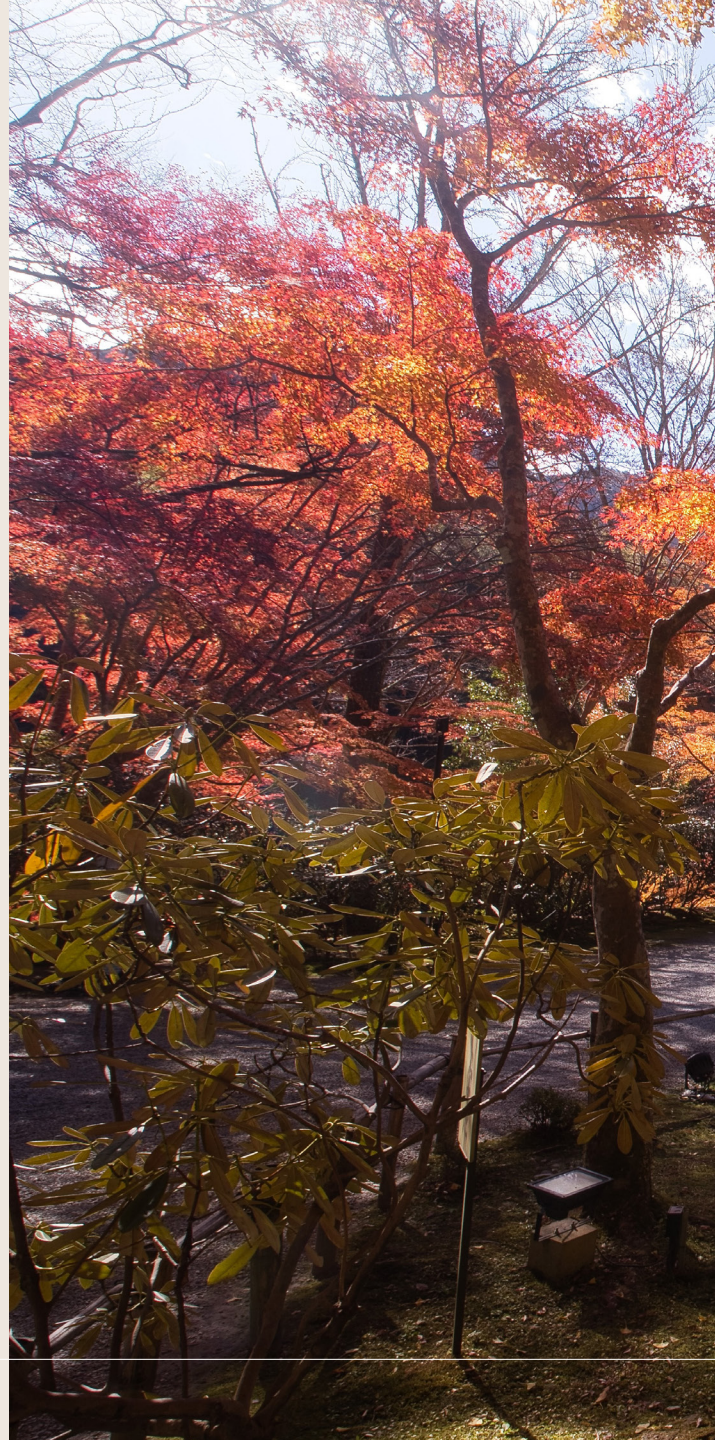


Among their planned trips, travelers are finding comfort with the familiar but are also willing to venture to unknown destinations. While **most (62%) prefer to visit a popular or well-known destination, a significant number (37%) want to take the road less traveled.** While they may favor the obvious over the obscure, 78% of HNW tourists still regard discovering a new destination as a mark of a luxury holiday.

Among those surveyed, Singaporeans and Australians are more likely to travel to lesser-known destinations.

Echoing the need for security and safety, visitors are not looking for secluded or isolated destinations with 30% saying this is not a motivating factor for travel. Still, **nearly nine in 10 respondents (88%) expect total privacy while on vacation.**

For added peace of mind and comfort, affluent travelers are drawn to trusted and reputable hotel brands. Nearly one third (32%) say they are prepared to pay more for a luxury hotel brand. In fact, after location, brand reputation is the most important factor in hotel selection followed by price.



Top 10 reasons I pick a luxury hotel (all APAC)

Location ✓

Brand reputation ✓

Price / value ✓

High tech amenities and services ✓

Design and architecture ✓

Selection and brand of in-room toiletries ✓

Fine dining and bar options ✓

Hotel offers culturally immersive experiences with its local community ✓

Personalized service (e.g. butler) ✓

Sustainability and environmental practices ✓

Setting a Pace



Across Asia Pacific, there are key differences in how tourists prefer to travel.

New Luxe Landscapes

While **most (58%) want to strike a balance between free time and organized activities**, Indian (32%) and Indonesian (28%) travelers prefer a fast-paced itinerary that keeps them busy. In contrast, Australian (27%), Japanese (30%) and Singaporean (28%) tourists prefer to travel at a more leisurely pace so they can enjoy the surroundings.

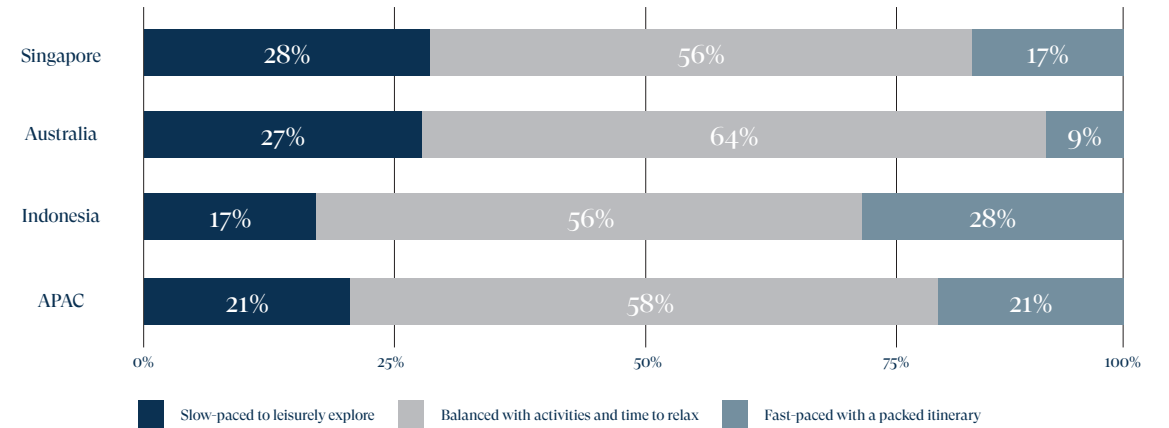
In terms of demographics, **36-44-year-old travelers are most likely to favor a relaxing holiday with 34% choosing this option**. Nearly half of South Korean tourists, meanwhile, maintain that feeling completely disconnected from daily life is a true measure of a luxury experience.

