



# VIETNAMESE TRAVEL HABITS

05/09/2020





# Table of contents

1	Introduction	3
2	Summary	8
3	Travel habits	17
4	Trip design	29
5	Travel plans	44
6	Travel agencies	64
7	Travel platforms	69
8	Hotels and resorts	86
9	Cimigo experience	99



# 1

# Introduction

# Introduction

The survey was conducted via personal face to face interviews in Hanoi and HCMC in September 2019. Quotas were set to represent the population. Participants were grouped based on factors including city, age, gender and social economic class. The sample size was 520.

Total	520 respondents
Study location	272 respondents in Ho Chi Minh City 248 respondents in Hanoi
Gender	261 Males, 259 Females
Age group	194 aged 18-34, 202 aged 35-54, 124 aged >/=55
Economic class*	84 class A, 129 class B 131 class C, 176 class D
Study time	September 2019

\*Social Economics Class definition:

- A - Household income level from VND25,000,000 and above
- B - Household income level from VND20,000,000 to under VND25,000,000
- C - Household income level from VND15,000,000 to under VND20,000,000
- D - Household income level from VND10,000,000 to under VND15,000,000

		Population	Sample
City	Ho Chi Minh City	53%	52%
	Hanoi	47%	48%
Gender	Male	50%	50%
	Female	50%	50%
Age group	18-34	38%	37%
	35-54	38%	39%
	>/=55	24%	24%
Social Economic Class	A	5%	16%
	B	13%	25%
	C	33%	25%
	D	48%	34%

# Impact of Covid-19 on travel plans



**Interview in  
September 2019**

Original travel habits survey.

Total	<b>520 respondents</b>
Study location	272 respondents in Ho Chi Minh City 248 respondents in Hanoi
Gender	261 Males, 259 Females
Age group	194 aged 18-34, 202 aged 35-54, 124 aged >/=55
Economic class*	84 class A, 129 class B 131 class C, 176 class D
Study time	September 2019
Method	Face-to-face interview

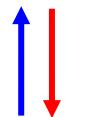
Total	<b>200 respondents</b>
Study location	100 respondents in Ho Chi Minh City 100 respondents in Hanoi
Gender	100 Males, 100 Females
Age group	75 aged 18-34, 77 aged 35-54, 48 aged >/=55
Economic class*	35 class A, 47 class B 50 class C, 68 class D
Study time	June 2020
Method	Telephone interview

## Abbreviations

- CL: Confidence level
- HCMC: Ho Chi Minh City
- MR: Multiple response
- NPS: Net Promoter Score
- P6M: Past six months
- P3M: Past three months
- P30D: Past 30 days
- P7D: Past 7 days
- P1D: Yesterday
- SEC: Social Economic Class
- SR: Single response
- T2B: Top Two Box
- M3B: Middle Three Box
- B2B: Bottom 2 Box

## Significant differences

- Arrows are used to indicate significant differences.



Significantly **Higher/Lower** than Total at 95% CL



2

## Summary

# TRAVEL HABITS OF THE VIETNAMESE



76% of Vietnamese had at least one leisure trip in a 12 month period, in which 9% travelled overseas. On average, each traveller took **2 trips a year.**



People in **HCMC** and of **younger age** show higher interest towards travelling.



**June** is the peak month for travelling. Given HCMC has less seasonable weather, people spread their trips throughout the year more than people in Hanoi. Average leisure travelling days in a year is **8 days**.



A personal budget of **10 million VND** (approximately USD430) is spent for leisure trips over a 12 month period.



## TRAVEL DESTINATIONS



**Ba Ria – Vung Tau** and **Lam Dong (Da Lat city)** are the most visited and also considered the best value by people in HCMC.



**Quang Ninh (Ha Long bay, Bai Chay beach, Co To island)** and **Thanh Hoa (Sam Son beach)** are the most visited by travellers from Hanoi. **Da Nang** is however considered as place with the best value.



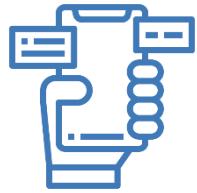
**Thailand** and **Singapore** are countries with the best value tourism and are also the most visited.



## TRAVEL AGENTS



31% of travellers have used travel agency services. **Vietravel** is dominant with a 20% share of use. **Saigontourist** is stronger in HCMC and **Hanoitourist** is stronger in Hanoi.



Online travel platforms give people reviews and help them book flights and hotel for their trips. **Booking.com** and **Traveloka** stand out for all functions. **Mytour** is known for reviews and **Agoda** is known for hotel bookings.

# FEARLESS

Age 18-24

Being students and first jobbers, this group travels not only to “**relax**” but also to “**explore the world**” and record their journey with “**beautiful pictures**”. This is why they show high interest to **new discovered sites**. Their favourite and common companions are their **peers**. With the spirit of “just backpack and go”, they prefer to manage their **trips by themselves** and hence are very familiar with **review websites** to prepare for their own journey. Having the **least budget** compared to other groups, they stay in homestays and eat street food more often. Rather than traditional tours, **affordable services** are more appealing to them. Making them “**explorers**” is a key hook.



## RELEASE

Age 25-34

This group spend the **most time (10 days)** for travelling compared to the others. Besides relaxing, they go for a leisure trip to “**have fun and excitement**”. Destinations with **entertainment or shopping sites** are attractive to them. Having better finances than the younger age group, they **fly more** and choose to stay in **resorts more**. They are also more familiar with **booking sites**. Trips with **colleagues** and **romantic** trips are found most amongst travellers of this age group.



## UNITED

Age 35-54

With the **highest budget** for travelling, this group have a tendency to travel **overseas** the most and also use **tour services** the most. This is the target group for **premium** travel services. They travel mostly with their **family**. Therefore, tourism providers should design service that is comfortable for the whole family including older people and kids. Those 35-44 years old tend to seek for **fun and excitement** when travelling. They like shopping and also are familiar with booking platforms. Meanwhile, people 45-54 years old desire to **relax and spend time with family**. They rely more on their travel agency of choice.



## COMPANIONSHIP

Age 55 +

People 55 years old and above travel **less often**. Those from age 65 show **less interest** toward travelling. Their most common companion are their **family members**. Less engaged with booking sites, these travellers target **packaged tours**. Besides beautiful landscapes, **religious places** are appealing to them.





# IMPACT OF COVID-19

A survey update was conducted in June 2020, after the Corona 19 virus pandemic was constrained. Vietnamese are reluctant to travel overseas but **confident to plan for their next trip in Vietnam**. By the end of 2020, the percentage of travellers is expected to be the same as in the prior year. Trips are expected to peak during **July – August**.



Travel promotions help to bring back travellers. Those planning to travel in 2020 even plan to spend **more days (10 days)** and **higher budget (15,400,000 VND)** for travelling this year.



People tend to travel with **less people** after the pandemic. **Packaged tours** are more appealing to them as they carry promotions which offer great value.



**Destinations** in Vietnam which are closer to home and avoid air travel are prioritised.



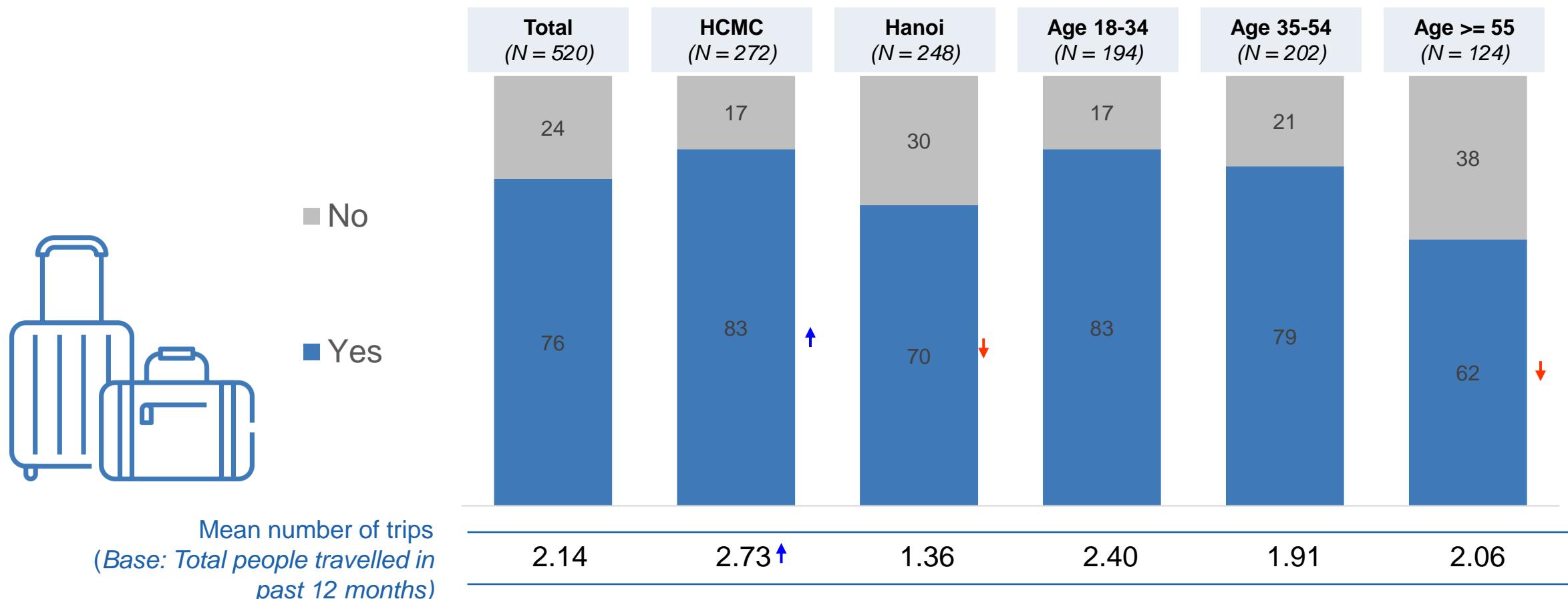
# 3 Travel habits

**76% had a leisure trip in the past 12 months, higher in HCMC and among younger age groups.  
People in HCMC also travel more frequently**

Leisure travel incidence

Base: Total respondents

### Have leisure trips in past 12 months? (%)

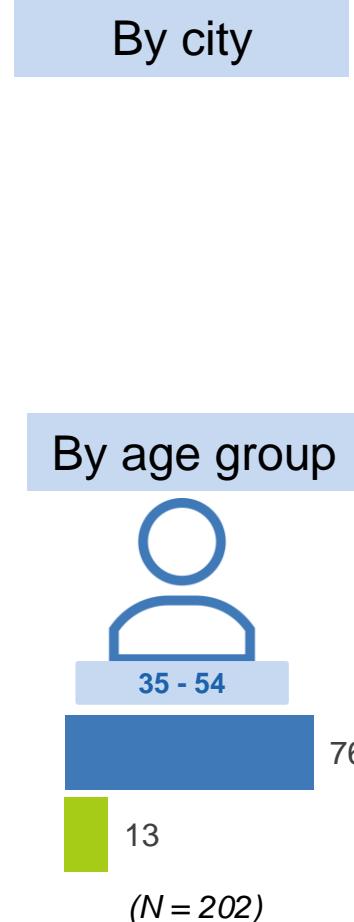
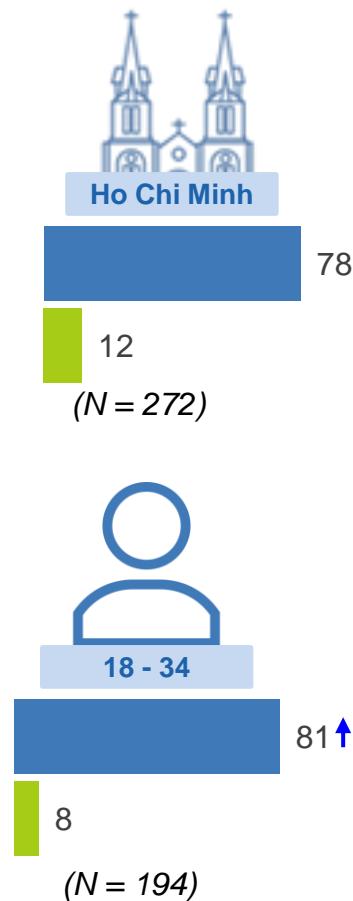
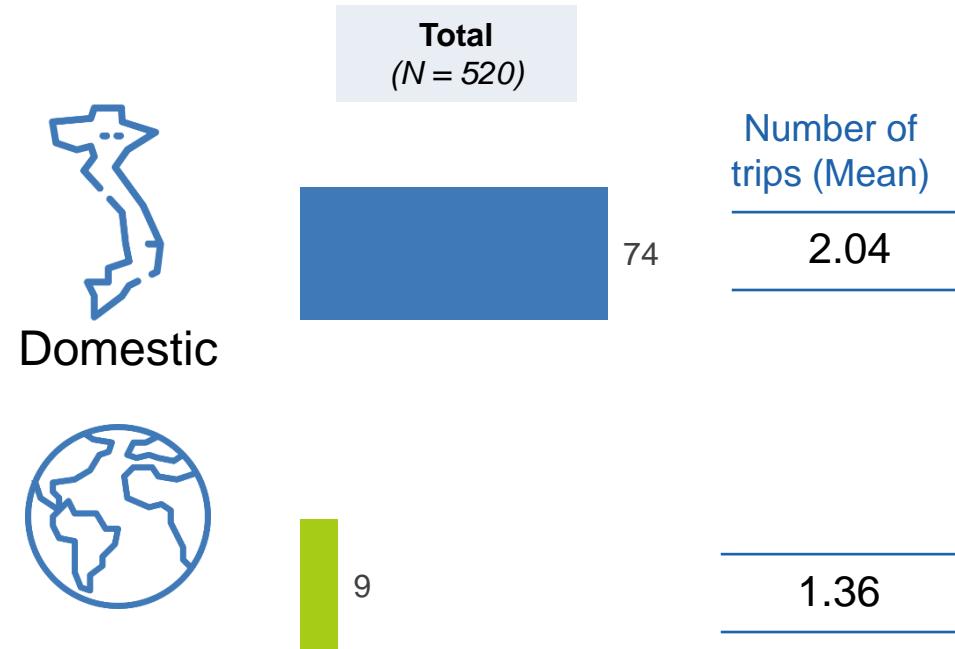


