

A tropical sunset scene with palm trees and a person in an infinity pool. The sky is a warm orange and yellow, and the water is calm, reflecting the trees and the person. The person is sitting in the pool, looking out at the ocean.

# From Transactions to Intent: *How Travel Passions Are Reshaping Loyalty*

Insights from APEC travelers show everyday value and passion-aligned rewards are redefining how loyalty programs compete.

MAY 2026

MARRIOTT  
**BONVOY**<sup>™</sup>

# FOREWORD

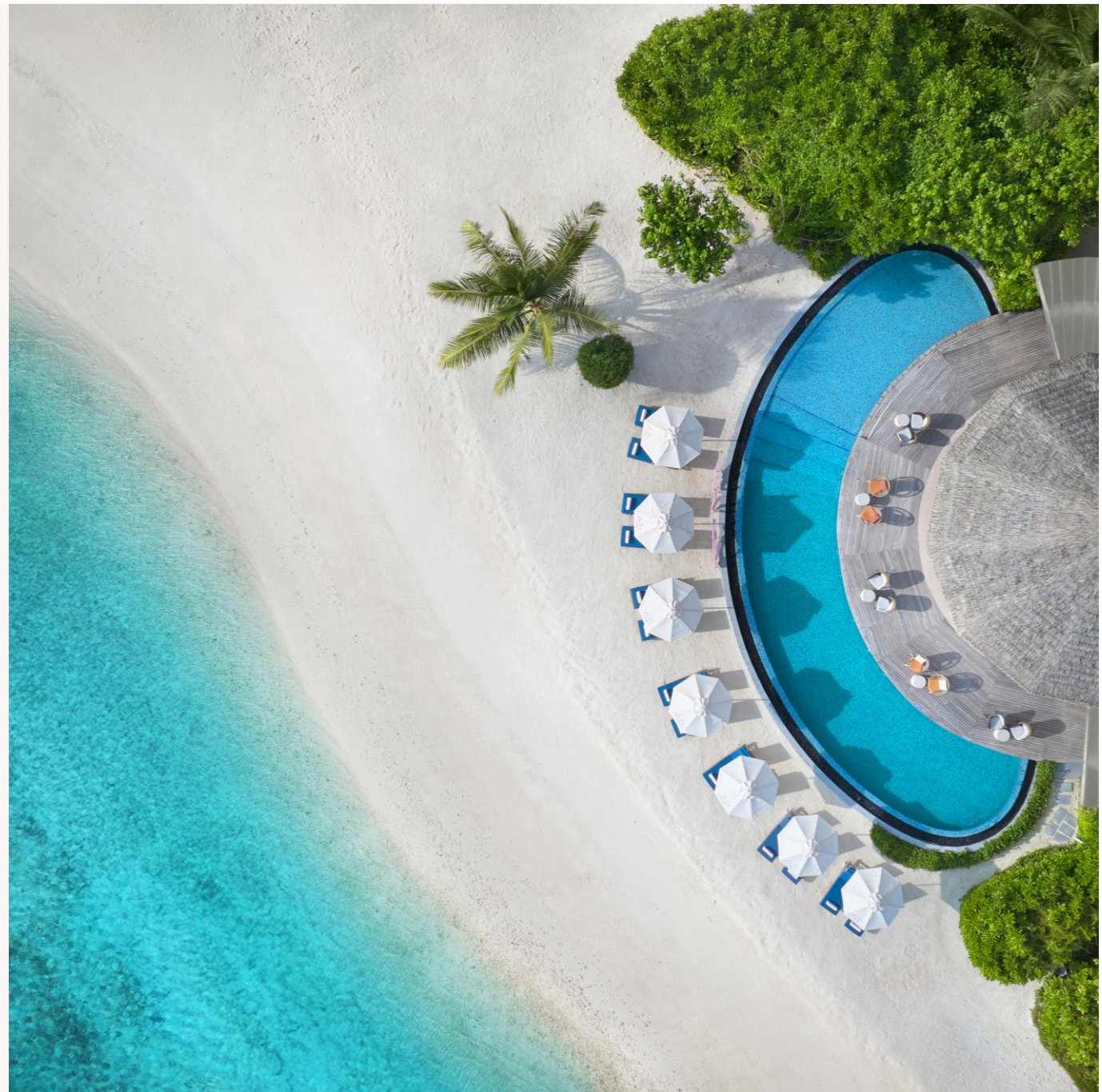
Loyalty today operates in a rapidly evolving landscape. As loyalty becomes more crowded, the question is no longer whether consumers participate, but **which programs earn sustained engagement, and why.**

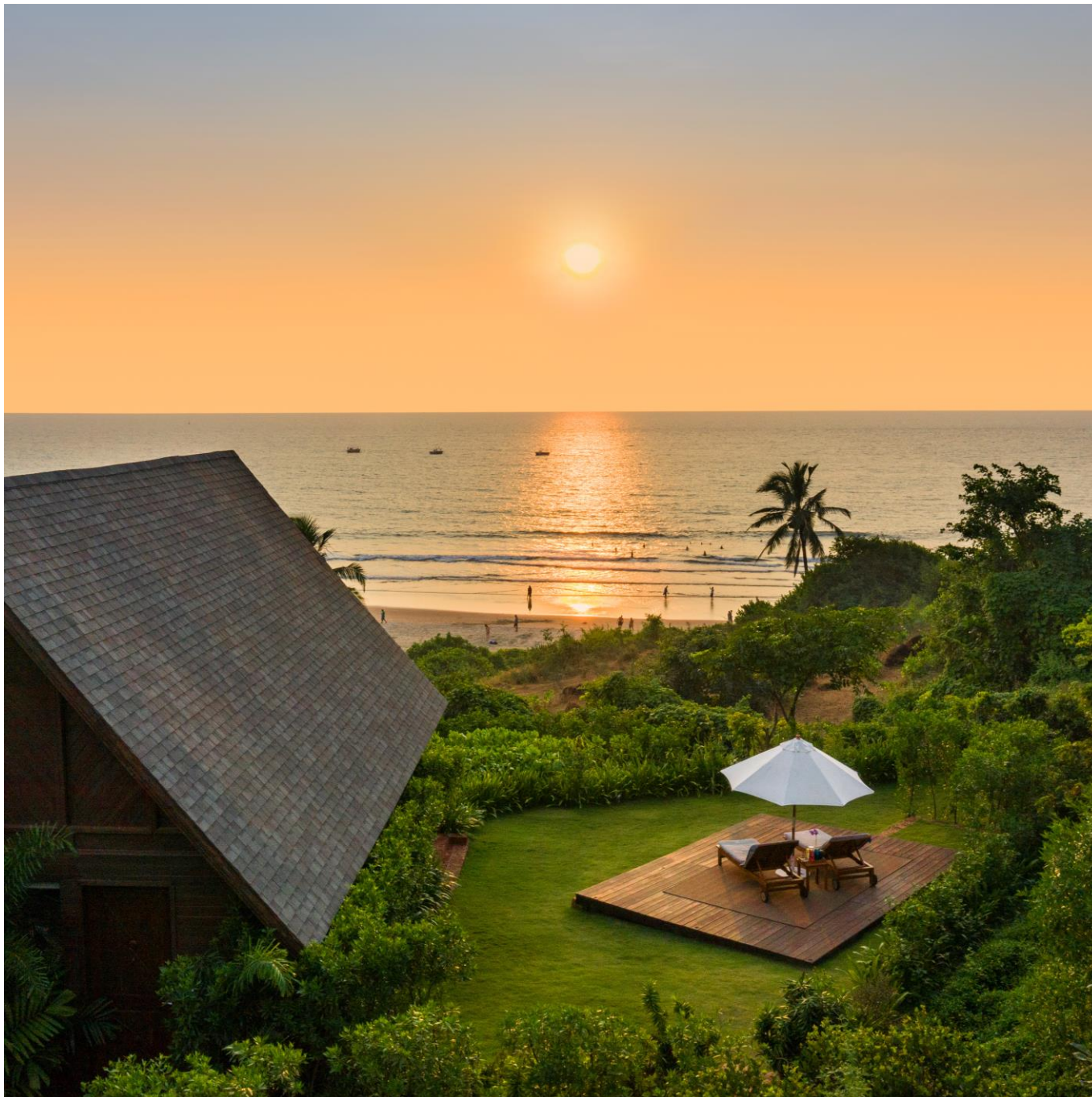
Against this backdrop, travel plays a role. It is where intent, emotions, and value intersect and where loyalty programs are most actively experienced. This report explores **how travel priorities shape the way Asia Pacific excluding China (APEC) travelers engage with loyalty programs,** revealing that a **passion-led lens** drives meaningful differences in expectations, participation, and value creation.

The findings show that loyalty program engagement across APEC is near-universal, with 89% of travelers participating in at least one program, and hotel loyalty programs being the most popular. Yet, beneath this headline lies an important variation - **aligning hotel loyalty program offerings and experiences with how people travel drives differentiation.**

This report brings together traveler insights and market patterns to help the industry move beyond one-size-fits-all loyalty programs. By grounding design in travel passions rather than demographics, this report offers a more precise view of how travel passions shape expectations and engagement.

**Note:** APEC markets covered in this report include Australia, India, Indonesia, Japan, Singapore, South Korea, Thailand, and Vietnam





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CHAPTER 1

# *A nuanced snapshot*

Profiles and priorities of APEC travelers

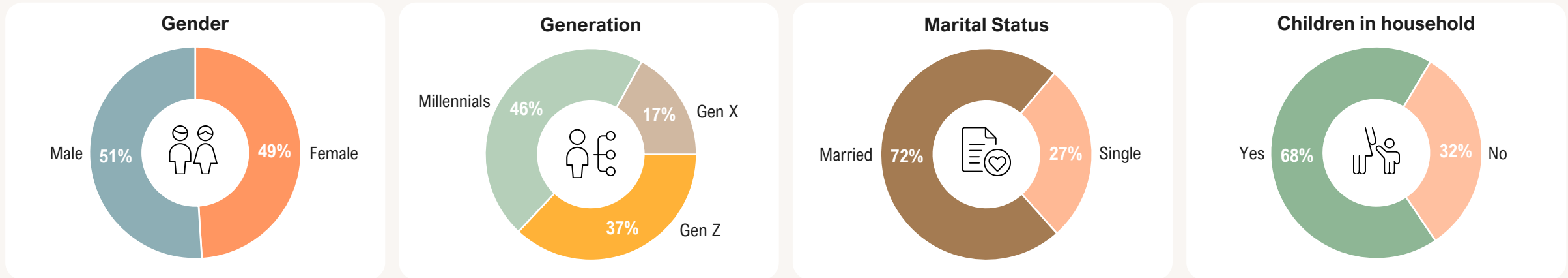
Meet the APEC traveler and uncover the top five travel priorities across the region. Each travel priority reflects different passion points, traveler profiles, and travel behaviors.

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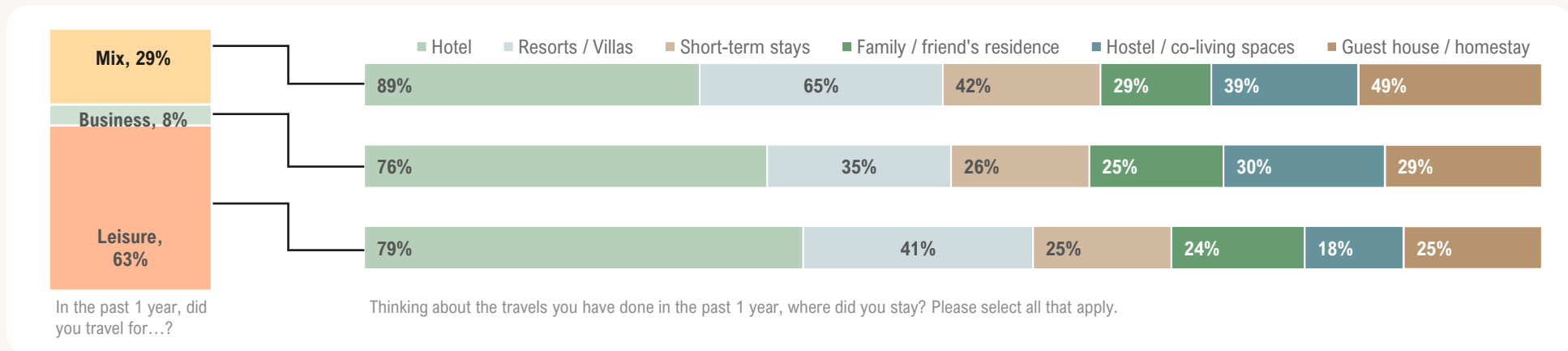


# Meet the APEC travelers

## Demographic Profile



## Purpose of travel



Most people travel for leisure, with nearly a third combining leisure and business. Hotels, resorts and villas are predominantly popular choices.

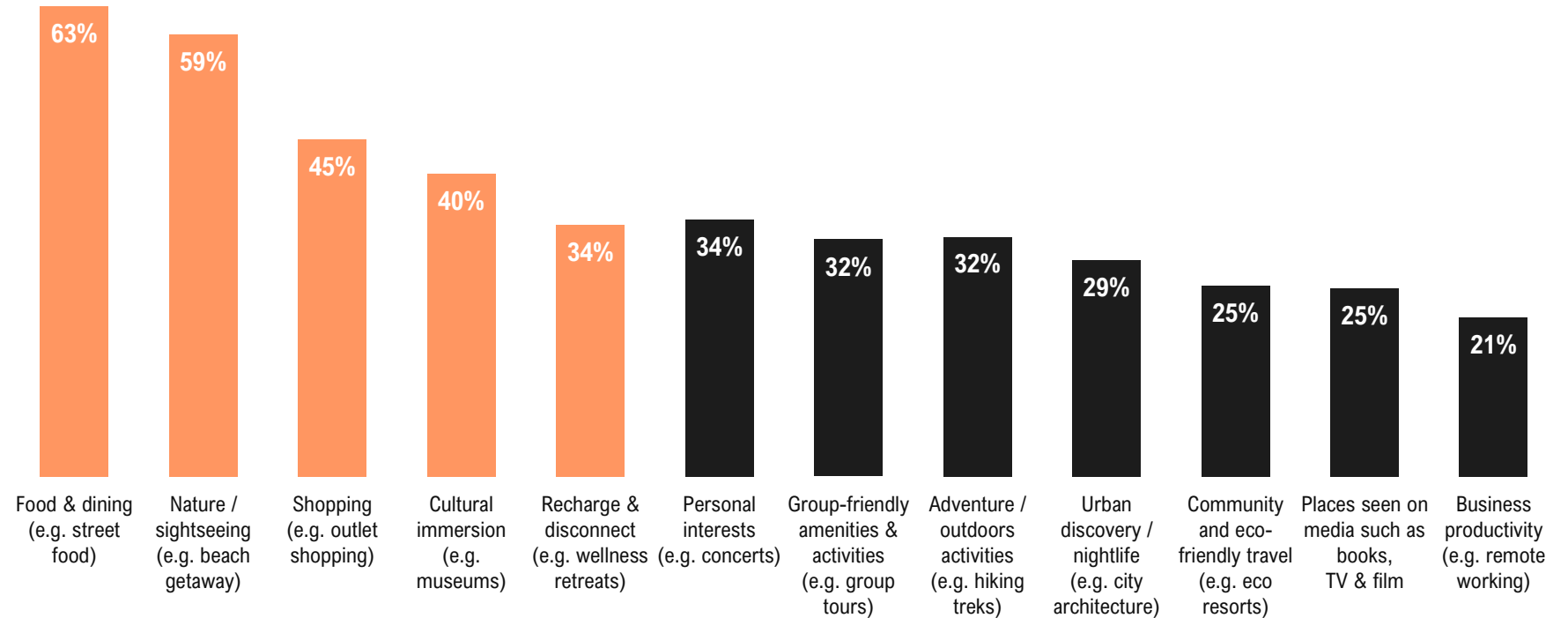
Those who mix leisure and business travel prefer a wider range of accommodations.

