

REPORT ON VIETNAMESE TRAVEL TREND 2013

Research time: 18.04 – 25.04.2013

Based on Vinaresearch's panellist

Date: 28.05.2013

Creator: W&S research team

A. Executive summary



[1] Nearly half of surveyed respondents are likely to take a trip every 3 – 6 months (44.9%)

- More than ¼ of leisure travelers choose **Once per 3 – 4 months** as the best period for their trip, regardless of whether they are living in Hanoi (24.4%) or HCMC (27.1%).
- **Once per 3 – 4 months** is most chosen travel period by both gender and all age groups. For gender, 24.7% male and 20.3% female choose **Once per 3 – 4 months** as their most frequent travel period. Similarly for age group, 25.7% group 16 – 22 y.o., 26.2% group 23 – 30 y.o. and 25.4% group above 30 y.o. take a leisure trip every 3 – 4 months.
- Higher income group is expected to travel more frequently. For the Middle and Upper income class, 20.7% and 24.0% take vacation **Every 3 – 4 months** respectively. However, for the Lower income class, less frequent travel period like **Once a year** is most preferred, account for 27.8%.

[2] Summer is the most preferred occasion to travel, account for 74.1%

- Upon 10 people who were asked, there are 7 respondents choosing **Summer** as their most frequent travel occasion; **Vacation (Leave days)** and **Special / Big Holidays** follows with 63.7% and 59.9% respectively.
- There is no significant difference of travel occasions between male & female travelers. **Summer** still scores highest, with 75.8% for male and 72.6% for female.
- For three age-groups, priority choice of travel occasion is different. While **Summer** (86.2%) is mostly chosen by youngest travelers (16 – 22 y.o), 23 – 30 y.o travelers are likely to make vacation on **Leave days** (71.1%), and travelers above 30 y.o have tendency to take trips either on **Summer** (69.2%) or **Leave days** (67.9%).
- Regardless family monthly household income, **Summer** is mostly chosen. 2 out of 3 respondents from Lower income class chose to travel at **Summer**, as compared to 76.9% of Middle income class and 73.9% of Upper income class.

A. Executive summary



[3] 51.6% of surveyed people are likely to travel with their family

- More than half of surveyed Hanoians that they often take trips with their **Family** (54.8%), corresponding with 48.6% of surveyed Saigonese. Besides, travelling with **Friends** is also another favourite choice of approximately 30% Vietnamese travelers.
- **Family** is most popular companion for travelers of both gender and all age groups. For gender, 47.5% male and 55.2% female chose to travel with **Family**. For age, the percentage of travelling with **Family** for 16 – 22 y.o, 23 – 30 y.o and above 30 y.o is 42.3%, 44.4% and 67.9% in turn.
- The study also revealed that around half of all SEC groups often go on vacations with their **Family**. The percentage for three SEC groups is 49.1% (Lower class), 46.0% (Middle class) and 56.9% (Upper class).

[4] Surveyed travelers go on vacations within country 6 times more than outside country

- The vast majority of respondents (98.3%) took **Local trips** within the last 12 months, while the **Overseas trips** are only accounted for 15.5%. The incidence for local and overseas trips is quite similar for Hanoi and Hochiminh city.
- **Local places** scored highest points for travel destination of male and female last year, account for 98.0% and 98.6% respectively. This is followed by **Overseas places** with 14.8% for female and 16.4% for male.
- The percentage of **Domestic travel** of all age-group and SEC is rather high, over 96%. Among travelers, those who belong to older age-group and richer segment are more likely to take **Leisure trip overseas**.

A. Executive summary



[5] Tour is more likely to be chosen when travel abroad and in reverse with Self - organized trip for local travel

- Nearly 8 out of 10 surveyed people preferred **Self - organized trip** when they travel within the country, and the remaining 2 preferred **Tour**. Whereas a trip abroad is more likely to be **Tour** (77.5%).
- Trip organization tendency for domestic and international travel was quite similar between urban areas. Most domestic trips in Hanoi and HCMC in last 12 months were **Self - organized trip**, while **Tours** were most chosen for international trips.
- There was not clearly difference of travel organization style between male & female travelers at age groups.
- Household income does not affect much on choice of local travel method of respondents within the last 12 months. For local trips, the rate of choosing **Tour** vs. **Self-organized trip** is about 2:9 for Middle class and 3:9 for Upper class. For international trips, around 20.7% Upper class traveled by themselves within last 12 months.

[6] Most vacations within country are 3 - 4 days or shorter, whereas vacations outside country are often longer, around 5 - 6 days

- More than half of travelers who took local leisure trips within last 12 months (1,151s) indicated that they often spend **3 - 4 days** per go. Meanwhile, 47.8% among 182 people who took overseas leisure trips spent around **5 – 6 days** on average.
- Average length of local vacation was **3 – 4 days** for both Hanoi and Hochiminh residents. For overseas vacations, travelers from Hanoi had longer holiday, with 74.7% indicated the likely length of their holiday is **5 – 10 days**. Hochiminh travelers took shorter vacation, most from **3 – 6 days** (69.9%).
- In general, there is not much different between average vacation duration for both local and overseas trip between male / female at ages and SECs. **3 – 4 days** vacation was most popular length for local trips and **5 – 6 days** for overseas trips.

A. Executive summary



[7] 63.7% surveyed people spend less than 10 mil.VND per year for travel

- We asked respondents about their average private budget for travel in one year. Result shows that average travel budget of Saigonese is **4.86 mil.VND / year**, almost much as **5.19 mil.VND / year** of Hanoians.
- On average, female spend as much as male for travel in one year. Medium amount of money male spend on travel per year is **5.02 mil.VND**, only a tiny difference with female at **5.01 mil.VND**.
- Travelers at older age tend to have higher budget for their yearly travel. Looking at age group, 16 – 22 years old travelers often spend **4.21 mil.VND / year** on their vacations, while the average spend of 23 – 30 years old travelers is **4.98 mil.VND** and of travelers above 30 years old is **5.81 mil.VND**.
- Travelers belong to three SEC groups have different budget for their yearly travel. Middle group respondents have budgeted an average of **4.28 mil.VND** for travelling fee in one year. Meanwhile, Upper group spent **6.10 mil.VND / year** on average, nearly 1.8 times as Lower group (**3.43 mil.VND / year**).

[8] Substantially more travelers would like to visit new destination than repeated ones

- The percentage of people who preferred **New destination** per go is 84.4 % compared to 15.6% of those who would like to **Go back to places they have visited in the past**.
- The preference for **New destination** on each vacation is high among male / female travelers at Hanoi and Hochiminh city, over 80.0%.
- As many travelers at 16 – 22 years old would like to visit **New destination** as travelers in age 23 – 30 and over 30. The destination preference is similar for 3 SEC groups: Lower, Middle and Upper.

A. Executive summary



[9] Nearly 7 over 10 respondents intend to take local vacations next year

- Significantly more people are likely to take leisure vacation **Within country** than **Outside country**, account for 68.8% compared to 22.5%. There are also 8.5% people who **Do not have travel plan for next 12 months**.
- 77.5% of surveyed Hanoians plan to travel within country next year, compared to 66.6% of surveyed Saigonese. In contrast, more Saigonese plan to travel overseas than Hanoians (23.8% against 21.1%) according to survey result.
- For gender, the percentage of local and overseas travel intention of male and female is not much different.
- Tendency for travel changes by ages and SECs. In particular, 87.8% travelers at 16 – 22 plan to travel next year compared to 92.0% of travelers in 23 – 30 years old and 94.3% of those who above 30 years old. More than 1/3 travelers at Upper class plan to take overseas leisure trip next year whereas this percentage of Middle and Lower class is 15.1% and 6.5% in turn.

[10] Next year top expected destination for local trip is Dalat and for overseas trip is Singapore

- A significant proportion of holiday makers choose **Da Lat** as their next destination for travel in the next 12 months, 20.7%. This is followed by **Nha Trang** and **Ha Long**, with lower percentage, 14.6% and 10.0% in turn.
- Among 22.5% holiday makers who planned to travel overseas next year, as much travelers would like to go to **Singapore** as **Thailand**, with 18.9%. **Japan** is third most selected destination, account for 12.9%.

A. Executive summary



[11] Airplane is most popular transportation mode for overseas trip, while vehicles for local trips are quite diversified

- **Passenger car** is most chosen transportation mode for next local trip, account for 38.1%. **Motorbike** follows next with 22.8% and **Car** comes last in top three with 15.2%.

[12] Most travelers express a preference for Self - organized trips in the next travel time, account for 61.9%

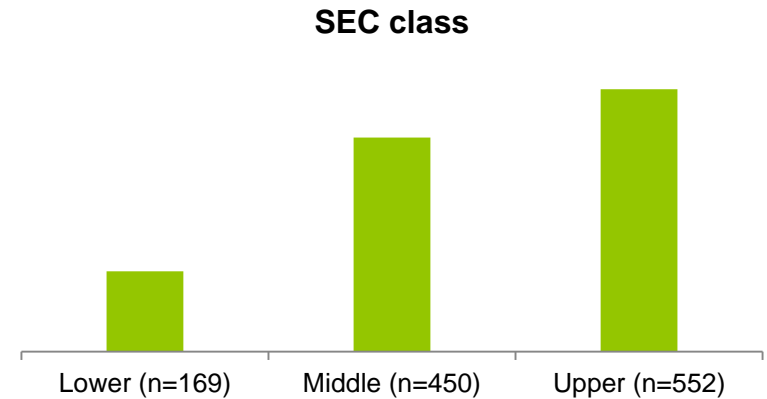
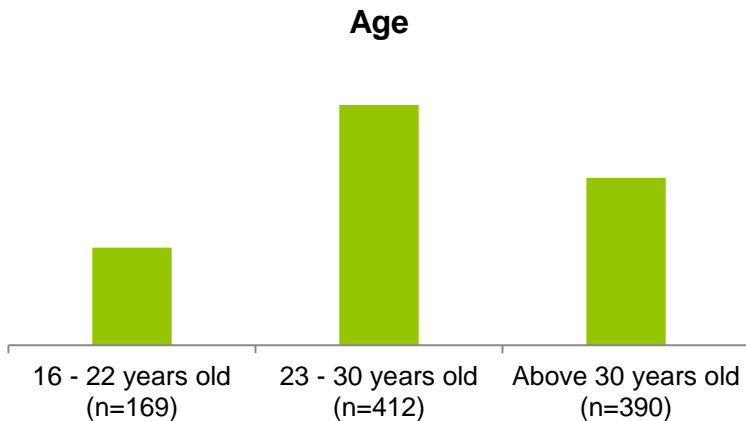
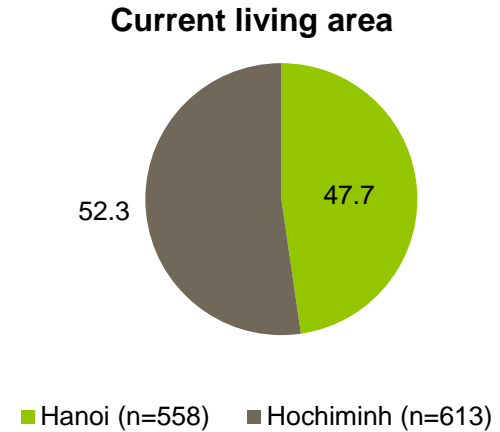
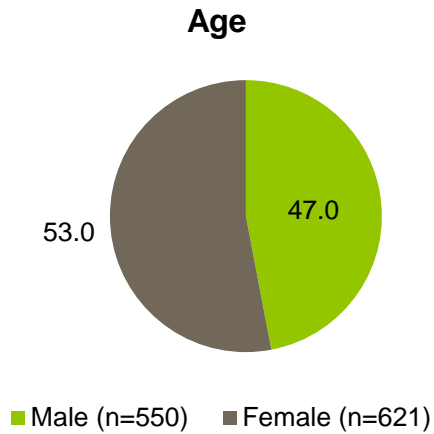
- **Initiative in time** is top reason for choosing Self - organized trips (86.0%). Next reasons are **Initiative in fees** (65.6%) and **Free to explore things** (65.0%).
- For Tour, more than 70% of 387 respondents assessed **Reasonable tour price** as the most important reason for choosing Tour in their next vacation. This is followed by **Not worry about accommodation and travel vehicles** (57.6%) and **Abundant tour program** (55.6%).

B. Research information



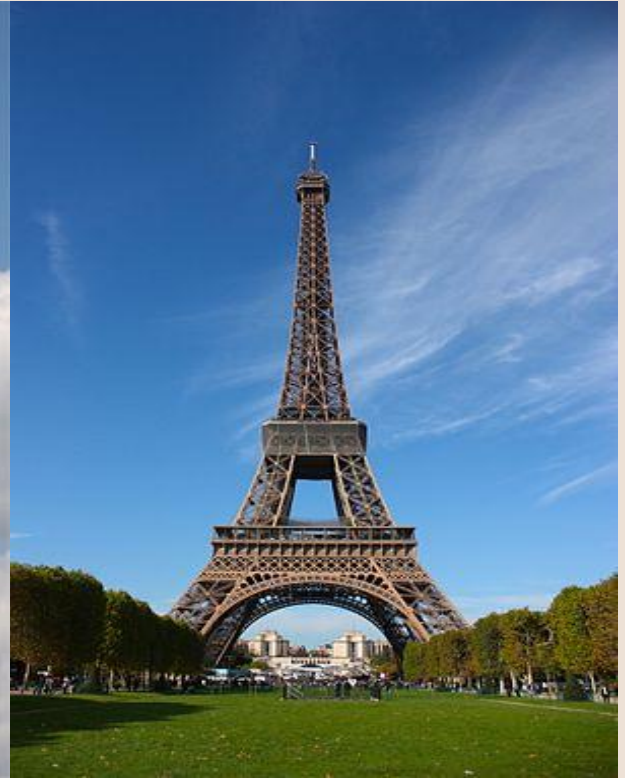
- ❑ **Research method** : Quantitative research - Online
- ❑ **Timing** : 18th - 25th April 2013
- ❑ **Sample size** : 1,171
- ❑ **Research area** : Hanoi & Ho Chi Minh city
- ❑ **Target** : Respondents took leisure vacations in the last 12 months or intend to travel in next 12 months
- ❑ **Research objectives** : Explore Vietnamese Travel trend 2013
- ❑ **Sampling method** : Natural sampling

C. Member profile



- × **SEC class by MHI (Monthly household income)**
- Lower (Under 7 million VND)
 - Middle (7 - 15 million VND)
 - Upper (Over 15 million VND)