When it comes to organizing a trip, 43% appreciate the freedom to create their own itinerary. Over half (53%) are meticulously planning every detail of their holiday while almost 70% enjoy the independence of making their own bookings and reservations. The remaining 30% prefer to use hotel concierge services to secure their bookings.

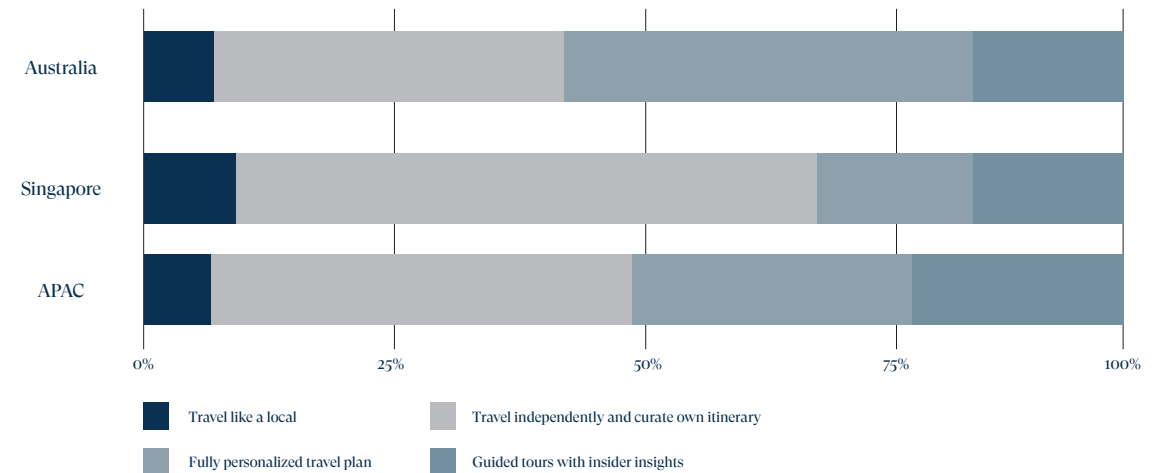
Singaporeans rank as the most self-sufficient tourists (61% prefer independent travel) while Australians are the least independent (43% want a fully personalized travel plan).

As expected, younger travelers are the most independent. **54% of tourists aged 18-25 take a free-spirited approach to travel** while only 32% of those within the 35-44 bracket share their carefree outlook with most preferring to oversee every detail of their trip.

Pace of travel



Travel Itinerary





The Eco Economy



High-net-worth (HNW) travelers are increasingly aware of sustainable travel.

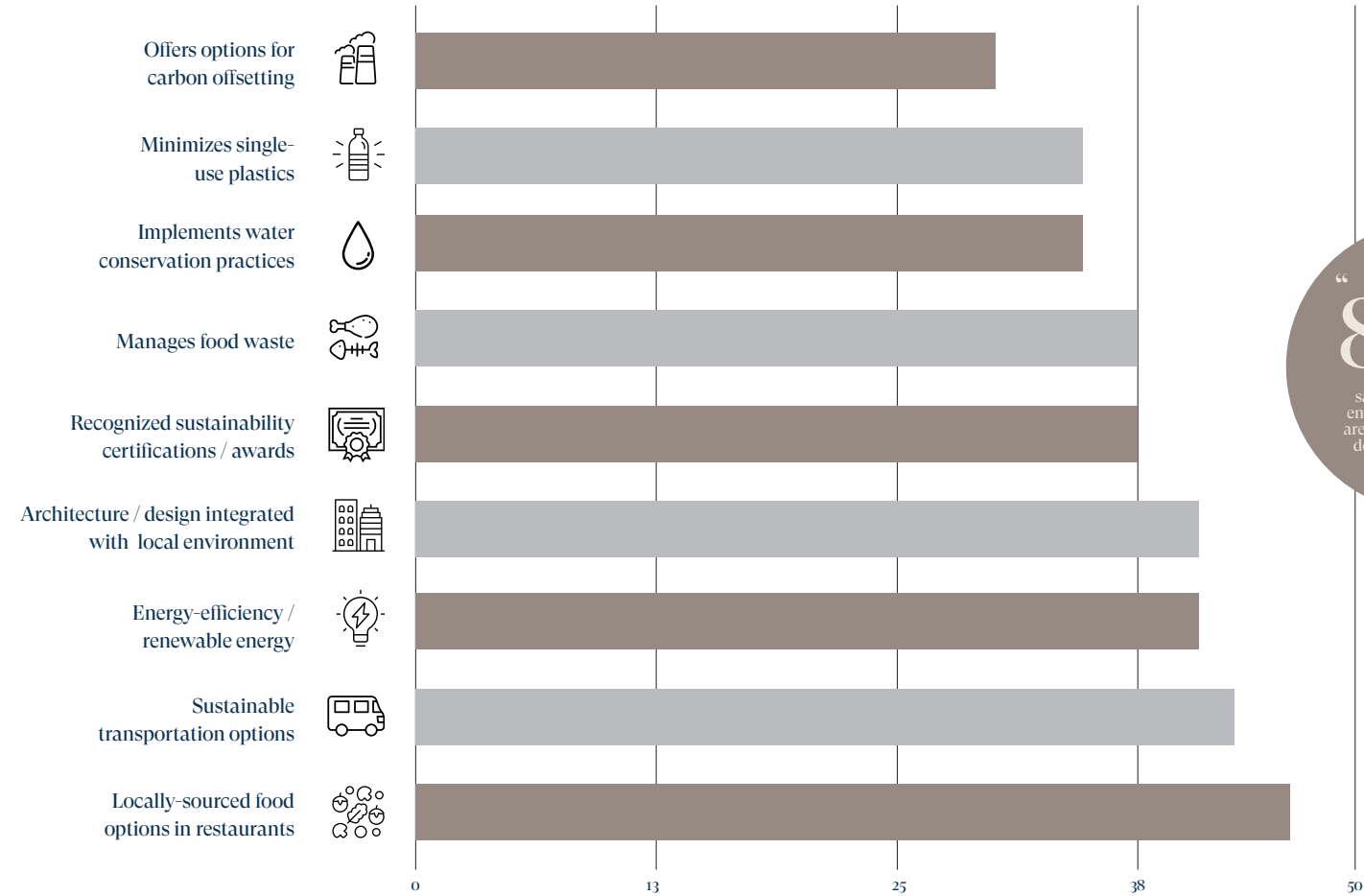


Mindful of the impact their travel has on the environment, **80% say a hotel's sustainability and environmental practices is a consideration when deciding where to stay.**

Given this group find inspiration in architecture, and have an affinity for nature, it's not surprising that **40% want to see the hotel design integrated with the local environment.**

The eco-conscious traveler is also mindful of limiting food waste and supporting the local community. 43% want to see hotel restaurants offering locally-sourced food products and a further 35% expect to see effective management of food waste.