Percentages may not add to 100% due to rounding

# Diverse interests drive travel, but Food and Nature dominate

## Travel priorities

Shopping, culture, and wellness round up remainder of the top 5 travel priorities



When you are planning your trips and destination, what are your priorities?

# The top 5 priorities of APEC travelers



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## *Food & Dining*

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Travel anchored in culinary discovery, from street food stalls and local foodie havens to Michelin-starred restaurants all make the destination worth the trip



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## *Nature / Sightseeing*

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Travel driven by a pull towards the natural world, from coastal escapes and mountain landscapes to iconic nature destinations that are to be experienced



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## *Shopping*

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Travel anchored in the pursuit of great finds, from luxury flagships to outlet discoveries, where the shopping destination is as compelling as the trip itself



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## *Cultural Immersion*

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Travel driven by a desire to go deeper, visiting historical sites, local museums, and experiences that offer a genuine window into the places they explore



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## *Recharge & Disconnect*

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Travel as restoration, whether through dedicated spa treatments, wellness retreats, or simply stepping away from the noise of everyday life

# Food & Dining



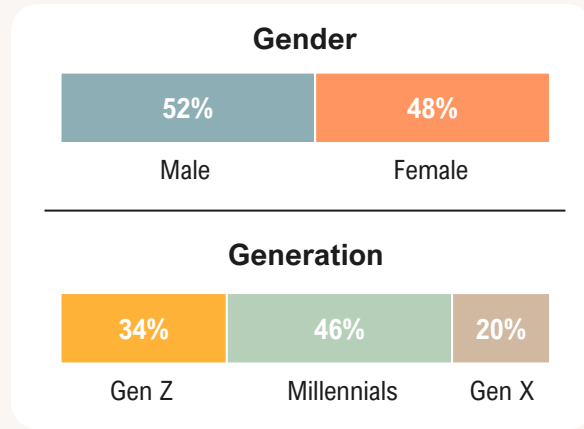
Travelers prioritizing Food & Dining see travel as a chance to delight their palates at Michelin-starred restaurants or discover new flavors in a foodie paradise.

Predominantly Millennials, Food travelers travel mostly for leisure.

Food travelers choose hotels as their preferred accommodation, followed distantly by resorts and villas.

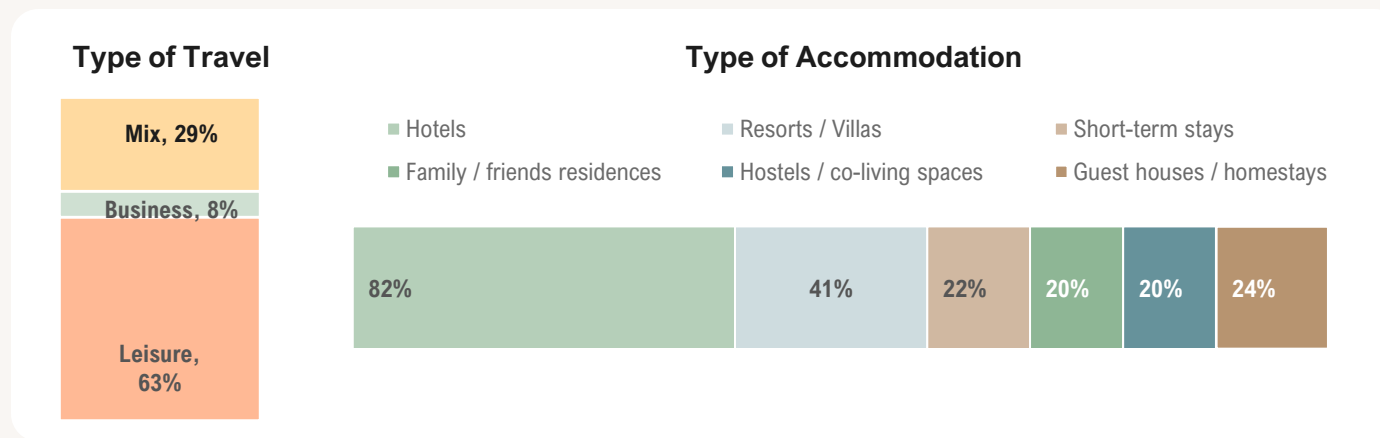
Travelers from Japan and Singapore are more likely to travel for food.

## Demographic Profile



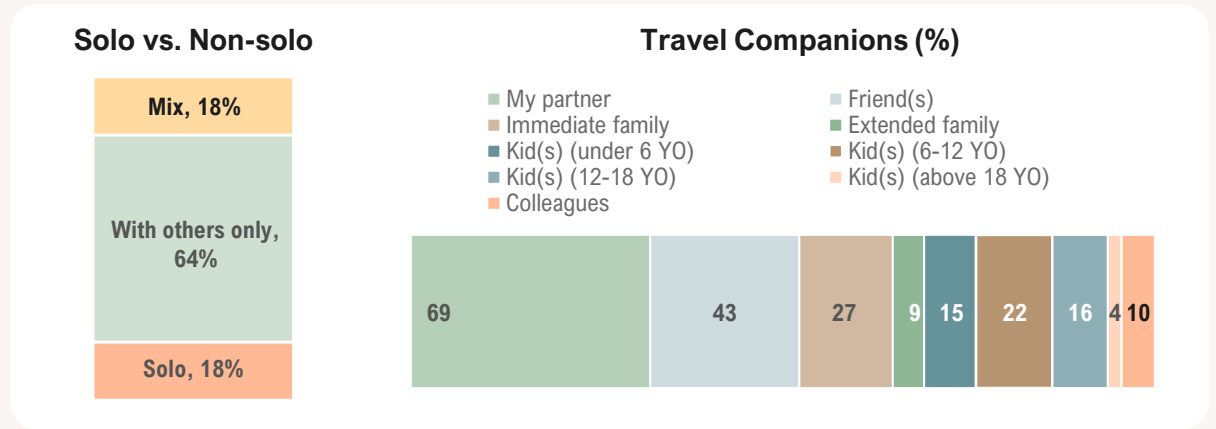
What is your gender? | How old are you?

## Purpose of travel



In the past 1 year, did you travel for...? | Thinking about the travels you have done in the past 1 year, where did you stay? Please select all that apply.

## Travel Profile



In the past 1 year, how did you travel? | And who did you travel with? Please select all that apply

## High-affinity Markets

Travelers prioritizing Food & Dining are more likely to come from:



# Nature / Sightseeing



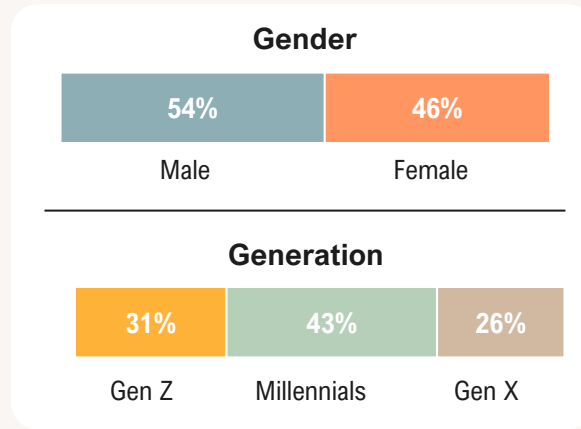
Travelers prioritizing Nature and Sightseeing journey to enjoy iconic destinations.

Predominantly Millennial-led, this group indulges in leisure trips shared with partners or friends.

Hotels remain their accommodation of choice, followed by resorts and villas chosen for scenic views and Instagrammable backdrops.

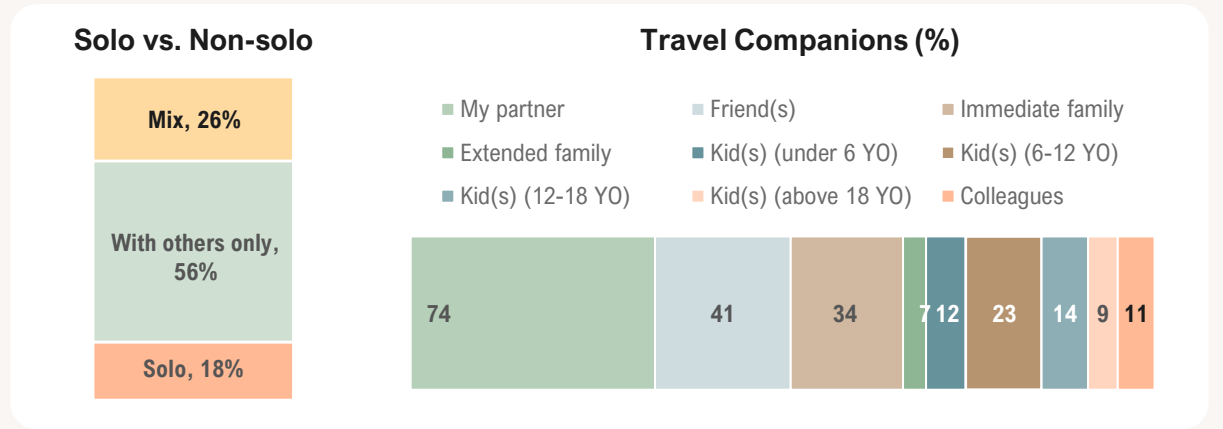
Travelers from Thailand and South Korea are more likely to travel for nature and sightseeing.

## Demographic Profile



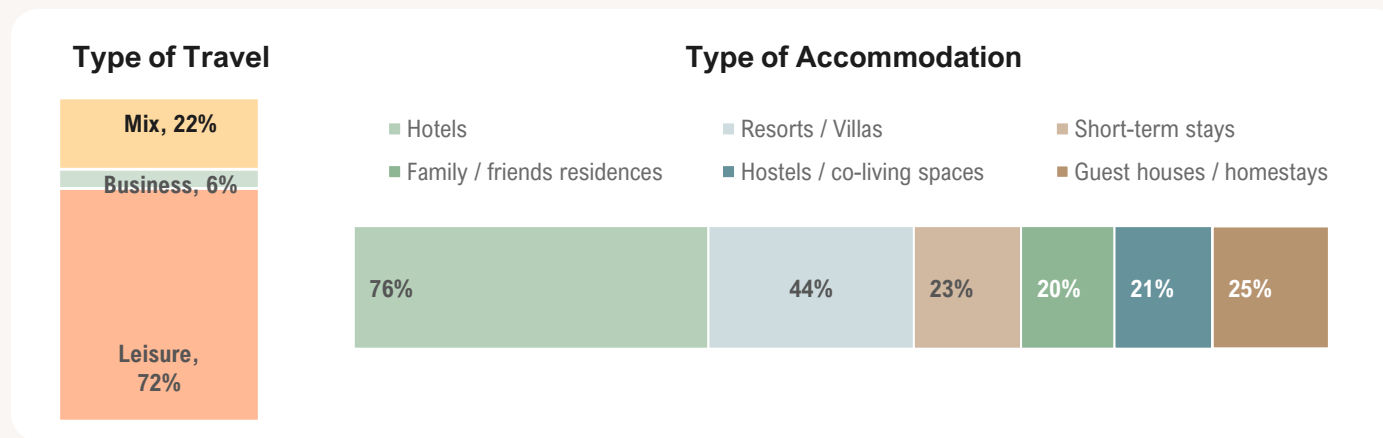
What is your gender? | How old are you?

## Travel Profile



In the past 1 year, how did you travel? | And who did you travel with? Please select all that apply

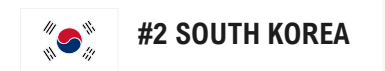
## Purpose of travel



In the past 1 year, did you travel for...? | Thinking about the travels you have done in the past 1 year, where did you stay? Please select all that apply.

## High-affinity Markets

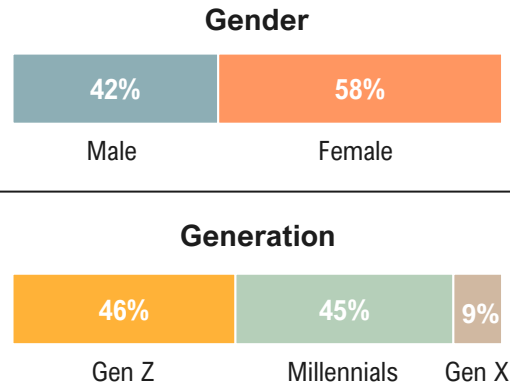
Travelers prioritizing Nature / Sightseeing are more likely to come from:





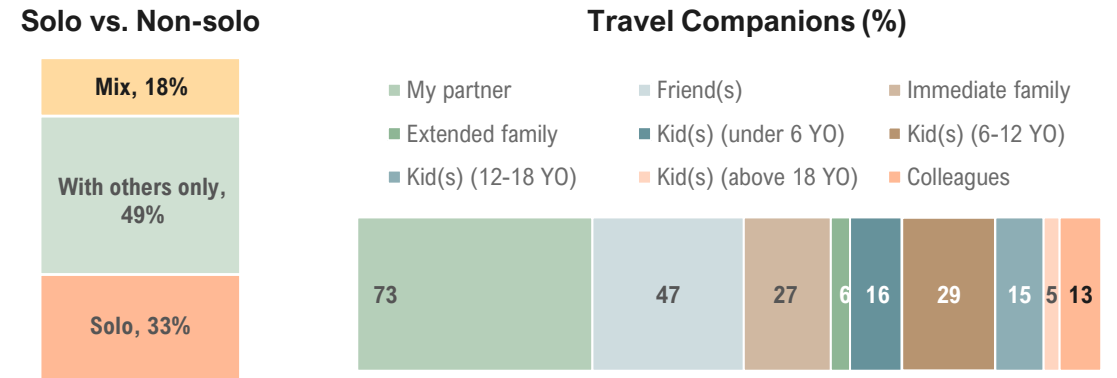
# Shopping

## Demographic Profile



What is your gender? | How old are you?