D – Research Findings





PART 1

- 1. Frequency of travel*
- 2. Travel occasions*
- 3. Travel companions*



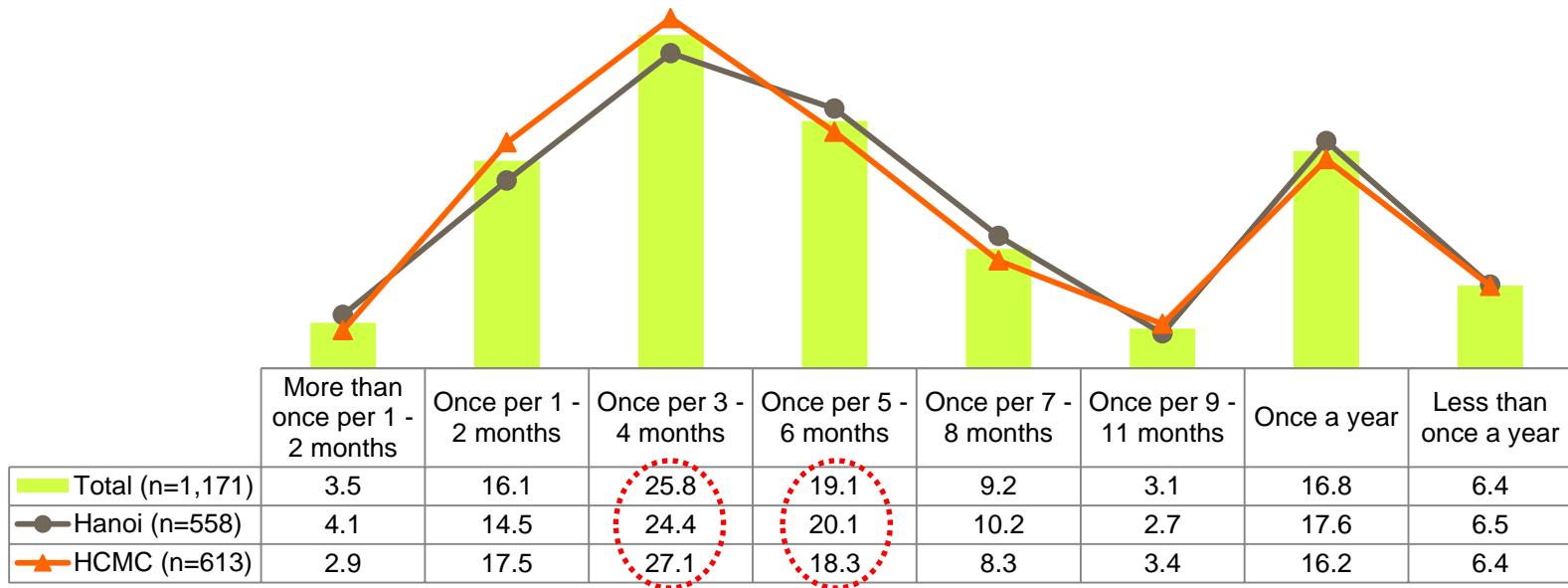
1. Frequency of travelling



Nearly half of surveyed respondents are likely to take a trip every 3 – 6 months (44.9%)

More than ¼ of leisure travelers choose **Once per 3 – 4 months** as the best period for their trip, regardless of whether they are living in Hanoi (24.4%) or HCMC (27.1%). **Once per 5 -6 months** scores next highest, respectively account for 20.1% (Hanoi) and 18.3% (HCMC).

[Figure 1.1] Frequency of travelling – By area



Unit:%

- ⊙ Q. Please let us know your current living city / province? [SA] (n=1,171)
- ⊙ Q. Please tell us how often do you travel? [SA] (n=1,171)

1. Frequency of travelling

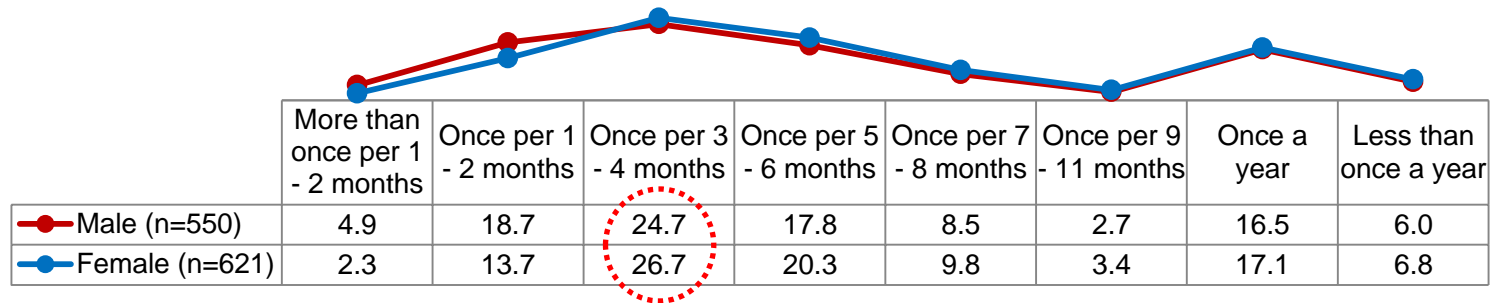


Once per 3 – 4 months is most chosen travel period by both gender and all age groups

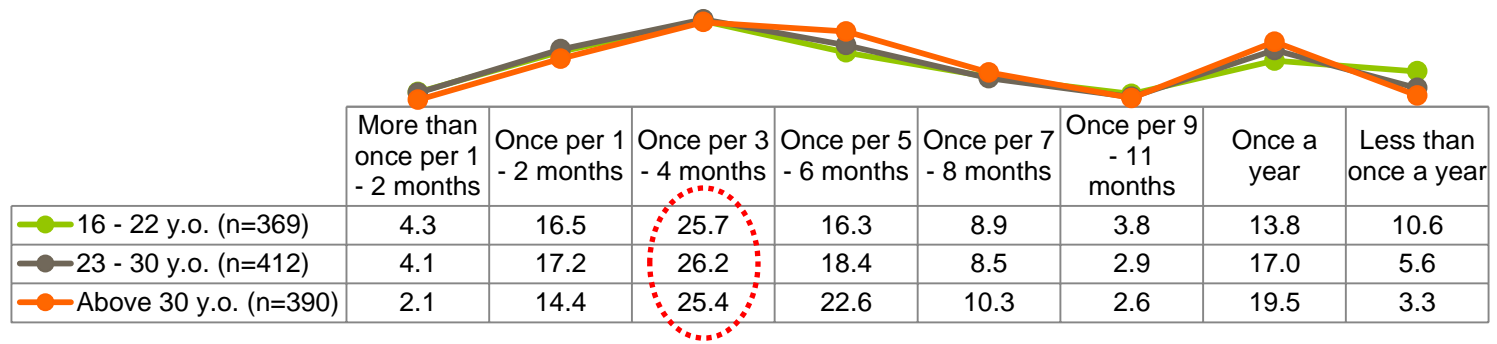
For gender, 24.7% male and 20.3% female choose **Once per 3 – 4 months** as their most frequent travel period.

Similarly for age group, 25.7% group 16 – 22 y.o., 26.2% group 23 – 30 y.o. and 25.4% group above 30 y.o. take a leisure trip every 3 – 4 months.

[Figure 1.2] Frequency of travelling – By gender



[Figure 1.3] Frequency of travelling – By age



Unit: %

© Q. Please tell us your gender? [SA] (n=1,171) © Q. Please tell us your age? [SA] (n=1,171)
 © Q. Please tell us how often do you travel? [SA] (n=1,171)

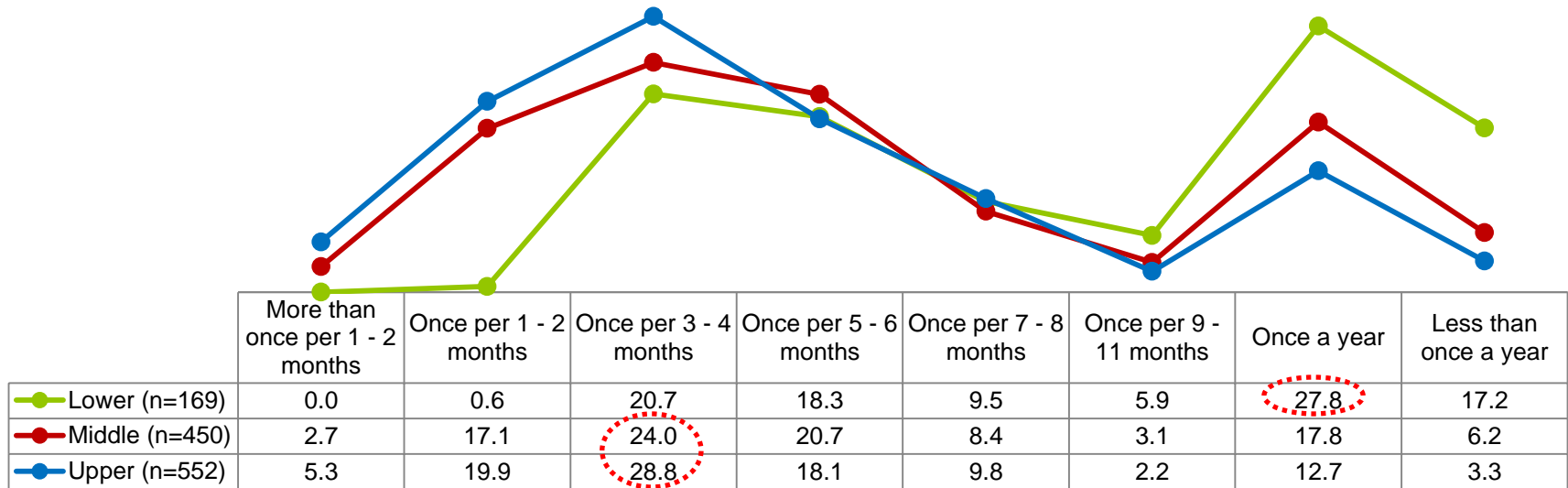
1. Frequency of travelling



Higher income group is expected to travel more frequently

For the Middle and Upper income class, 20.7% and 24.0% take vacation every 3 – 4 months respectively. However, for the Lower income class, less frequent travel period like **Once a year** is most preferred, account for 27.8%.

[Figure 1.4] Frequency of travelling – By SEC



Unit:%

© Q. Please tell us your monthly household income? [SA] (n=1,171)

© Q. Please tell us how often do you travel? [SA] (n=1,171)



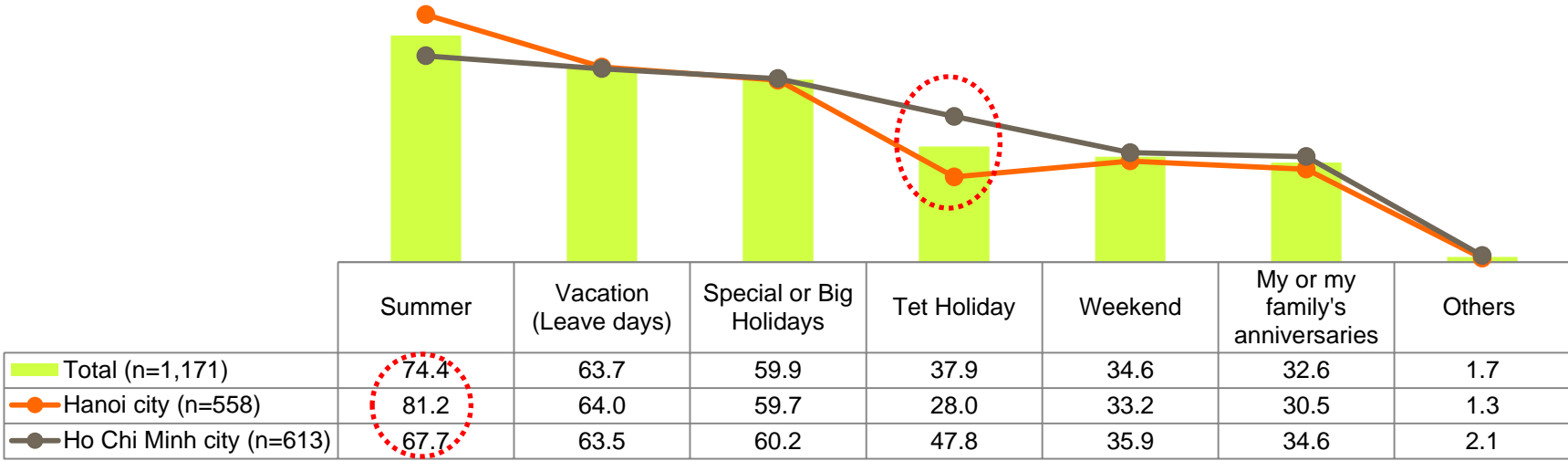
2. Travel occasions

Summer is the most preferred occasion to travel, account for 74.1%

Upon 10 people who were asked, there are 7 respondents choosing **Summer** as their most frequent travel occasion; **Vacation (Leave days)** and **Special / Big Holidays** follows with 63.7% and 59.9% respectively.

While nearly half of Saigonese take trips at **Tet Holiday**, Hanoians are not likely to travel much in this occasion.

[Figure 2] Travel occasions



Unit:%

Q. Please tell us when do you often travel? [SA] (n=1,171)
 Q. Please tell us your current living city / province? [SA] (n=1,171)

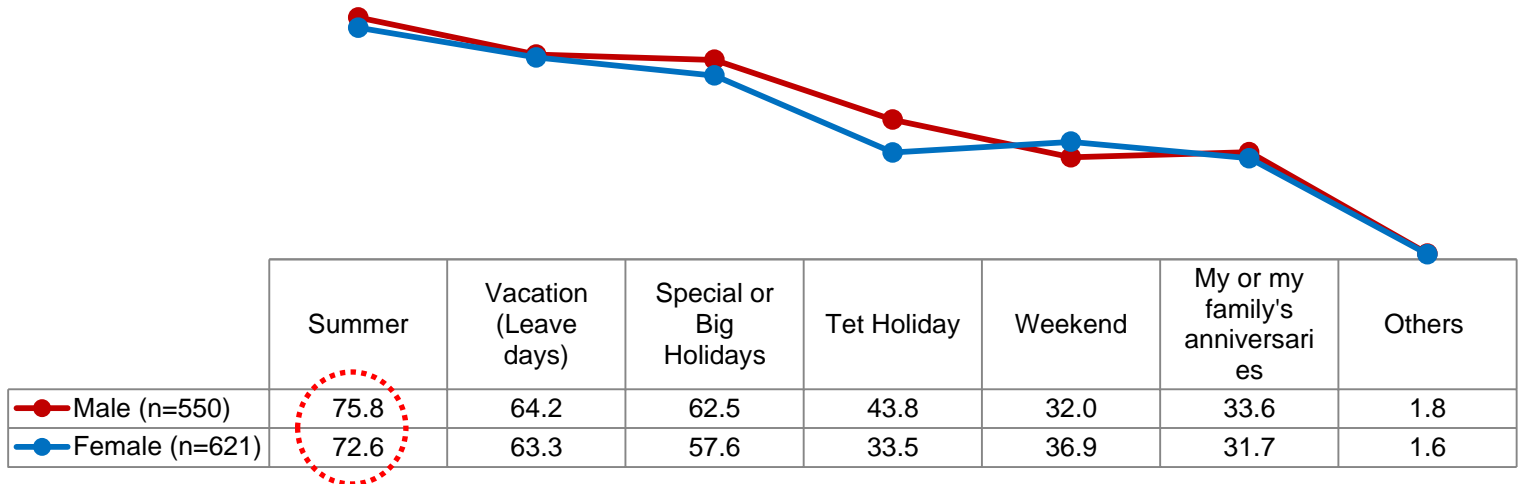
2. Travel occasions



There is no significant difference of travel occasions between male & female travelers

Summer still scores highest, with 75.8% for male and 72.6% for female.