Sustainability in Luxury Hotels



“
80%
say sustainability and environmental practices are a consideration when deciding where to stay ”

New Personas of Luxury Traveler in Asia Pacific



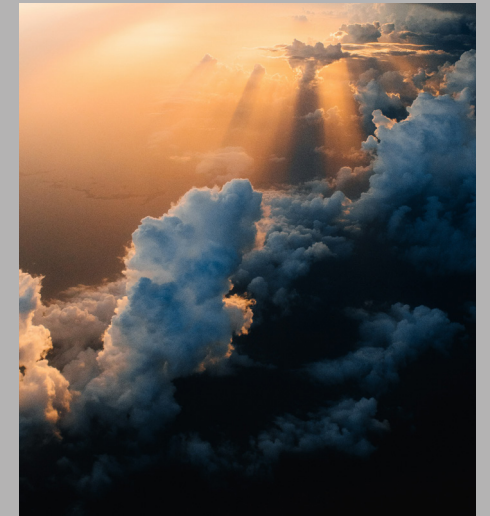
The research has revealed shifts in how people travel in Asia Pacific, with three distinct new groups emerging.

Venture Travelists

The next evolution in 'Bleisure', Asia Pacific's Venture Travelists select holiday destinations that may generate business opportunities. Eight in 10 travelers in this category like to discover less developed and frontier destinations.

Venture Travelists enjoy their vacation with their family and loved ones and go to great lengths to ensure their trip is luxurious, consistently excellent, and comfortable. However, **they're entrepreneurs at heart and are always looking for the next business opportunity.** Always on the lookout to secure a deal, they're unlikely to find a locally-made product and merely appreciate its craftsmanship. Instead, they're more likely to be weighing up its market potential back home.

When travelling, they may visit a secondary city, and conduct meetings with business prospects or clients. To this end, they're also booking restaurants that are conducive to productive conversations, relying on reviews to guide their decision. Ideally, the restaurant will have a private space for conducting business.



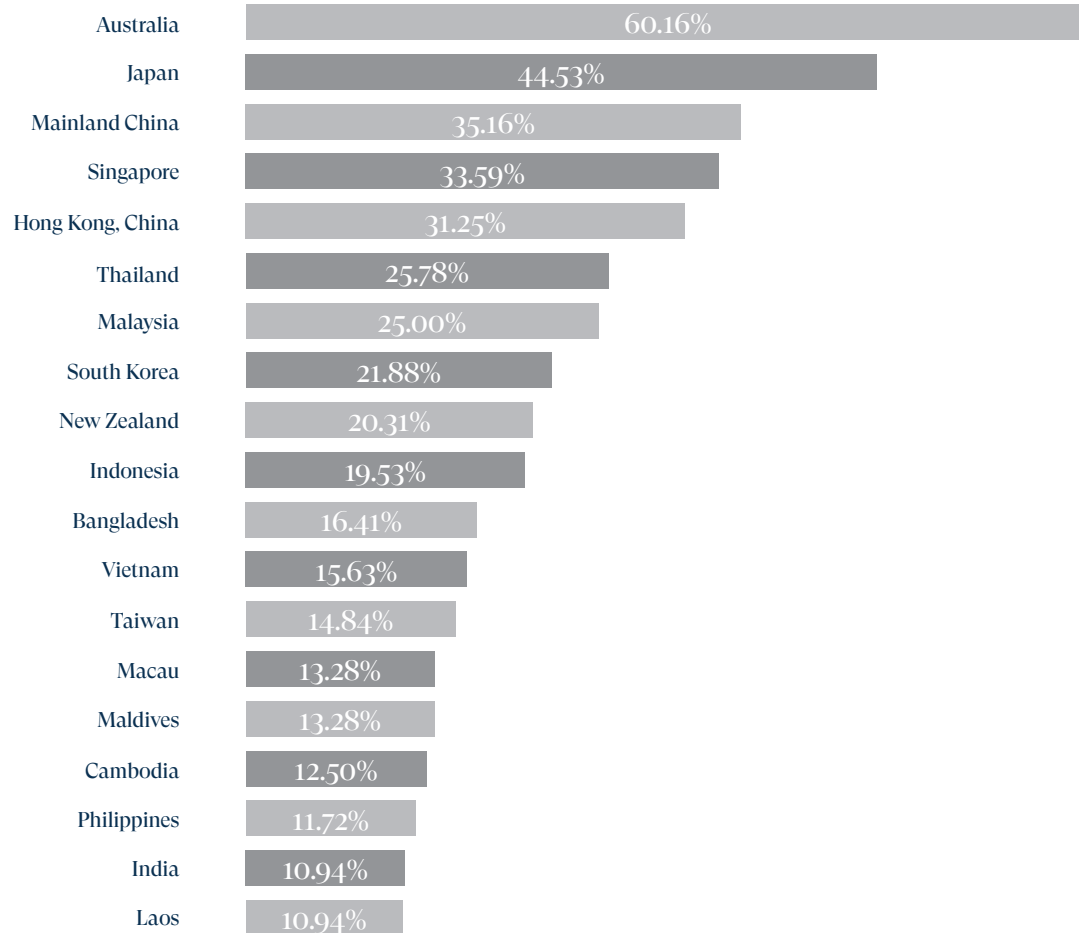
Venture Travelists

Venture Travelists travel by immersing themselves in a destination. This, however, is less about cultural enrichment or a way to spend quality time with loved ones. Rather, **this is immersion with intent, to find something that they can use or that is of commercial interest to them.** They are not spending time on cultural events and outdoor activities. Instead, they are exploring, shopping for local products and antiques, and above all looking to forge a network with the local community they are visiting.