## Travel Profile



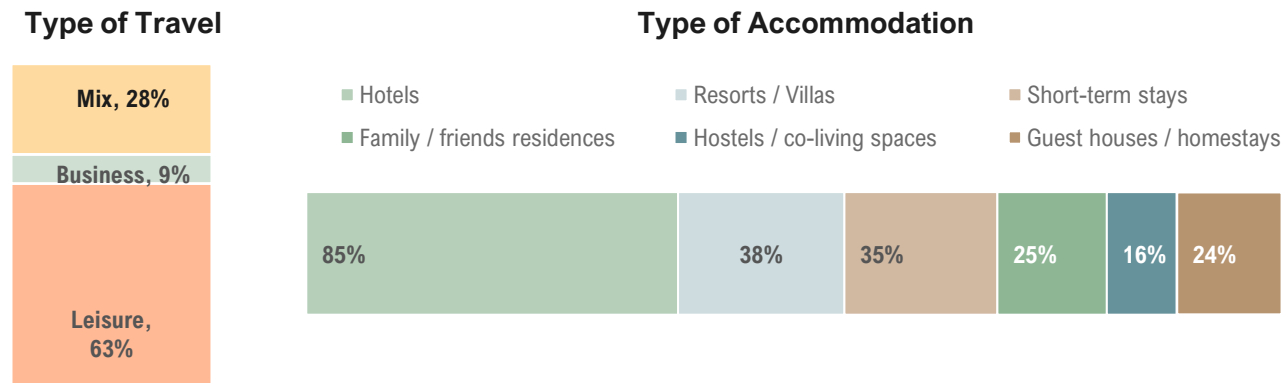
In the past 1 year, how did you travel? | And who did you travel with? Please select all that apply

Travelers prioritizing Shopping set themselves on the hunt for luxury deals and trendy finds on their travels. Predominantly women and evenly split between Gen Z and Millennials, they don't mind traveling solo.

Hotels remain their accommodation of choice for easy access to shopping districts.

Travelers from India and Singapore are more likely to travel for shopping.

## Purpose of travel



In the past 1 year, did you travel for...? | Thinking about the travels you have done in the past 1 year, where did you stay? Please select all that apply.

## High-affinity Markets

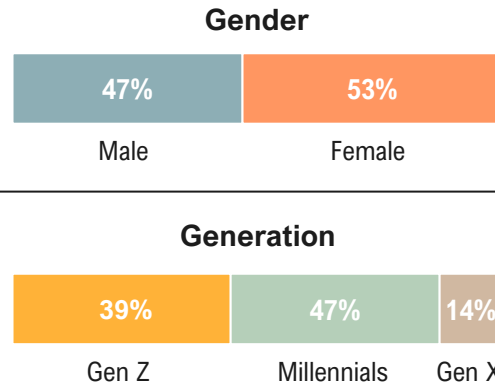
Travelers prioritizing Shopping are more likely to come from:





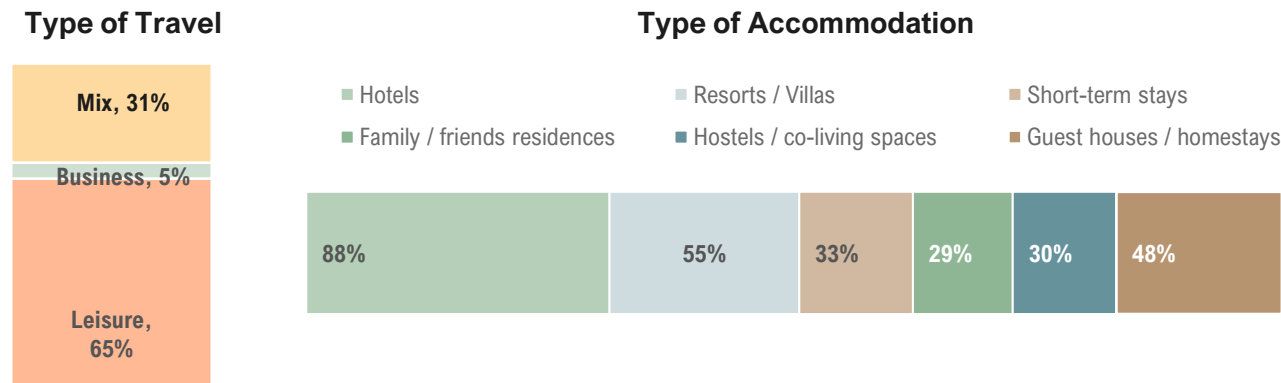
# Cultural Immersion

## Demographic Profile



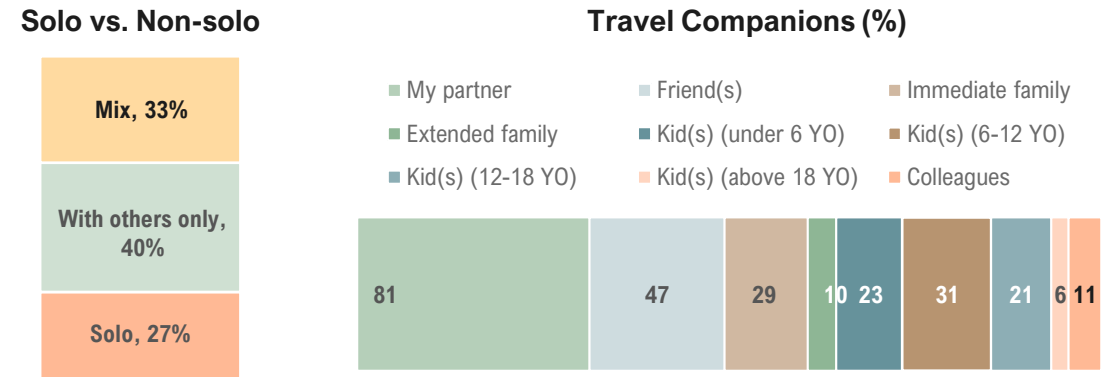
What is your gender? | How old are you?

## Purpose of travel



In the past 1 year, did you travel for...? | Thinking about the travels you have done in the past 1 year, where did you stay? Please select all that apply.

## Travel Profile



In the past 1 year, how did you travel? | And who did you travel with? Please select all that apply

## High-affinity Markets

Travelers prioritizing Cultural Immersion are more likely to come from:



Travelers prioritizing Cultural Immersion are motivated by a curiosity to visit landmarks, discover hidden gems, and immerse themselves in the local lifestyle.

Millennials lead the culture charge, traveling mostly for leisure, and with partners and friends.

Hotels are their accommodation of choice, though they also show a relatively high preference for guesthouses and homestays to fully experience local living.

Travelers from Vietnam are more likely to travel for culture.

# Recharge & Disconnect



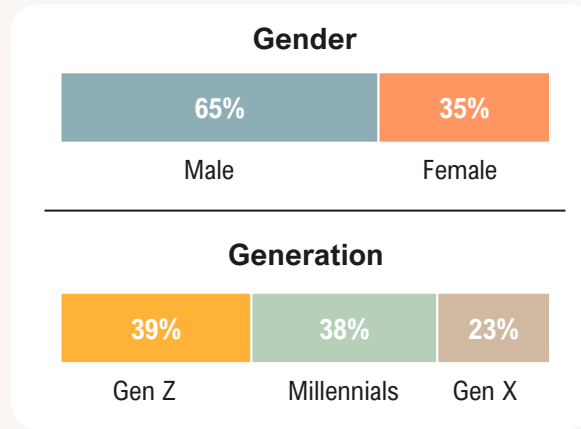
For travelers prioritizing Recharge & Disconnect, travel is a means to leave the hectic pace of everyday life behind and treat themselves to relaxing experiences like spa and wellness retreats.

Predominantly male, they travel mostly with partners, staying at hotels, resorts or villas.

While this group sees a balanced representation across all age groups, Gen X show a higher preference in traveling to recharge as compared to other travel priorities.

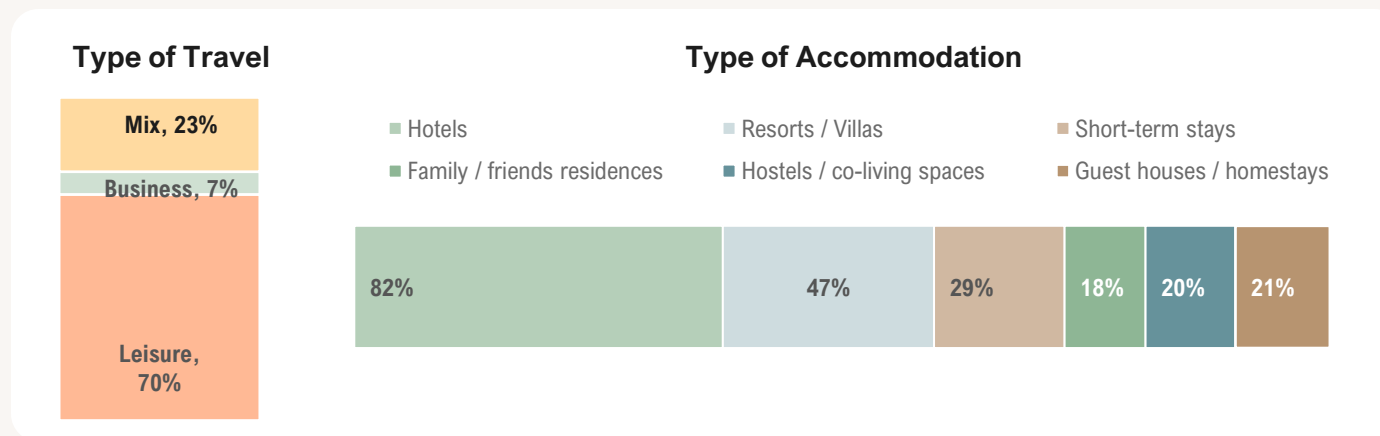
Travelers from Japan and Singapore are more likely to travel to recharge & disconnect.

## Demographic Profile



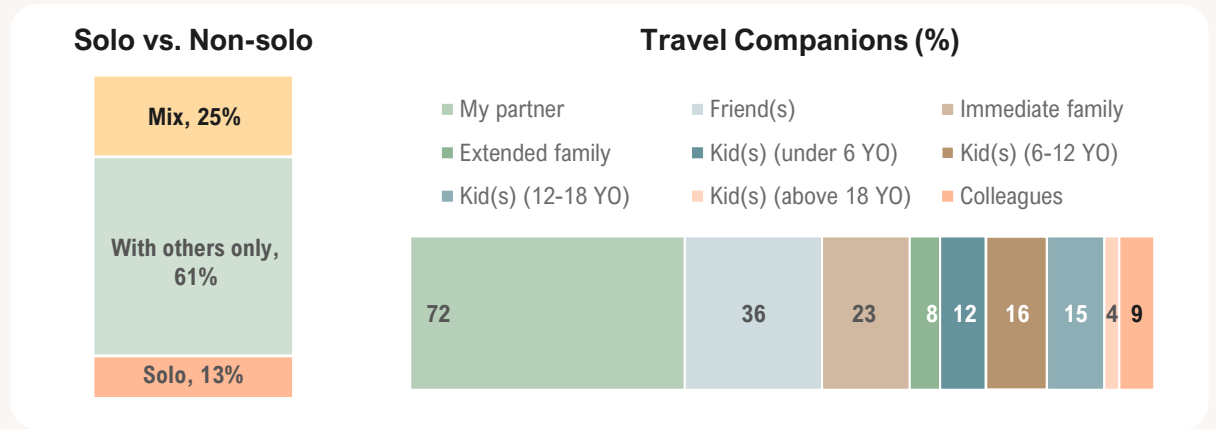
What is your gender? | How old are you?

## Purpose of travel



In the past 1 year, did you travel for...? | Thinking about the travels you have done in the past 1 year, where did you stay? Please select all that apply.