[Figure 2.1] Travel occasions – By gender



Unit:%

Q. Please tell us your gender ? [SA] (n=1,171)
 Q. Please tell us when do you often travel? [SA] (n=1,171)

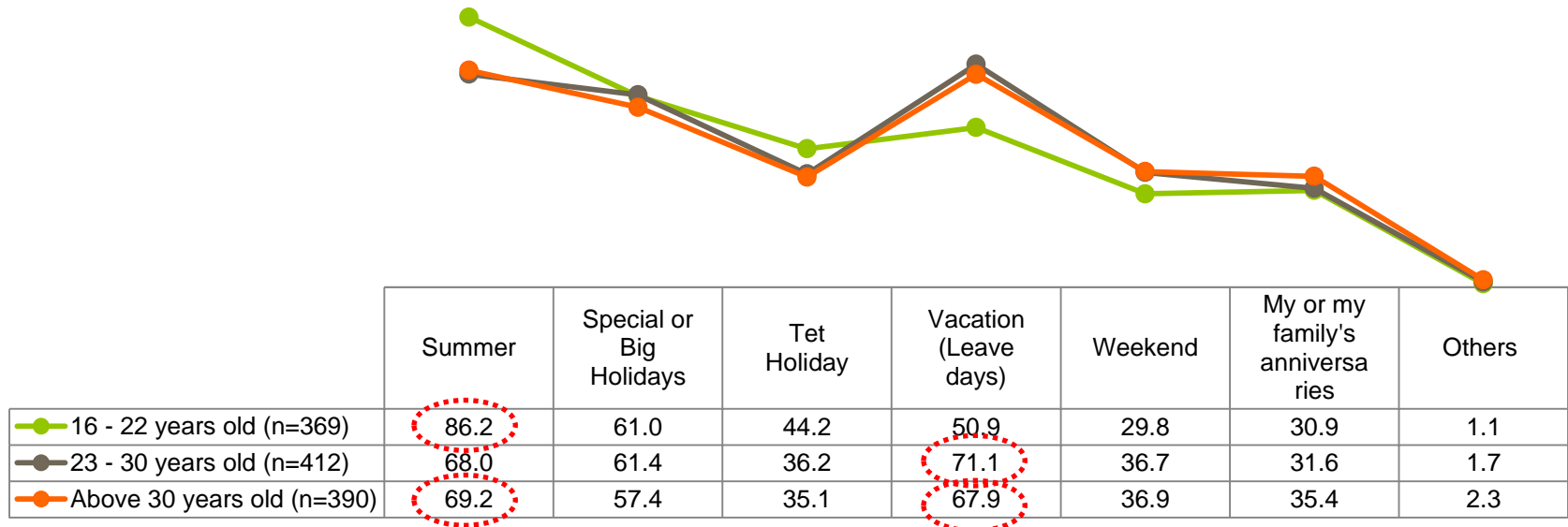
2. Travel occasions



For three age-groups, priority choice of travel occasion is different

While **Summer** (86.2%) is mostly chosen by youngest travelers (16 – 22 y.o), 23 – 30 y.o travelers are likely to make vacation on **Leave days** (71.1%), and travelers above 30 y.o have tendency to take trips either on **Summer** (69.2%) or **Leave days** (67.9%).

[Figure 2.2] Travel occasions – By age



Unit:%

- ⊙ Q. Please tell us your gender ? [SA] (n=1,171)
- ⊙ Q. Please tell us when do you often travel? [SA] (n=1,171)

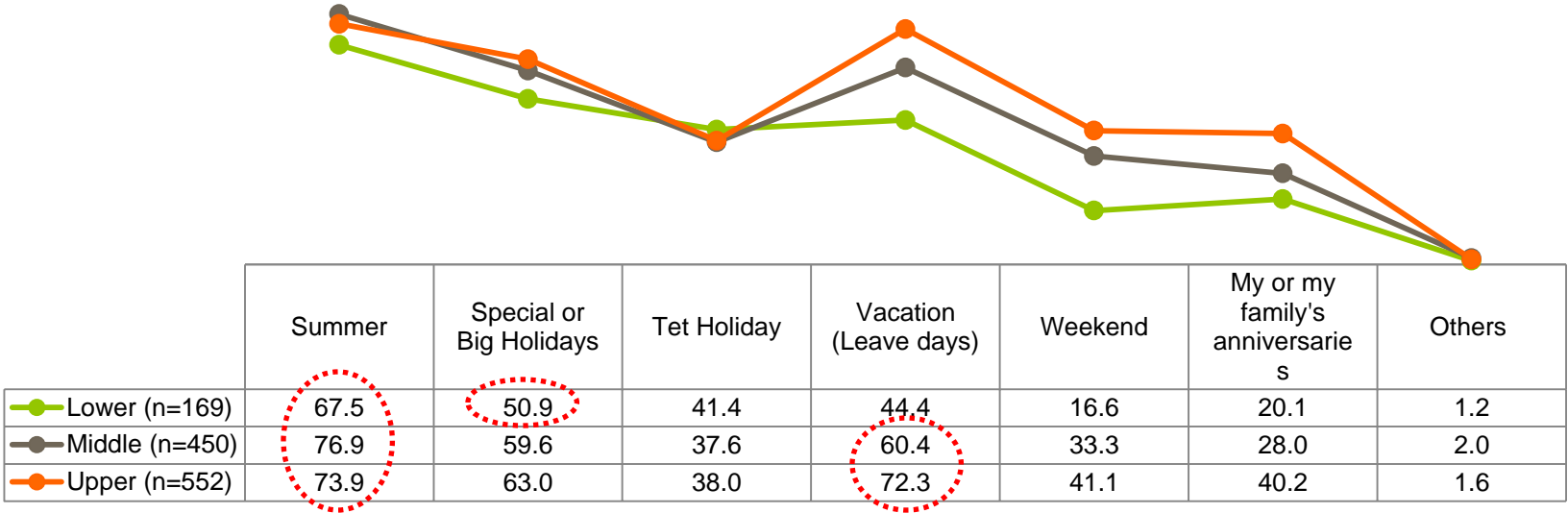
2. Travel occasions



Summer is mostly chosen regardless family monthly household income

2 out of 3 respondents from Lower income class chose to travel at **Summer**, as compared to 76.9% of Middle income class and 73.9% of Upper income class. As for next highest occasion, **Special or Big Holidays** is chosen by Lower class (50.9%) while 60.4% respondents from Middle class & 72.3% from Upper class prefer **Leave days**.

[Figure 2.3] Occasion travel – By SEC



Unit:%

⊙ Q. Please tell us your monthly household income ? [SA] (n=1,171)
 ⊙ Q. Please tell us when do you often travel? [SA] (n=1,171)

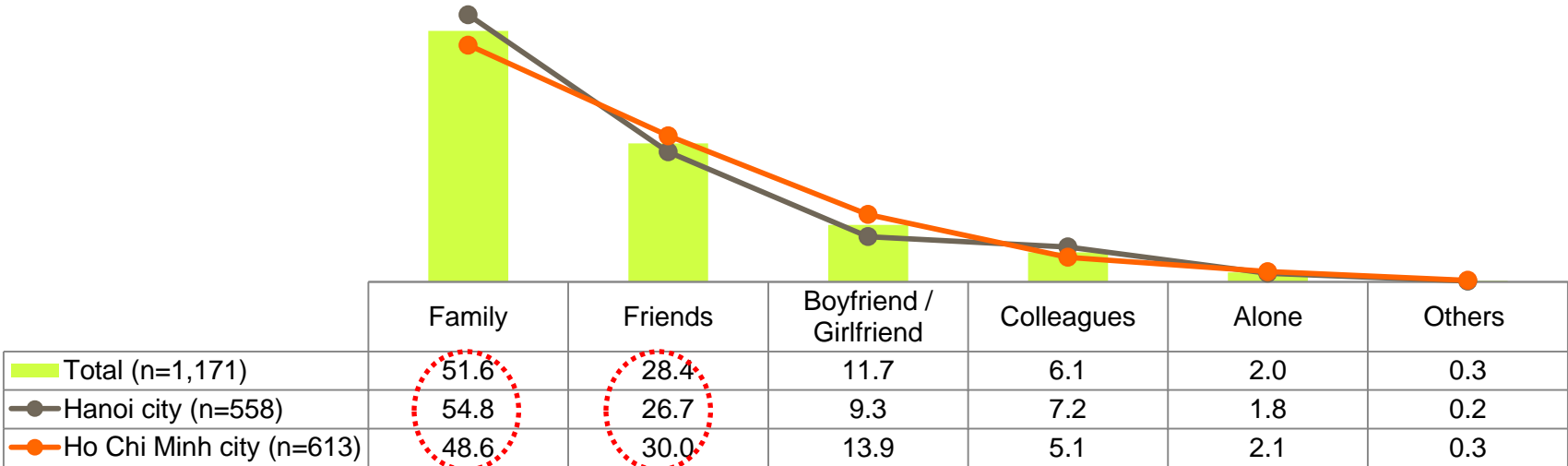
3. Travel companions



51.6% of surveyed people are likely to travel with their family

More than half of surveyed Hanoians that they often take trips with their **Family** (54.8%), corresponding with 48.6% of surveyed Saigonese. Besides, travelling with **Friends** is also another favourite choice of approximately 30% Vietnamese travelers.

[Figure 3] Travel companions



Unit:%

⊙ Q. Please tell us who do you usually travel with? [SA] (n=1,171)
 ⊙ Q. Please tell us your current living city / province? [SA] (n=1,171)

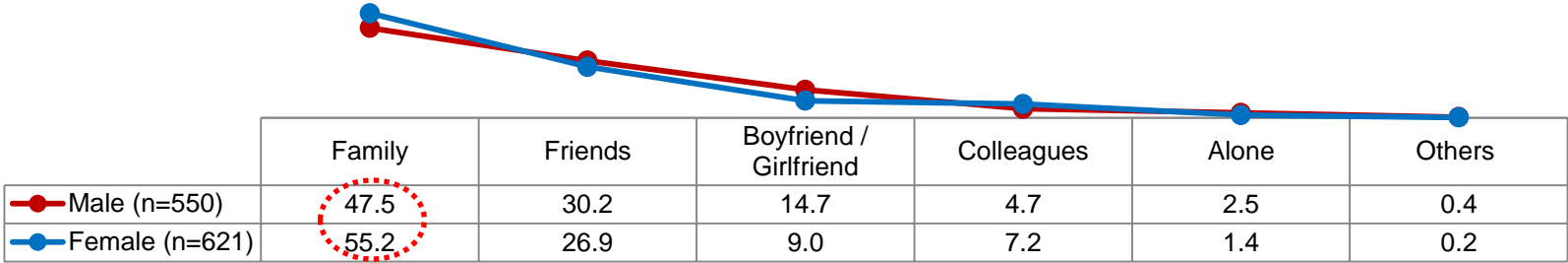
3. Travel companions



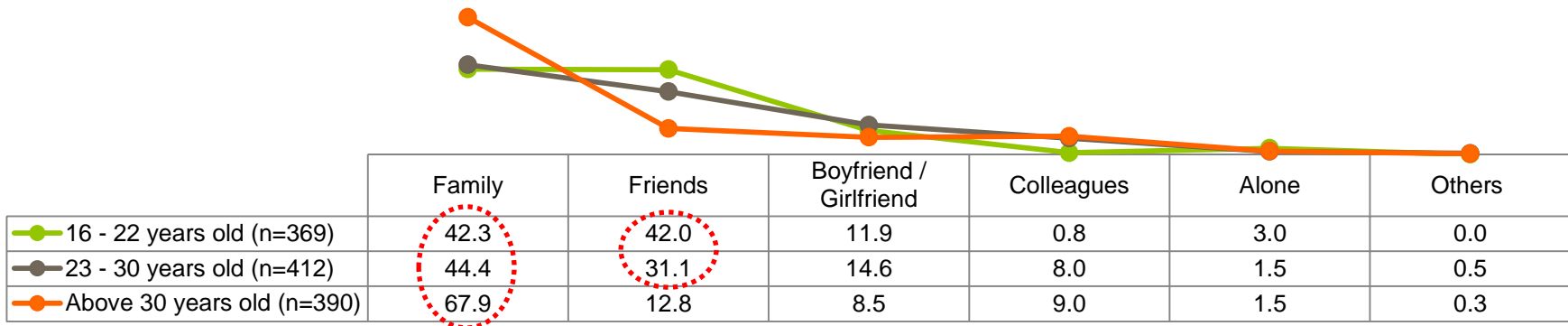
Family is most popular companion for travelers of both gender and all age groups

For gender, 47.5% male and 55.2% female chose to travel with **Family**.
 For age, the percentage of travelling with **Family** for 16 – 22 y.o, 23 – 30 y.o and above 30 y.o is 42.3%, 44.4% and 67.9% in turn.
 Younger travelers (16 - 30 y.o) are also likely to travel with their **Friends** more than travelers who are above 30 y.o.

[Figure 3.1] Travel companions – By gender



[Figure 3.2] Travel companions – By age



© Q. Please tell us your gender ? [SA] (n=1,171)
 © Q. Please tell us your age ? [SA] (n=1,171)
 © Q. Please tell us who do you usually travel with? [SA] (n=1,171)

Unit:%

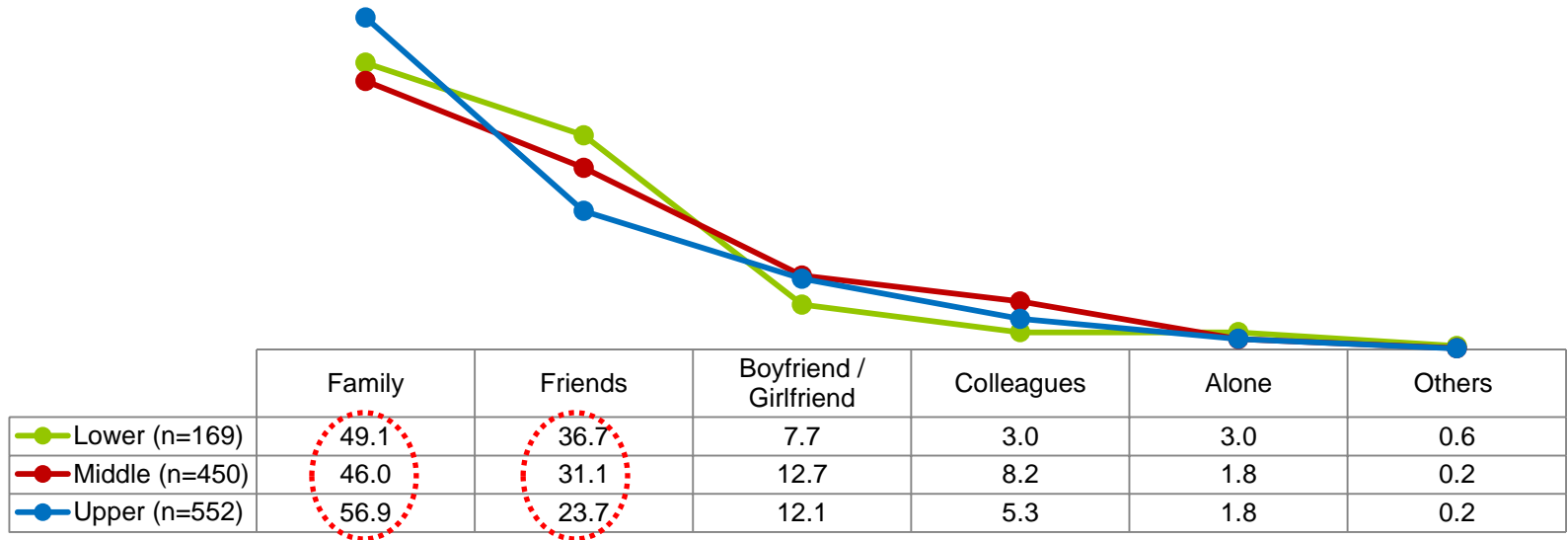
3. Travel companions



Family and Friends came out to be top travelling companions of all SEC groups

The study revealed that around half of all SEC groups often go on vacations with their **Family**, account for 49.1% (Lower class), 46.0% (Middle class) and 56.9% (Upper class) respectively. **Friends** come next with 36.7% of choices among Lower class and 31.1% of choices among Middle class as compared to 23.7% of Upper class.