# Most of the leisure trips are inside Vietnam

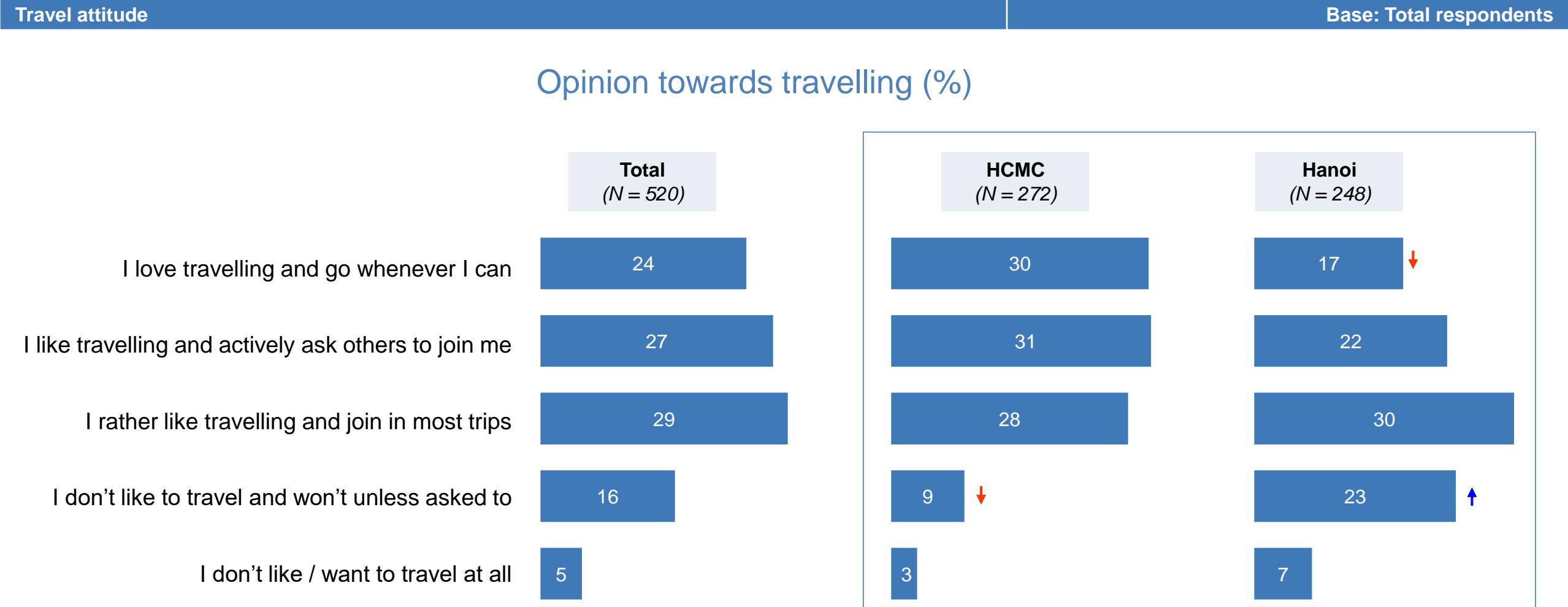
Leisure travel incidence

Base: Total respondents

## Travel domestic or oversea in past 12 months? (%)



# Vietnamese have a positive attitude towards travelling, higher in HCMC

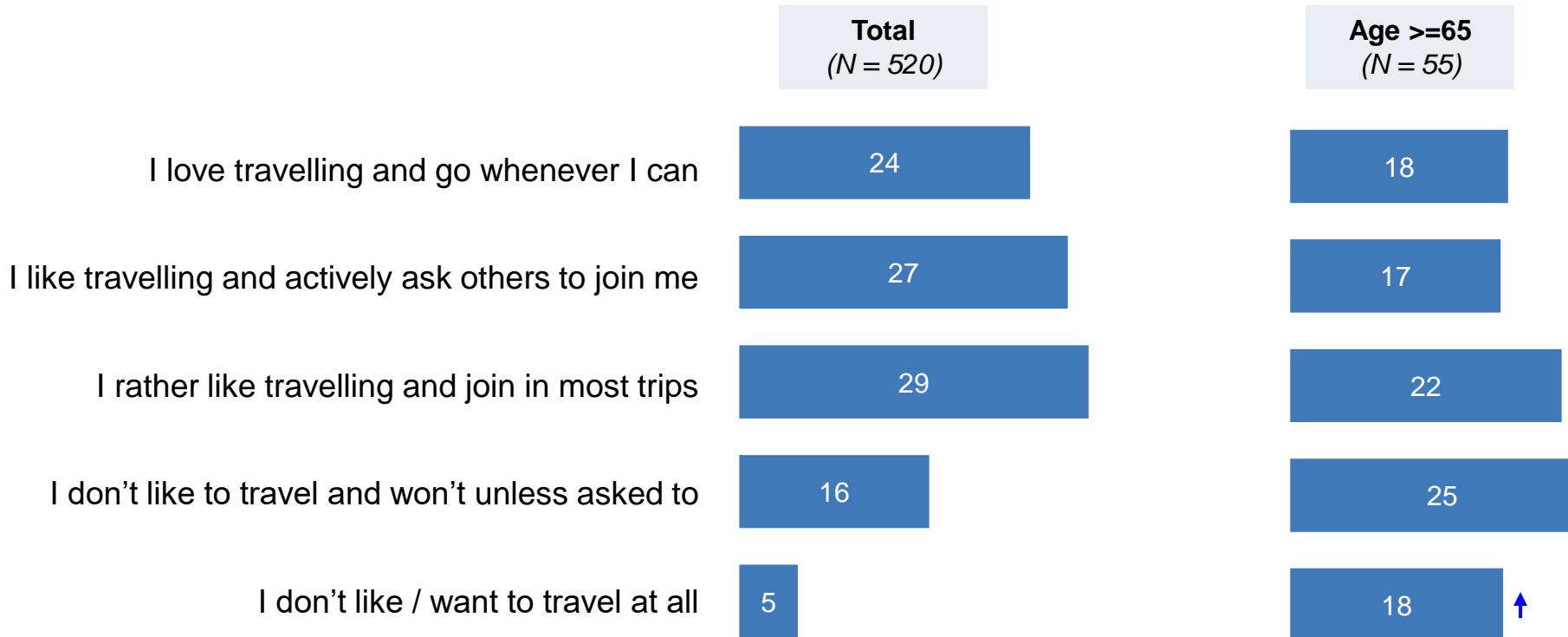


# Older people from 65 years old are less enthusiastic with travelling

Travel attitude

Base: Total respondents

## Opinion towards travelling (%)



# The biggest reason for travelling is to relax and relieve stress

Travel triggers

Base: Total respondents N=520



Relax and get rid of stress – 76%



Time for family and friends – 61%



Discover new things – 57%



Have fun and excitement – 55%

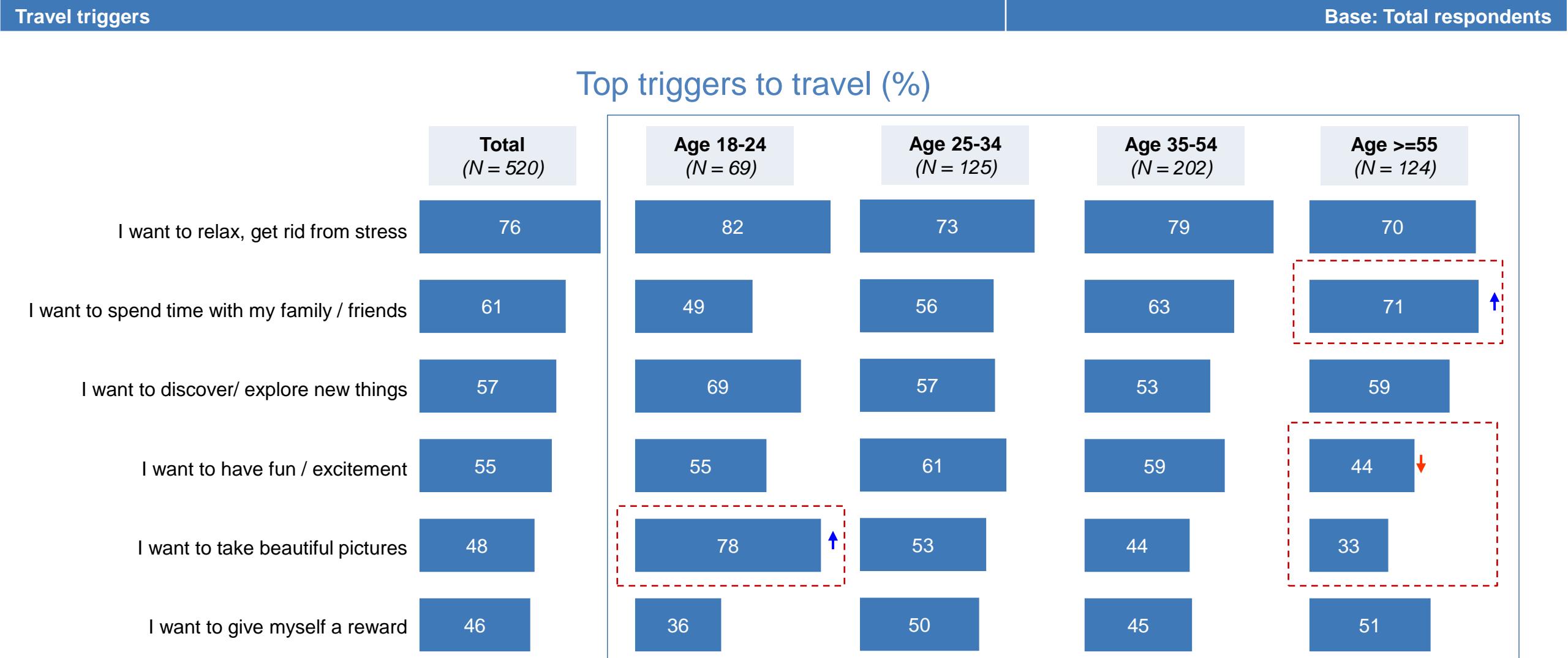


Take beautiful pictures – 48%



Reward myself – 46%

## Triggers: Older group for time family or friends, younger groups prefer fun and taking pictures

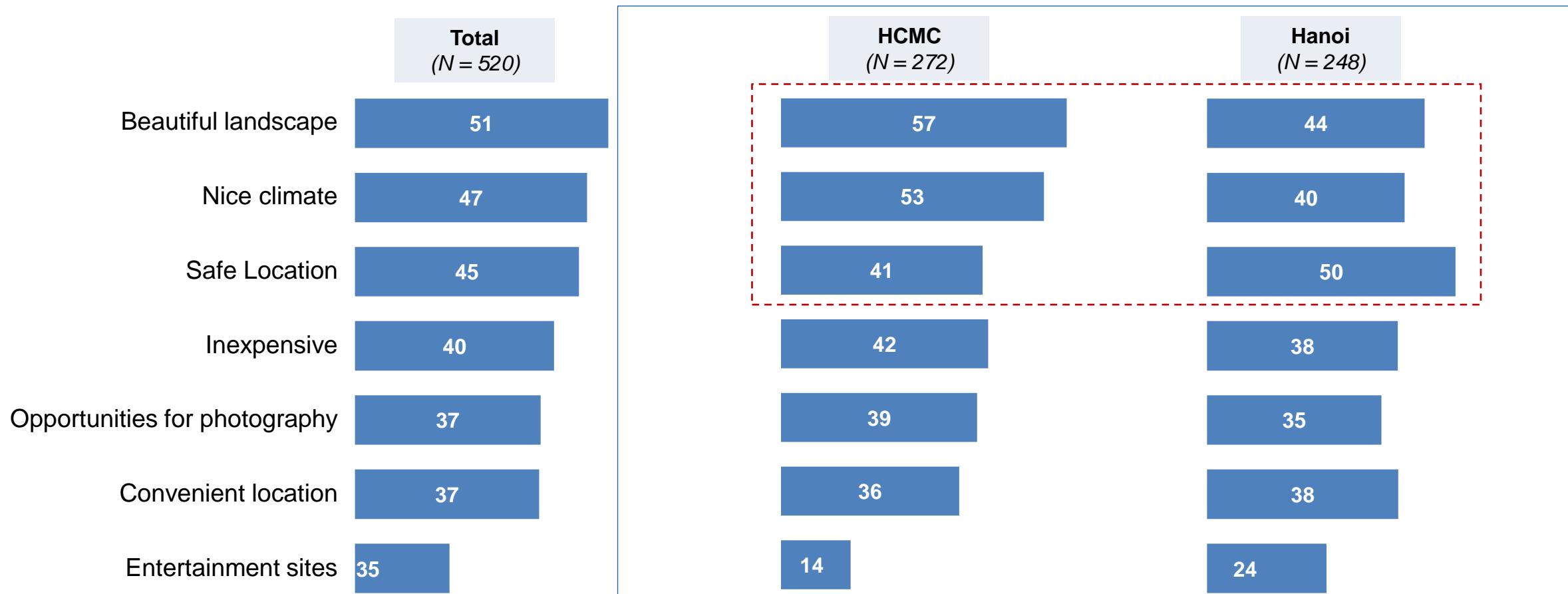


# Trip design: Landscape, climate and safety

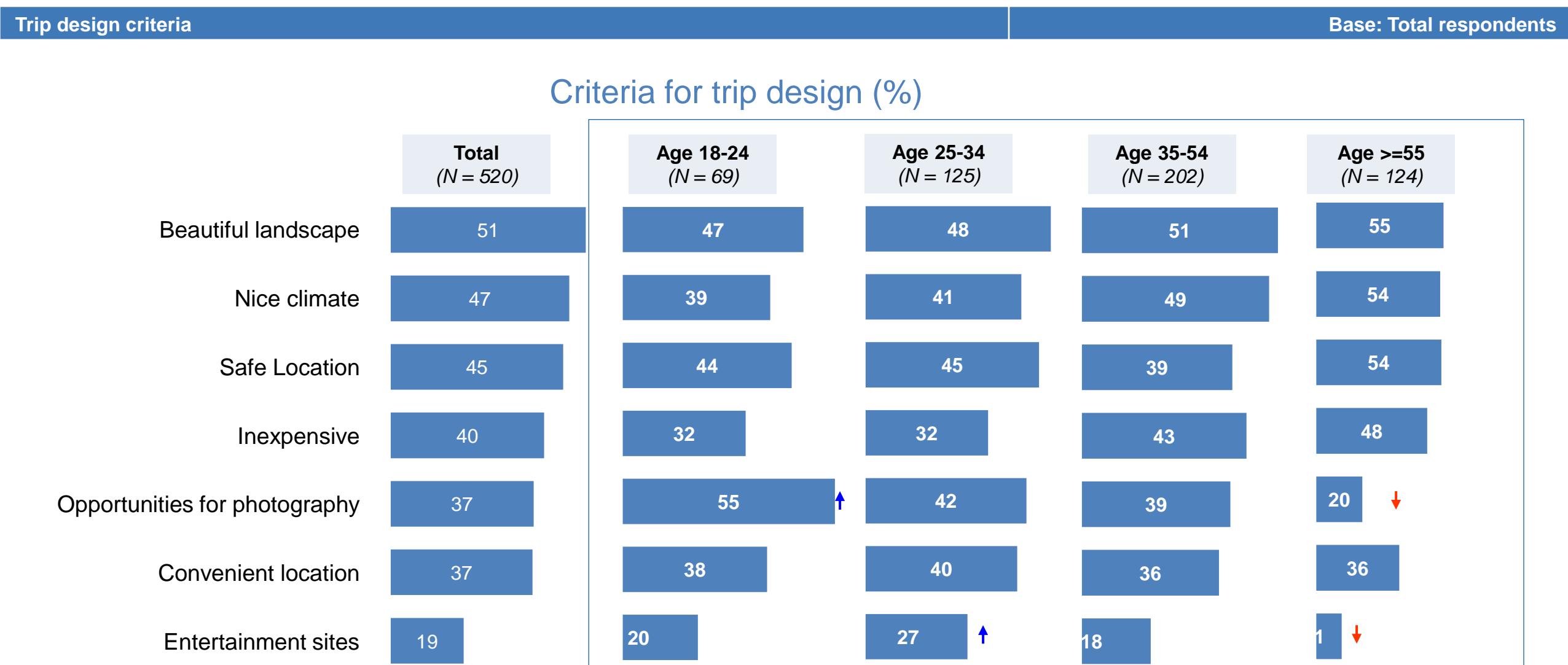
Trip design criteria

Base: Total respondents

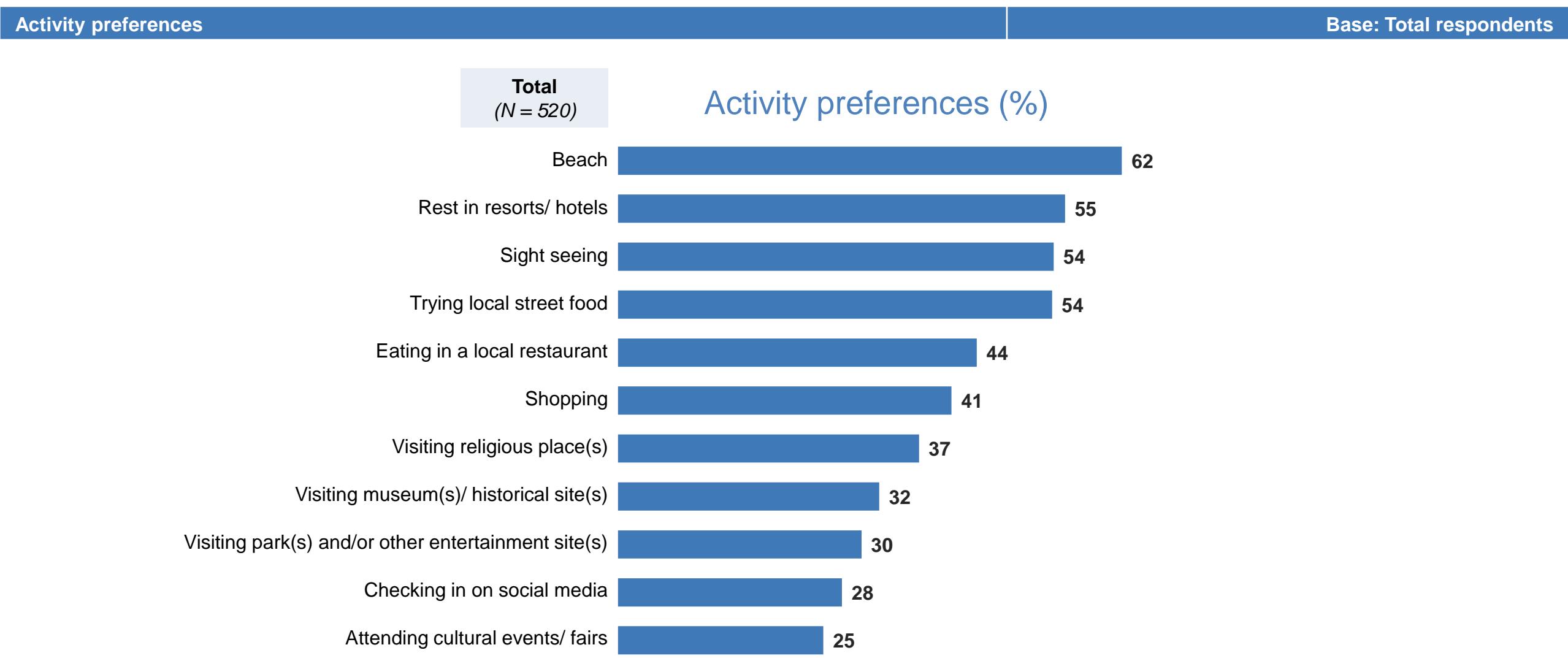
Criteria for trip design (%)



# Younger groups more focused on planning trips suitable for taking photos



## Beaches and resorts are the most popular activities, closely followed by visiting landscapes, cities and local street food



# The younger group likes to check-in on social media and impress friends.



# The over 55 group enjoy visiting religious places.

Activity preferences

Base: Total respondents

## Top activity preferences by age groups (%)

Age 45-54  
(N = 89)



Go to restaurants – 61%



Beach – 60%



Sight seeing – 60%



Resort – 58%



Try street food – 53%

Age 55-64  
(N = 69)



Sight seeing – 68%



Resort – 66%



Visit religious places – 59%  
Visit museum / historical places – 55%