## Travel Profile



In the past 1 year, how did you travel? | And who did you travel with? Please select all that apply

## High-affinity Markets

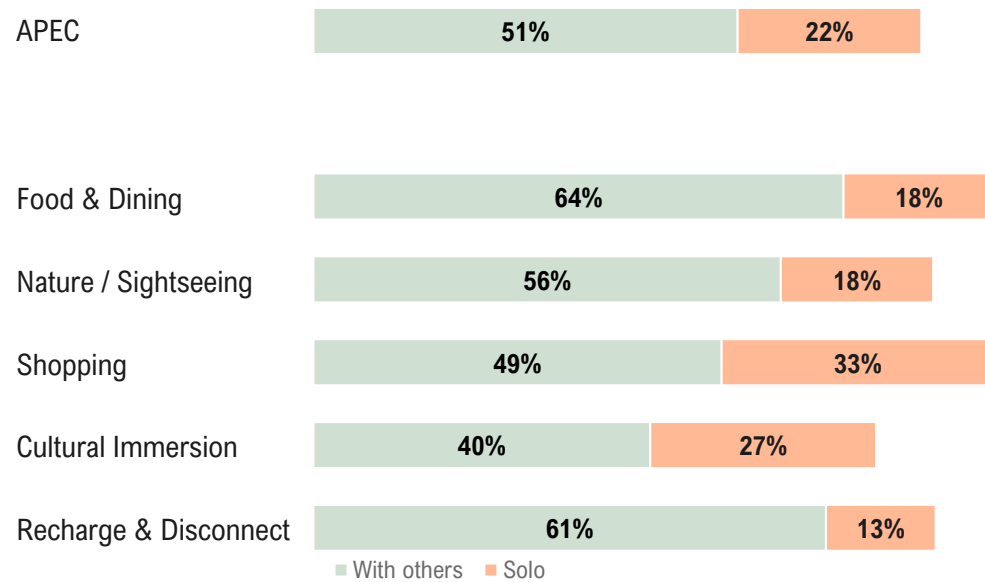
Travelers prioritizing Recharge & Disconnect are more likely to come from:



# Different travel priorities reveal variances in how people travel and where they stay

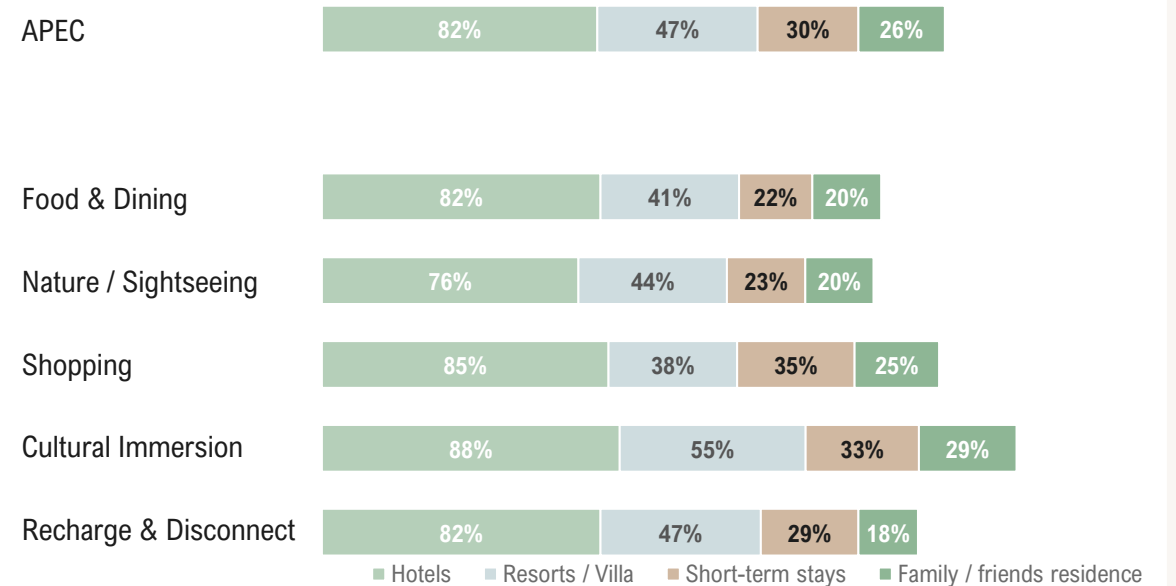
## Travel solo or with others

Shopping and Cultural Immersion lead on solo travel  
 Recharge & Disconnect travelers are least likely to go solo, suggesting restoration is often a shared experience



## Accommodation

Cultural Immersion travelers use the widest range of accommodations, leading on Resorts and Family residences  
 Their varied choice of accommodation options suggest a preference for access to authentic local experiences.



In the past 1 year, did you travel for...? | Thinking about the travels you have done in the past 1 year, where did you stay? Please select all that apply.

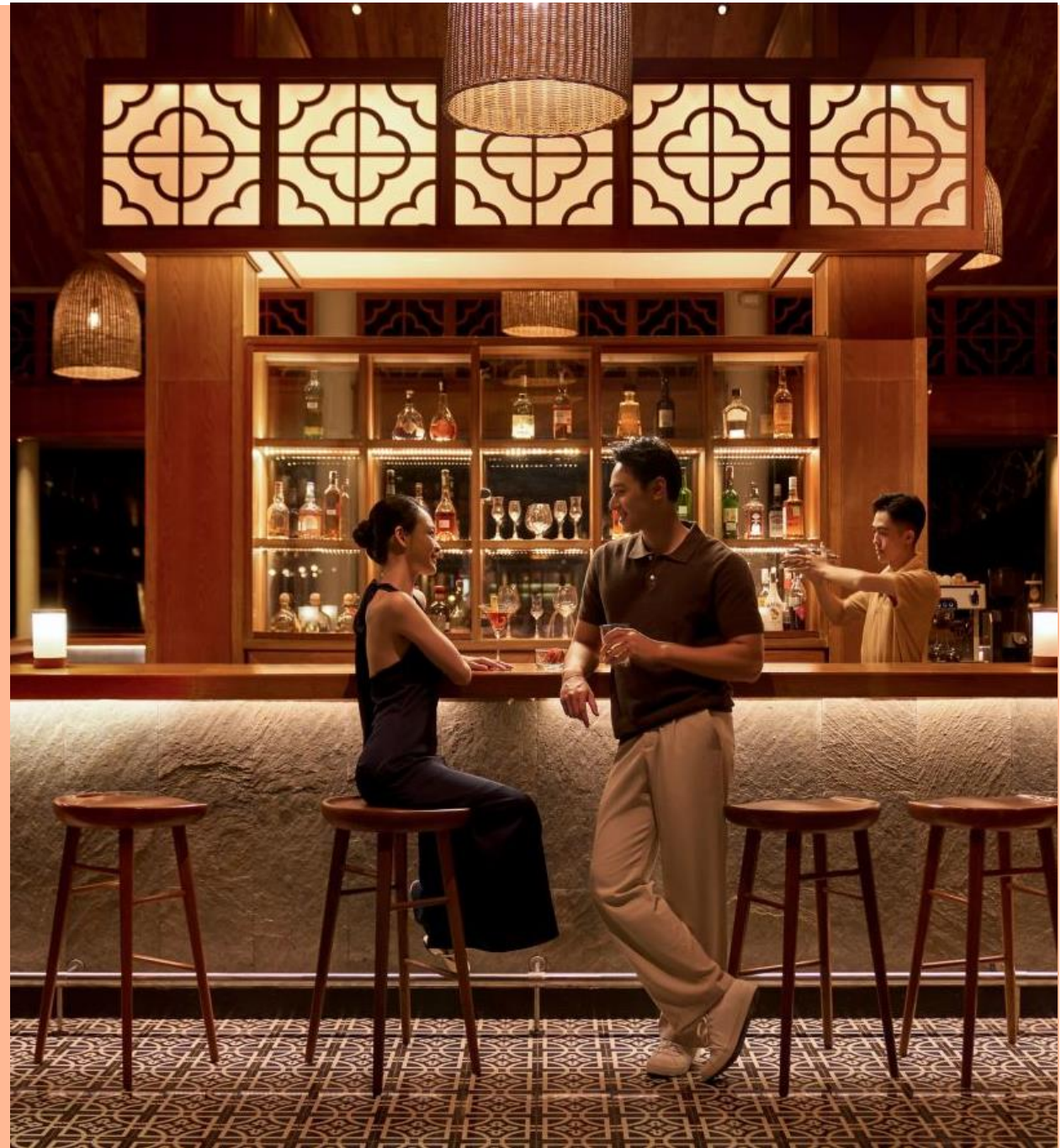
# What if travel priorities shaped engagement with loyalty too?



# *Value, redefined*

How APEC travelers engage with loyalty

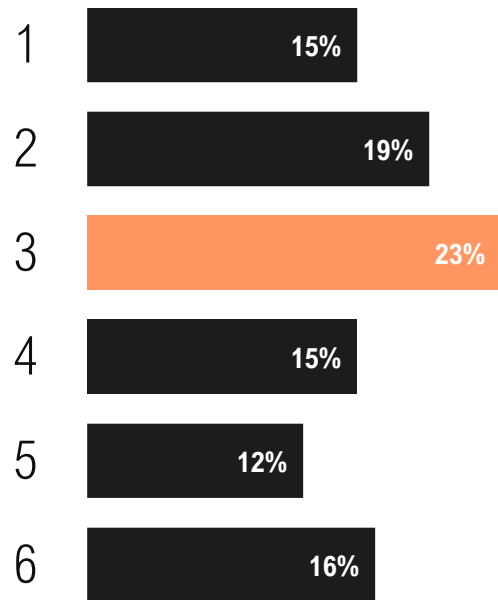
Research shows that loyalty program engagement is near-universal across APEC, with most travelers belonging to multiple programs and remaining as members for more than two years. This chapter examines how expectations and behaviors vary across countries and travel priorities.



# Meet the loyalty program members

## Number of loyalty program(s) engaged

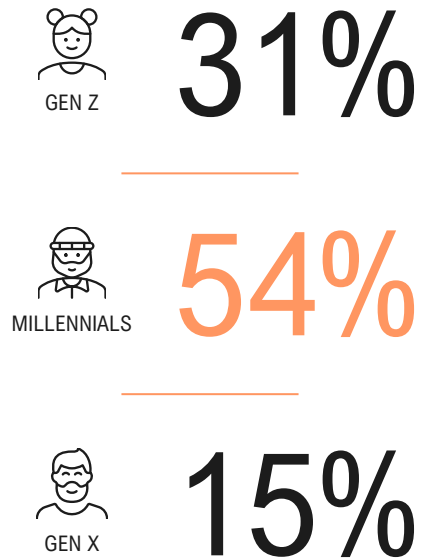
Most members participate in several loyalty programs, revealing a crowded and competitive loyalty program marketplace



In the past 1 year, which types of loyalty programs have you participated in?

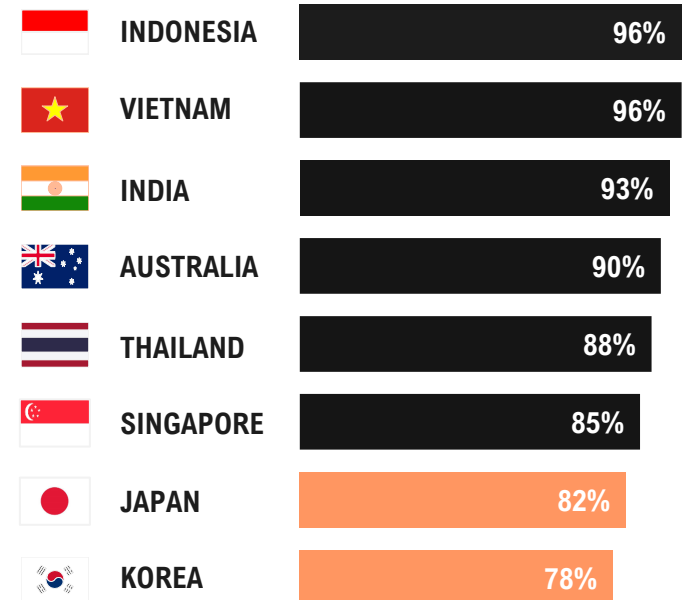
## Generational split

More than half of loyalty members are Millennials, making them a core engine of engagement in APEC



## Where

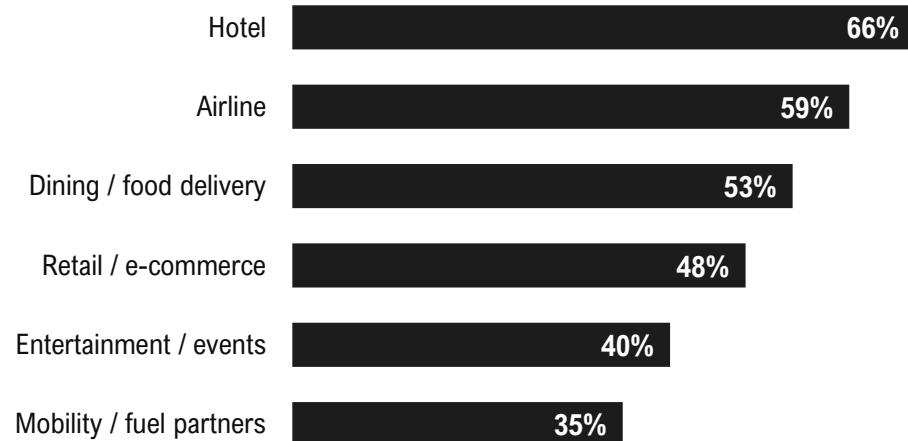
Loyalty program participation is widespread across APEC, though North Asia markets trail slightly behind



# Travel-related loyalty programs are most popular amid sustained enrollments in loyalty programs

## Membership in loyalty program

Among all loyalty programs, Hotel Loyalty Programs emerge as most widely participated across APEC (66%) followed by Airlines (59%)



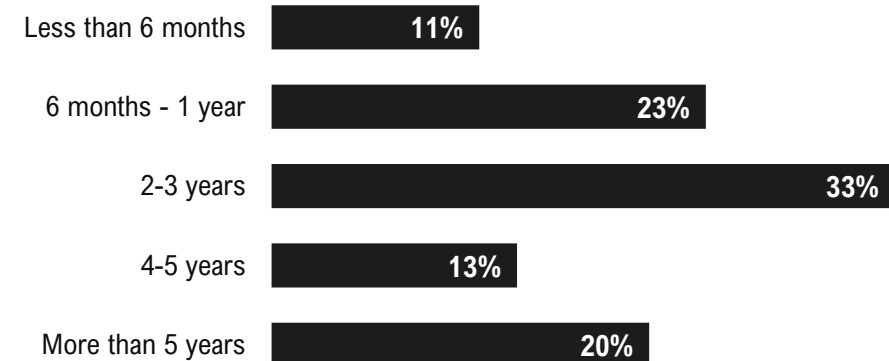
**INDONESIA**

### Unique highlights

Travelers from Indonesia are the most engaged in loyalty programs, with 77% of them participating in loyalty programs.