[Figure 3.3] Travel companions – By SEC



Unit:%

- Q. Please tell us your monthly household income ? [SA] (n=1,171)
- Q. Please tell us who do you usually travel with? [SA] (n=1,171)



PART 2

4. *Tourism location*
5. *Style of travel*
6. *Vacation duration*
7. *Travel budget*
8. *Destination style*



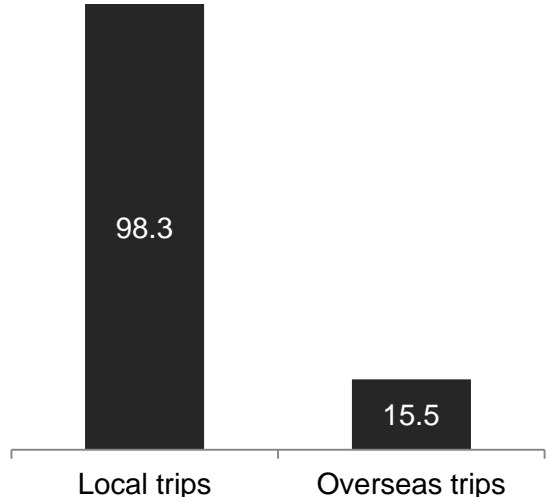
4. Tourism location



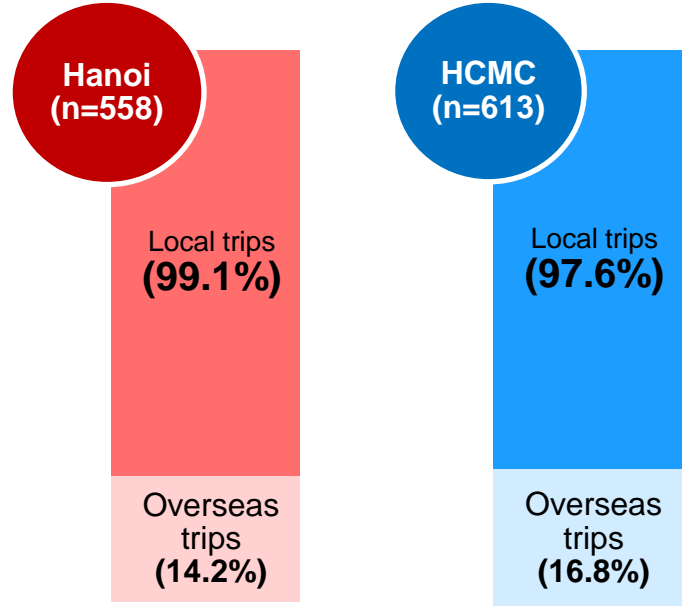
Surveyed travelers go on vacations within country 6 times more than outside country.

The vast majority of respondents (98.3%) took **Local trips** within the last 12 months, while the **Overseas trips** are only accounted for 15.5%. The incidence for local and overseas trips is quite similar for Hanoi and Hochiminh city.

[Figure 4.1] Tourism location



[Figure 4.2] Tourism location – By area



Unit:%

⊙ Q. Please tell us your current living city / province? [SA] (n=1,171)
⊙ Q. Please tell us where did you often travel in last 12 months? [MA] (n=1,171)

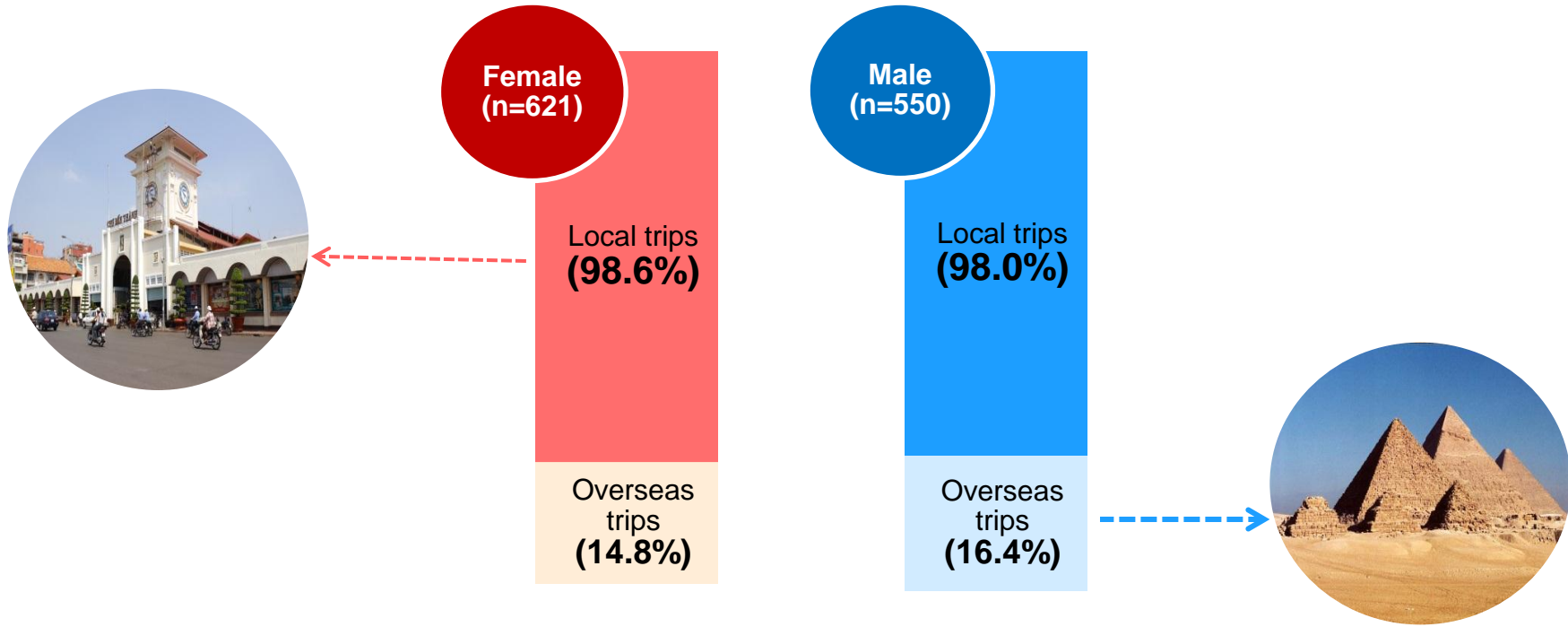
4. Tourism location



Both male and female travelers chose local places for leisure vacation within last 12 months

Local places scored highest points for travel destination of male and female last year, account for 98.0% and 98.6% respectively. This is followed by Overseas places with 14.8% for female and 16.4% for male.

[Figure 4.3] Tourism location – By gender



Unit:%

© Q. Please tell us your age? [SA] (n=1,171)
© Q. Please tell us where did you often travel in last 12 months? [SA] (n=1,171)

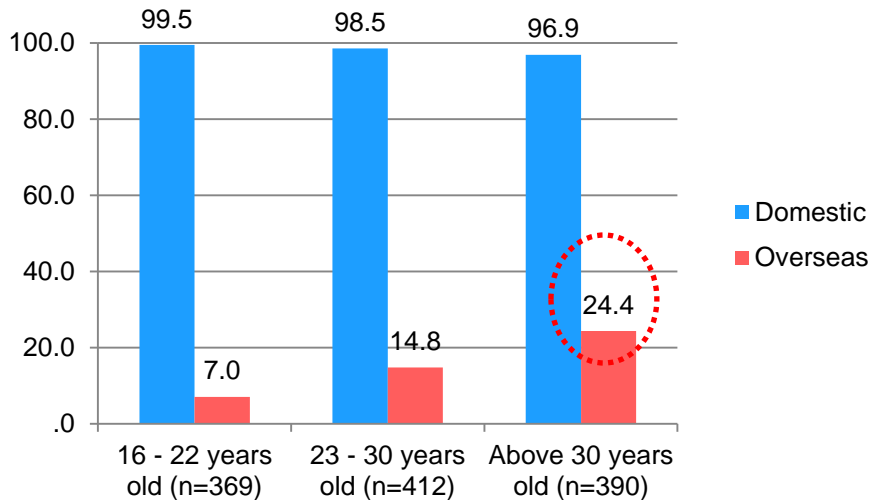
4. Tourism location



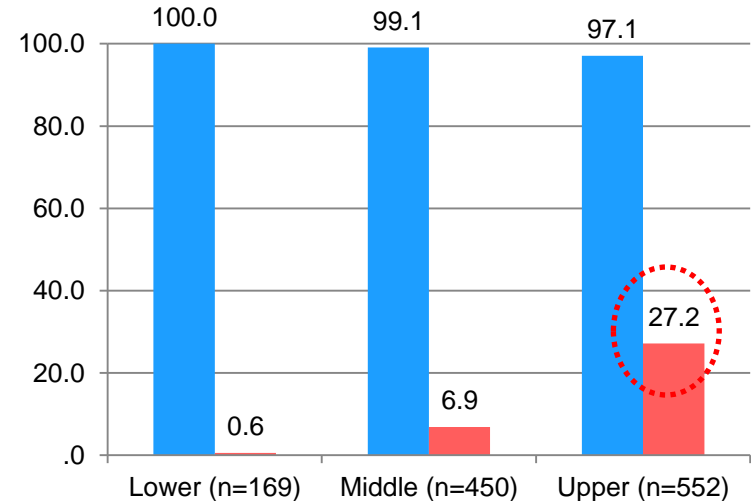
Domestic places lead travel destinations for all age and SEC groups

The percentage of domestic travel of all age-group and SEC is rather high, over 96%. Among travelers, those who belong to older age-group and richer segment are more likely to take leisure trip overseas.

[Figure 4.4] Tourism location – By age



[Figure 4.5] Tourism location – By SEC



- Q. Please tell us your age? [SA] (n=1,171)
- Q. Please tell us your monthly household income ? [SA] (n=1,171)
- Q. Please tell us where did you often travel in last 12 months? [SA] (n=1,171)

Unit: %

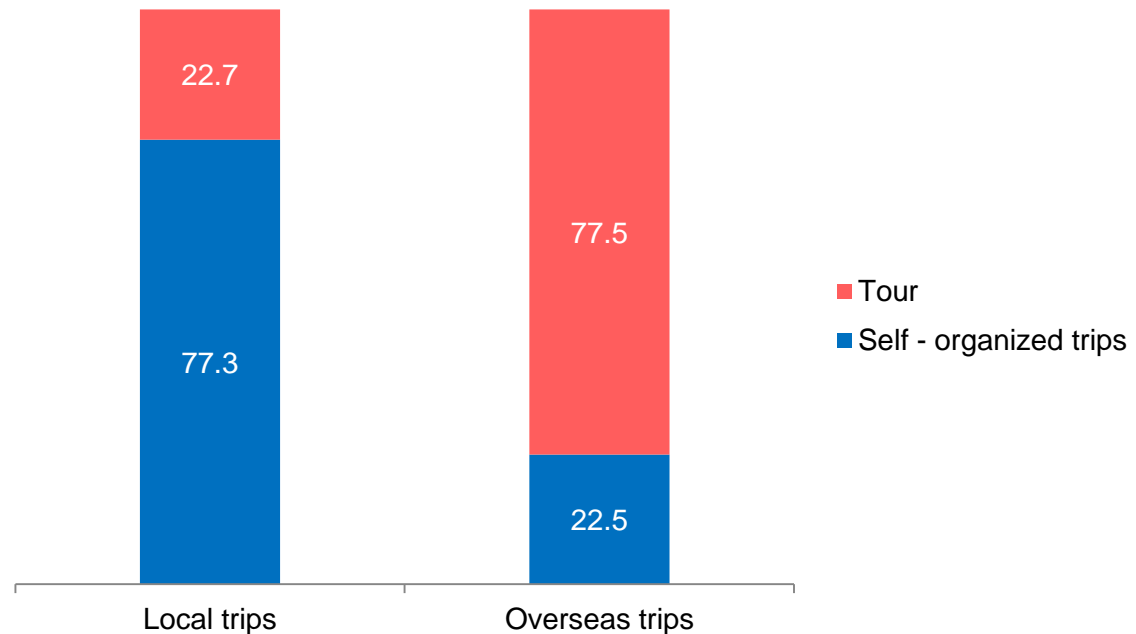
5. Style of travel



Tour is more likely to be chosen when travel abroad and in reverse with Self - organized trips for local travel

Nearly 8 out of 10 surveyed people preferred **Self - organized trips** when they travel within the country, and the remaining 2 preferred **Tour**. Whereas a trip abroad is more likely to be **Tour** (77.5%), there is also 22.5% travelers chose to travel by their self within the last 12 months.

[Figure 5.1] Style of travel



Unit:%

© Q. Please tell us what style of travel did you often use in last 12 months? [SA] (n=1,171)

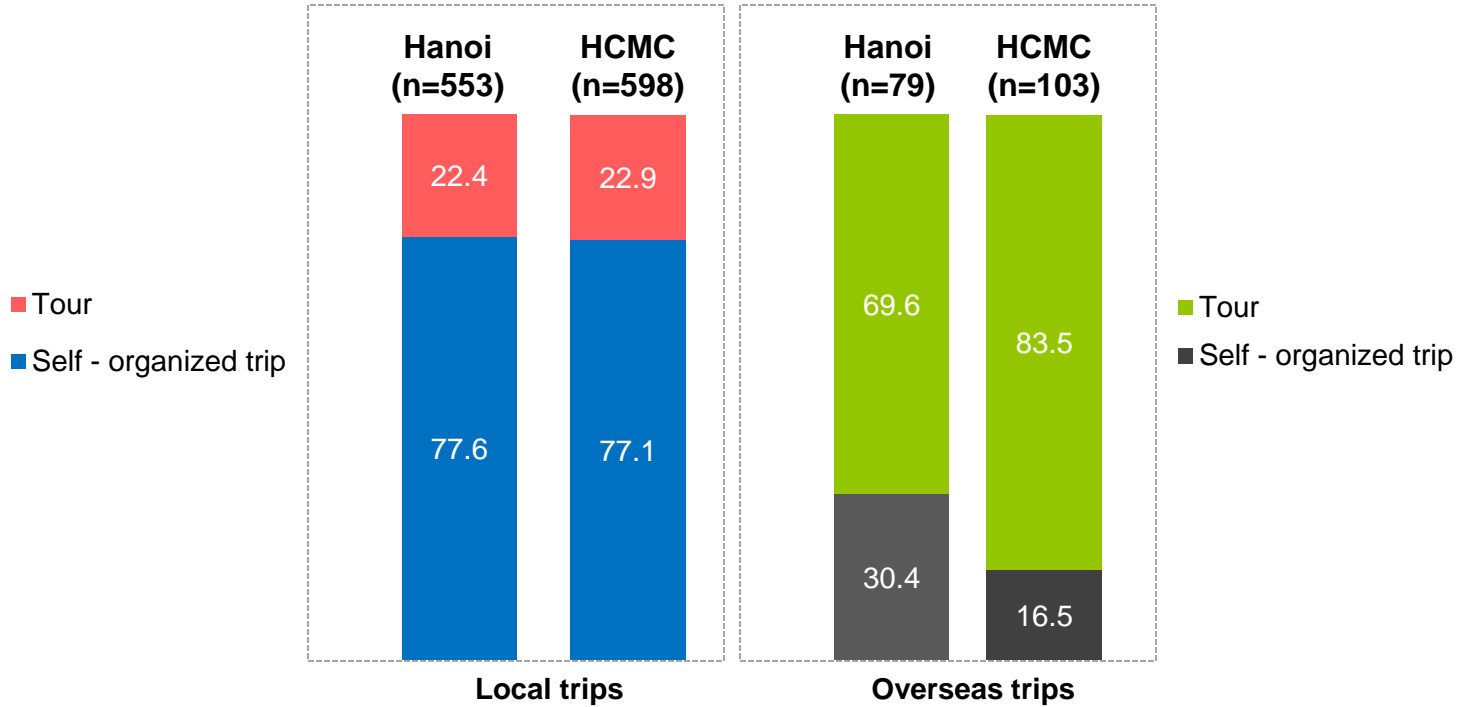
5. Style of travel



Trip organization tendency for domestic and international travel was quite similar between urban areas.

