US (“comfort”)

* US travellers are long-trip, short-duration type – their overall trip are usually 2 weeks or so but they visit multiple cities within the country during that time, or lump multiple smaller/less interesting countries together. However they tend to visit Dubai as stopovers so duration is short at 2-3 days
* Weather, particularly humidity was mentioned as strong deterrents from visiting certain locations or during certain months of the year
* When travelling they are very concerned about dining and entertainment options beyond the hotel – bars and pubs (sometimes mentions of bands or live music) were frequently enquired about

UK (“relax”)

* UK travellers are long-trip, short-duration – but compared to US travellers they stay longer at each destination at around 4-5 days each. There were more mentions of plan-less days (from phrases such as “walk around”, “get to know the place”, “hang out”), and total duration typically are 3 weeks or longer
* They are more likely to consider all-inclusive packages, several discussions around whether to take it up in destinations with large resorts in secluded areas such as beaches or generally unfamiliar surroundings
* They are comparatively budget travellers – other than Dubai, there were several searches for hotels other than 5-star chains
* They had the most discussions around leisure travel to SG

IN (“action”)

* IN travellers seem to prefer action-packed trips – most are shorter in duration of 4-6 days total, and suggested itineraries very often list day trips and movement between cities almost every day
* General weather was not as much of a concern, people generally were just trying to avoid super-hot seasons. But many travellers were planning trips to see snow/experience snowfall
* Discussions around food options tended to be around availability of vegetarian cuisine or Indian cuisine in general, compared to travellers from other countries who tend to be asking about local offerings or wanting to explore F&B outlets around their accommodation

AU+NZ (“culture”)

* Duration wise they are somewhere in the middle of IN and US travellers – their stops are relatively short at 2-3 days each
* They are travellers who shy away from commercially mainstream hotel chains, preferring instead to go for smaller independent boutique hotels for cultural exposure and offerings that would be overcharged at the former
* They had similar proportion of interest in SG as UK travellers, but sightseeing seemed to be prioritized over food