Try street food – 52%

Age >=65  
(N = 55)



Beach – 64%



Sight seeing – 60%



Visit religious places – 56%



Resort – 55%



Go to restaurants – 47%

# 4

## Trip design



# Most visited destinations for travellers in HCMC

Leisure trip destinations in Vietnam



Lam Dong – 30%  
(Da Lat city)



Binh Thuan – 23%  
(Mui Ne, Phan Thiet city)



Base: People having leisure trips in Vietnam



Da Nang – 11%



Khanh Hoa – 30%  
(Nha Trang city)



Ba Ria – Vung Tau – 45%

Base: HCMC  
(N = 213)

Ba Ria – Vung Tau is more popular among the younger group (Age 18-34 – 52%) than the older group (Age >=55 – 37%). An Giang is more popular among the older (Age >=55 – 14%) than the younger (Age 18-34 – 0%)

# Most visited destinations for travellers in Hanoi

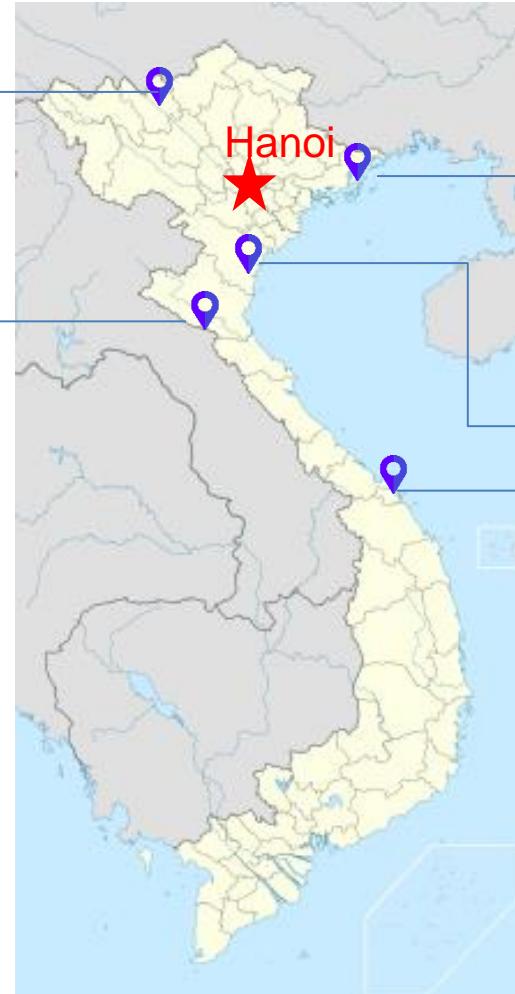
Leisure trip destinations in Vietnam



Lao Cai – 12%  
(Sa Pa city)



Nghe An – 10%  
(Cua Lo beach)



Quang Ninh – 16%  
(Ha Long bay, Co To island)



Thanh Hoa – 23% (Sam Son Beach)



Da Nang – 12%

Base: People having leisure trips in Vietnam

**Base: Hanoi**  
(N = 175)

Quang Ninh is least popular among the old group (Age  $\geq 55$  – 3%)

Binh Dinh (Eo Gio, Ky Co) is more popular among the younger group (Age 18-34 – 7%) than the older group (Age  $\geq 35$  – 1%).

# Most visited countries

Leisure trip destinations oversea

Base: People having leisure trips oversea



Thailand – 50%



Singapore – 25%



Korea – 14%



China – 10%

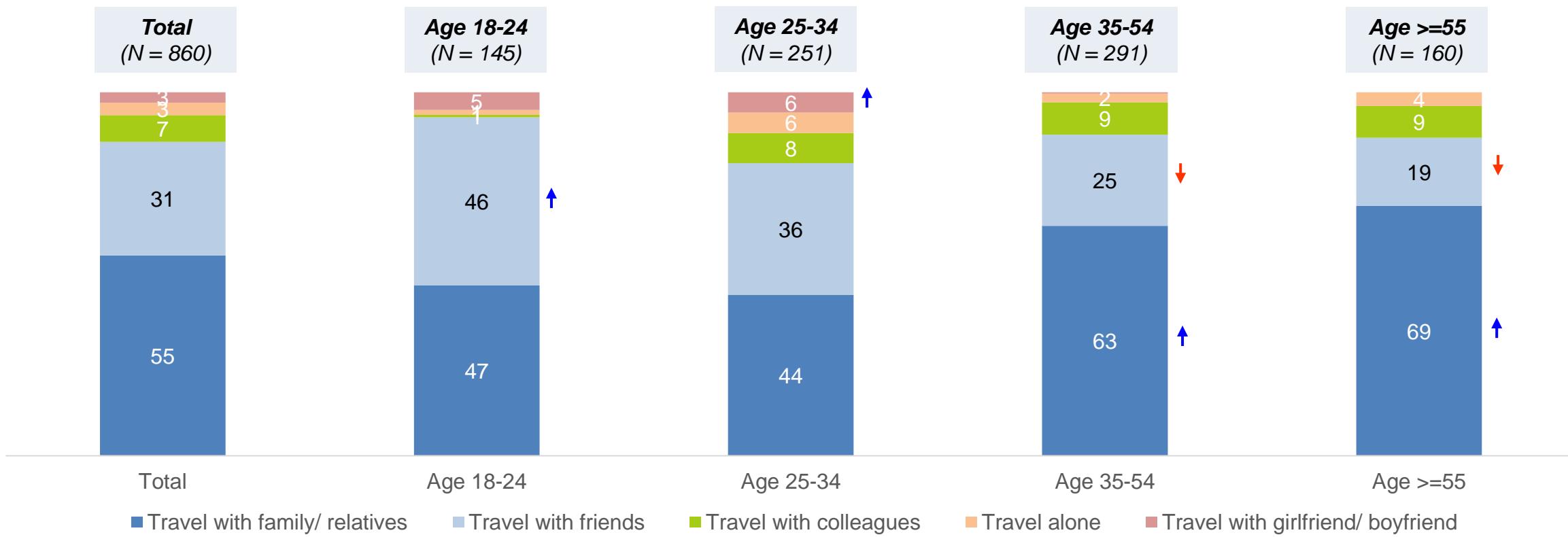
Base: Total  
(N = 54)

**Family members were the most common travel partners, followed by friends. Those older travel more with family and less with friends.**

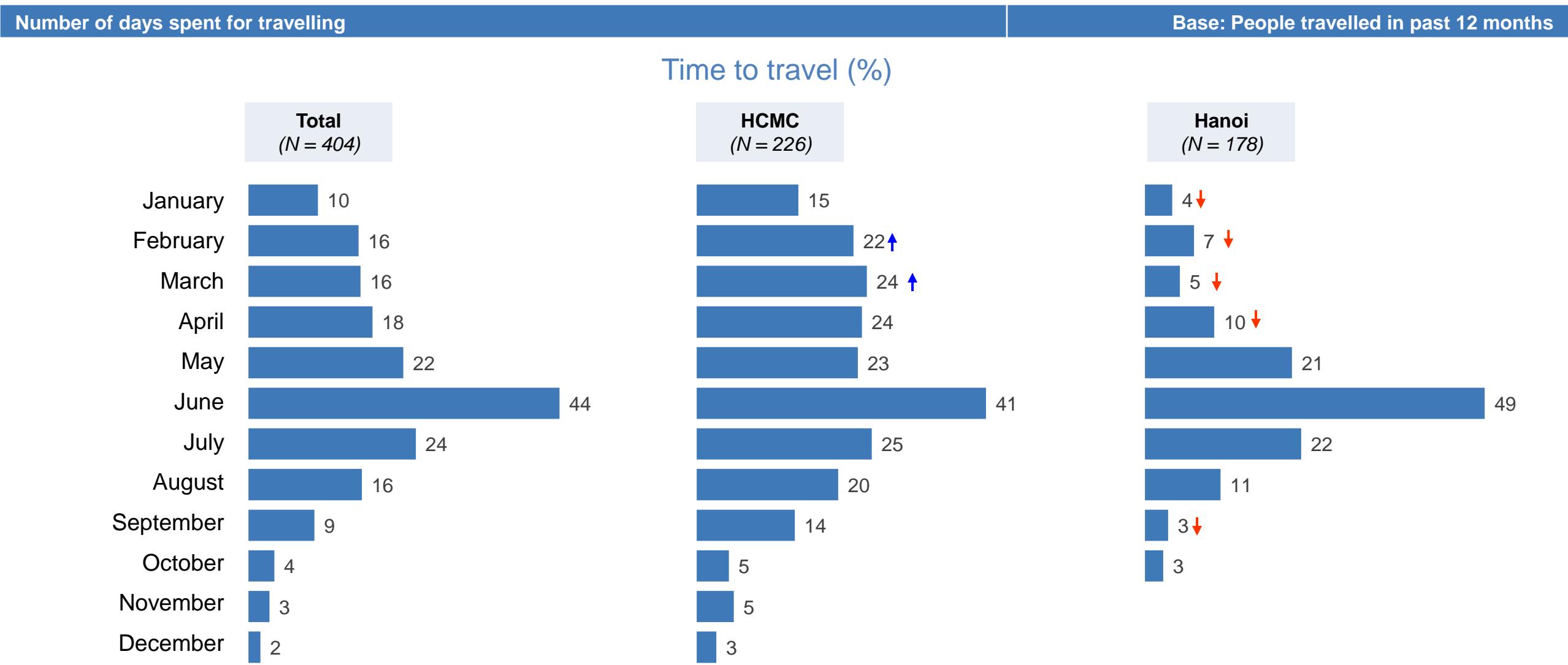
Travel companion

Base: Total trips in past 12 months

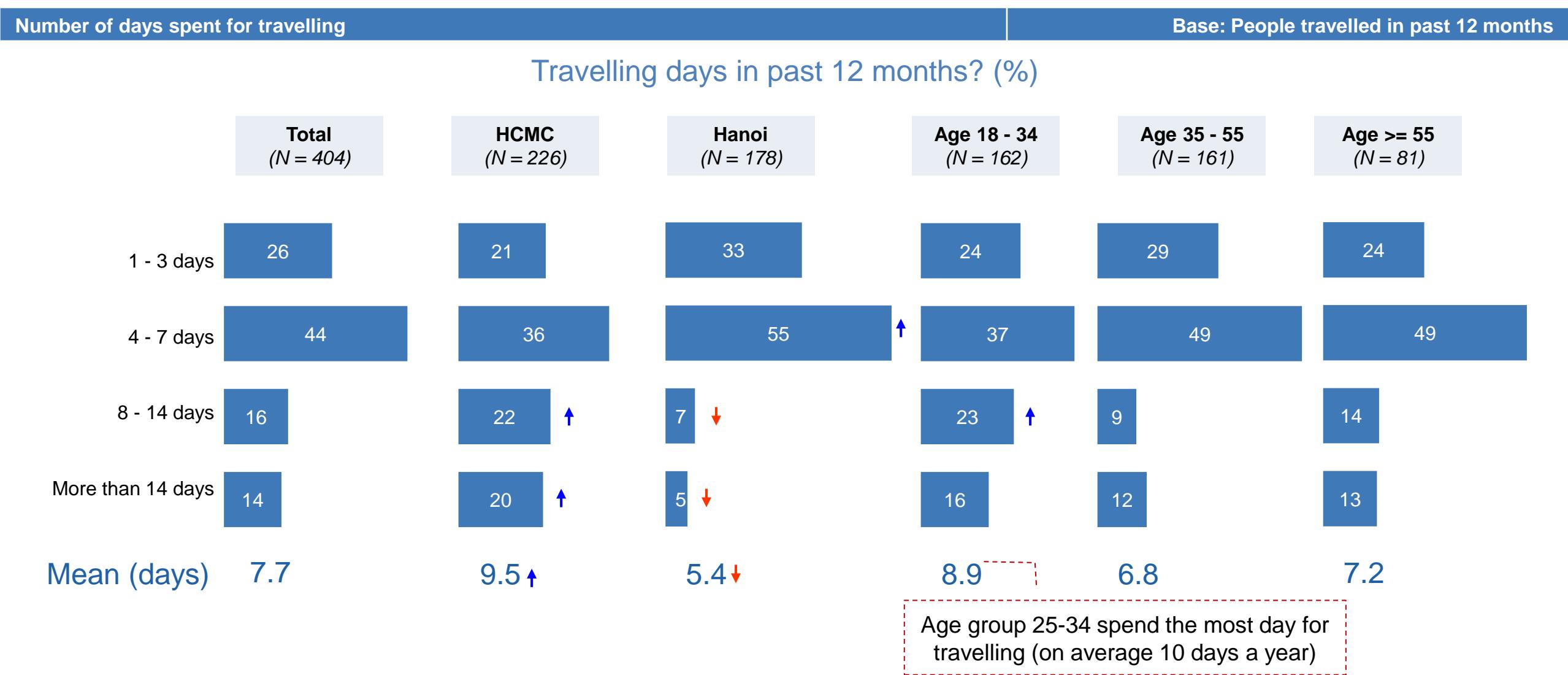
### Who did you travel with in P12M?