Most domestic trips in Hanoi and HCMC in last 12 months were **Self - organized trips**, while **Tours** were most chosen for international trips.

[Figure 5.2] Style of travel – By area



Unit:%

⊙ Q. Please tell us your current living city / province? [SA] (n=1,171)
⊙ Q. Please tell us what style of travel did you often use in last 12 months? [SA] (n=1,171)

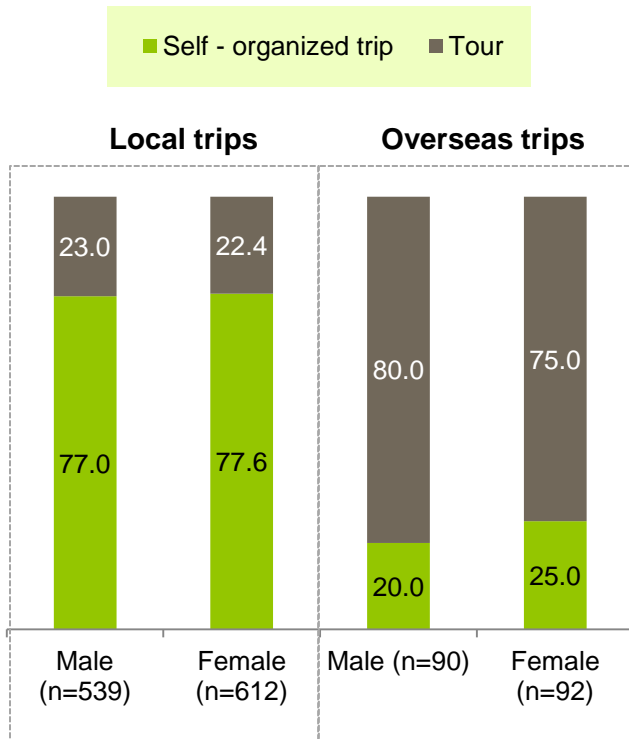
5. Style of travel



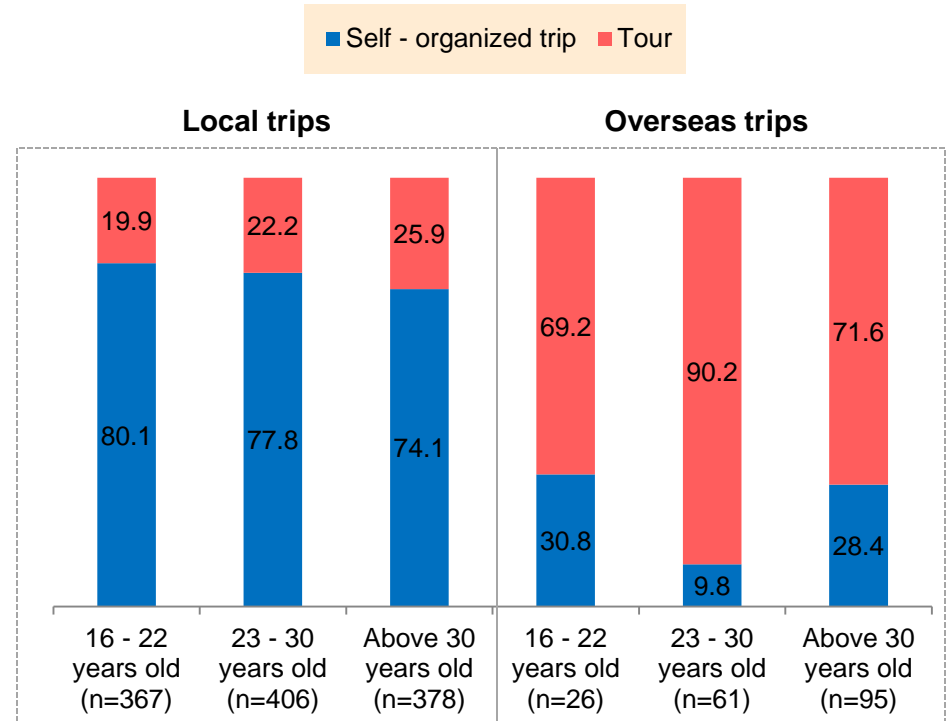
There was not clearly difference of travel organization style between male & female travelers at age groups.

Detail figures for travel organization style chosen by male, female as well as 3 age groups: 16 – 22 years old, 23 – 30 years old and above 30 years old are displayed in charts below.

[Figure 5.3] Style of travel – By gender



[Figure 5.4] Style of travel – By age



- ⊙ Q. Please tell us your gender ? [SA] (n=1,171)
- ⊙ Q. Please tell us your age ? [SA] (n=1,171)
- ⊙ Q. Please tell us what style of travel did you often use in last 12 months? [SA] (n=1,171)

Unit: %

* Sample size under 30ss is only for reference

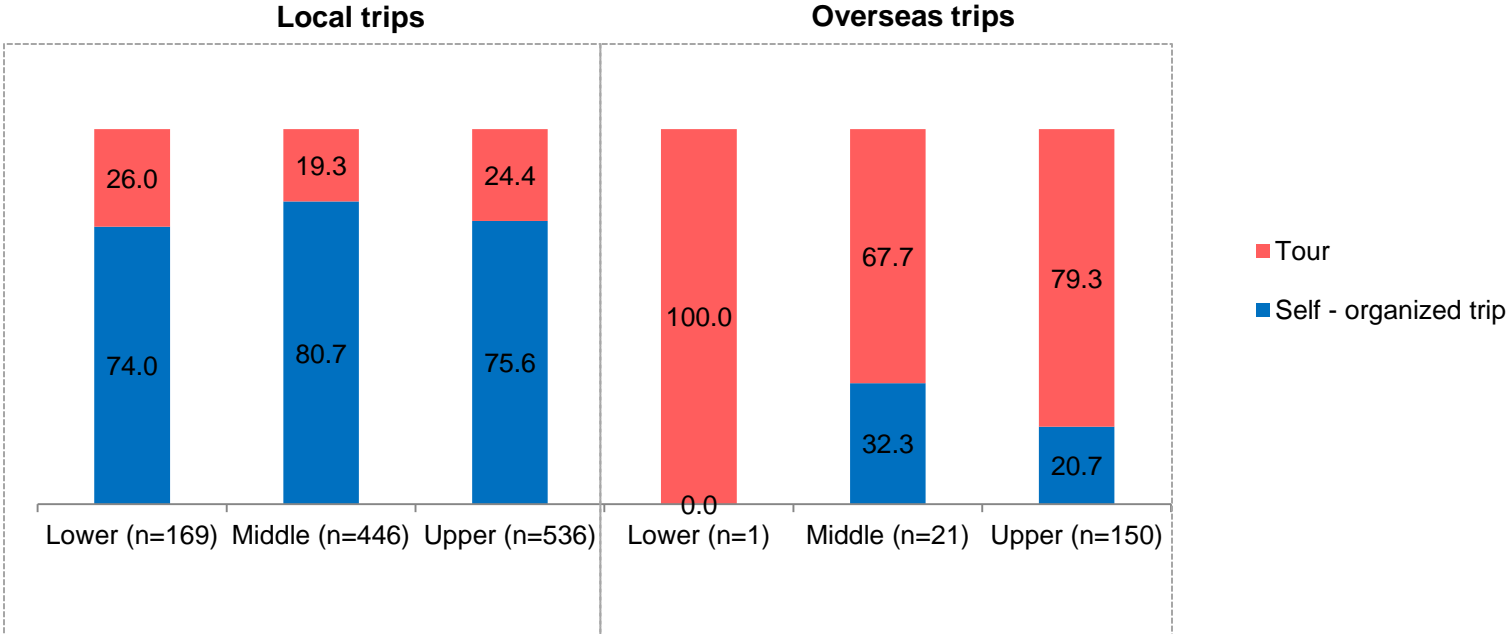


5. Style of travel

Household income does not affect much on choice of local travel method of respondents within the last 12 months

For local trips, the rate of choosing **Tour** vs. **Self-organized trip** is about 2:9 for Middle class and 3:9 for Upper class.
For international trips, around 20.7% Upper class traveled by themselves within last 12 months.

[Figure 5.5] Style of travel – By SEC



Unit: %

© Q. Please tell us your monthly household income ? [SA] (n=1,171)
© Q. Please tell us what style of travel did you often use in last 12 months? [SA] (n=1,171)

* Sample size under 30ss is only for reference

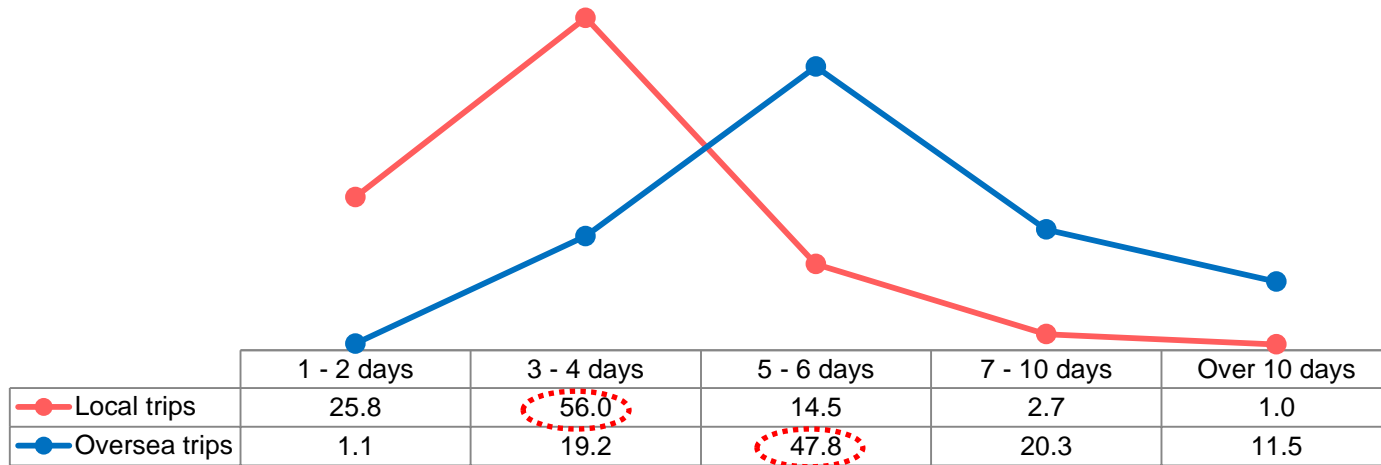
6. Vacation duration



Most vacations within country are 3 - 4 days or shorter, whereas vacations outside country are often longer, around 5 - 6 days

More than half of travelers who took local leisure trips within last 12 months (1,151s) indicated that they often spend **3 - 4 days** per go. Meanwhile, 47.8% among 182 people who took overseas leisure trips spent around **5 - 6 days** on average.

[Figure 6.1] Vacation duration



Unit:%

6. Vacation duration

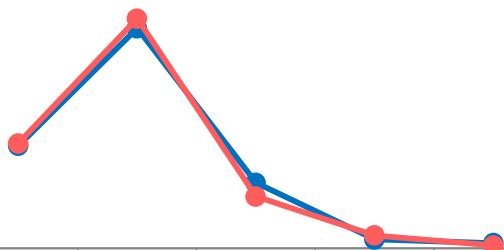


Average length of local vacation was 3 – 4 days for both Hanoi and Hochiminh residents

For overseas vacations, travelers from Hanoi had longer holiday, with 74.7% indicated the likely length of their holiday is 5 – 10 days. Hochiminh travelers took shorter vacation, most from 3 – 6 days (69.9%).

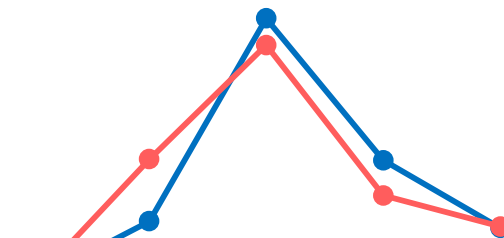
[Figure 6.2] Vacation duration – By area

Local trips



	1 - 2 days	3 - 4 days	5 - 6 days	7 - 10 days	Over 10 days
● Hanoi (n=553)	25.5	54.8	16.3	2.2	1.3
● HCMC (n=598)	26.1	57.2	12.9	3.2	0.7

Overseas trips



	1 - 2 days	3 - 4 days	5 - 6 days	7 - 10 days	Over 10 days
● Hanoi (n=79)	1.3	12.7	50.6	24.1	11.4
● HCMC (n=103)	1.0	24.3	45.6	17.5	11.7

Unit:%

© Q. Please tell us your current living city / province? [SA] (n=1,171)
 © Q. Please tell us your vacation duration per travel? [SA] (n=1,171)

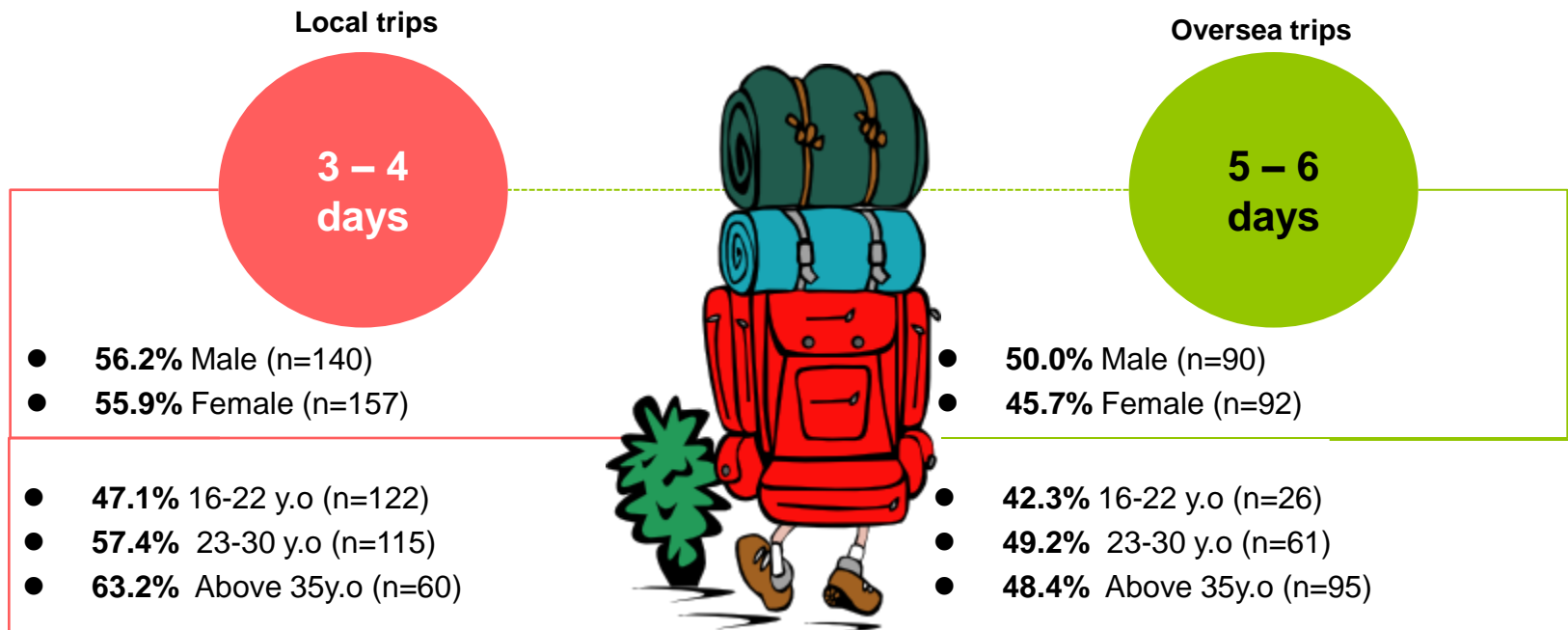
6. Vacation duration



In general, there is not much different between average vacation duration for both local and overseas trip between male / female at ages and SECs.