## Enrollment in loyalty program

2 in 3 members have maintained their membership for two years or longer, demonstrating continued engagement and the lasting significance of the loyalty program



**JAPAN**

### Unique highlights

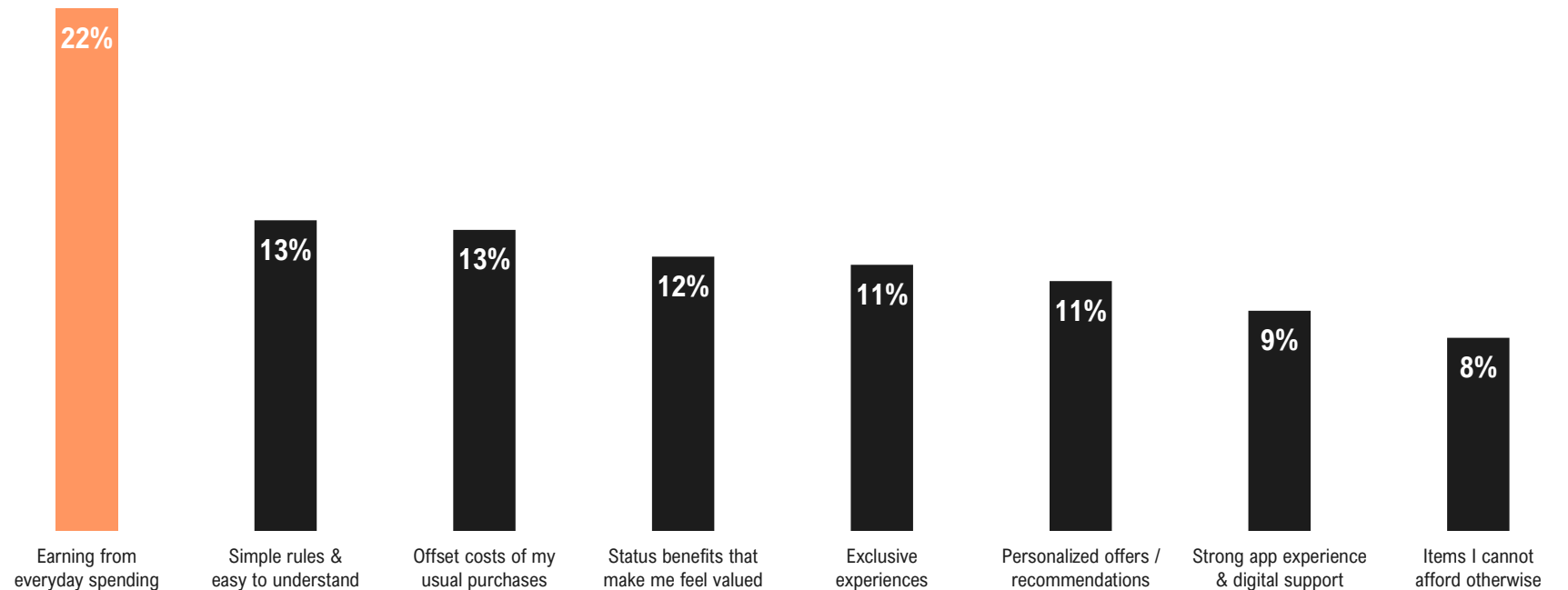
Travelers from Japan have been members of loyalty programs the longest, with 34% of them enrolled in the same loyalty program for more than 5 years.

# Everyday earn stands alone as the must-have of a good loyalty program

## What makes a good loyalty program?

Obtaining immediate value matters the most, signaling that loyalty program success is driven by everyday relevance

Simplicity, cost offsets, status perks, and exclusive experiences round off top 5



# Cards and purchases still drive APEC loyalty earning, but gamification is quietly closing the gap

76%

of APEC travelers earn loyalty points through purchases where they add their loyalty details

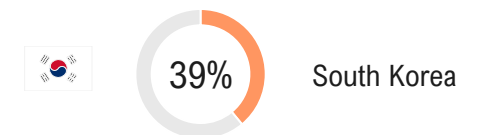
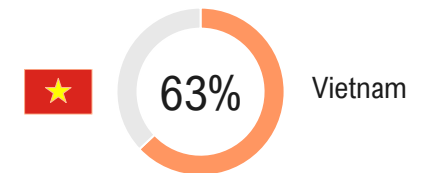
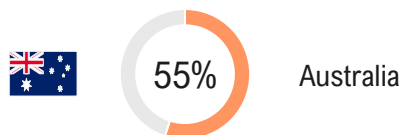
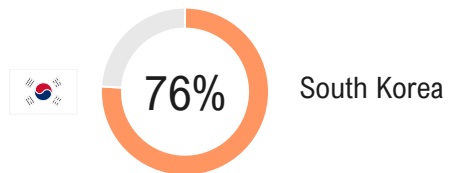
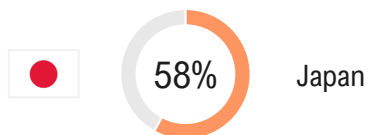
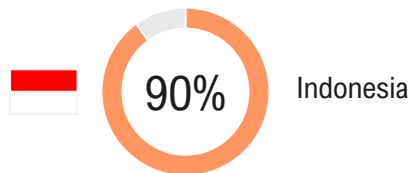
62%

of APEC travelers earn via co-branded payment methods

48%

of APEC travelers earn loyalty points through completing missions (e.g. Spend 5 days in a row for 1000 extra points)

Nuances emerge at the local level, with certain markets outpacing the region in the specific trend (top row below) while others lag (bottom row)



In your loyalty program, which of the following ways did you get loyalty points in the past 1 year?

# Most use points for immediate micro-redemptions, with big ticket items and exclusive experiences not far behind

77%

of APEC travelers spend loyalty points in small rewards they can use right away

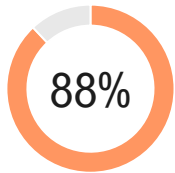
61%

of APEC travelers redeem loyalty points for big-ticket items

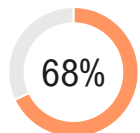
37%

of APEC travelers spend loyalty points on exclusive experiences (e.g. *VIP passes*)

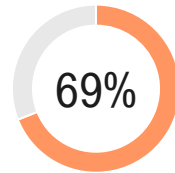
Nuances emerge at the local level, with certain markets outpacing the region in the specific trend (top row below) while others lag (bottom row)



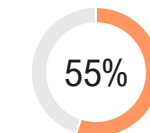
South Korea



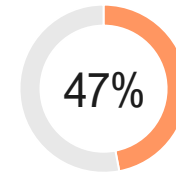
Australia



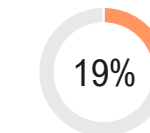
India



Vietnam



Vietnam



Singapore

In your loyalty program, which of the following ways did you USE loyalty points in the past 1 year?

# How do travelers with different priorities engage with loyalty programs?



# Loyalty engagement is near-universal across APEC, but travel priorities show nuanced differences

Travelers who participated in at least 1 loyalty program

Almost all Cultural Immersion travelers have at least one loyalty program, while Recharge & Disconnect travelers have the largest gap from the APEC average



APEC



Food & Dining



Nature /  
Sightseeing



Shopping



Cultural  
Immersion



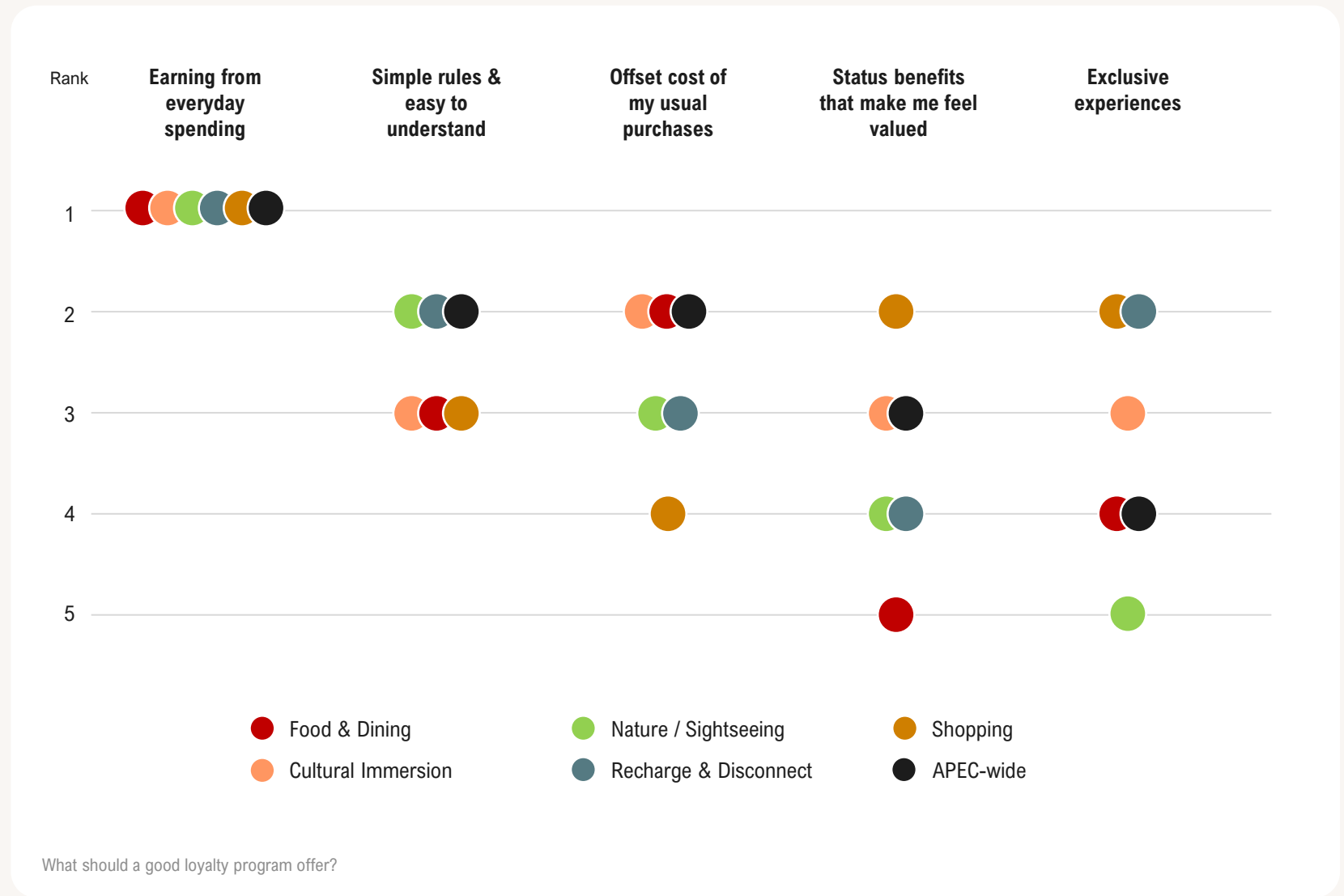
Recharge &  
Disconnect

# Everyday earn tops travelers' expectations of a good loyalty program, but other expectations differ across travel priorities

All travelers, regardless of priorities, value everyday earn the most.

Of all loyalty program expectations, status benefits linked to membership tier and exclusive experiences like VIP/lounge access vary most by travel priority

## Expectations from a good loyalty program



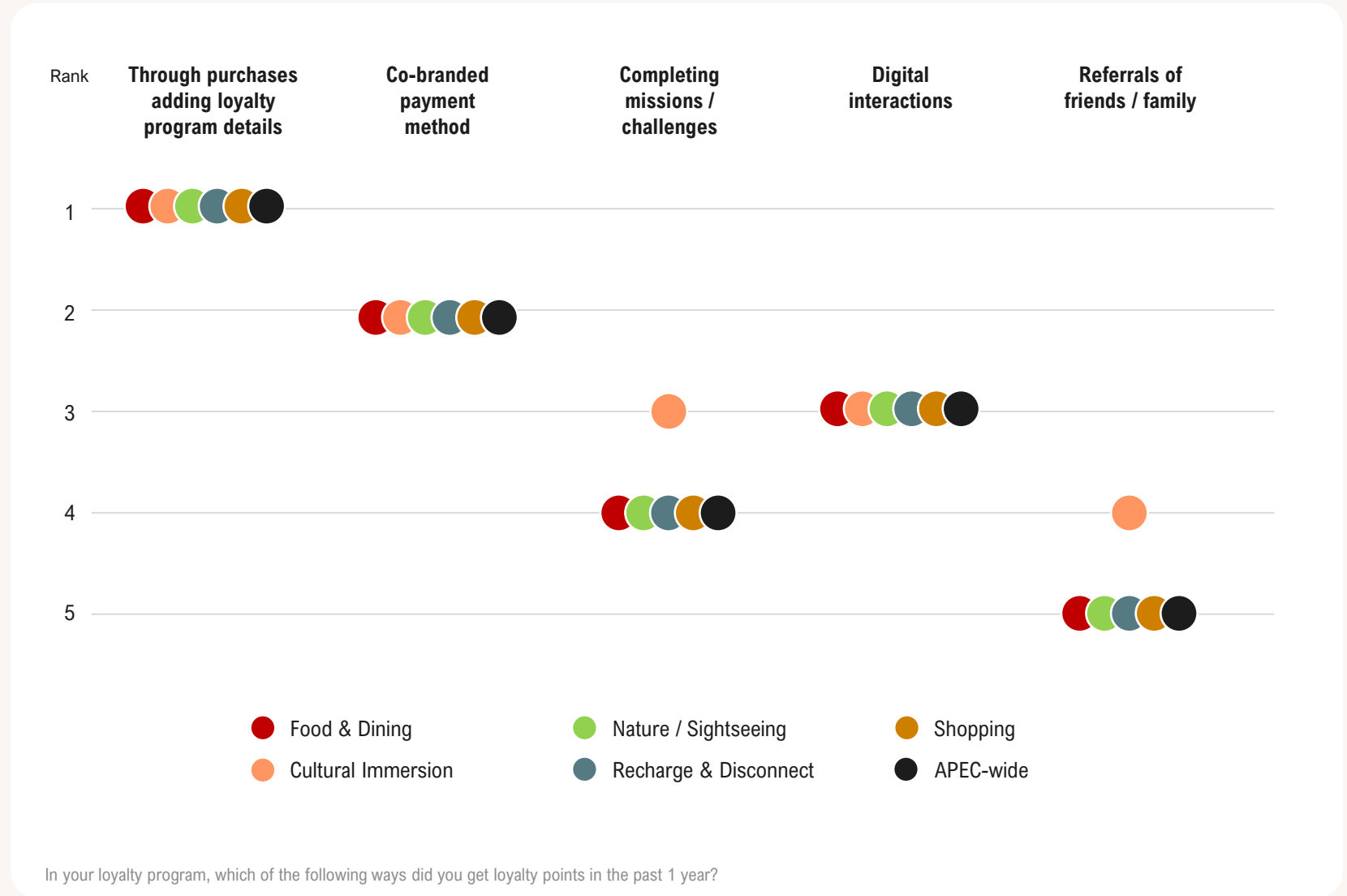
# In contrast, travel priorities do not influence point-earning behaviors

How travelers earn loyalty points follow the same pattern regardless of travel priority.

Purchases (76%) and payments (62%) are the most common ways to earn loyalty points, while methods requiring higher engagement like sharing reviews (50%) or completing challenges like spending on the platform for a week in a row (48%), trail behind.

Referrals (21%) are the least preferred method to earn loyalty points; however, in South Korea over a third of travelers do it (39%).