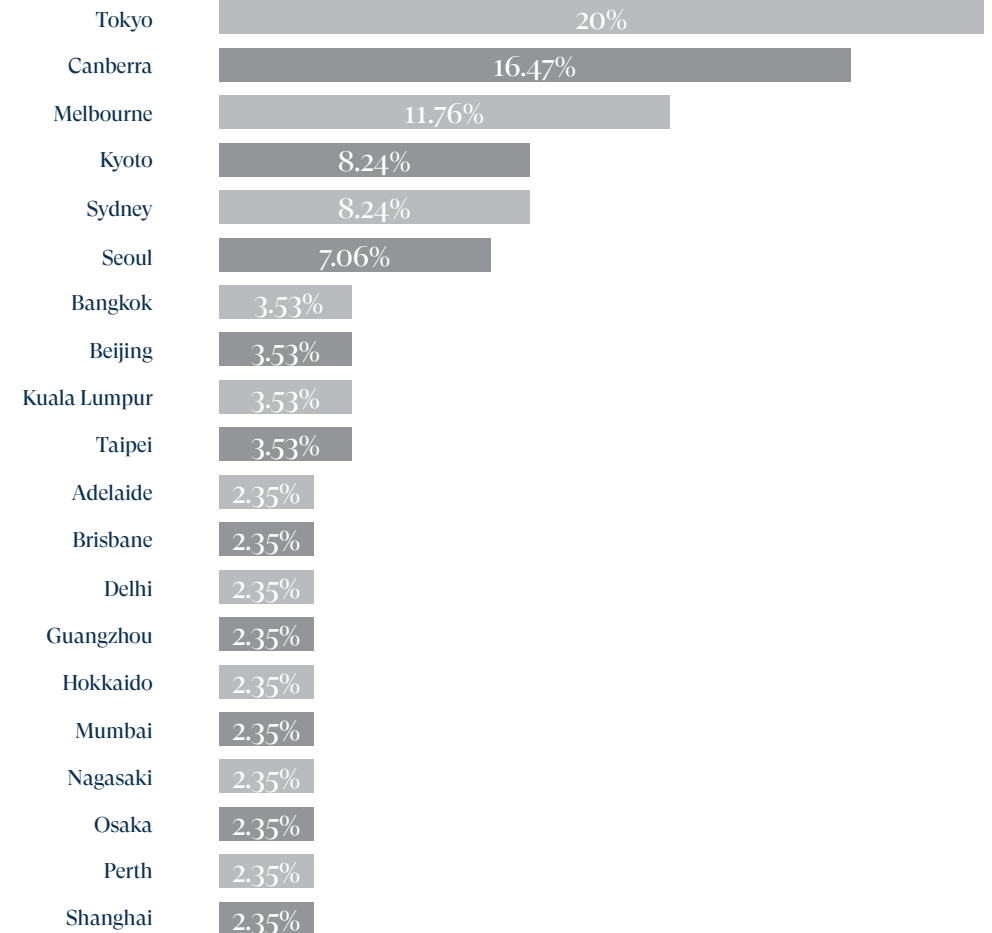


Venture Travelists

Top APAC Destinations



Top Cities

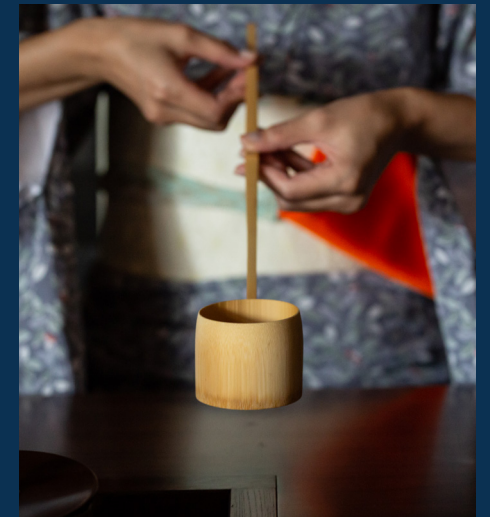


Experience Connoisseurs

This group of predominantly millennials travels among high-net-worth (HNW) individuals in Asia Pacific, and they plan their leisure travel as an opportunity for personal enrichment. They travel far and wide. They're as likely to travel to Europe as within APAC, and they see gaining experience as an investment in their mental and physical wellbeing, as they learn about the world and other cultures. They do this through exploration, studying a destination before going and maximizing their time once they arrive.

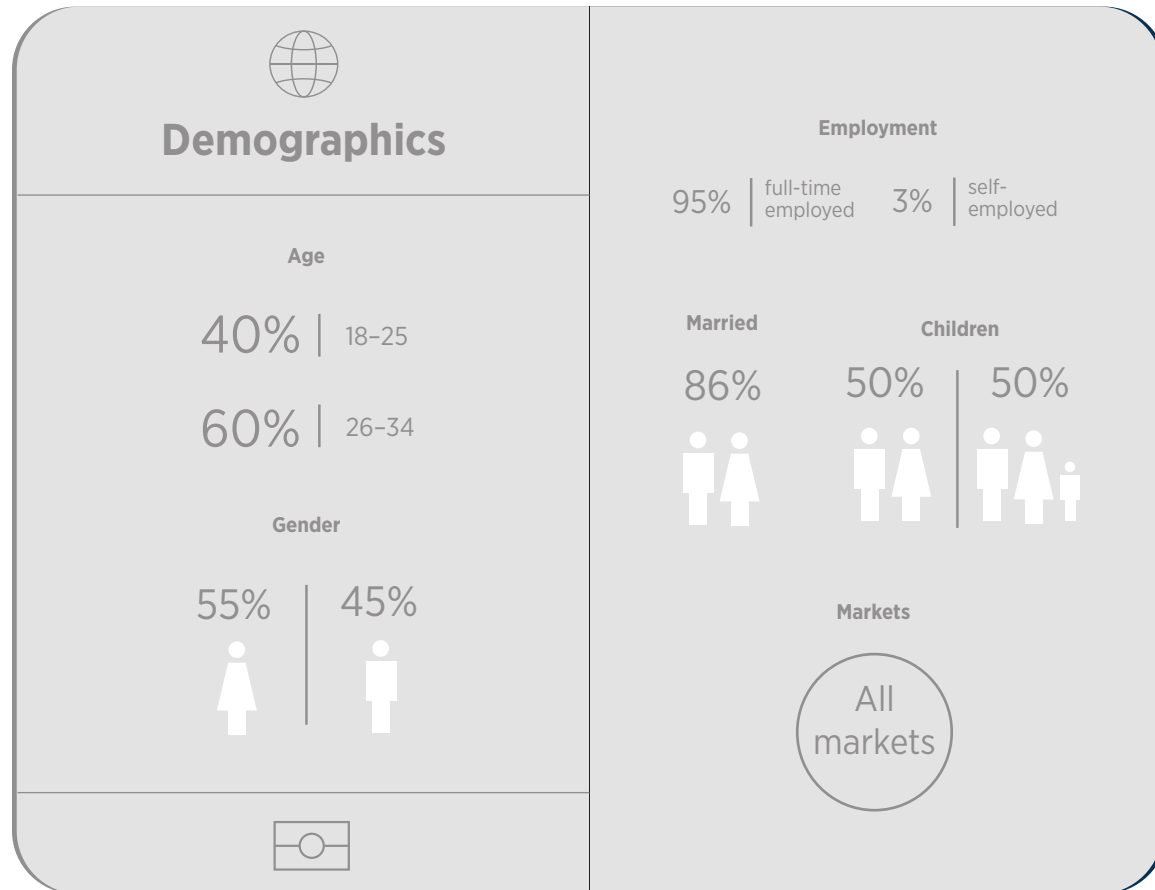
They really are experiencing it all and living life to the fullest. Despite this, they have yet to form their own personal identity or a strong perspective on the type of holiday they truly enjoy. **You are just as likely to find Experience Connoisseurs learning a new skill on an educational vacation, embarking on a religious pilgrimage, or practicing physical wellness at a yoga retreat.**

Experience Connoisseurs love traveling with family or a group of friends, but they are also the segment most likely to travel solo. They travel with high expectations and expect consistency throughout their trip. They want to deeply explore a destination and will shop for locally-made goods, as opposed to luxury goods they can buy at home. They'll book restaurants they've heard about and eat unfamiliar local foods. Above all, this group values personalization and exclusive one-of-a-kind experiences.