3 – 4 days vacation was most popular length for local trips and 5 – 6 days for overseas trips.

[Figure 6.3] Vacation duration – By gender and age



- © Q. Please tell us your gender? [SA] (n=1,171)
- © Q. Please tell us your age ? [SA] (n=1,171)
- © Q. Please tell us your vacation duration per travel? [SA] (n=1,171)

Unit:%

* Sample size under 30ss is only for reference

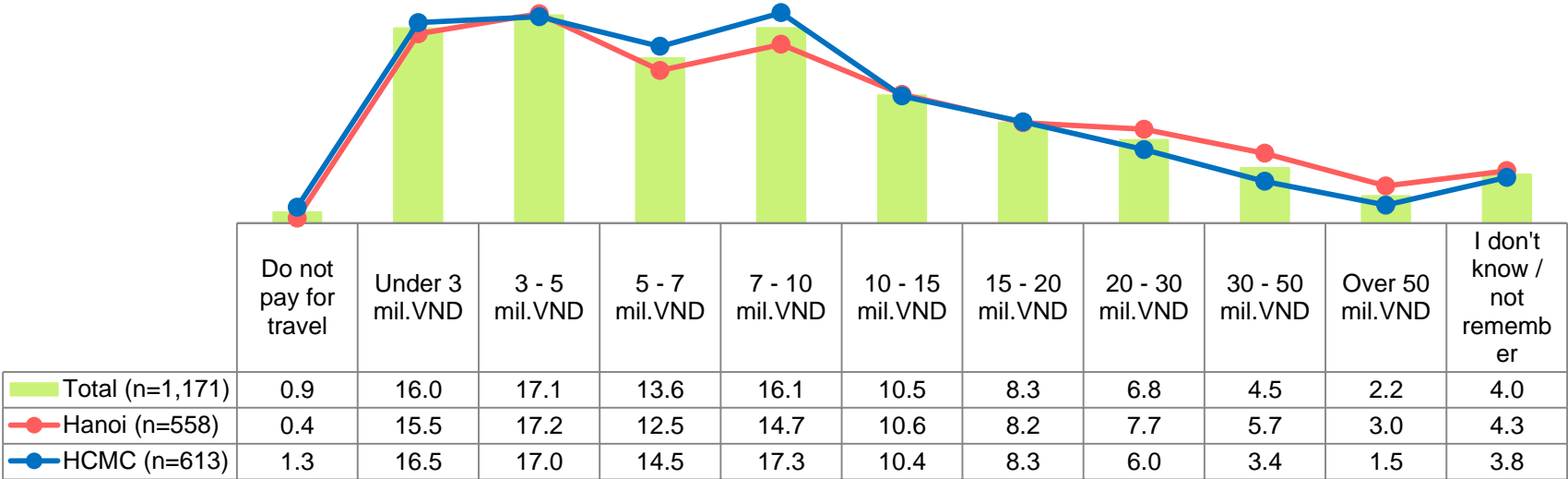


7. Travel budget

63.7% surveyed people said that they spend less than 10 mil.VND per year for travel

We asked respondents about their average private budget for travel in one year. Result shows that average travel budget of Saigonese is **4.86 mil.VND / year**, almost much as **5.19 mil.VND / year** of Hanoians.

[Figure 7.1] One-year travel budget – By area



*** Median spend for travel in 1 year**
 - Total (n=1,171): 5.02 mil. VND
 - Hanoi (n=558): 5.19 mil.VND
 - Hochiminh (n=613): 4.86 mil.VND

Unit:%

© Q. Please tell us your current living city / province? [SA] (n=1,171)
 © Q. How much do you often spend on travel in 1 year? [SA] (n=1,171)

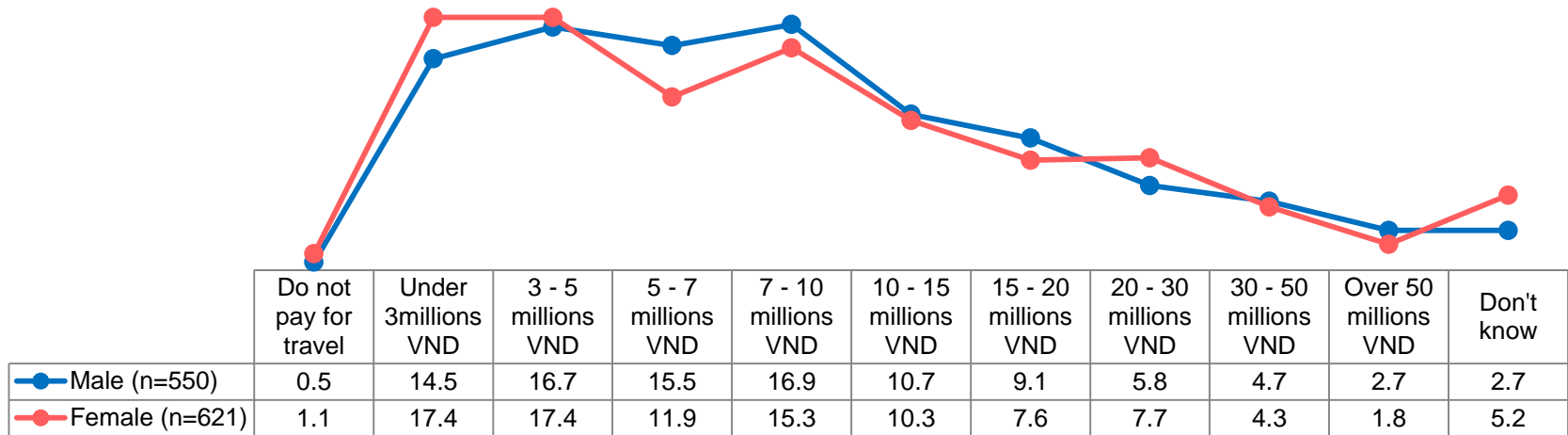
7. Travel budget



On average, female spend as much as male for travel in one year

Medium amount of money male spend on travel per year is **5.02 mil.VND**, only a tiny difference with female at **5.01 mil.VND**.

[Figure 7.2] One-year travel budget – By gender



*** Median spend for travel in 1 year**

- Total (n=1,171): 5.02 mil. VND
- Male (n=550): 5.01 mil.VND
- Female (n=621): 5.02 mil.VND

Unit:%

- © Q. Please tell us your gender? [SA] (n=1,171)
- © Q. How much do you often spend on travel in 1 year? [SA] (n=1,171)

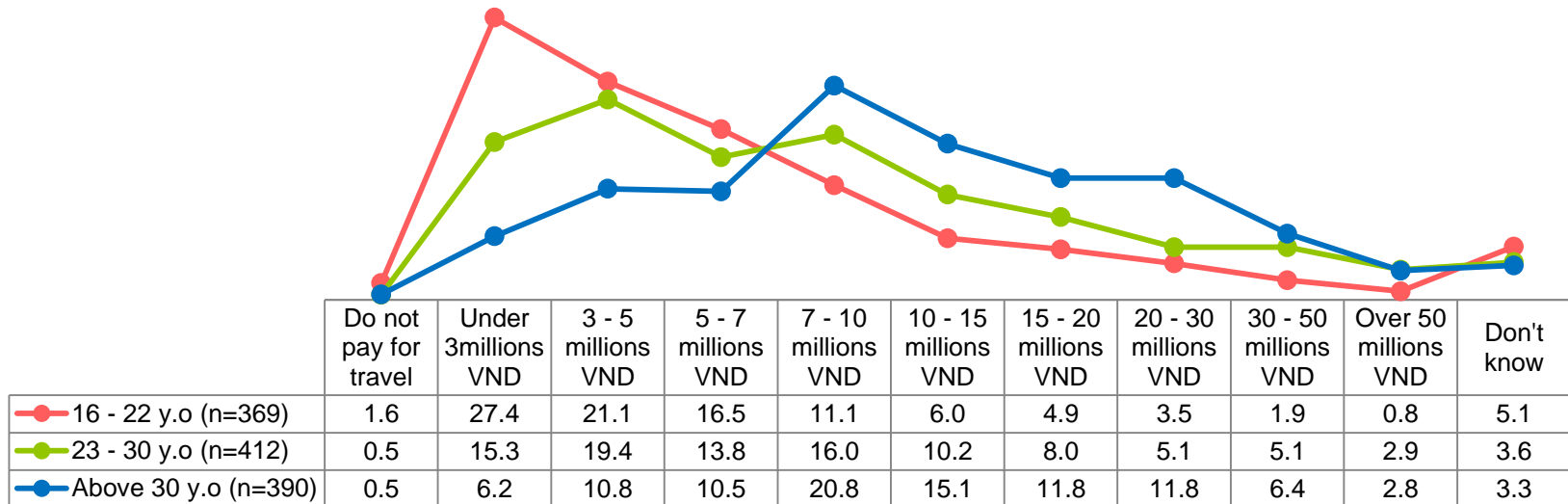


7. Travel budget

Travelers at older age tend to have higher budget for their yearly travel

Looking at age group, 16 – 22 years old travelers often spend **4.21 mil.VND / year** on their vacations, while the average spend of 23 – 30 years old travelers is **4.98 mil.VND** and of travelers above 30 years old is **5.81 mil.VND**.

[Figure 7.3] One-year travel budget – By age



x Median spend for travel in 1 year

- Total (n=1,171): 5.02 mil. VND
- 16 - 22 years old (n=369): 4.21 mil.VND
- 23 - 30 years old (n=412): 4.98 mil.VND
- Above 30 years old (n=390): 5.81 mil.VND

Unit:%

© Q. Please tell us your age? [SA] (n=1,171)
 © Q. How much do you often spend on travel in 1 year? [SA] (n=1,171)

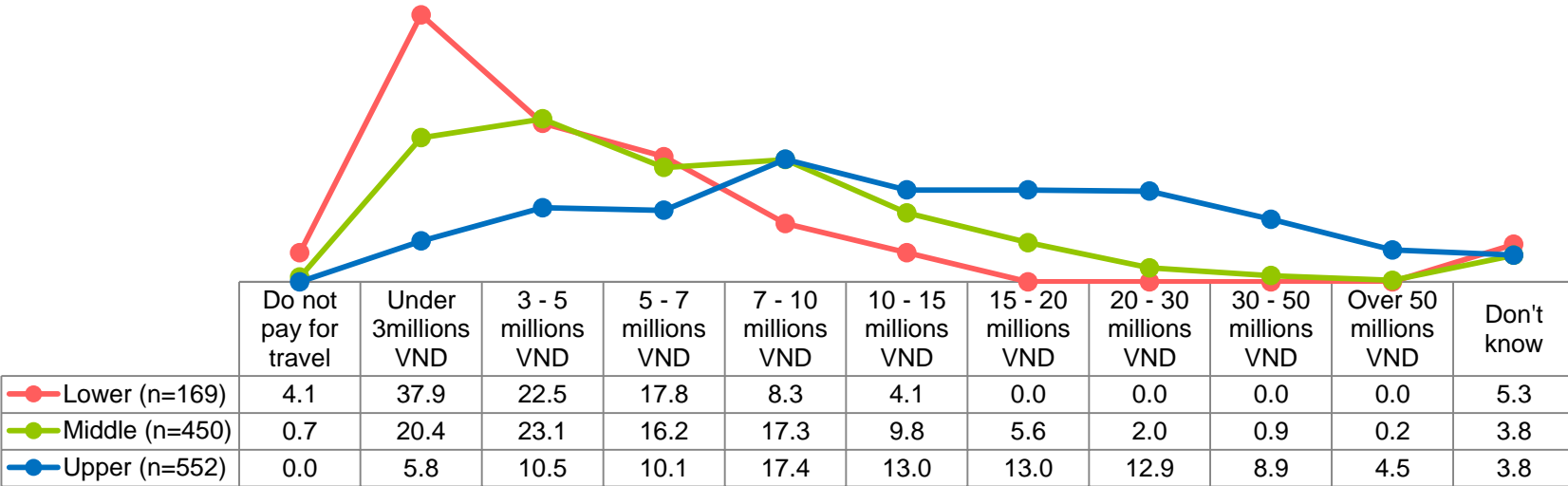


7. Travel budget

Travelers belong to three SEC groups have different budget for their yearly travel

Middle group respondents have budgeted an average of **4.28 mil.VND** for travelling fee in one year. Meanwhile, Upper group spent **6.10 mil.VND / year** on average, nearly 1.8 times as Lower group (**3.43 mil.VND / year**).