## Earning from loyalty program



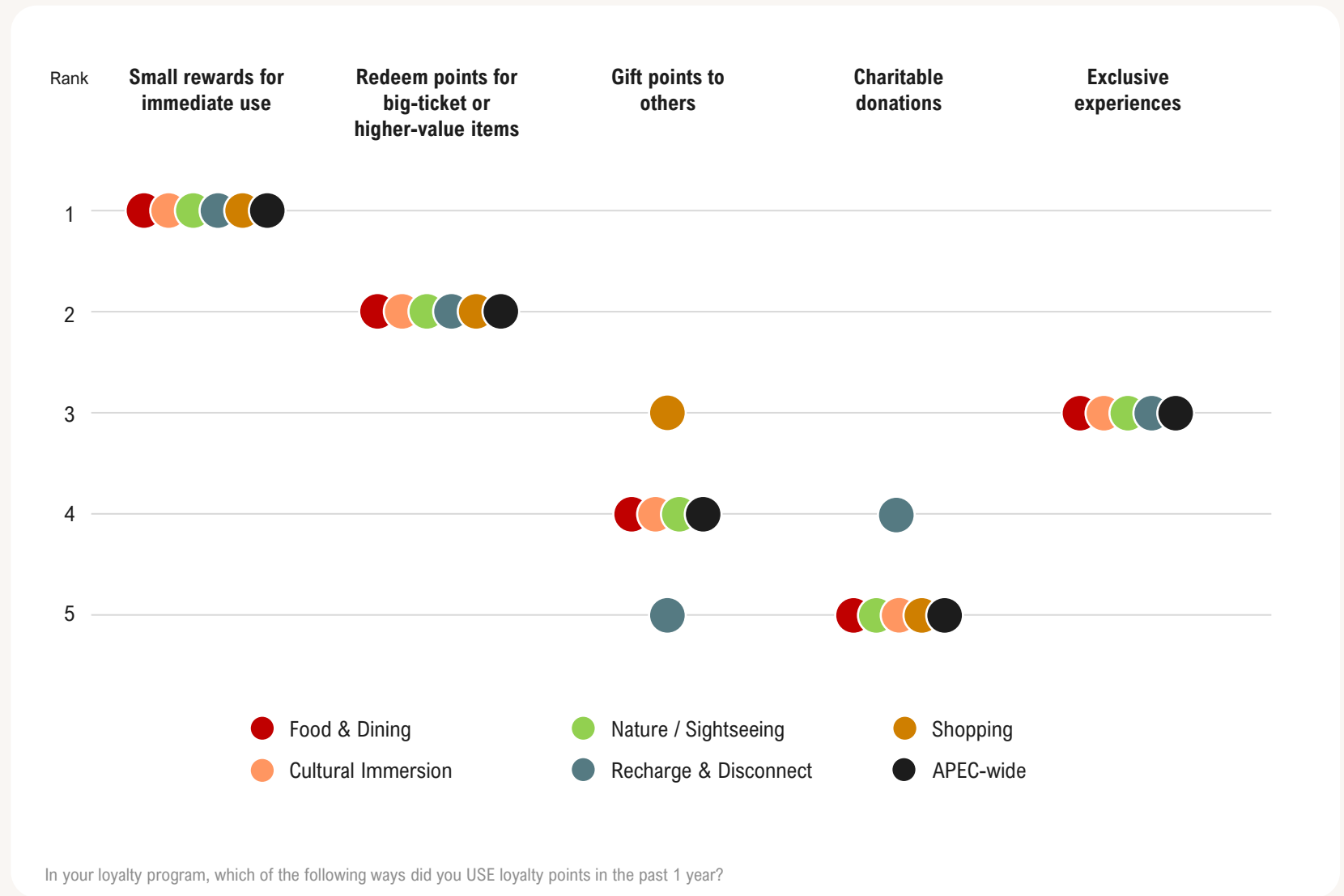
# Loyalty redemptions also see little variance across travel priorities

Travelers of all travel priorities redeem points for small rewards (77%) and big-ticket items (61%).

Most also redeem for exclusive experiences, with Cultural Immersion travelers doing so more (48%) compared to the APEC average (37%).

Gifting points (36%) and charitable donations (26%) sit at the bottom of the redemption hierarchy.

## Spending from loyalty program



# *One size fits none*

## What travel priorities mean for hotel loyalty

This chapter takes a closer look at hotel loyalty, which represents the majority of loyalty program engagement today. It reveals how hotel loyalty programs intersect with other program types and where partnerships can play a role in enhancing relevance and value for travelers.

This chapter analyzes how travelers with different interests engage with hotel loyalty programs and concludes with how hotels can design their loyalty programs to best engage diverse traveler priorities.

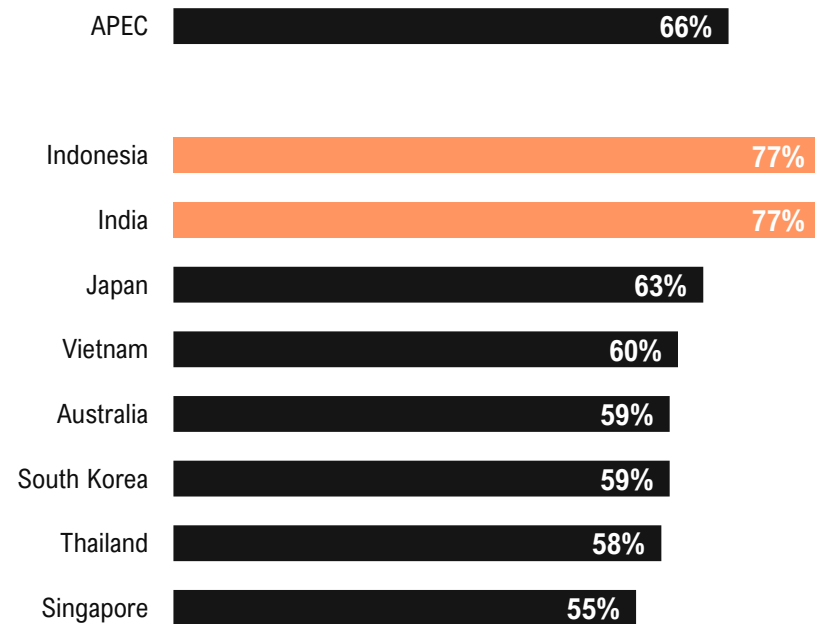


# Indonesia and India lead hotel loyalty engagement across APEC.

## Participation drops among Gen X travelers region-wide

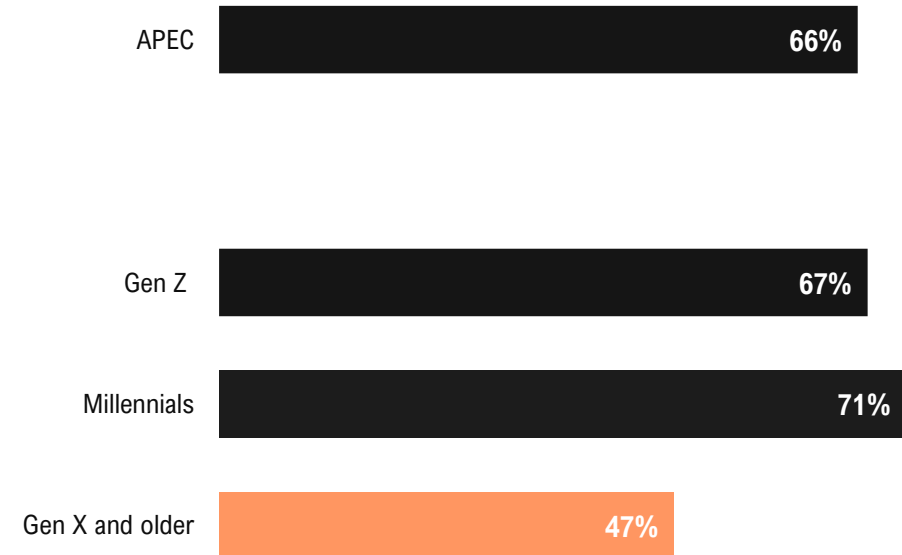
### Hotel loyalty program engagement in the past year, by market

Indonesia and India stand out as the markets with the highest engagement with hotel loyalty programs, representing a significant opportunity for targeted marketing to drive membership at scale



### Hotel loyalty program engagement in the past year, by generation

While loyalty participation remains strong overall, engagement softens among Gen X travelers, signaling an opportunity to better reconnect with older travelers across the region



In the past 1 year, which types of loyalty programs have you participated in?

# Travelers want more ways to earn and redeem, and more options with partners

Nearly half of travelers are demanding more relevant options for earning and redeeming loyalty points, revealing partnerships as the key driver of hotel loyalty engagement

50%

of APEC travelers want easy ways to earn/spend

56%

of APEC travelers want more ways to earn/spend

43%

of APEC travelers seek more options or partners to spend loyalty points with

43%

of APEC travelers want more earning from their daily spend

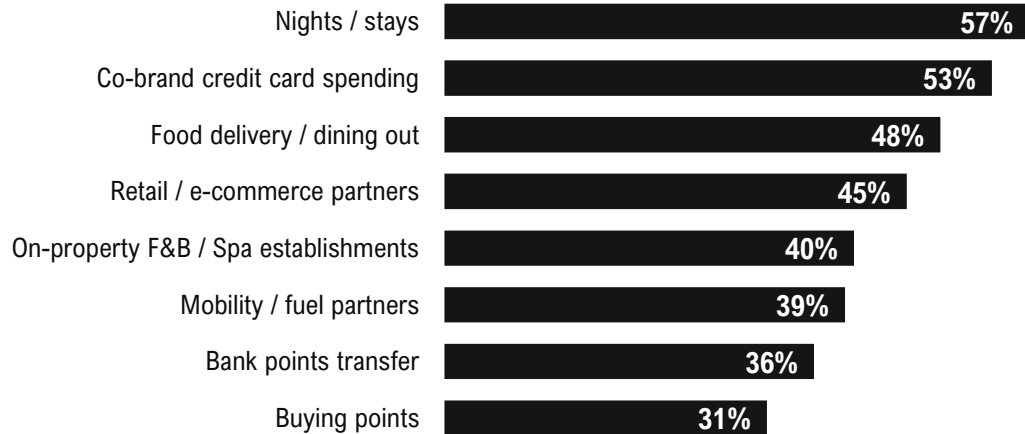
Which aspect of your hotel loyalty should be improved?



# Across APEC, stays and co-branded cards drive earn. Property upgrades and F&B indulgences top redemptions

## Ways to earn hotel loyalty points

Hotel stays and co-branded cards lead in points earning, showing that loyalty grows best when programs align with key travel and daily spending habits



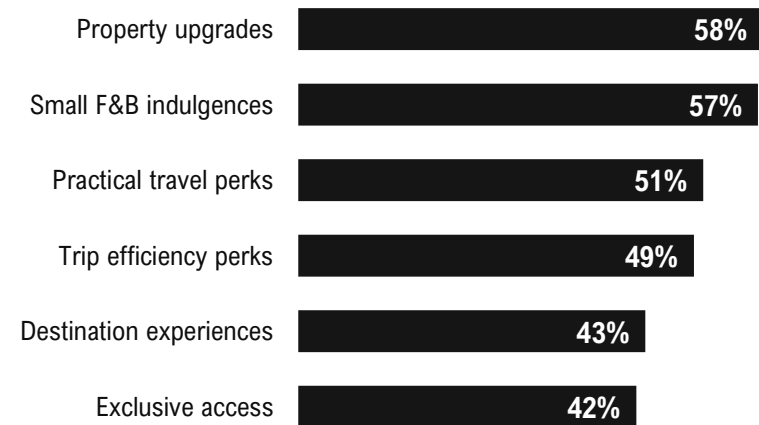
INDIA

### Unique highlights

Travelers are more likely to earn through bank points transfer (43% vs. 36% APEC average) signaling a partnership opportunity

## Ways to spend hotels loyalty points

Redemptions are closely tied back to property upgrades and F&B, indicating members value rewards most when they clearly enhance or expand the travel experience



INDONESIA

### Unique highlights

Travelers are relatively more sensitive (56% vs. 42% APEC average) to exclusivity (e.g. VIP tickets, lounge access, celebrity meets) signaling an appetite for once-in-a-lifetime experiences

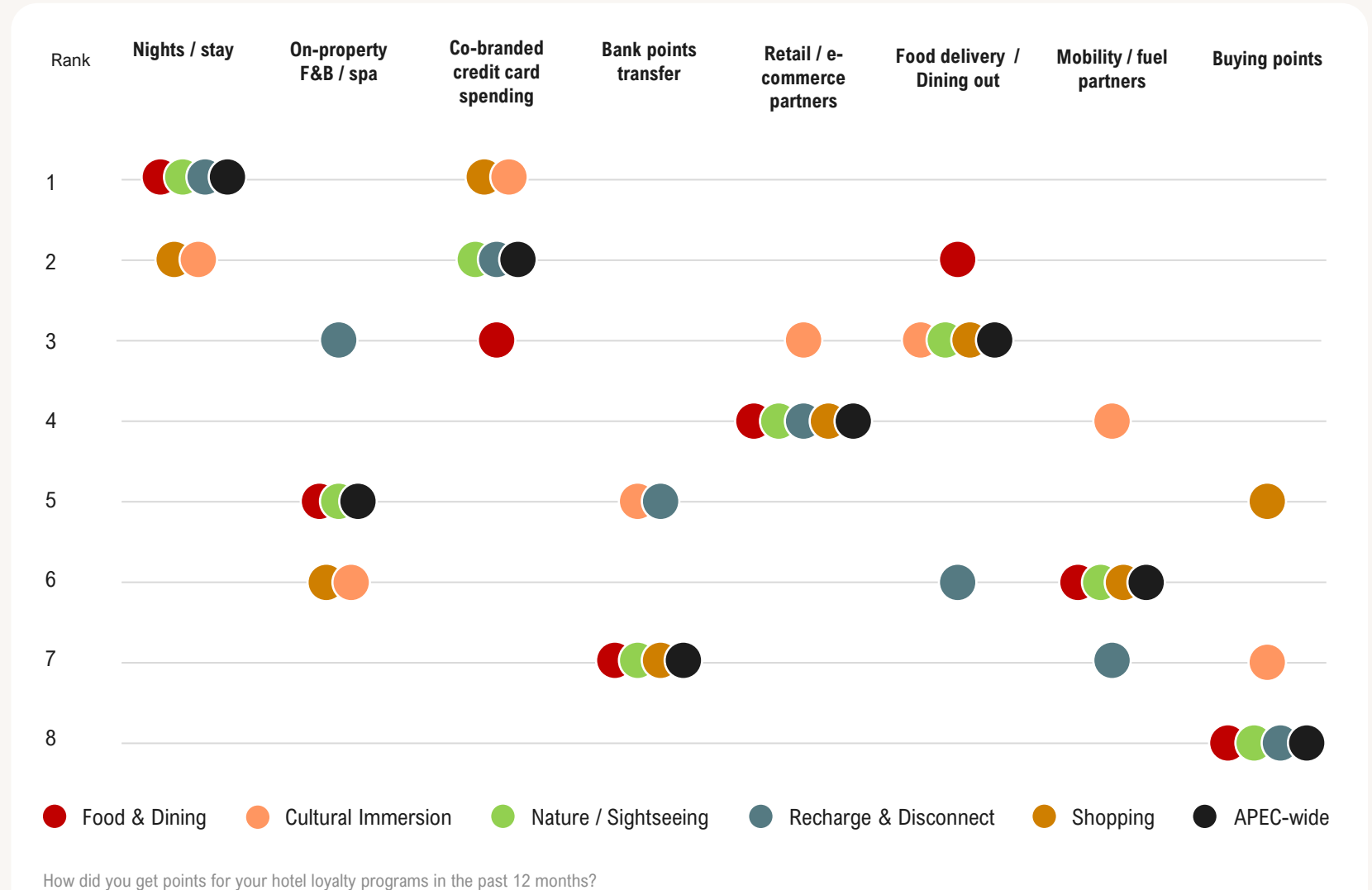
# But how travelers earn points differ, depending on their travel priorities

Across APEC, hotel stays (57%) and co-branded credit cards (53%) are primary engines of loyalty earning, with Cultural Immersion and Shopping travelers earning more from co-branded card spend. This underscores how earning activity is strongest when it's tied to both travel and everyday spend.