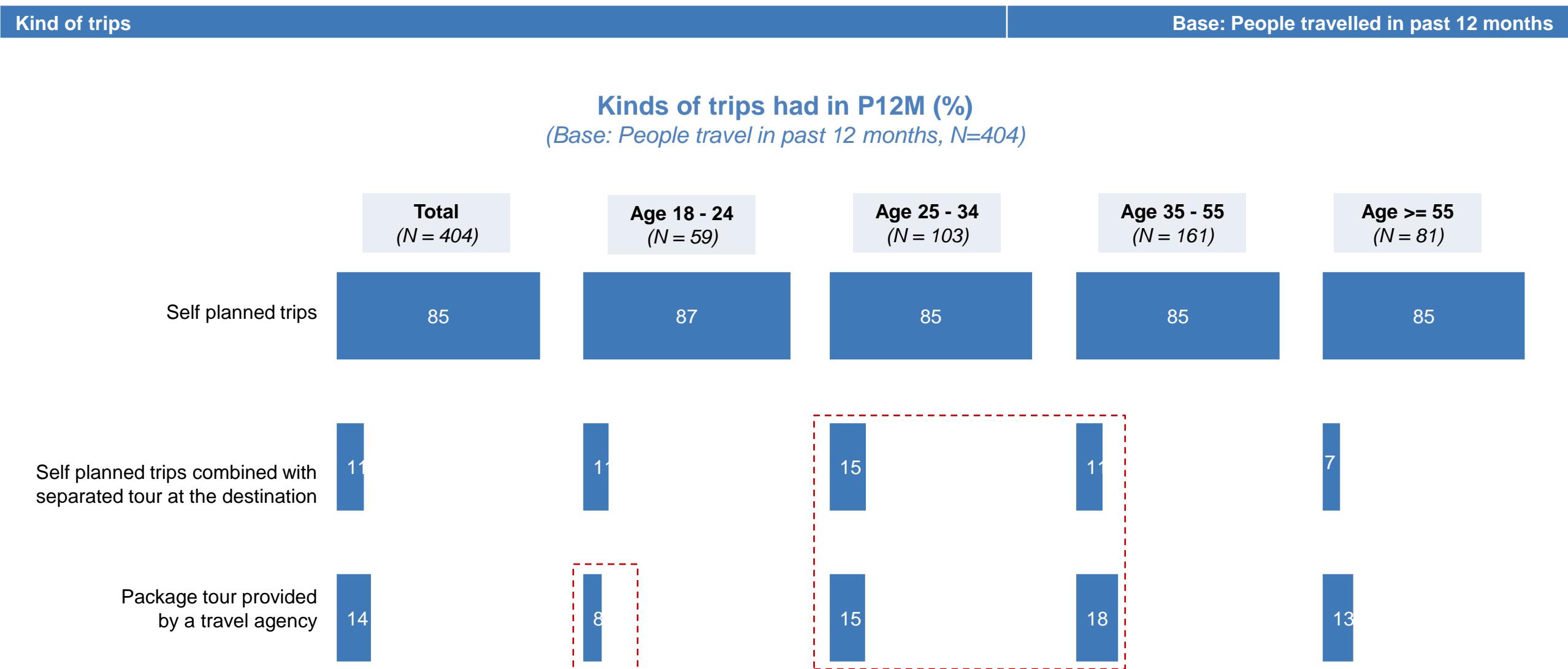
## Number of trips peaks in June. Travelling in HCMC spreads throughout the year more than in Hanoi.



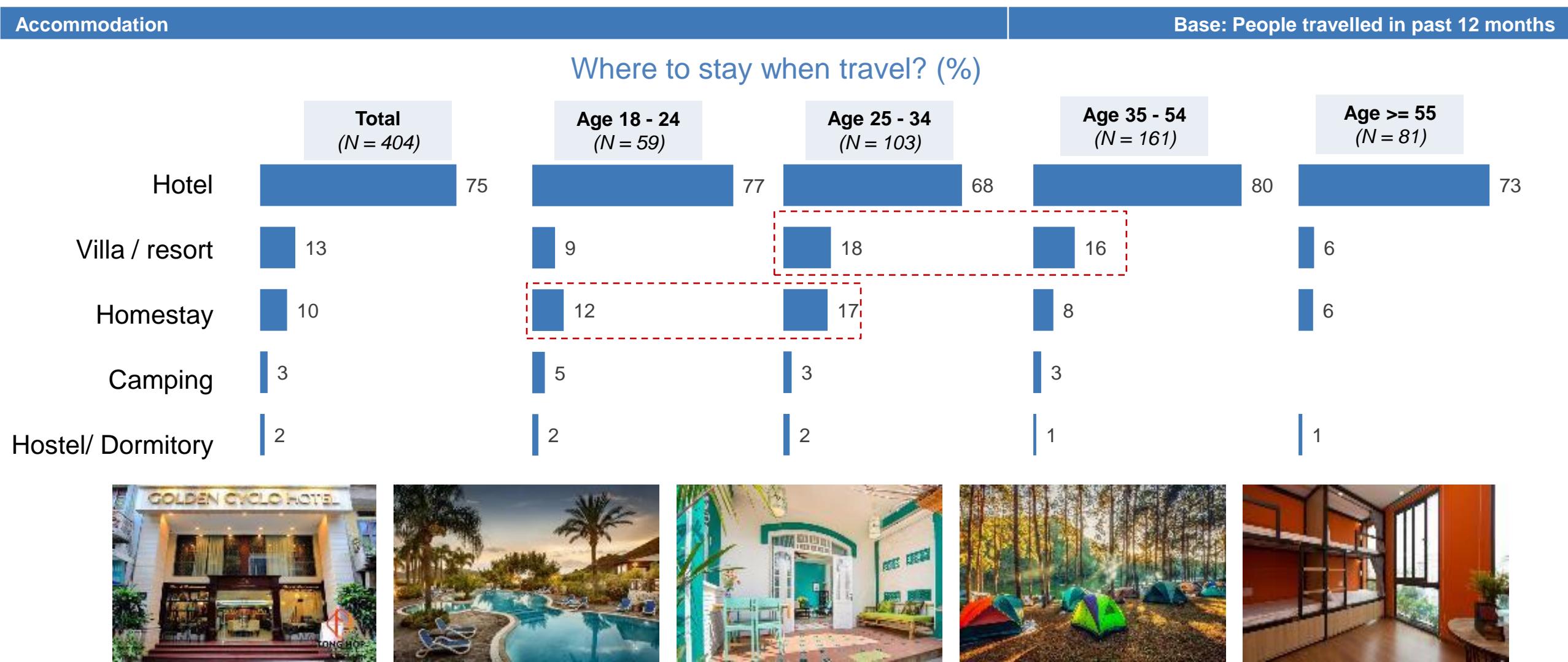
## Vietnamese spend 8 days a year to travel, higher in HCMC and among the young age group.



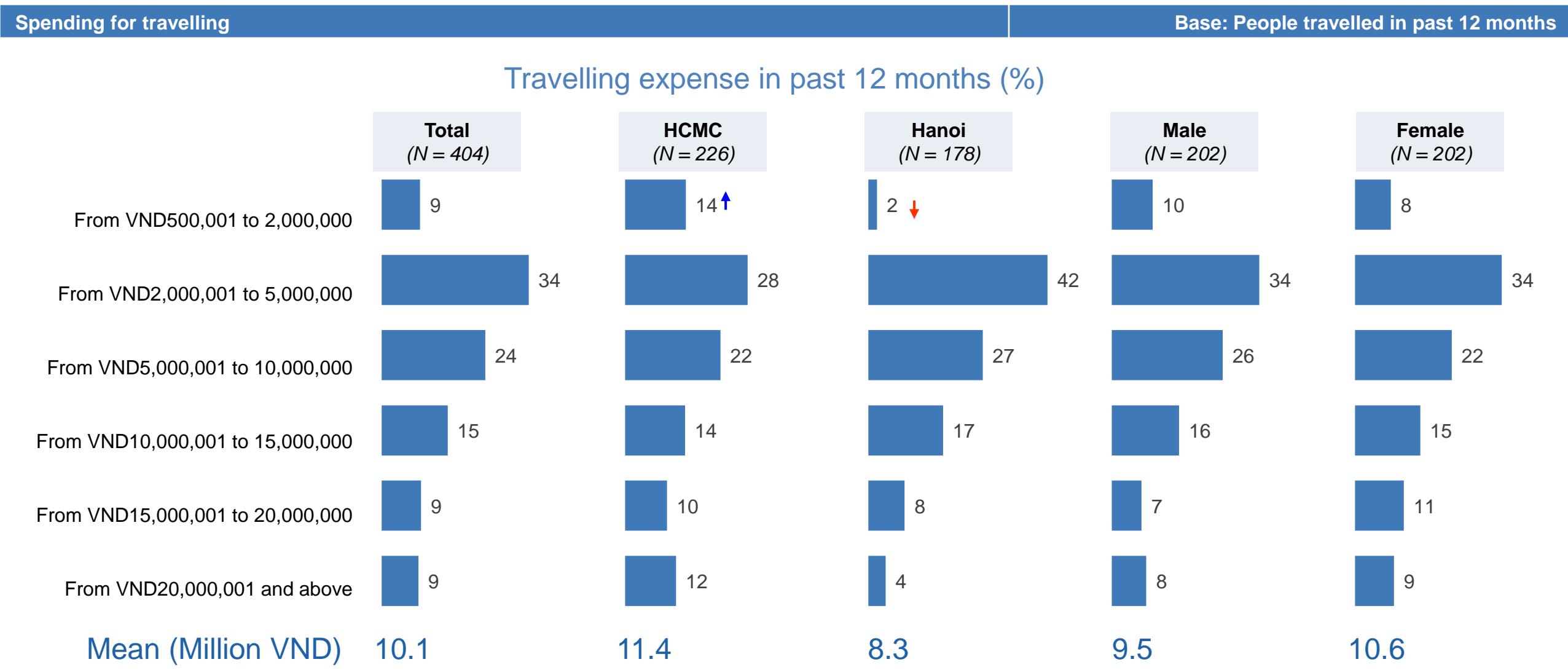
**Self-planned trips are the most common. Tour service is more common amongst age group 25-55.**



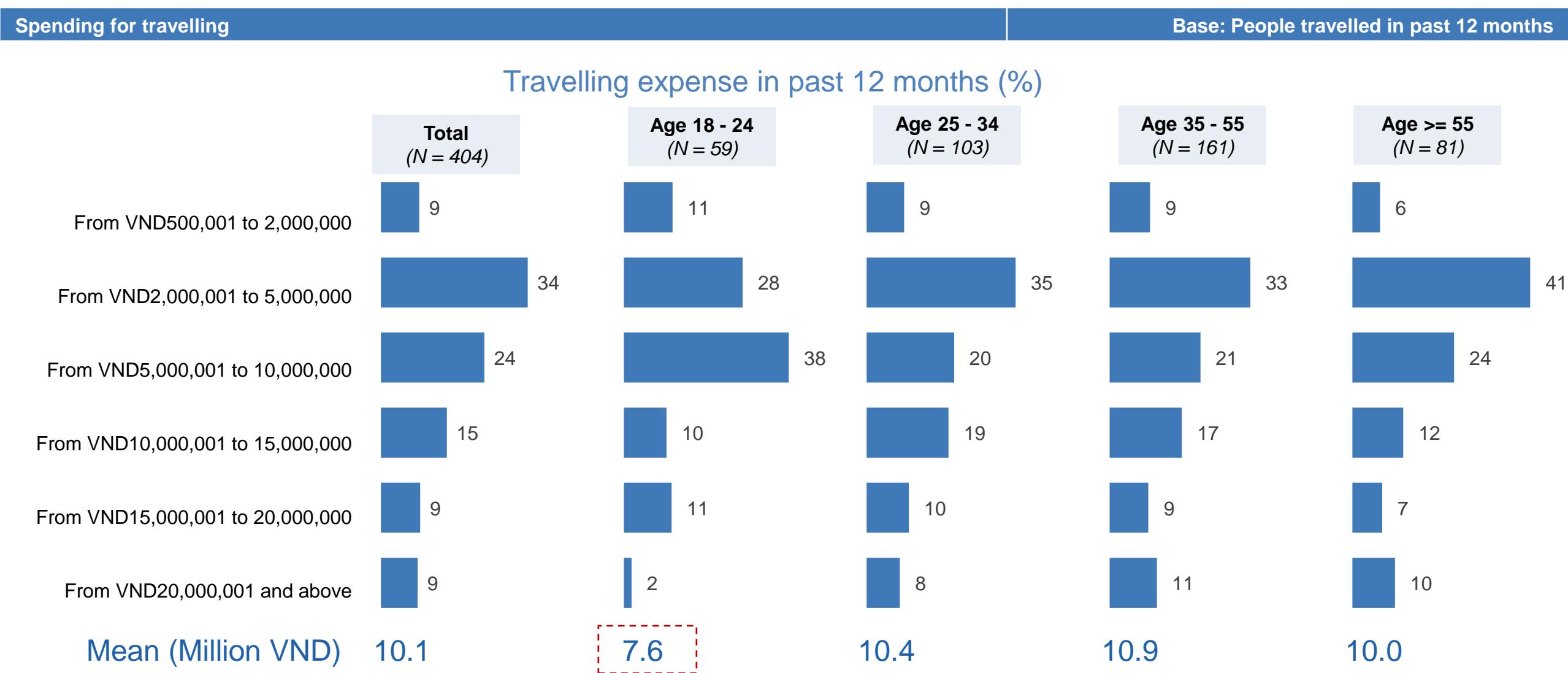
**Hotels are the most common accommodation. Homestays, camping and hostels are more popular amongst younger travellers.**