[Figure 7.4] One-year travel budget – By SEC



x Median spend for travel in 1 year
 - Total (n=1,171): 5.02 mil. VND
 - Lower (n=169): 3.43 mil.VND
 - Middle (n=450): 4.28 mil.VND
 - Upper (n=552): 6.10 mil.VND

Unit:%

Q. Please tell us your monthly household income ? SA] (n=1,171)
 Q. How much do you often spend on travel in 1 year? [SA] (n=1,171)

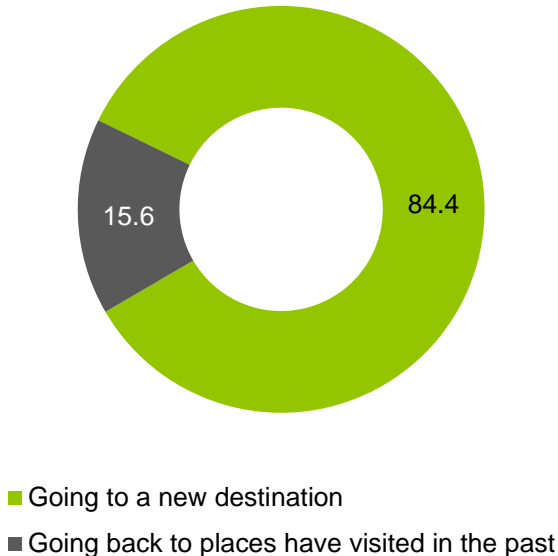
8. Destination style



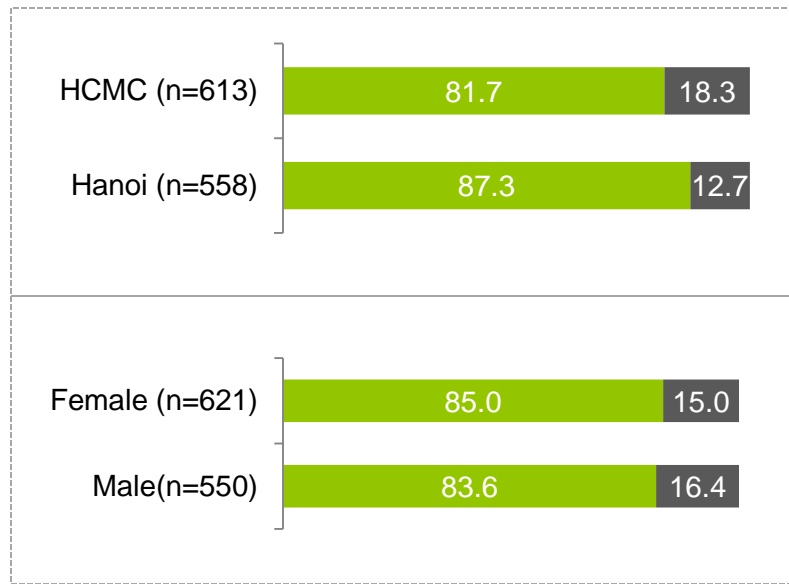
Substantially more travelers would like to visit new destination than repeated ones.

The percentage of people who preferred **New destination** per go is 84.4 % compared to 15.6% of those who would like to go back to **Places they have visited in the past**. The preference for new destination on each vacation is high among male / female travelers at Hanoi and Hochiminh city.

[Figure 8.1] Destination style – By area & gender



N = 1,171



Q. Please tell us your current living city / province? [SA] (n=1,171)
Q. Please tell us your gender? [SA] (n=1,171)
Q. Please tell us your prefer destination style? [SA] (n=1,171)

Unit:%

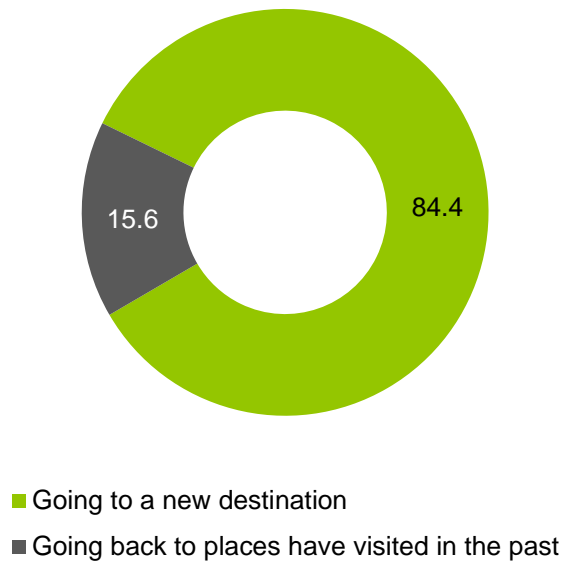
8. Destination style



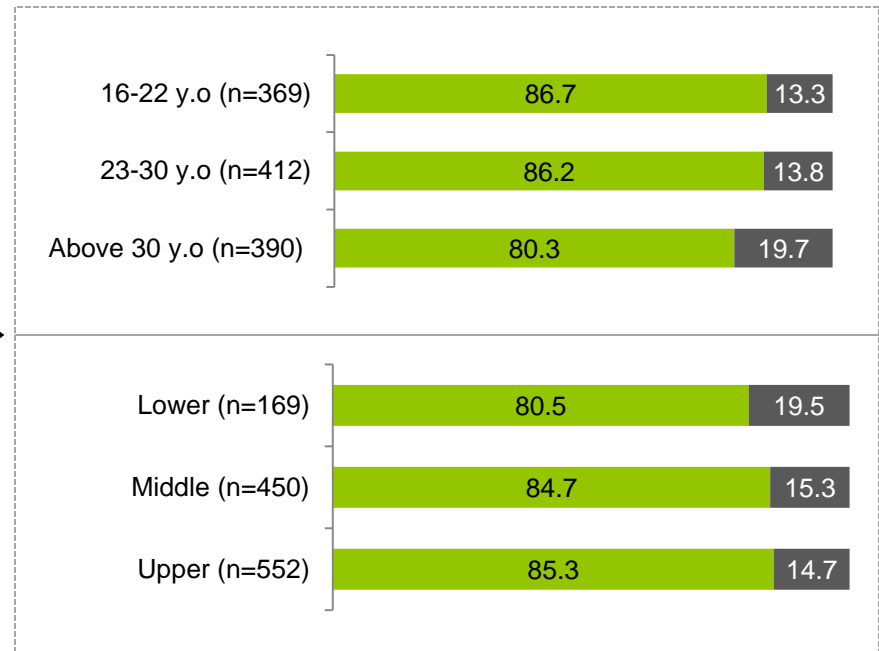
New place is most preferred travel destination regardless ages and SECs.

As many travelers at 16 – 22 years old would like to visit new destination as travelers in age 13 – 30 and over 30. The destination preference is similar for 3 SEC groups: Lower, Middle and Upper.

[Figure 8.2] Destination style – By age & SEC



N = 1,171



Unit:%

- Q. Please tell us your age? [SA] (n=1,171)
- Q. Please tell us your monthly household income ? [SA] (n=1,171)
- Q. Please tell us your prefer destination style? [SA] (n=1,171)



PART 3

- 9. *Travel plan in next 12 months*
- 10. *Expected destinations*
- 11. *Expected transportation mode*
- 12. *Expected travel style*



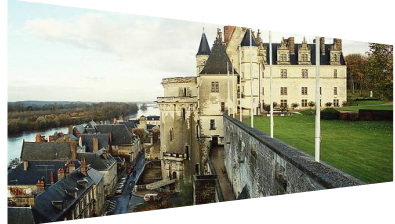
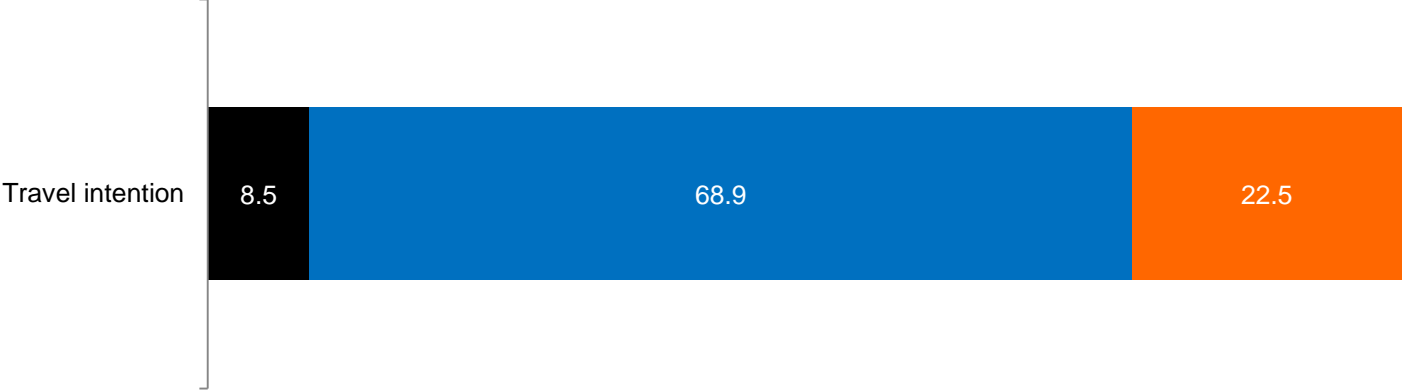
9. Travel plan in next 12 months



Nearly 7 out of 10 respondents intend to take local vacations in next 12 months

Significantly more people are likely to take leisure vacation **Within country** than **Outside country**, account for 68.8% compared to 22.5%. There are also 8.5% people who **Do not have travel plan** for next 12 months.

[Figure 9.1] Travel plan in next 12 months



Unit:%

© Q. Please tell us your travel intention in the next 12 months? [SA] (n=1,171)

9. Travel plan in next 12 months

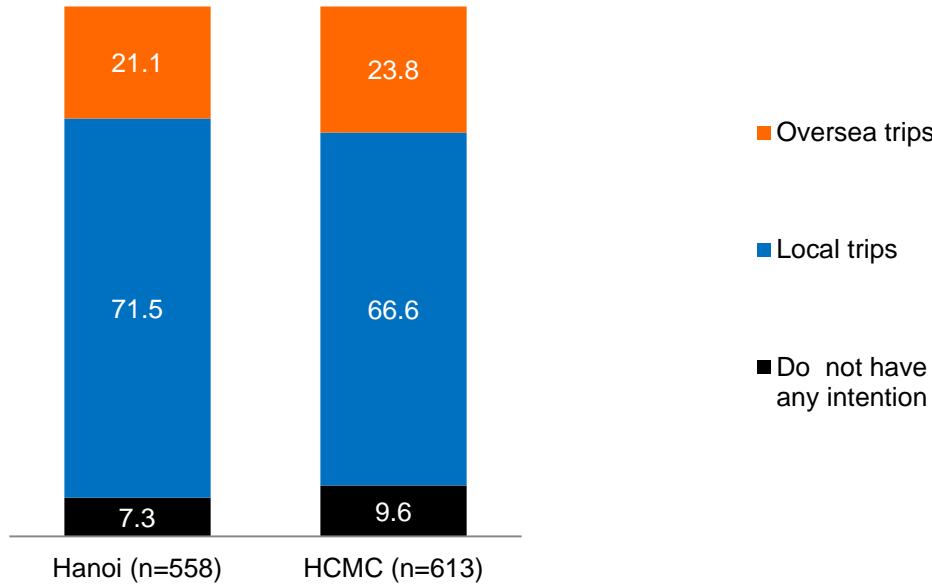


Both male and female travelers in Hanoi and HCMC will take local trips next year

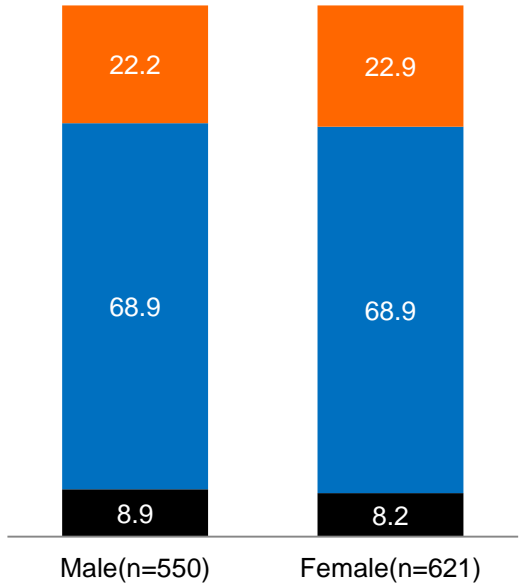
71.5% of surveyed Hanoians plan to travel within country next year, compared to 66.6% of surveyed Saigonese. In contrast, more Saigonese plan to travel overseas than Hanoians (23.8% against 21.1%) according to survey result.

For gender, the percentage of local and overseas travel intention of male and female is not much different.

[Figure 9.2] Travel plan in next 12 months – By area



[Figure 9.3] Travel plan in next 12 months – By gender



Unit:%

© Q. Please tell us your current living city / province? [SA] (n=1,171)
 © Q. Please tell us your gender? [SA] (n=1,171)
 © Q. Please tell us your travel intention in the next 12 months? [SA] (n=1,171)

9. Travel plan in next 12 months

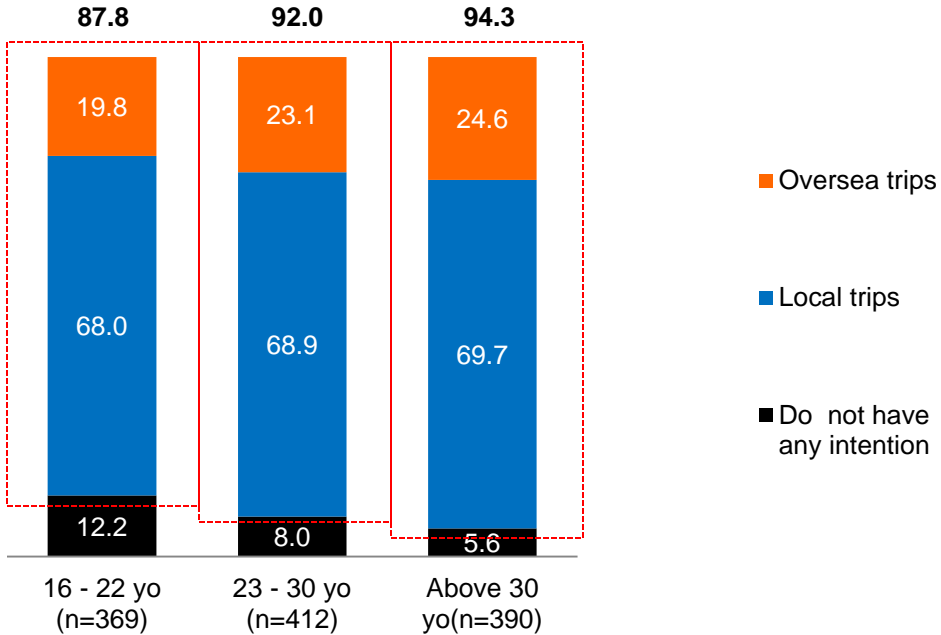


Tendency for travel changes by ages and SECs

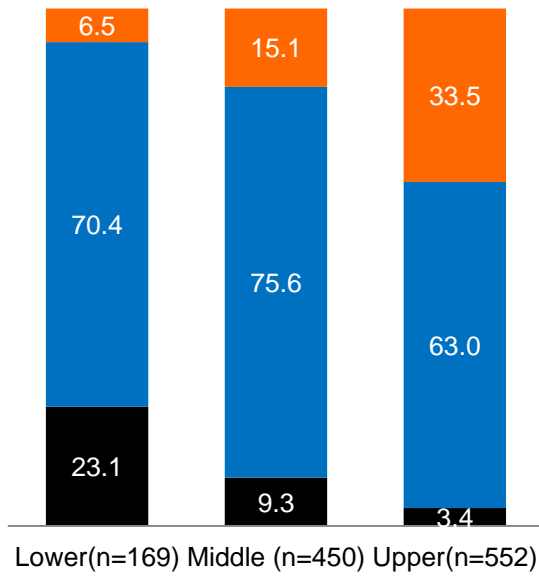
In particular, 87.8% travelers at 16 – 22 planned to travel next year compared to 92.0% of travelers in 23 – 30 years old and 94.3% of those who above 30 years old.

More than 1/3 travelers at Upper class planned to take overseas leisure trip next year whereas this percentage of Middle and Lower class is 15.1% and 6.5% in turn.