How travelers earn points also reflects their specific priorities. F&B travelers earn more through food delivery & dining out, while Recharge & Disconnect travelers earn more through on-property activities when they stay.

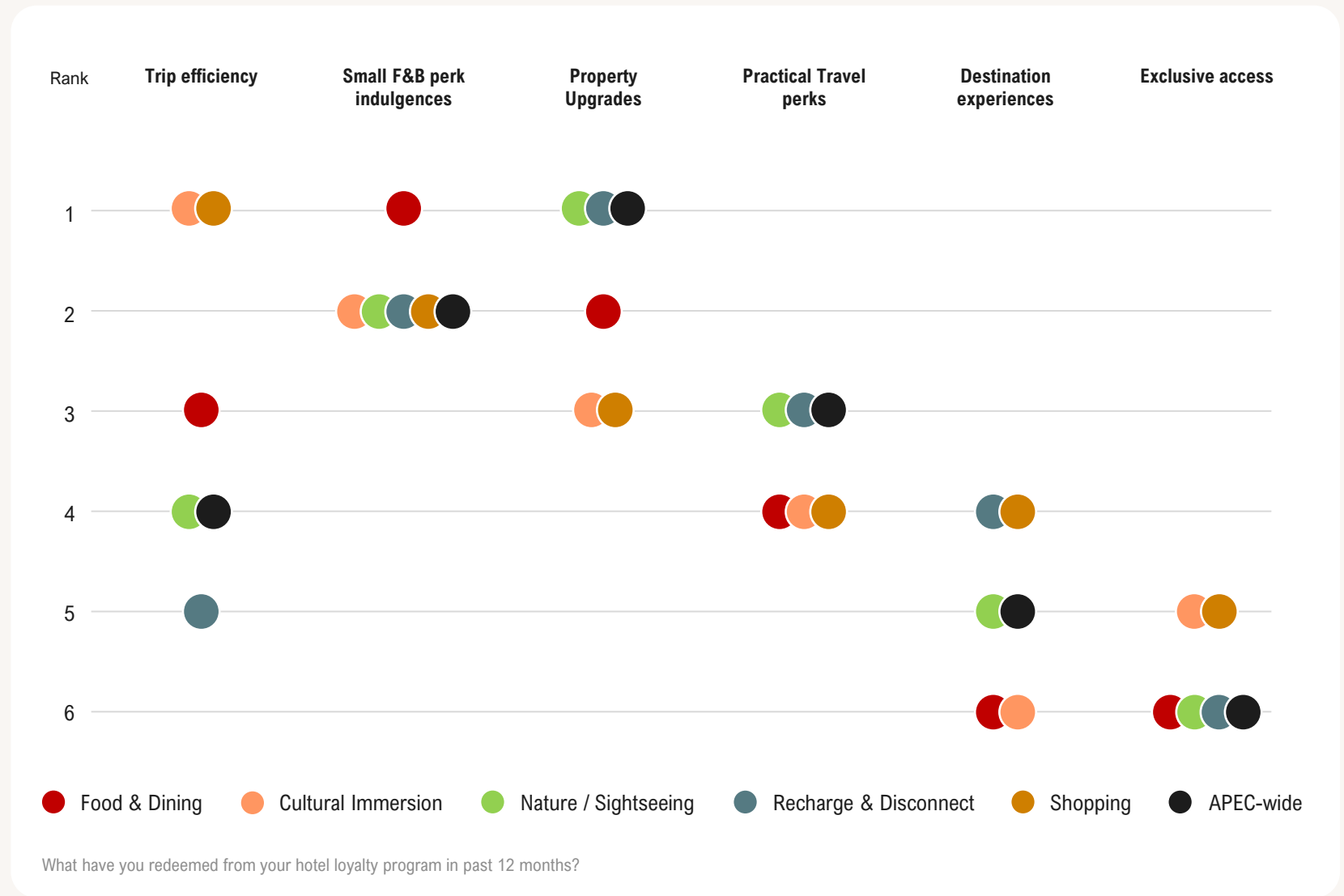
This suggests that Recharge & Disconnect travelers derive the most earning efficiencies from the property they stay at.

## Ways to gain points in hotel loyalty program



# Points are mostly used to add value to stays, with indulgences such as property upgrades and F&B perks being top redemption options

## Ways to redeem points in hotel loyalty program



Across APEC, hotel loyalty redemptions are anchored in tangible travel value, with property upgrades (58%) and F&B indulgences (57%) leading overall.

But there are nuanced redemption differences based on travel priorities. Unsurprisingly, Food & Dining travelers redeem more F&B indulgences. Cultural Immersion and Shopping travelers are more likely to redeem for efficiency-driven benefits such as late checkouts, suggesting that they prefer more time outside of their property to pursue their interests.

# What do travel priorities mean for hotel loyalty?

# Diverse partner network ensures relevance of hotel loyalty programs

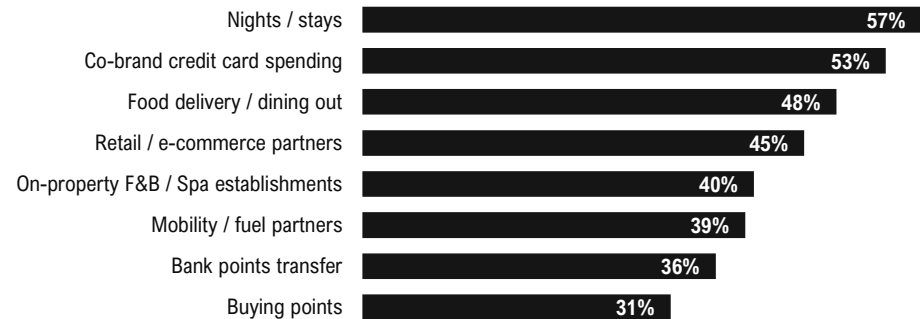
While hotels top loyalty programs for travelers, they also concurrently participate in non-travel related loyalty programs. Having a robust, diverse set of non-travel partners improves the relevancy of hotel loyalty programs

## PLUGGING INTO A PARTNERSHIP ECOSYSTEM

Everyday earn is a non-negotiable, a basic requirement for any loyalty program. Majority (62%) of all APEC travelers earn loyalty points through co-branded credit cards. While more than half of travelers with hotel loyalty programs are also earning points through co-branded credit cards, close to 50% of them earn through dining-related activities and retail.

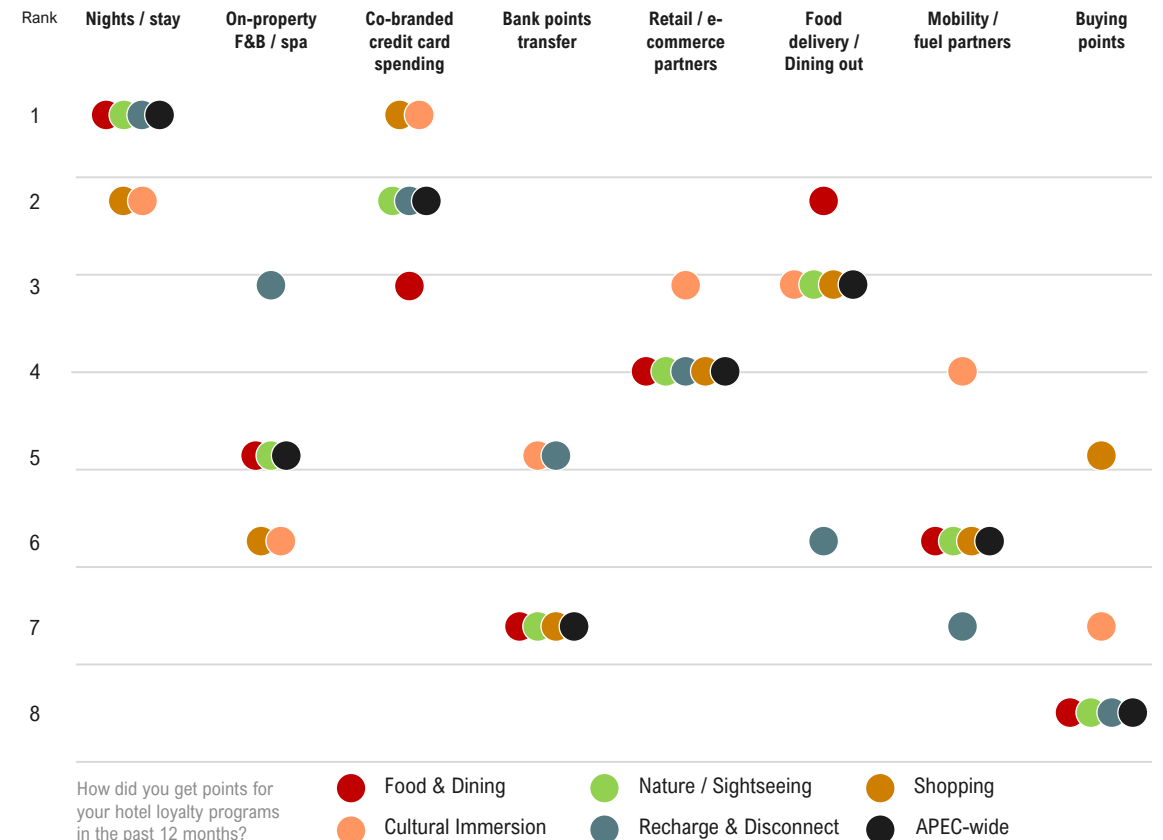
The need for a diverse range of earning options becomes even more salient when we observe the range of different earning behaviors across travelers with different travel priorities. In short, the more relevant partners in a hotel loyalty's ecosystem, the better for travelers of more interests.

### Ways to earn hotel loyalty points



How did you get points for your hotel's loyalty programs in the past 12 months?

### Ways to gain points in hotel loyalty program



# Exclusive experiences create access to growth markets

While travelers in APEC redeem loyalty points for immediate use (77%) and big-ticket items (61%), a significant proportion of travelers – particularly those from markets with rising affluence – prefer to redeem for exclusive experiences.

# 37%

of APEC travelers spend loyalty points on exclusive experiences (e.g. *VIP passes*)

In your loyalty program, which of the following ways did you use loyalty points in the past 1 year?

Some markets are relatively more inclined to exclusive experiences than others:



**VIETNAM**

# 47%

Spend loyalty points on exclusive experiences (e.g. *VIP passes*)

In your loyalty program, which of the following ways did you use loyalty points in the past 1 year?



**INDIA**

# 41%

Topmost reason to stay active in hotel loyalty programs is getting access to unique or exclusive experiences

What keeps you actively participating in the loyalty programs?



**INDONESIA**

# 56%

Redeem hotel loyalty points for exclusive access (e.g. *VIP tickets, lounge access, celebrity meets*)

What have you redeemed from your hotel's loyalty program in the past 12 months?

## TAPPING INTO ASPIRATIONS OF RISING AFFLUENCE

Almost 40% of APEC travelers value exclusivity and use their loyalty points to redeem for access to experiential events.

Travelers with a deeper appetite for exclusive experiences come mostly from growth markets with a rising middle class – Vietnam, India, and Indonesia.

Hotel loyalty programs that tap into their demand for exclusivity have a first-mover advantage in positioning for growth and affinity in these markets.

# Different strokes for different folks

While hotel loyalty is the program of choice for travelers in APEC (66%), there remains potential to capture more members given the prevalence of loyalty programs in general (89%). The key is in delivering what different types of travelers want.

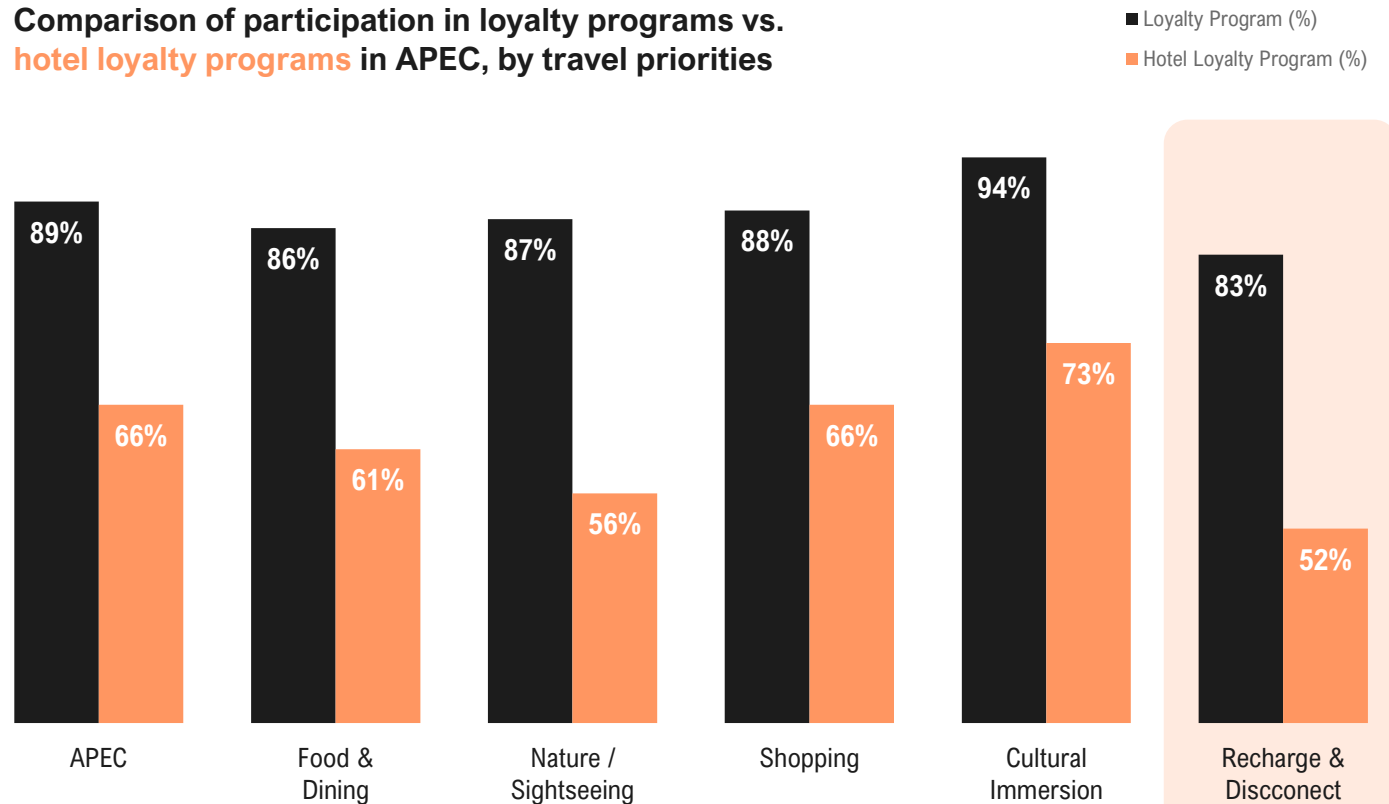
## SUPER-CHARGING TO CONNECT WITH RECHARGE & DISCONNECT TRAVELERS

Recharge & Disconnect travelers represent a valuable group with largest opportunity for enrolment. Out of APEC travelers who have loyalty programs, 31% of them are not enrolled in a hotel loyalty program.