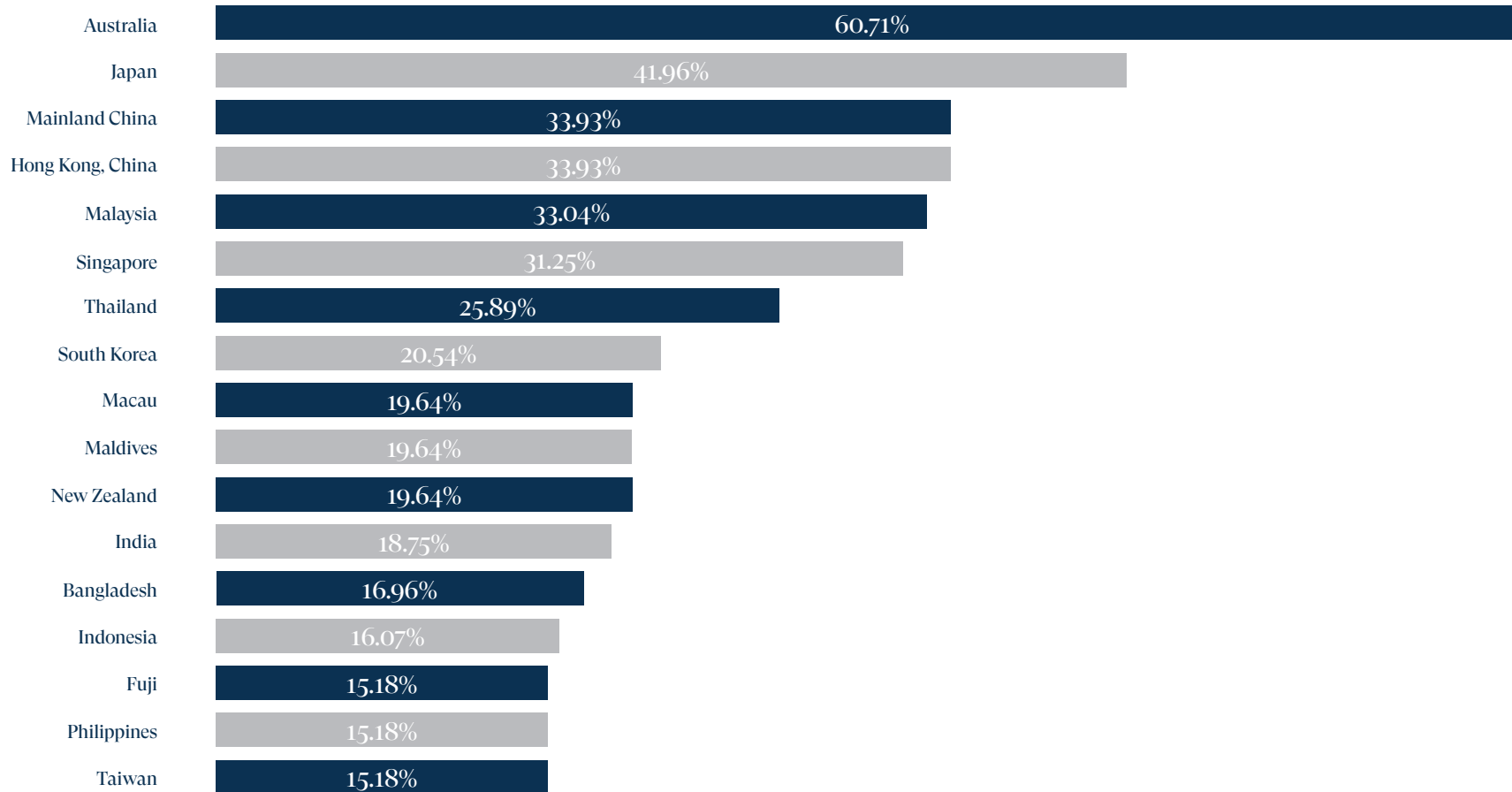
Experience Connoisseurs

Experience Connoisseurs are enriching themselves through travel, but not at the cost of the planet. **They value eco-friendliness and evaluate the sustainability efforts that hotels make to ensure they are supporting brands that are aligned with their own personal values.** They look for reassurance with eco-branded certifications and expect hotels to not only maximize energy efficiency on site, but also educate guests and promote sustainability education in the community.



Experience Connoisseurs

Top APAC Destinations



Timeless Adventurer

Forget everything you think you know about over-65 ‘silver set travelers’. In Asia Pacific, **Timeless Adventurers are keen explorers who want to immerse themselves in a destination, not just see it. It’s not enough for them to travel to a place; they must know the destination’s ins and outs.** They’re less interested in tourist attractions and more drawn to what gives the destination a sense of place, what makes it unique and memorable.

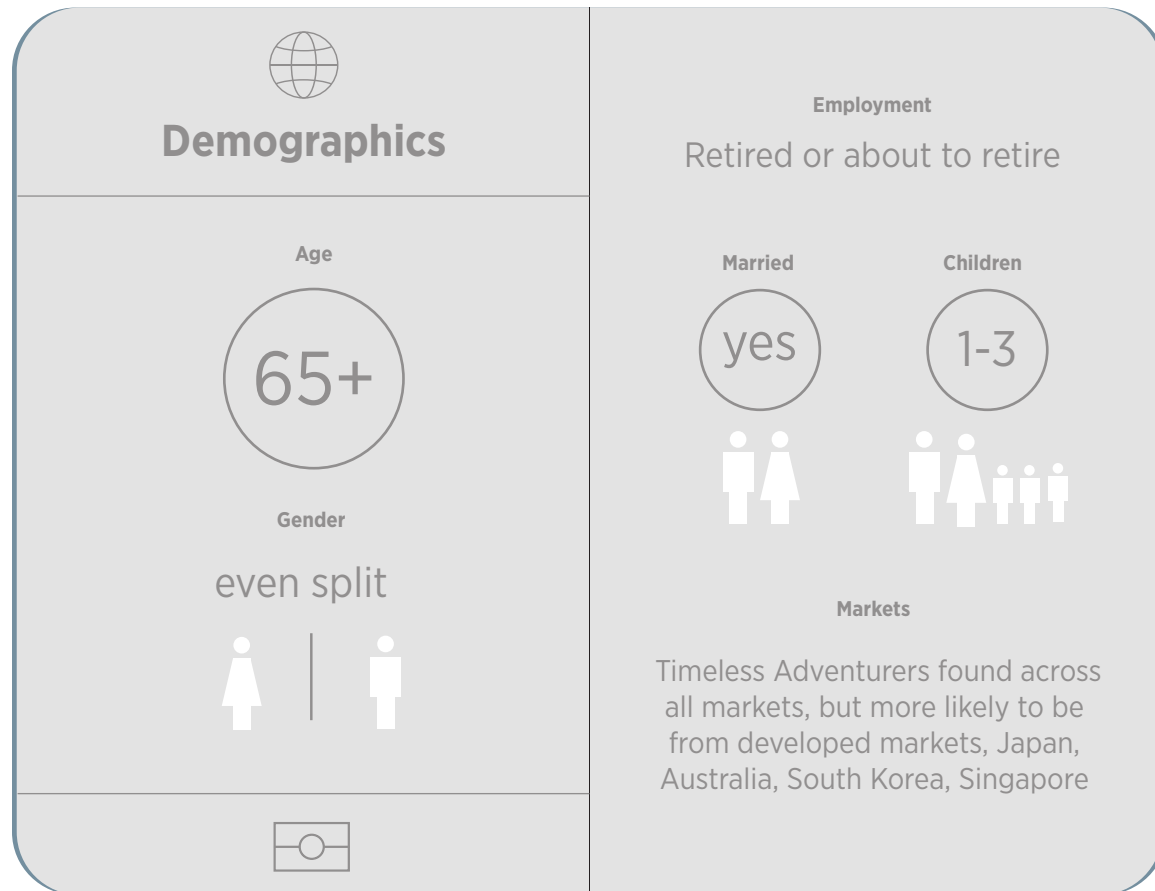
These people are judicious travelers. They select destinations they haven’t visited before and want to explore places before they become popular. They know exactly what they want to achieve and meticulously plan their itinerary accordingly. Given their broad travel experiences, they expect an exceptional level of service, and are willing to splurge – on business class flights, Michelin-starred restaurants or reputable boutique hotels – to ensure a memorable experience.