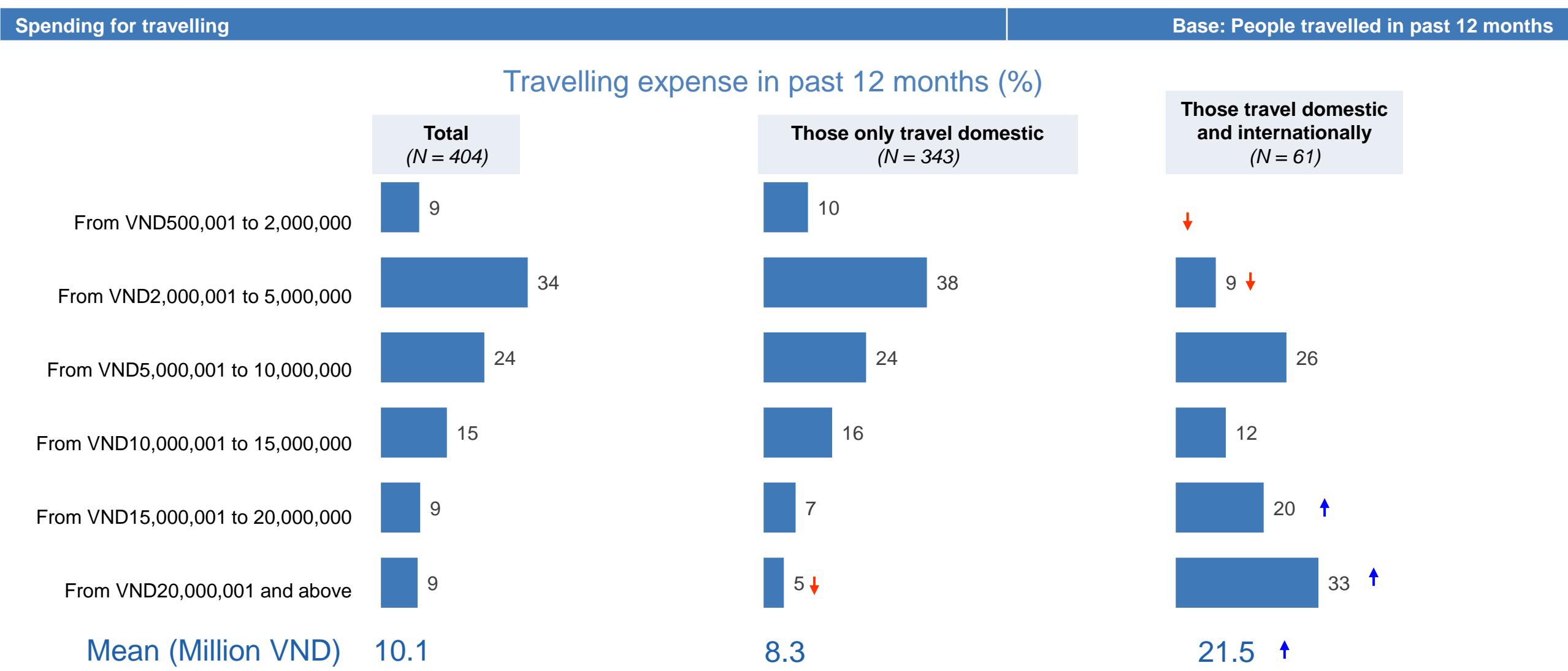
# 10 million VND is spent for travelling over the year



# The youngest group spend the least, on average 7.6 million VND a year for travelling



# Those travelling internationally spend on average 21.5 million VND a year

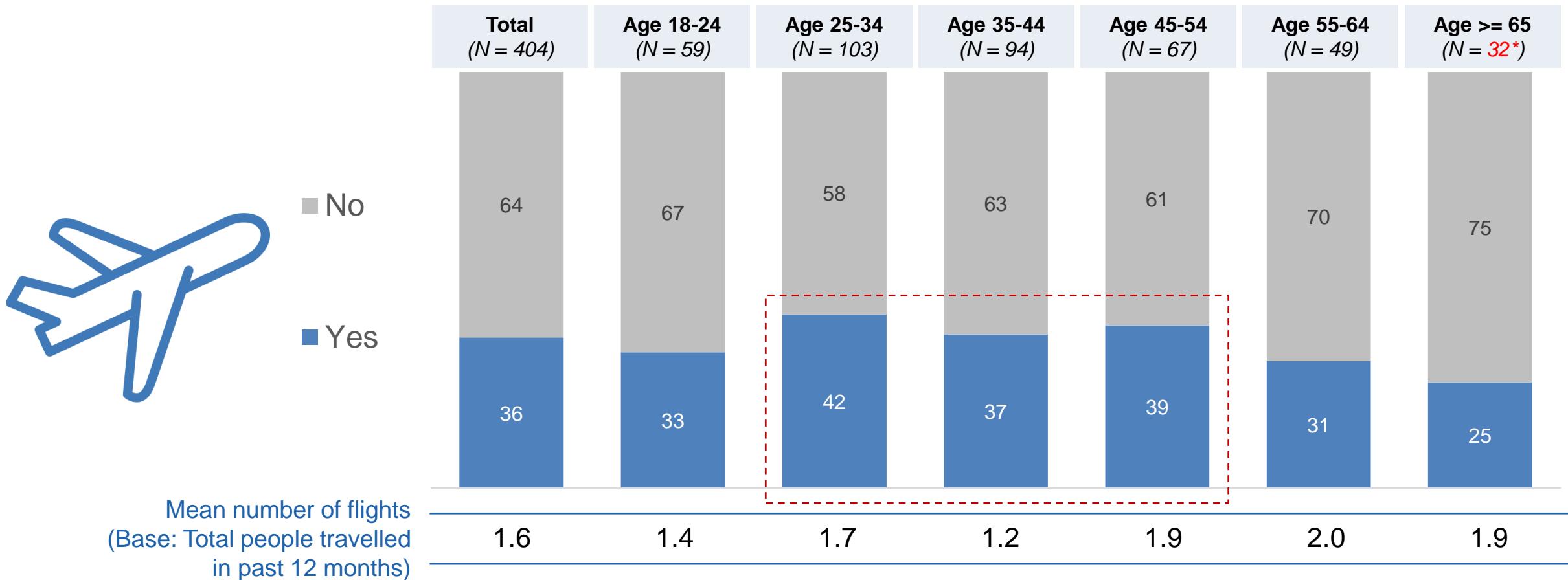


# People from 25 to 54 have more flights when travelling

Trips with flight

Base: People travelled in past 12 months

Have flights when travelling in past 12 months? (%)



**Travel insurance is not common, especially among the youngest group. Most travellers bought insurance from a travel agency.**

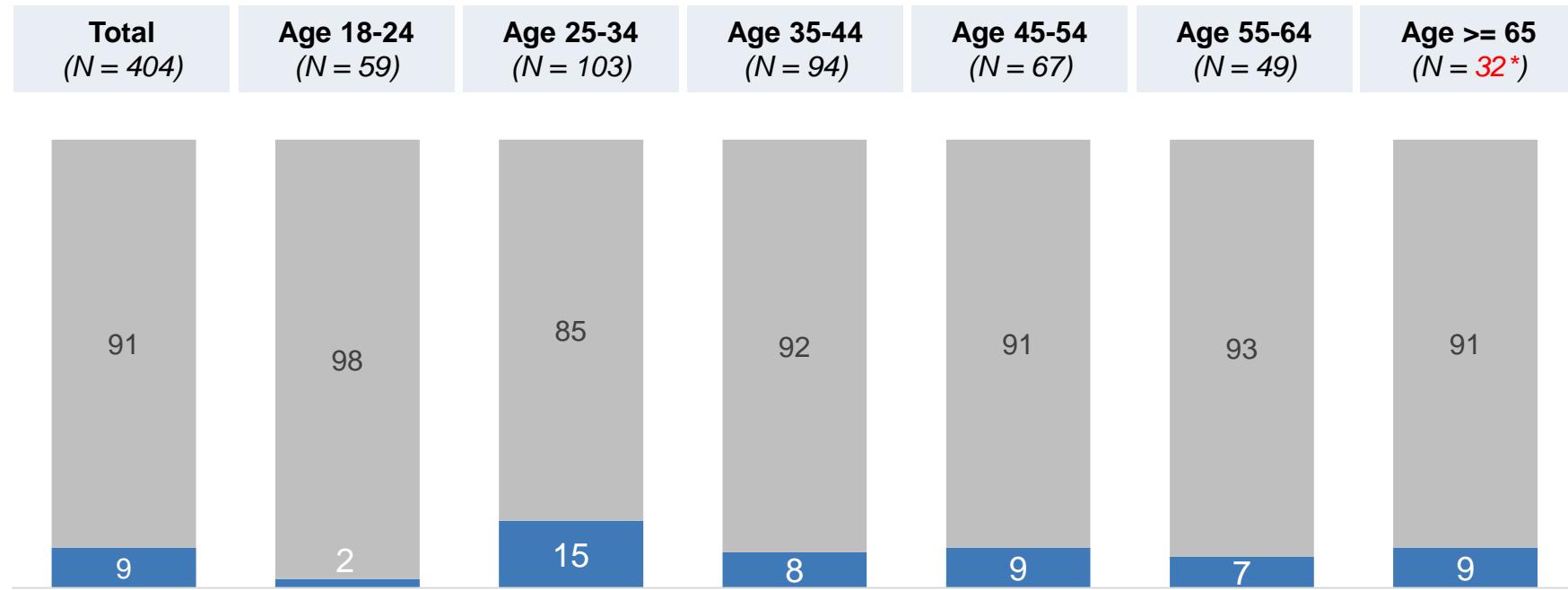
Travel insurance

Base: People travelled in past 12 months

Have you bought insurance when you travelled in the past 12 months (%)



- No
- Yes



Insurance bought from travel agency (%)  
(Base: Total people travelled  
in past 12 months, N=404)

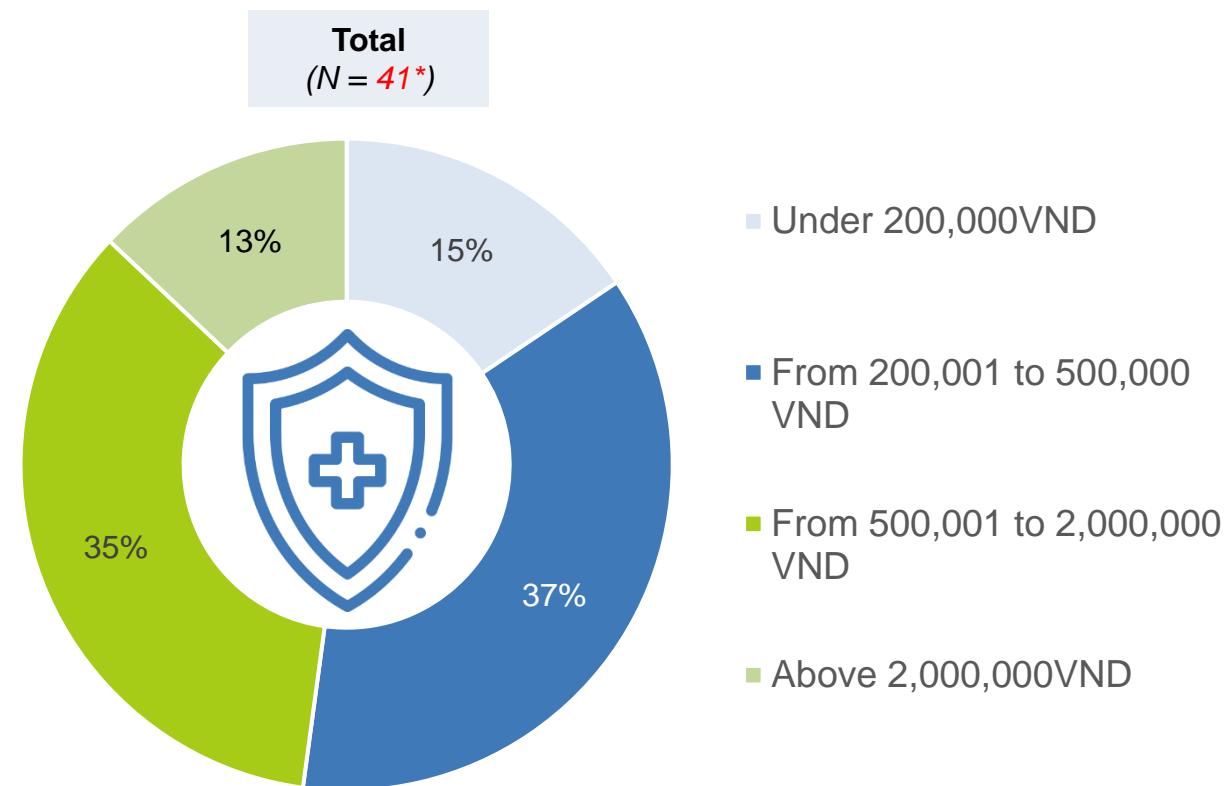
6	1	10	6	6	3	8
---	---	----	---	---	---	---

## Common budget for travel insurance is from 200,000VND to under 2,000,000VND

Travel insurance

Base: People bought travel insurance in past 12 months

Personal travel insurance expense in the past 12 months (%)



# 5 Travel plans



# Impact of Covid-19 on travel plan



*Interview on  
September 2019*

Original travel habits survey.

Total	<b>520 respondents</b>
Study location	272 respondents in Ho Chi Minh City 248 respondents in Hanoi
Gender	261 Males, 259 Females
Age group	194 aged 18-34, 202 aged 35-54, 124 aged >/=55
Economic class*	84 class A, 129 class B 131 class C, 176 class D
Study time	September 2019
Method	Face-to-face interview



*Call back interview on  
June 2020*

We re-assessed their travelling plans.. The comparison is shown where relevant.

Total	<b>200 respondents</b>
Study location	100 respondents in Ho Chi Minh City 100 respondents in Hanoi
Gender	100 Males, 100 Females
Age group	75 aged 18-34, 77 aged 35-54, 48 aged >/=55
Economic class*	35 class A, 47 class B 50 class C, 68 class D
Study time	June 2020
Method	Telephone interview

# Significant differences

- Arrows are used to indicate significant differences.