Our data also shows that Recharge & Disconnect travelers are a natural captive group once they are past property doors: most earn hotel loyalty points through stays and on-property activities (spas and restaurants), suggesting that they are more likely to actively engage.

They are more likely to stay at hotels, resorts and villas with a partner, which suggest that the properties themselves are destinations in which to recharge. Having on-property wellness options for these couples would aid further engagement.

Comparison of participation in loyalty programs vs. hotel loyalty programs in APEC, by travel priorities



In the past 1 year, which types of loyalty programs have you participated in?

# Different strokes for different folks

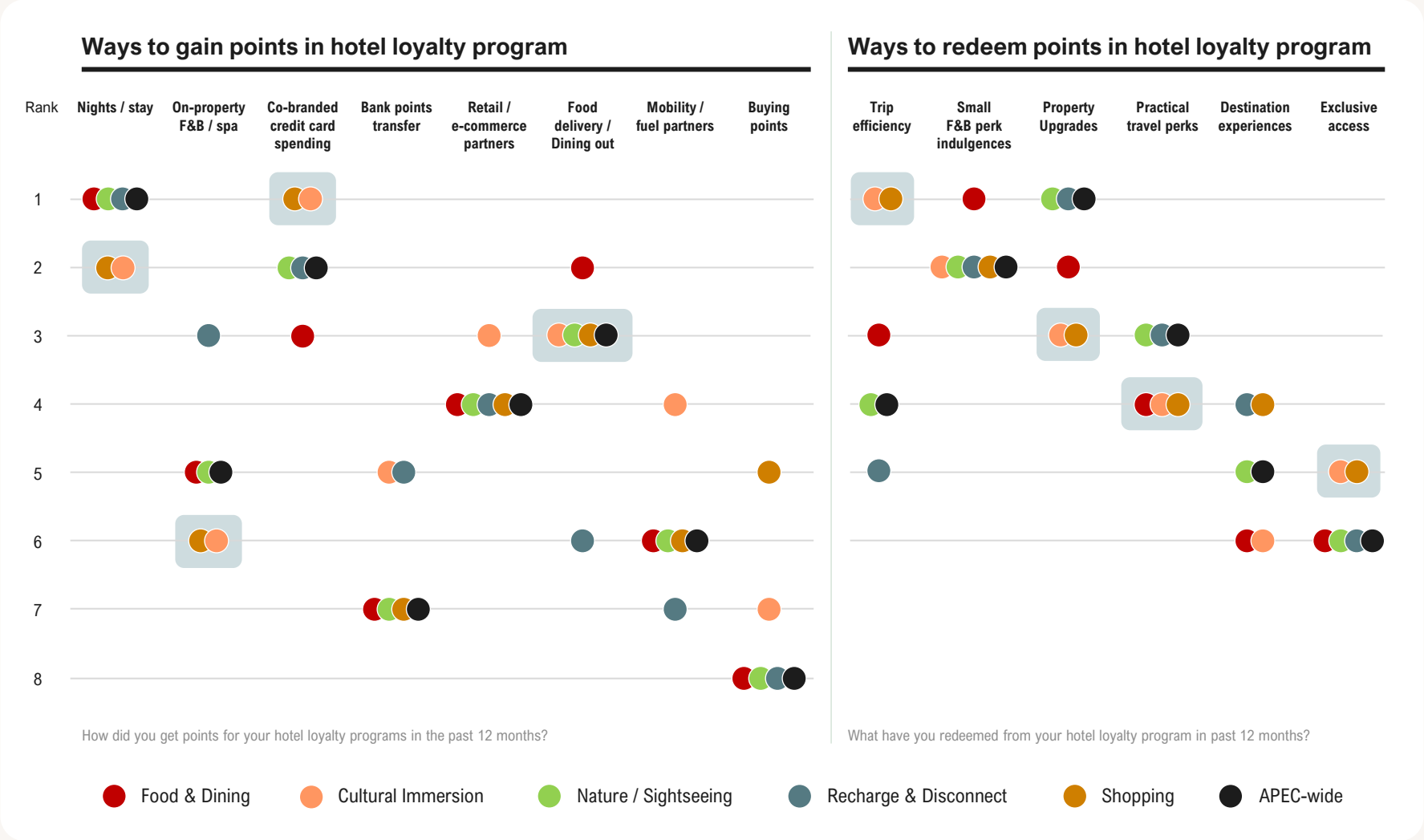
## MORE SIMILAR THAN DIFFERENT: SHOPPING & CULTURAL IMMERSION TRAVELERS

Travelers who prioritize Shopping and Cultural Immersion are more alike than the description of their categories suggest.

Both groups have the same earn and redeem patterns, more so when compared to other groups.

They earn primarily on co-branded credit cards, hotel stays, and dining activities. Similarly, both groups redeem points for perks that make their trips more efficient (e.g. late check outs), small F&B indulgences, property upgrades, practical travel perks, and exclusive access.

These similar earning and redemption patterns suggest that despite the difference in interests, these two groups seek to maximize the practical, everyday value of hotel loyalty programs.



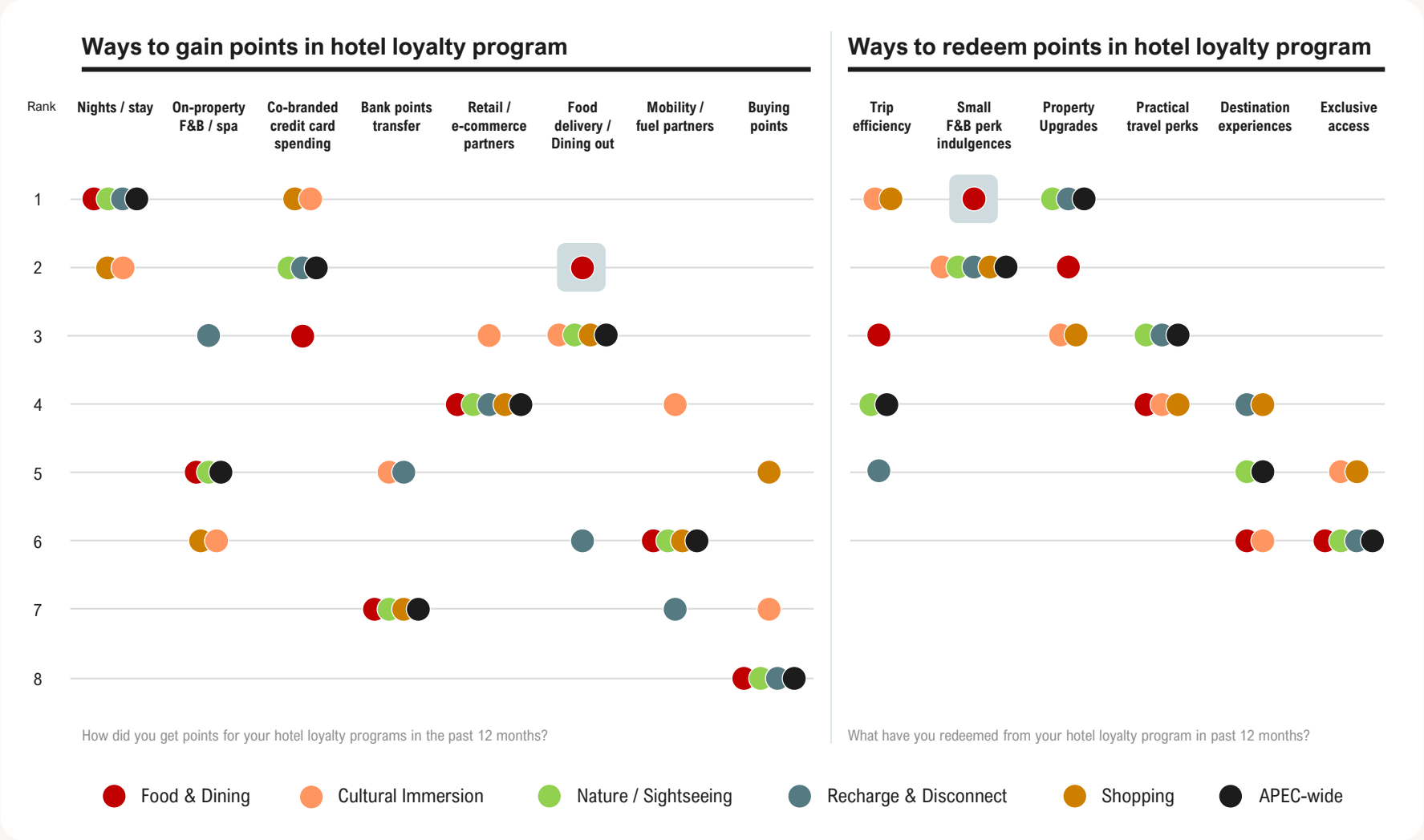
# Different strokes for different folks

## THE WAY TO WIN A FOODIE'S LOYALTY IS THROUGH THEIR STOMACH

With 63% of travelers across APEC traveling for Food & Dining, it's the biggest priority for the region.

Food & Dining travelers are clear and consistent in how they engage with hotel loyalty programs: They earn on food-related activities and redeem for F&B indulgences.

Hotel loyalty programs that offer easy F&B-related earning and redemption options would capture the hearts of this dominant travel category.



# Key takeaways

How travel passions are reshaping hotel loyalty

## ONE-SIZE-FITS-ALL APPROACH TO LOYALTY NO LONGER WORKS

Travel passion – not age or life stage – is the strongest driver of loyalty engagement. How travelers earn, redeem, and value loyalty benefits varies most by what people are traveling for. A successful loyalty program needs to **have breath and depth to cater to diverse interests** across diverse markets.

## HOTEL LOYALTY SITS AT THE HEART OF TRAVEL LOYALTY

Loyalty is near universal across APEC, with almost 90% of travelers participating in at least one loyalty program. Hotel loyalty programs are most popular, engaging two-thirds of APEC travelers. **Hotel loyalty programs are here to stay.**

## PARTNERSHIPS POWER STRONGER LOYALTY

Nearly half of APEC travelers want more ways to earn and redeem points – everyday earn is non-negotiable and micro-redemptions are preferred. Hotel loyalty works best when **it extends beyond hotel stays into everyday life.**

## EXCLUSIVE EXPERIENCES: A KEY LEVER IN MARKETS OF RISING AFFLUENCE

More travelers from India, Indonesia and Vietnam want VIP access and once-in-a-lifetime rewards compared to the rest of APEC. Hotel loyalty programs that tap into the demand for **exclusivity build affinity today for greater growth tomorrow.**

## FOOD & DINING: THE MOST POWERFUL DRIVER OF TRAVEL & HOTEL LOYALTY

Two-thirds of APEC travelers prioritize culinary experiences. Having **easy F&B-related earn and redemptions** will capture the hearts of this dominant travel category.

## RECHARGE & DISCONNECT TRAVELERS REPRESENT BIGGEST OPPORTUNITY FOR HOTEL LOYALTY GROWTH

While less likely to be enrolled in a hotel loyalty program compared to other interest groups, Recharge & Disconnect travelers become highly engaged once on-property – highlighting the **potential of wellness and stay-centric loyalty design.**

# Methodology & Definitions

Primary research methodology was a quantitative survey which was supplemented by desktop research from publicly available and trusted sources

	Australia	India	Indonesia	Japan	South Korea	Singapore	Thailand	Vietnam
Sample Size	N = 1731 REGIONAL SAMPLE SIZE							
	N=209	N=419	N=209	N=208	N=204	N=162	N=160	N=160
Annual Household Income grouping								
Mid	AUD 75K–150K	INR 8–15 LAKHS	IDR 60M–120M	JPY 3M–6M	KRW 30M–60M	SGD 60K–150K	THB 300K–900K	VND 180M–420M
High	AUD 150K–400K	INR 15–30 LAKHS	IDR 120M–300M	JPY 6M–12M	KRW 60M–120M	SGD 150K–300K	THB 900K–1.8M	VND 420M–900M
Affluent	AUD 400K+	INR 30 LAKHS+	IDR 300M+	JPY 12M+	KRW 120M+	SGD 300K+	THB 1.8M+	VND 900M+
Sample specifications								
Criteria	<ul style="list-style-type: none"> <li>• Mid to high income (based on definitions above)</li> <li>• Have traveled at least once in the past year, whether for leisure or business purposes</li> <li>• Are the primary decision maker, share decision-making responsibilities, or whose company determines the choice of hotel accommodations</li> </ul>							
Age Definition	<ul style="list-style-type: none"> <li>• Gen Z: 20-29 years old</li> <li>• Millennials: 30-45 years old</li> <li>• Gen X and older: 46-65 years old</li> </ul>							

Findings are drawn from a large-scale, high-accuracy survey of over 1,700 mid-to-high income travellers aged 20–65 across Asia Pacific (excluding China), with differences across markets reported only where they are large enough to be meaningful.

Research and report by

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