For Timeless Adventurers, travel isn’t about visiting a tourist attraction, shopping or collecting souvenirs. They’re driven by one thing – **the opportunity to build memories by spending quality time with their loved ones through travel.**



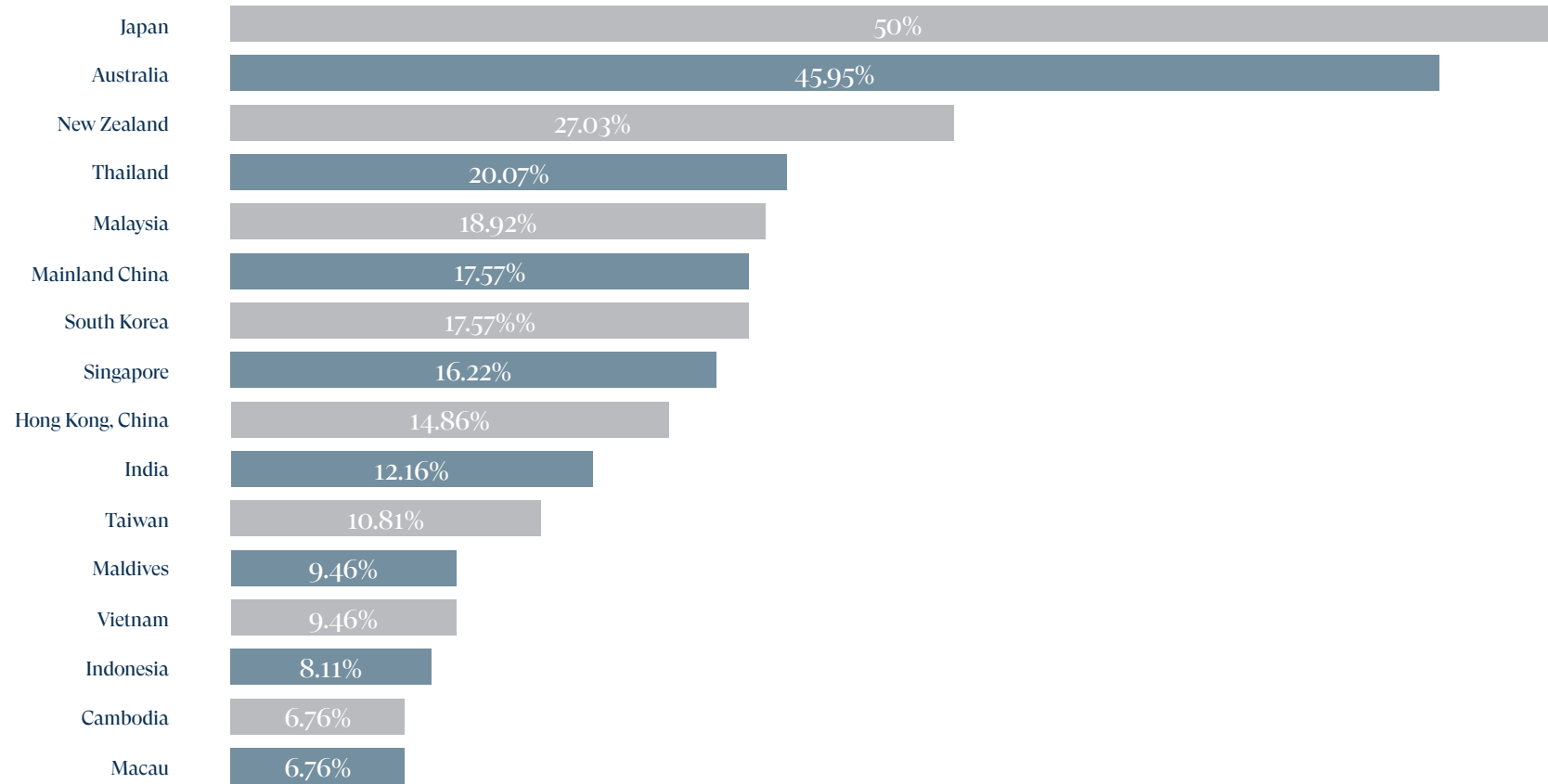
Timeless Adventurer

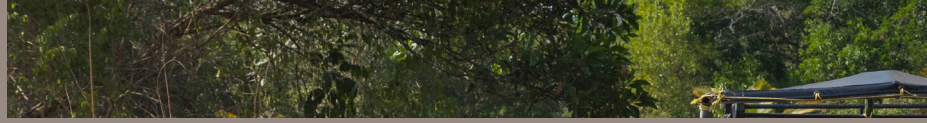
They won't be found lounging around in their hotel, nor do they rely on the hotel to help them find activities. For them, the hotel, or chosen accommodation, is merely a starting point for their travel adventure, a place to sleep in so they can recharge to take on the next day.



Timeless Adventurer

Top APAC Destinations





Markets



India
Japan
South Korea
Singapore
Australia
Indonesia





India

India emerges as the most-engaged market with travelers active and passionate about their upcoming holidays over the next 12 months. 89% of high-net-worth (HNW) Indians are planning to spend more on their leisure travel, looking at six trips over the course of the year, with an average three-four nights for a short trip and two-three weeks for a long holiday. Maximizing opportunities for discovery and new experiences, half of them say they always combine business and leisure travel.