Significantly **Higher/Lower** than other in prior interview at 95% CL

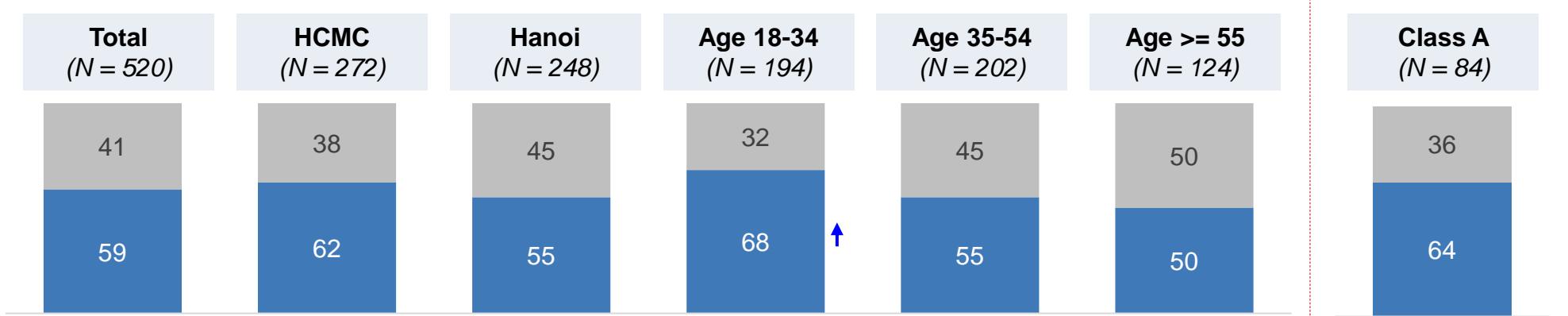
## The enthusiasm toward travelling in Vietnam is maintained, especially those with a higher income

Plan to travel in Vietnam

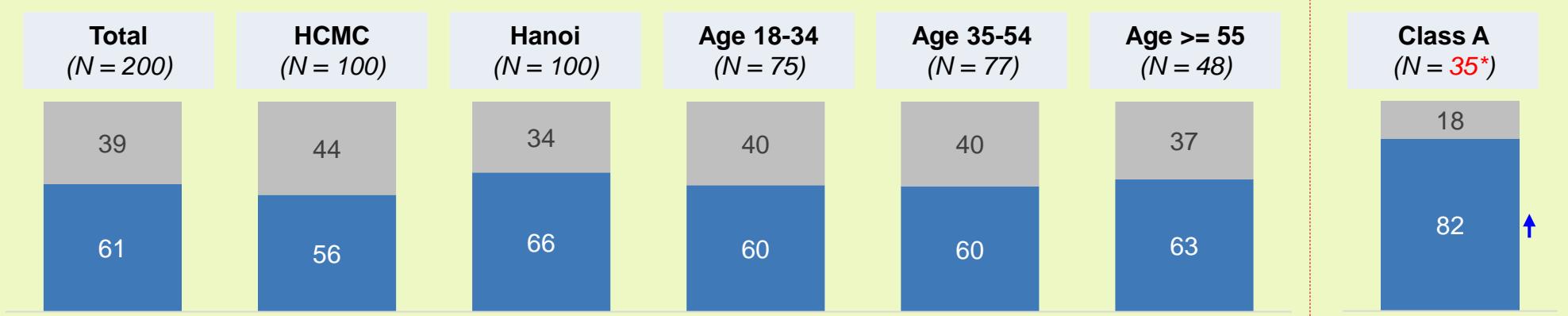
Base: Total respondents

### Have you got any idea about your next trip in Vietnam? (%)

Interview in September 2019



Call back interview in June 2020



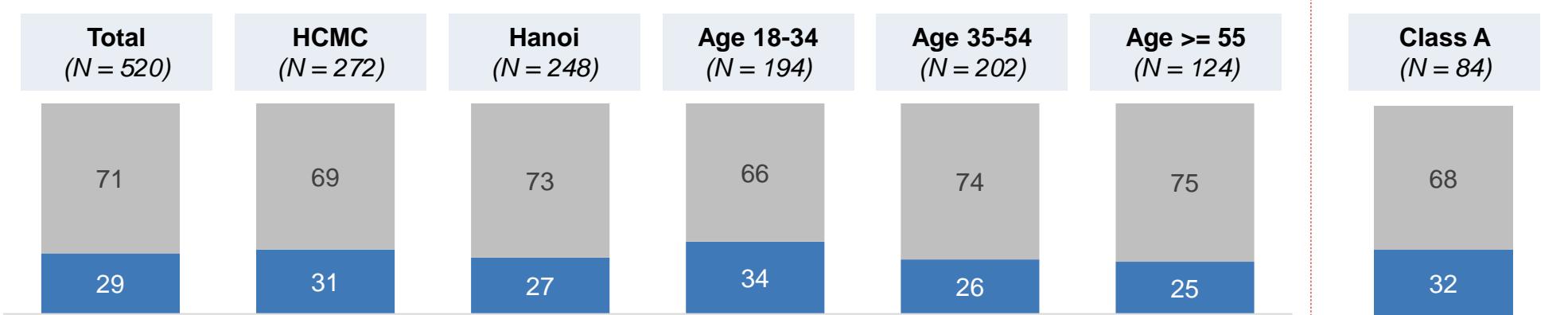
# People are reluctant to travel overseas since Covid-19

Plan to travel internationally

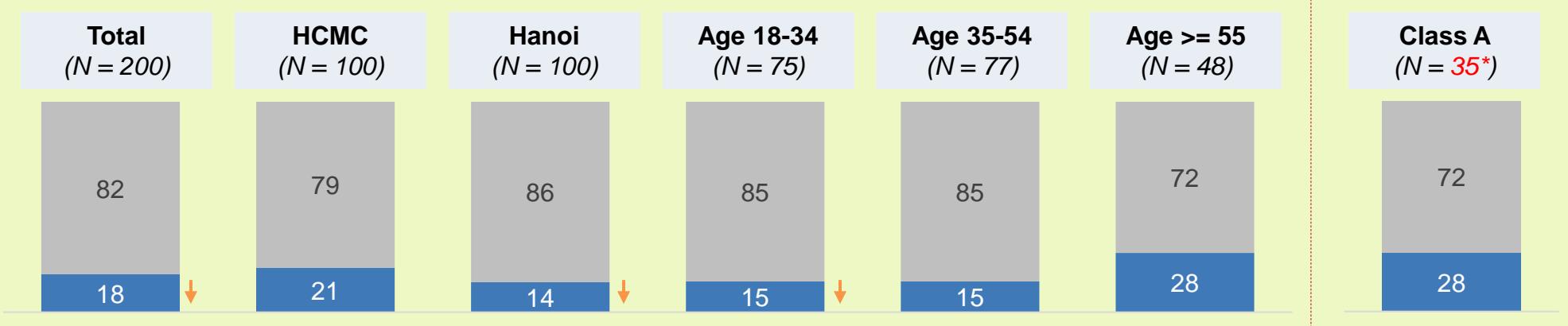
Base: Total respondents

## Have you got any idea about your next international trip? (%)

Interview in September 2019



Call back interview in June 2020



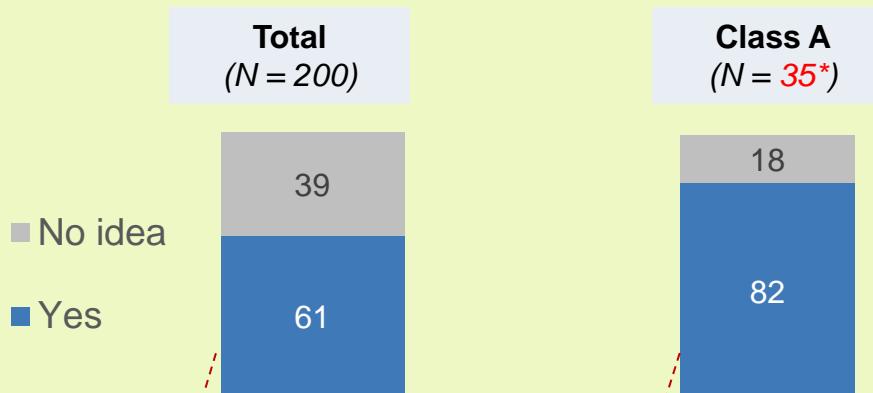
**Most trips in Vietnam are plan from June to August. Economic class A plan to travel for leisure more and sooner both in Vietnam and overseas.**

Travel plan

Base: Total respondents

Call back interview in  
June 2020

### Have you got any idea about your next trip in Vietnam? (%)



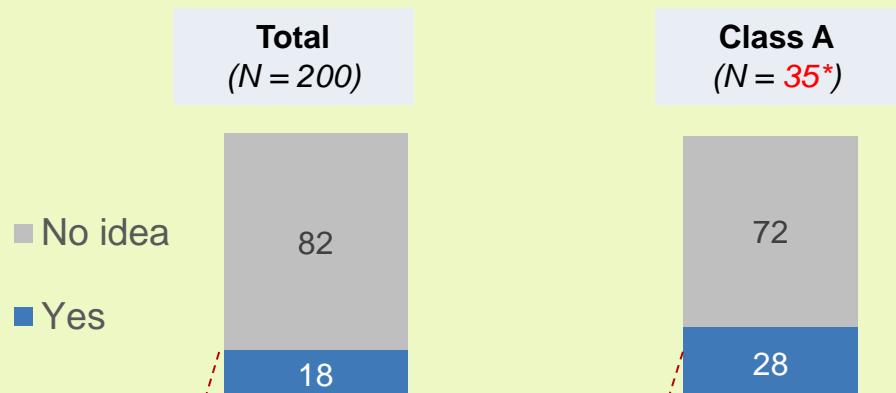
#### When?

Jun to Aug 2020	40%
Sep to Dec 2020	14%
2021 and beyond	6%

#### When?

Jun to Aug 2020	77%
Sep to Dec 2020	2%
2021 and beyond	3%

### Have you got any idea about your next international trip? (%)



#### When?

Jun to Aug 2020	5%
Sep to Dec 2020	8%
2021 and beyond	4%

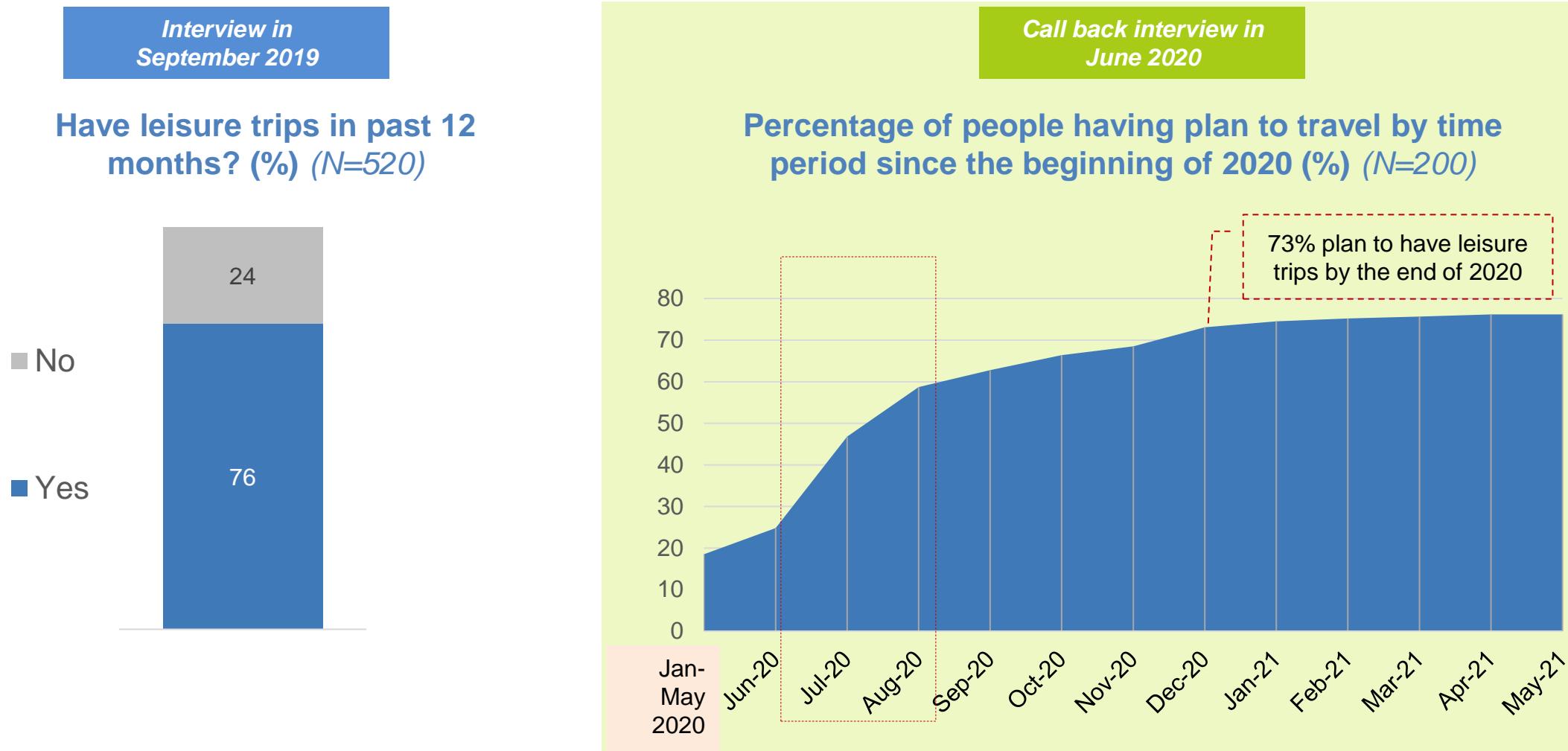
#### When?

Jun to Aug 2020	16%
Sep to Dec 2020	6%
2021 and beyond	6%

# Domestic travel will bounce back reaching the same level by the end of 2020. Most planned their first trip of 2020 in July.

Travel plan

Base: Total respondents



**Those having plans to travel in 2020 plan will do so more frequently. There is a tendency to travel alone or with less people.**

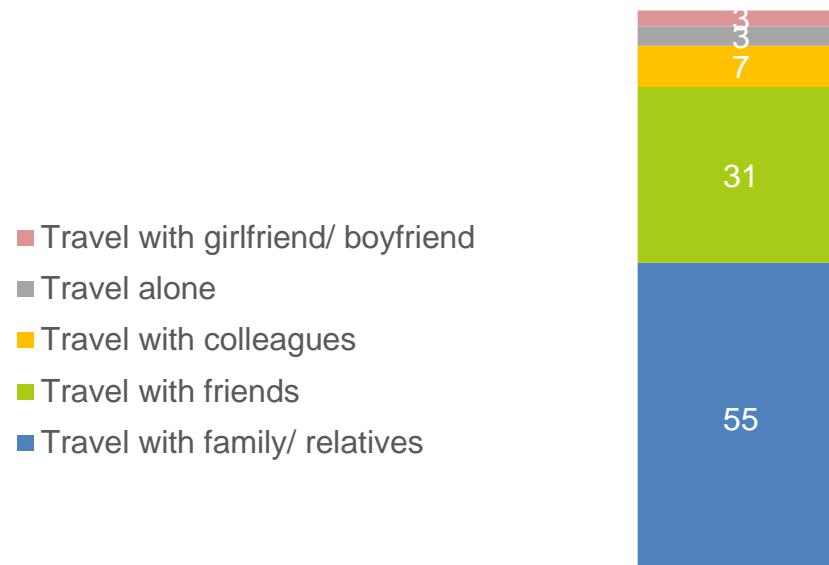
Travel companion

Base: Total trips planned to have in 2020

Interview in  
September 2019

### Companions in P12M ending in Sept 2019

(Base: Total trips in past 12 months, N=860)



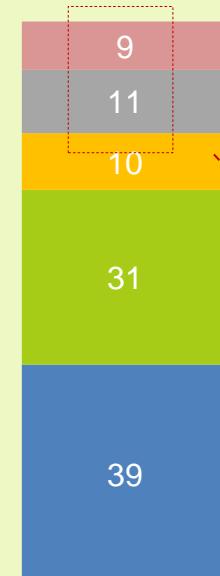
Mean number of trips  
(Base: Total people travelled in past 12 months, N=404)

2.14

Call back interview in  
June 2020

### Companions in 2020

(Base: Total trips planned to have in 2020, N=506)



Tend to travel with less people.