[Figure 9.2] Travel plan in next 12 months – By area



[Figure 9.3] Travel plan in next 12 months – By gender



Unit:%

© Q. Please tell us your age? [SA] (n=1,171)
 © Q. Please tell us your monthly household income ? [SA] (n=1,171)
 © Q. Please tell us your travel intention in the next 12 months? [SA] (n=1,171)

10. Expected destinations



Da Lat, Nha Trang and Ha Long are top 3 expected destinations for local trip next year

A significant proportion of holiday makers choose Da Lat as their next destination for travel in the next 12 months, 20.7%. This is followed by Nha Trang and Ha Long, with lower percentage, 14.6% and 10.0% in turn.

[Figure 10.1] Top 5 expected destinations for local trip



Unit:%

© Q. Please tell us your expected destination for local trip in the next 12 months? [SA] (n=807)

10. Expected destinations



Top expected global destinations for travel are Singapore, Thailand and Japan

Among 22.5% holidays maker who planned to travel overseas next year, as much travelers would like to go to Singapore as Thailand, with 18.9%. Japan is third most selected destination, account for 12.9%.

[Figure 10.2] Top 5 expected destinations for overseas trip



Unit:%

© Q. Please tell us your expected destination for overseas trip in the next 12 months? [SA] (n=264)

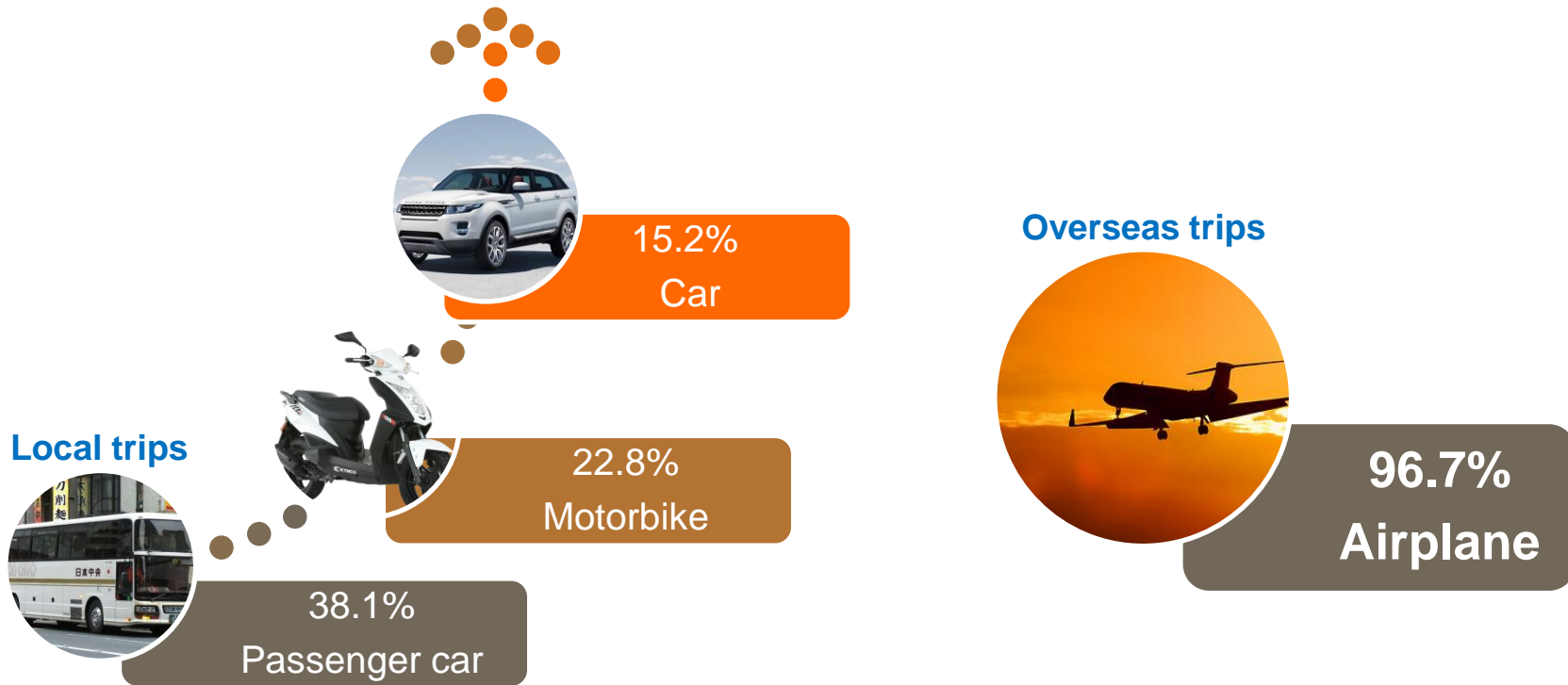
11. Expected transportation mode



Airplane is most popular transportation mode for overseas trip, while vehicles for local trips are quite diversified

Passenger car is most chosen transportation mode for next local trip, account for 38.1%. Motorbike follows next with 22.8% and Car comes last in top three with 15.2%.

[Figure 11] Mode of travel transportation



Unit: %

Q. Please tell us what kind of transportation do you intend to use for travel in next 12 months ? [SA] (n=1,071)

12. Expected travel style



61.9% surveyed people prefer **Self - organized trips** when they travel next time

Respondents were asked to indicate style of travel they would like to take on next vacation. A large proportion of travelers are likely to travel by their **Self – organization** and 36.1% would travel by **Tour** of agency.

[Figure 12.1] Expected travel style



Unit:%

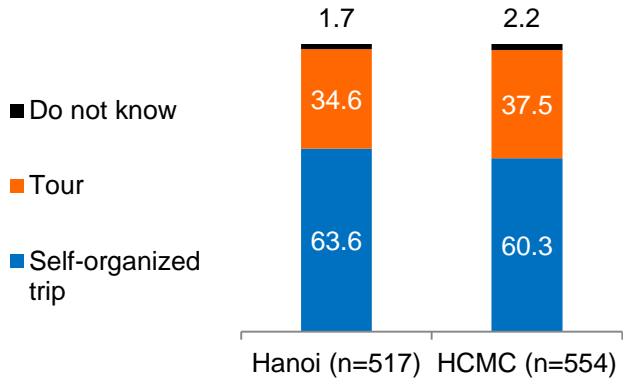
© Q. Please tell us what style of travel do you often use in next 12 months? [SA] (n=1,071)

12. Expected travel style



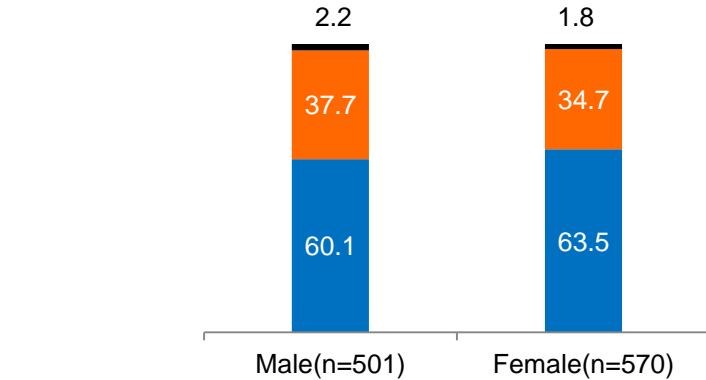
A look across demographic groups shows that Self - organized trips are highly chosen by travelers for their next vacation in next 12 months

[Figure 12.2] Expected travel style – By area



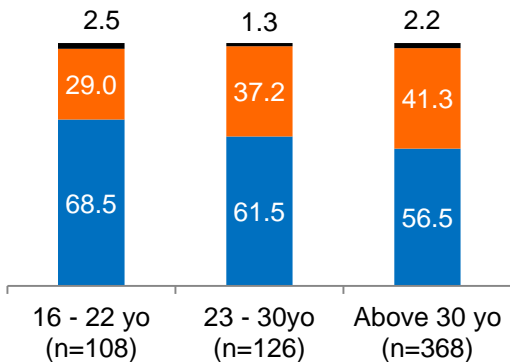
Q. Please tell us your current living city / province? [SA] (n=1,171)

[Figure 12.3] Expected travel style – By gender



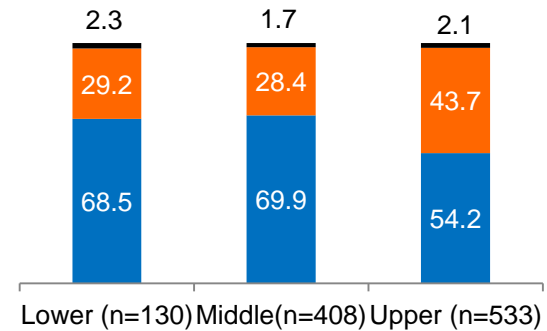
Q. Please tell us your gender? [SA] (n=1,171)

[Figure 12.4] Expected travel style – By age



Q. Please tell us your age? [SA] (n=1,171)
 Q. Please tell us your travel intention in the next 12 months? [SA] (n=1,171)

[Figure 12.5] Expected travel style – By SEC



Q. Please tell us your your monthly household income ?[SA] (n=1,171)

Unit: %

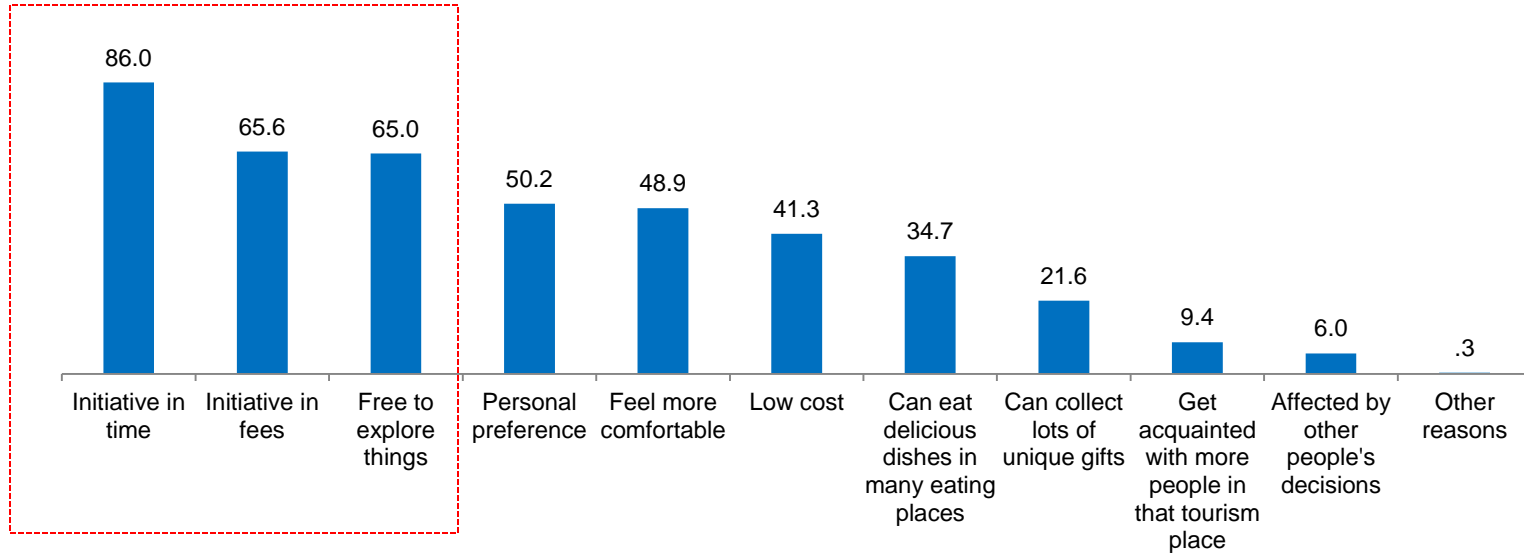
13. Expected travel style – Reason for choosing



Initiative in time is top reason for choosing Self - organized trips (86.0%)

More than 4 out of 5 respondents choose Self – organization for their next vacation because of **Initiative in time (86.0%)**. Next reasons are **Initiative in fees (65.6%)** and **Free to explore things (65.0%)**.

[Figure 13.1] Self-organized trips – Reason for choosing



Unit:%

© Q. Why do you chose Self - organized trip when you travel next time? [SA] (n=663)

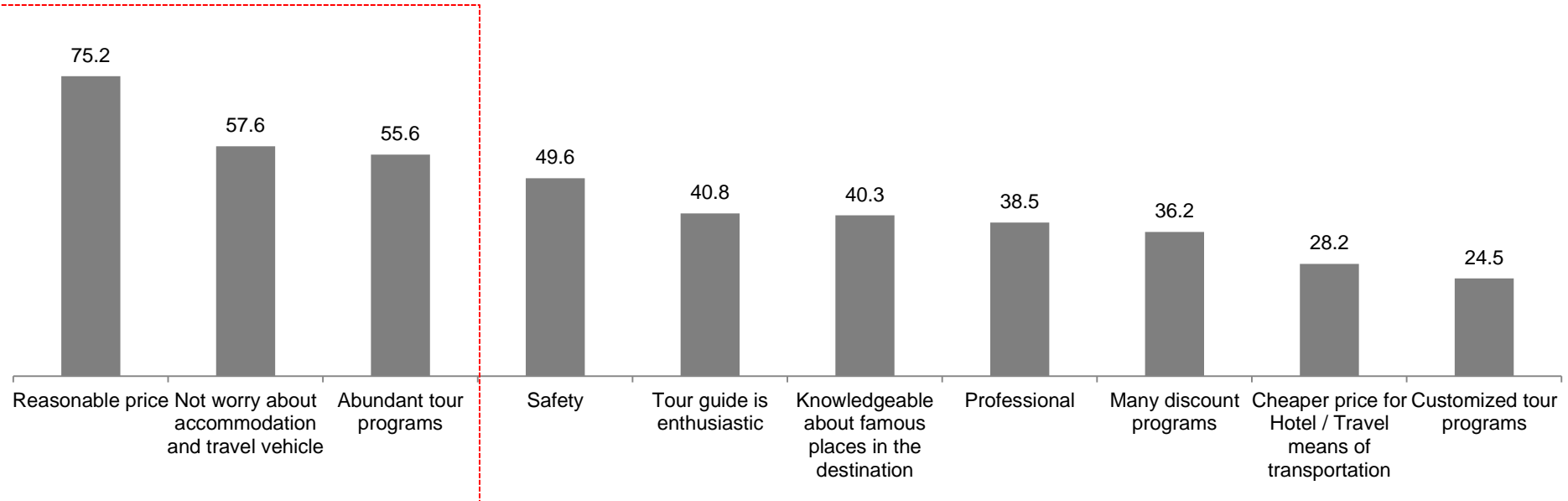
13. Expected travel style – Reason for choosing



Reasonable price is top reason for choosing Tours rather than Self-organized trips (75.2%)

More than 70% of 387 respondents assessed **Reasonable tour price** as the most important reason for choosing Tour in their next vacation. This is followed by **Not worry about accommodation and travel vehicles** (57.6%) and **Abundant tour program** (55.6%).

[Figure 13.1] Tours – Reason for choosing



Unit:%

© Q. Why do you choose Tour when you travel next time? [SA] (n=663)



W&S Company Limited

10F Room A, 40 Pham Ngoc Thach St., Ward 6, District 3, Ho Chi Minh city

Tel: +84 3 822 3215 Fax: +84 8 3822 3216

<http://vinaresearch.jp/>

For research request, please email info@vinaresearch.jp

The copyright of this report belongs to W&S Company Limited. The results (analyzing, wording, data, tables and graphs) of this survey can be publicly used, but must be cited and sourced from W&S Company Limited (also include its website address <http://vinaresearch.jp>).