Two-thirds of Indians expect to travel widely within Asia Pacific with 69% planning a trip to Australia. Within Australia, they hope to visit multiple cities, including secondary destinations such as Brisbane and Canberra.

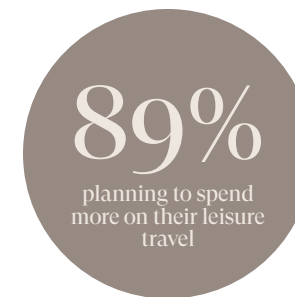
Indians overwhelmingly travel as large groups, with friends, their immediate and extended family, and for celebratory trips. The most popular holidays they are planning are beach holidays followed by traveling holidays or city breaks. Nearly a quarter are arranging a religious pilgrimage.

More motivated by gastronomy than any other market, 55% say discovering new food or a culinary experience is very important in their choice of destination, compared with 40% overall. In fact, a hotel's fine dining options are more important than the property's location.

When booking a destination, other priorities include access to locally-made products, having a range of activities for the extended family, being surrounded by nature, and enjoying personalized experiences tailored to their needs.

61% want a full itinerary and view travel as less of an indulgence, and more as an opportunity to improve their mental and physical wellbeing. Over nine in 10 Indians are looking for a breathtaking location and the ability to fully relax and switch off as part of their luxury experience. They are willing to spend more on hotel accommodation to ensure privacy and exclusivity (50%), a reputable luxury brand (49%) and a unique location (43%).

Alongside eating, shopping and immersing themselves in the local area, Indians are prioritizing wellness within their leisure trips over the next 12 months. Nine in 10 are planning a restorative wellness break, and the same number say that wellness facilities are important when choosing a hotel.



Planned Outbound Destinations - India	%
Australia	69
Singapore	51
Japan	39
Malaysia	39
Thailand	39
New Zealand	38
Hong Kong, China	31
Maldives	28
Mainland China	18
Vietnam	18



Japan

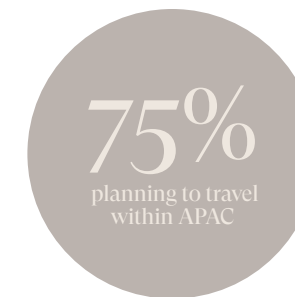
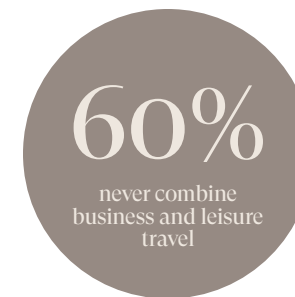
Japanese high-net-worth (HNW) travelers are planning comparatively fewer and shorter trips than the region as a whole: just under five trips over the course of the year, with an average of three nights for a short getaway and 12 days for a long trip. They are more intentional with their holidays, with 60% saying they never combine business and leisure travel. Perhaps given the weak Yen, only 60% are planning to spend more on their travel, with 33% planning to spend the same as last year.

With shorter vacations, unsurprisingly most travel is within the Asia Pacific region, with 75% planning to travel here, and only 29% planning trips to Europe and 25% to North America. While Australia remains on top of their list, Japanese HNW individuals are both returning to places they love and seeking out new destinations this year, with a diverse list including emerging markets, such as Bangladesh and Brunei, to tropical settings like Fiji and the Cook Islands.

Family holidays and celebration holidays also rank high for affluent Japanese travelers, although extended group travel with family or friends is less of a trend in this market. They are more likely to travel as a couple (22%) or solo (22%). Japan is also the only market to not feature beach holidays as the number one holiday. City breaks and traveling holidays are more popular.

Gastronomy is a very important driver in Japan, with 81% saying this is key to their choice of destination, followed closely by visiting a restaurant they've heard about (80%). 33% are willing to pay more for exclusive dining experiences, such as chef collaborations. Japanese HNW travelers are less adventurous when exploring the local cuisine, however, with over half (52%) saying they prefer to eat familiar food from home.

Rather than arrange a busy schedule, they prefer a slower pace on holiday compared to other regional markets. Japanese travelers prefer holidays that are indulgent (66%), and 60% prefer relaxing, slow vacations rather than trips packed with activities.



Planned outbound destinations - Japan

	%
Australia	25
Bangladesh	24
Brunei	23
Cambodia	23
Mainland China	21
Cook Islands	15
Fiji	14
Hong Kong, China	13
India	12
Indonesia	9



South Korea

South Korea's high-net-worth (HNW) travelers have comparatively fewer holidays, planning five leisure trips in the next 12 months, taking an average of three nights for a short trip, and two weeks for longer trips. 40% are planning to spend the same or less on their travel in the next year.

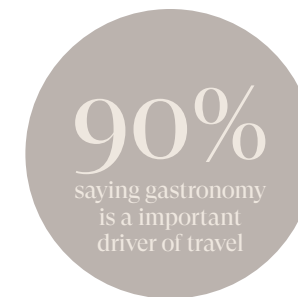
Of the markets surveyed, South Koreans are travelling the most within Asia Pacific, with 85% planning their leisure trips in the region. 46% are planning trips to Europe and 34% to North America. Within APAC, Japan is by far the most popular destination, with 50% organizing a trip here; nearly one in four are arranging a trip to Hong Kong, China and 22% are planning to visit Australia.

Just under half (45%) are planning family holidays, with friends' trips and extended family trips also on the horizon. While beach holidays, city breaks and traveling holidays rank highest, one in five South Koreans are also exploring active sporting vacations and rural getaways, which is reflected in their choice of destinations.

Gastronomy is a very important driver in South Korea, with nine out of 10 saying this is key to their choice of destination. 42% are willing to pay more for exclusive dining experiences, such as chef collaborations, and 31% will splurge to experience an award-winning bar.

With a fast pace and competitive work culture in South Korea, over nine in 10 say they equate luxury travel with feeling disconnected from daily life. They enjoy easy-paced comfortable holidays and over half (53%) prefer holidays that are relaxing and slow. Interestingly, 54% would rather spend time at their hotel or resort rather than exploring local attractions or engaging with the locals. Their ideal evening is spent attending a cultural event or dining at an upscale restaurant.

Compared to other markets, they are not as independent and spontaneous and rely on local expertise at their destination to facilitate their exploration. 31% like a fully personalized travel plan, 37% actively use concierge services and 28% enjoy local guided tours.



Planned outbound destinations - South Korea	%
Japan	50
Hong Kong, China	24
Australia	22
Mainland China	18
Taiwan	18
Vietnam	17
Singapore	16
Thailand	16
Indonesia	12
Fiji	11



Singapore

High-net-worth (HNW) Singaporeans take the fewest leisure trips, with most planning just over four in the next 12 months. The average short trip is three-and-a-half days, while the average longer trip is two weeks. 42% never combine business and leisure trips.