Mean number of trips  
(Base: Total people travelled/ have plan to travel in 2020, N=152)

3.46 ↑

# People intend to spend more days travelling, especially in Hanoi, class A and older age groups.

Number of travelling days

Base: People who have plan to travel in 2020

Number of travelling days



Interview in September 2019	Total (N = 404)	HCMC (N = 226)	Hanoi (N = 178)	Age 18 - 34 (N = 162)	Age 35 - 54 (N = 161)	Age >= 55 (N = 81)
Number of days spent for travelling in P12M ending in Sept 2019	7.7	9.5 ↑	5.4 ↓	8.9	6.8	7.2

Call back interview in June 2020

Number of days plan to spend for travelling in 2020

Total (N = 153)	HCMC (N = 73)	Hanoi (N = 80)	Age 18 - 34 (N = 62)	Age 35 - 54 (N = 55)	Age >= 55 (N = 36*)
10.1 ↑	8.7	11.7 ↑	9.6	10.0 ↑	11.3 ↑

Class A tends to spend the most days for travelling with an average of 14.5 days (N=30\*)

# 15.4 million is the budget for 2020, slightly higher in HCMC and age 35-54

Spending for travelling

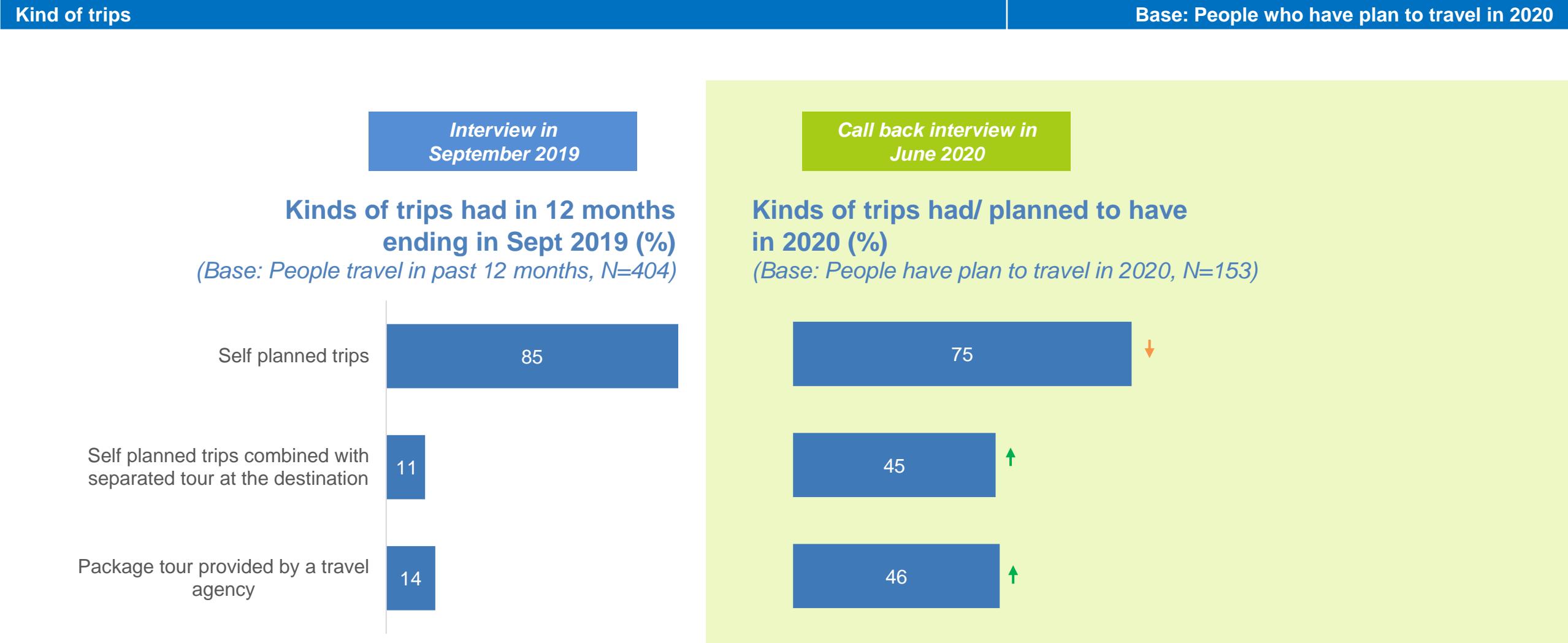
Base: People who have plan to travel in 2020

	<i>Interview in September 2019</i>	Total (N = 404)	HCMC (N = 226)	Hanoi (N = 178)	Age 18 - 34 (N = 162)	Age 35 - 54 (N = 161)	Age >= 55 (N = 81)
Travelling expense in P12M ending in Sept 2019		10.1	11.4	8.3	9.4	10.9	10.0
Budget for travelling in next 12 months		Total (N = 404)	HCMC (N = 226)	Hanoi (N = 178)	Age 18 - 34 (N = 162)	Age 35 - 54 (N = 161)	Age >= 55 (N = 81)
		12.0	13.5	10.2	11.8	12.6	11.6
Call back interview in June 2020		Total (N = 153)	HCMC (N = 73)	Hanoi (N = 80)	Age 18 - 34 (N = 62)	Age 35 - 54 (N = 55)	Age >= 55 (N = 36*)
Budget for travelling in 2020		15.4 ↑	16.1 ↑	14.6 ↑	13.1	18.9 ↑	14.4
		Class A tends to spend the most for travelling with an average of 26.9 million VND (N=30*)					

Travelling budget



# Tours and travel packages are more appealing after the pandemic



# Next destinations for domestic trips of people in HCMC

Plan to travel in Vietnam

## Top destinations in P12M (%)

(Base: HCMC, N=213)



Khanh Hoa – 30%  
(Nha Trang city)



Binh Thuan – 23%  
(Mui Ne ward, Phan Thiet city)



Ba Ria – Vung Tau – 45%



Lam Dong – 30%  
(Da Lat city)



Da Nang – 11%



Base: People having plan to travel in Vietnam

## Top destinations for next trip (%)

(Base: HCMC, N=173)



Lam Dong – 15%  
(Da Lat city)



Khanh Hoa – 10%  
(Nha Trang city)



Da Nang – 13%



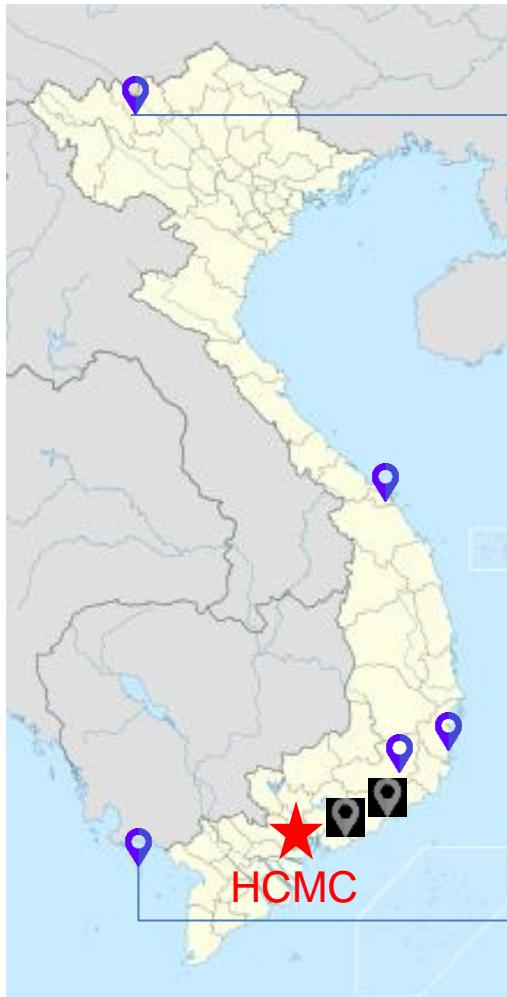
Phu Quoc – 8%



Lao Cai – 9%  
(Sa Pa city)

# Closer destinations are more common after the pandemic. Ba Ria – Vung Tau and Lam Dong are chosen more among people in HCMC

Plan to travel in Vietnam



*Interview in  
September 2019*

Top destinations for next trip (%)  
(Base: HCMC, N=173)

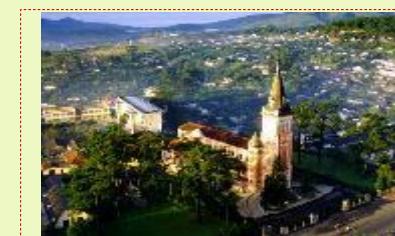


Da Nang – 13%



Lao Cai – 9%  
(Sa Pa city)

Base: People having plan to travel in Vietnam



Lam Dong – 22%  
(Da Lat city)



Khanh Hoa – 13%  
(Nha Trang city)



Ba Ria – Vung Tau – 14%

*Call back interview in  
June 2020*

Top destinations for next trip (%)  
(Base: HCMC, N=73)



Da Nang – 18%



Lao Cai – 11%  
(Sa Pa city)

## Closer destinations are more common after the pandemic. Ba Ria – Vung Tau and Lam Dong are chosen more among people in HCMC

Plan to travel in Vietnam

Base: People having plan to travel in Vietnam

Travel destination summary (%)

Base: HCMC

Destinations	Visited in P12M	Planned for next trip (survey Sept 2019)	Planned for next trip (survey June 2020)
Base (N=)	213	173	73
Ba Ria – Vung Tau	45%	7%	14%
Khanh Hoa	30%	10%	13%
Lam Dong	30%	15%	22%
Binh Thuan	23%	6%	5%
Da Nang	11%	13%	18%
Lao Cai	0%	9%	11%
Phu Quoc	9%	8%	5%

# Next destinations for domestic trips of people in Hanoi

Plan to travel in Vietnam

## Top destinations in P12M (%)



Quang Ninh – 16%  
(Ha Long bay, Co To island)



Lao Cai – 12%  
(Sa Pa city)



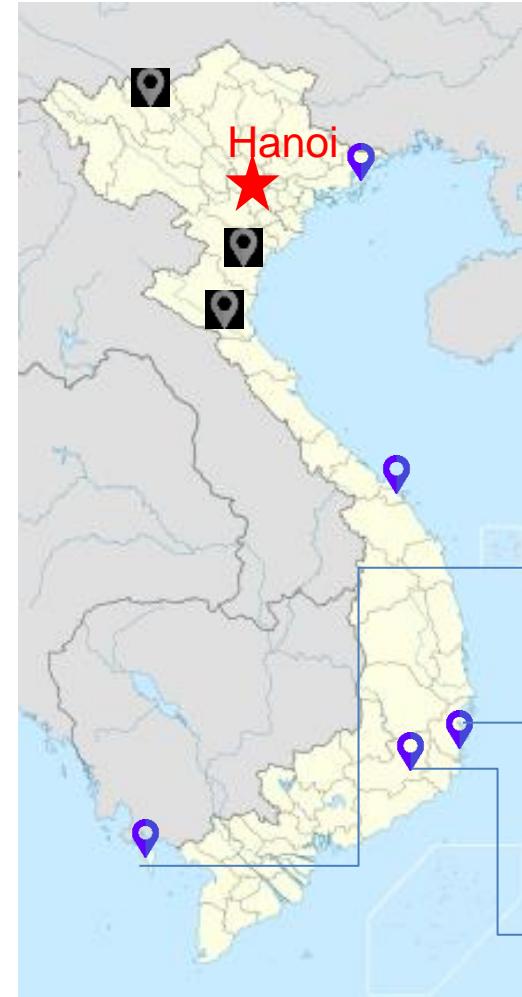
Thanh Hoa – 23%  
(Sam Son beach)



Da Nang – 12%



Nghe An – 10%  
(Cua Lo beach)



Da Nang – 22%



Phu Quoc – 12%



Lam Dong – 6% (Da Lat city)

Base: People having plan to travel in Vietnam

## Top destinations for next trip (%)

(Base: Hanoi, N=140)



Khanh Hoa – 14%  
(Nha Trang city)



Quang Ninh – 8%  
(Ha Long bay, Co To island)

**Closer destinations such as Sam Son beach in Thanh Hoa are more common for next trips after the pandemic. Phu Quoc is also more appealing for people in Hanoi**

Plan to travel in Vietnam



Da Nang – 22%



Phu Quoc – 12%



Lam Dong – 6% (Da Lat city)

*Interview in September 2019*

**Top destinations for next trip (%)  
(Base: Hanoi, N=140)**



Khanh Hoa – 14%  
(Nha Trang city)



Quang Ninh – 8%  
(Ha Long bay, Co To island)

Base: People having plan to travel in Vietnam



Da Nang – 19%



Phu Quoc – 21%



Lam Dong – 7% (Da Lat city)

*Call back interview in June 2020*

**Top destinations for next trip (%)  
(Base: Hanoi, N=80)**



Thanh Hoa – 9%  
(Sam Son beach)



Quang Ninh – 12%  
(Ha Long bay, Co To island)

**Closer destinations such as Sam Son beach in Thanh Hoa are more common for next trips after the pandemic. Phu Quoc is also more appealing for people in Hanoi**

Plan to travel in Vietnam

Base: People having plan to travel in Vietnam

### Travel destination summary (%)

Base: Hanoi

Destinations	Visited in P12M	Planned for next trip (survey Sept 2019)	Planned for next trip (survey June 2020)
Base (N=)	175	140	80
Thanh Hoa	23%	2%	9% 
Quang Ninh	16%	8%	12%
Da Nang	12%	22%	19%
Lao Cai	12%	4%	5%
Nghe An	10%	2%	2%
Khanh Hoa	9%	14%	7%
Phu Quoc	6%	12%	21% 
Lam Dong	0%	6%	7%

# Vung Tau in HCMC and Da Nang in Hanoi are considered the best value destinations

Best domestic destinations

Base: People having plan to travel | Vietnam

Best value domestic destinations (affordable price) (%)

Interview in  
September 2019

HCMC  
(N = 173)



Ba Ria – Vung Tau – 31%    Lam Dong – 22%  
(Da Lat city)



Binh Thuan – 10%  
(Mui Ne ward, Phan Thiet city)



Khanh Hoa – 5%  
(Nha Trang city)



Da Nang – 5%

Hanoi  
(N = 140)



Da Nang – 28%



Quang Ninh – 15%  
(Ha Long bay)



Thanh Hoa – 8%  
(Sam Son beach)



Nghe An – 8%  
(Cua Lo beach)



Khanh Hoa – 7%  
(Nha Trang city)