Beach holidays are not top of the list with only 26% looking forward to sun, sea and sand this year. Instead, expect to see affluent Singaporeans on city breaks (43%) and traveling holidays like river cruises (32%). Holidays with both the immediate and the extended family rank highest, and special parent-child trips also feature.

Singaporeans are traveling far and wide, with 80% planning travel within Asia Pacific, just over half (51%) to Europe and a third in North America. Within APAC, 48% are jetting to Australia, 39% Japan and 34% to neighboring Malaysia.

Two thirds are planning to spend more on their travel, with elevated accommodation high on their list of spending priorities. With a preference for boutique luxury hotels over larger hotels (63%), HNW Singaporeans will pay more to ensure privacy and exclusivity (45%), a stunning and unique location (38%) and the personal care and attention they receive from butler and concierge services (38%).

While gastronomy travel is also top of the list for Singaporeans, as urban city dwellers they consider being close to nature (49%) and wildlife (34%) as the most important factors in deciding their destination. They are less likely to plan holidays around major sporting or music events with 42% claiming this doesn't motivate their choice of destination. After all, why travel abroad to attend a music or sporting event when the Singaporean government is so proactive in bringing global superstars and world-class competitions to their shores?

They are the most independent travelers within the region, with 61% preferring to curate their own itinerary. Above all, they seek a deeper understanding of the places they visit. 87% define luxury travel as finding connections with the local community, and they do this with a less-is-more attitude, immersing themselves in fewer select activities (61%). You can expect to find them eating local dishes (74%), enjoying night markets (67%) and photographing landmarks and iconic attractions (71%).



Planned outbound destinations -Singapore	%
Australia	48
Japan	39
Malaysia	34
Mainland China	28
Thailand	28
Hong Kong, China	22
New Zealand	19
Bangladesh	16
Brunei	16
Indonesia	16



Australia

While the rest of the region is jetting Down Under, Australia's high-net-worth travelers are planning an average seven holidays abroad in the next 12 months, with short holidays of three days and just under three weeks for longer holidays. 87% combine business and leisure trips.

72% are planning a trip within Asia Pacific, 63% to Europe and 54% to North America. Within APAC, Hong Kong, China and Japan are the top destinations Australians are planning to visit, followed by New Zealand.

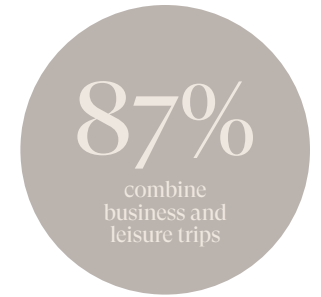
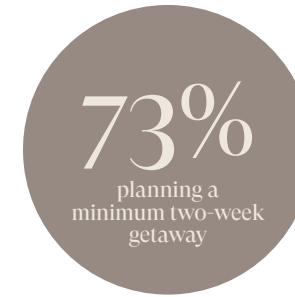
Australians like to travel in large groups with family and friends, enjoying beach holidays, city breaks and extended holidays that might include multiple stops and activities. 23% are also planning solo trips.

Safety, relaxation and service are the most important factors in defining a luxury travel experience for HNW Australians. 69% are planning to spend more in the next 12 months, with personalized service in their hotel the top priority.

HNW Australians are more motivated by returning to places they love (85%) for an exclusive one-of-a-kind experience (83%), and they are picking destinations with a range of activities that can cater for all the family (84%).

They are comparatively more adventurous than the rest of the region, with 47% comfortable visiting places before they are popular, and 54% wanting to fit in as many sights and activities as possible. That said, their pace of travel is balanced with room for downtime (64%). While 43% prefer a bespoke and personalized travel plan, overall Australian HNW travelers are just as likely to plan everything in advance, as they are to leave room for spontaneity.

Renowned for their laidback and friendly nature, on holiday Australians are no different, with 83% saying finding new local connections is part of their luxury travel experience. 58% want to explore the local area and meet locals, 84% like to shop for locally made products, 64% want to eat local food, and they like to return with both souvenirs and memories.



Planned outbound destinations -Australia	%
Hong Kong, China	29
Japan	29
New Zealand	27
Macau	25
Malaysia	21
Mainland China	18
Thailand	17
Maldives	15
Singapore	15
South Korea	15



Indonesia

Indonesia's High Net Worth (HNW) travelers are planning six holidays in the next twelve months, with the average short stay three nights and long stays averaging two-and-a-half weeks. 27% will always or often combine business and leisure trips.

Indonesians are planning family trips (44%) and extended family holidays (29%) but are also more likely to travel as a couple than other markets, with over a third (36%) planning a trip in the next 12 months.

Europe tops their list for travel, with 68% scheduling trips here, followed by Asia Pacific (62%) and North America (49%). Within APAC, Australia, Japan and Singapore rank highest on the list of planned destinations.

While beach holidays top the list (50%), you can expect to find affluent Indonesians traveling cross country/region, or across multiple countries/regions, with 34% arranging a cruise, 32% planning a traveling holiday such as a river cruise and an additional 32% organizing a multi-destination holiday. 67% of Indonesian HNW individuals are spending more on their luxury travel, and they have very high expectations of service when traveling from destination to destination with nine in 10 saying this defines luxury travel. Consistency is key and 92% say they expect an exceptional experience from beginning to end.

When choosing destinations, Indonesians are motivated by discovering unique experiences that cater to all the family. 55% say having a one-of-a-kind exclusive experience is very important while 52% claim it's very important to have a range of activities for all the family.

While travel is an indulgence for 55% – and 86% rate spas and wellness facilities as the most important factor in their choice of hotel – holidays are not a time for relaxation. 60% want to fit in as many experiences and sights as possible. And while their camera roll is packed with photos of nature, landmarks and food, memories are not enough. 58% want to return home with tangible souvenirs. Indonesians do love shopping on holiday, with 91% wanting to bring home locally-made products, 86% seeking out local antiques and vintage products, and 85% shopping for luxury brands.

Dining is important too, with 49% saying it's very important to discover new restaurants. On a night out, you'll find 48% enjoying a fine dining experience or attending a cultural performance (55%). But you're most likely to find Indonesians in a natural setting, with the greatest number (57%) choosing activities such as nature walks or stargazing.



Planned outbound destinations - Indonesia	%
Australia	73
Japan	65
Singapore	54
Hong Kong, China	37
Malaysia	37
South Korea	34
Mainland China	33
Thailand	21
New Zealand	17
Taiwan	11

Methodology

This study was conducted by the Luxury Group by Marriott International among affluent travelers, targeting the wealthiest 10% of residents in Australia, Singapore, India, Indonesia, South Korea, and Japan, with fieldwork conducted over a period from April 18, 2024, to May 13, 2024. A total of 1200 respondents participated, with 200 respondents from each market.

The target respondents were frequent international travelers who primarily travel for leisure. The survey was designed to capture insights into travel preferences, behaviors, and motivations. The analysis was conducted on statistically significant samples based on gender, age group, market, and other psychographic segmentations.



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