# International destination perception

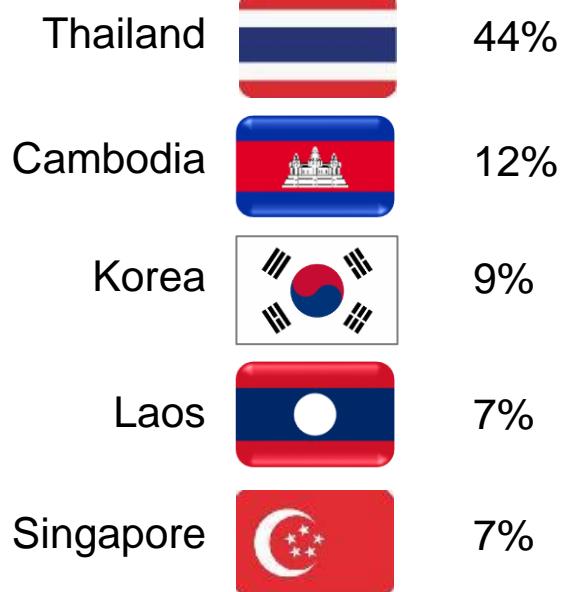
Plan to travel internationally

Base: People having plan to travel internationally

*Interview in  
September 2019*

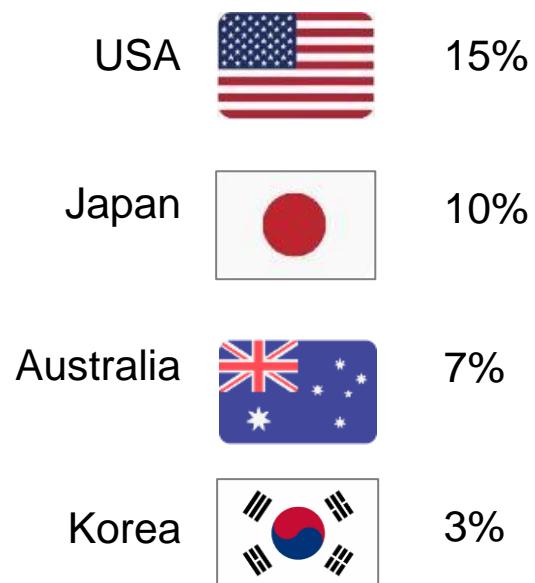
Best value international destination for money (%)

Total  
(N = 151)



Visa limitation is main barrier for not visiting (%)

Total  
(N = 151)



**International destination choices do not deviate over time. China and USA are rejected more owing to safety concerns.**

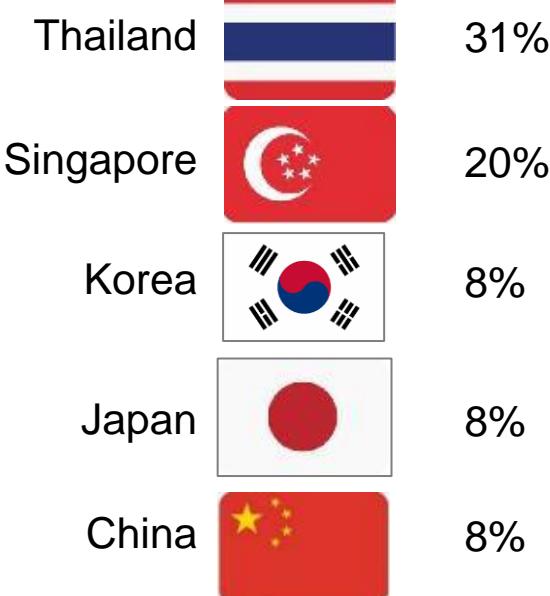
Plan to travel internationally

Base: People having plan to travel internationally

*Interview in  
September 2019*

Country most likely to visit (%)

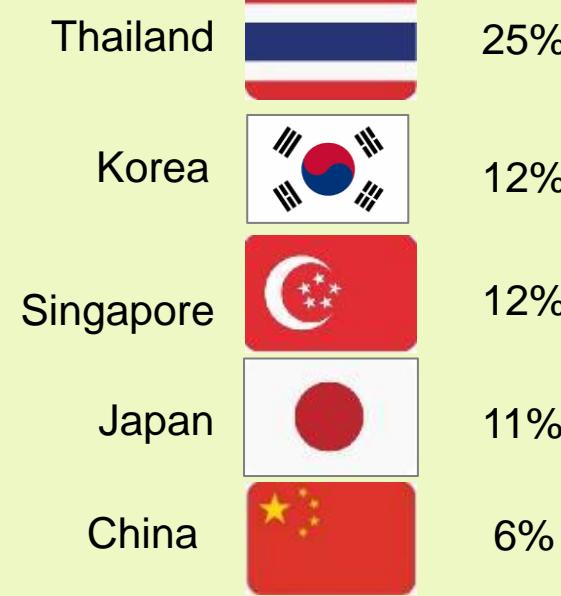
Total  
(N = 151)



*Call back interview in  
June 2020*

Country most likely to visit (%)

Total  
(N = 153)



Country deny to visit (%)

Total  
(N = 153)





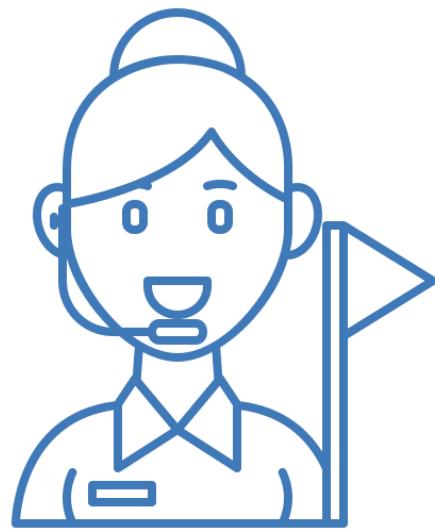
## 6 Travel agencies

# Those 35-54 years old use travel agencies the most

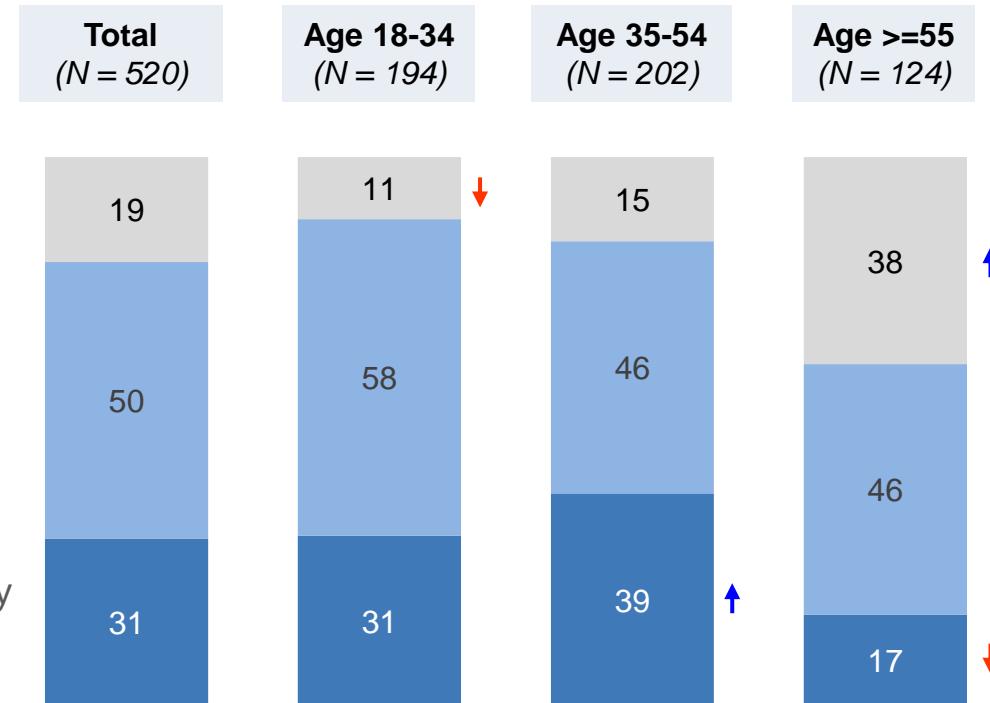
Travel agencies

Base: Total respondents

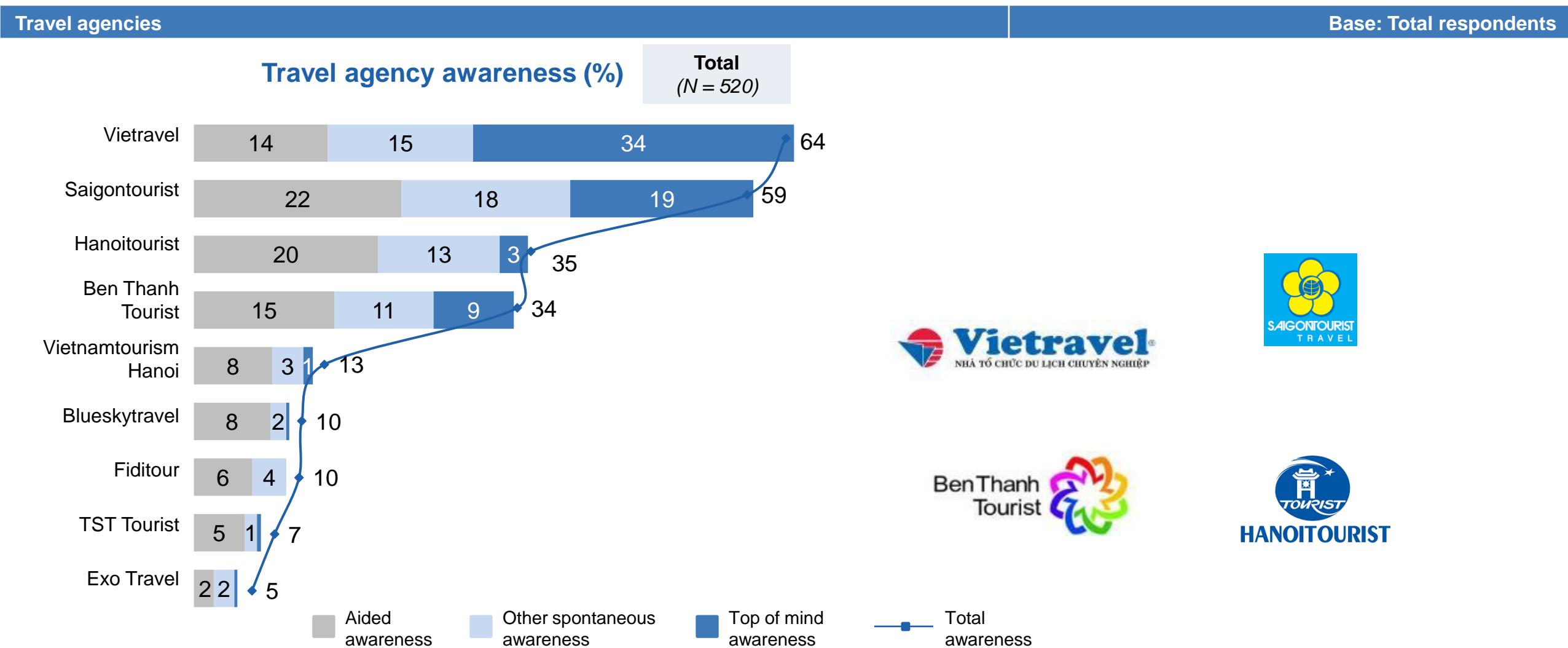
## Travel agency awareness (%)



- Not aware any travel agency
- Aware at least 1 travel agency but never used
- Have used travel agency service



# Vietravel and Saigontourist have the highest awareness



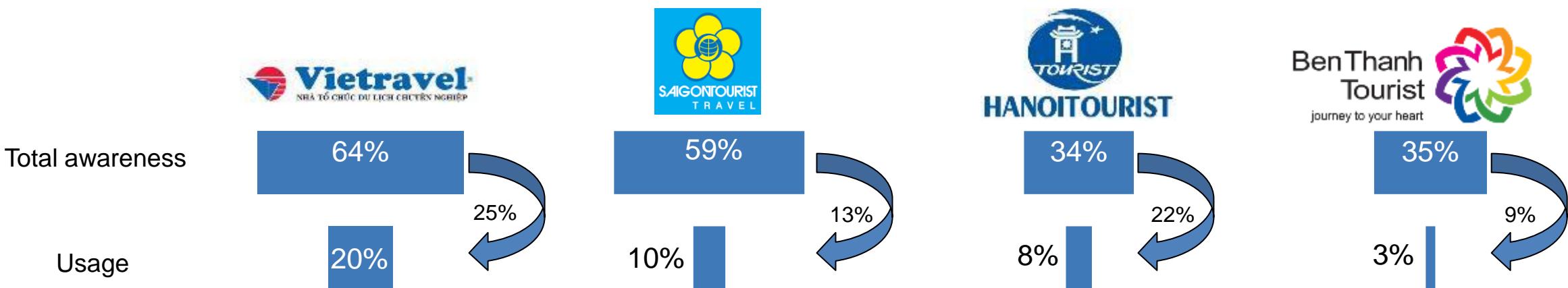
# Vietravel by far the most used

Travel agencies

Base: Total respondents

## Travel agency awareness to usage (%)

Total  
(N = 520)

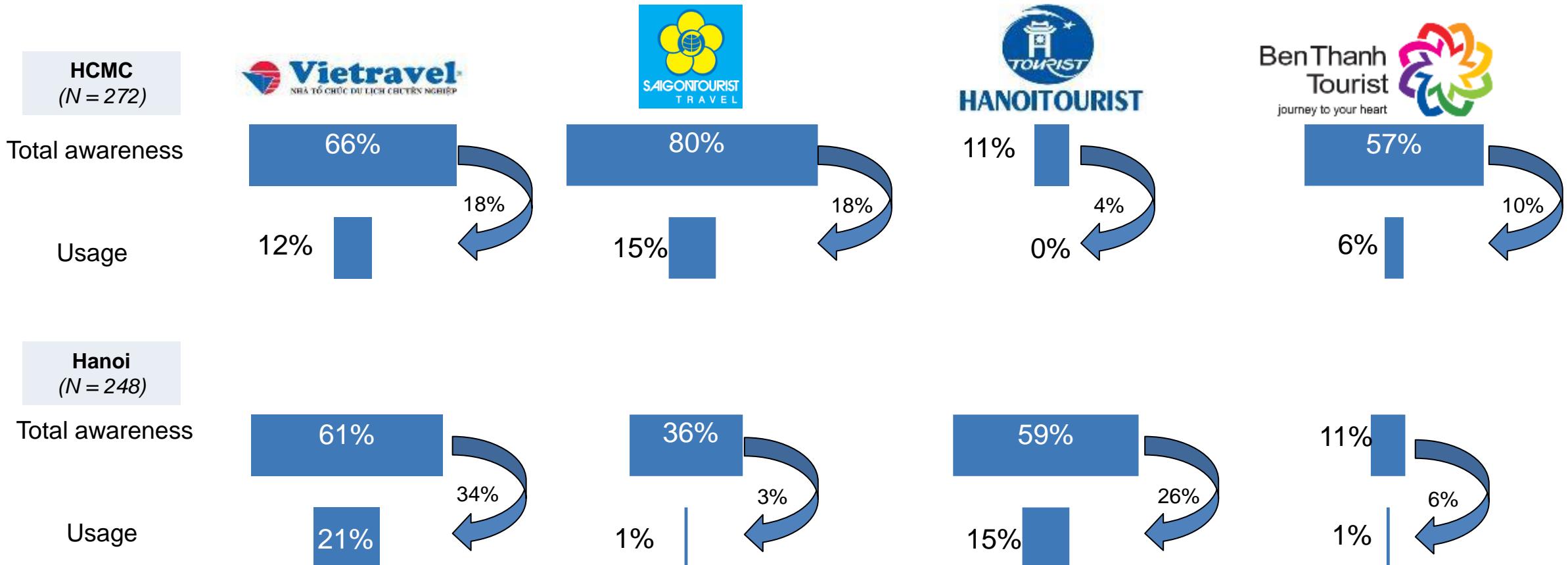


# Saigontourist is stronger in HCMC, Hanoitourist is stronger in Hanoi

Travel agencies

Base: Total respondents

## Travel agency awareness to usage (%)



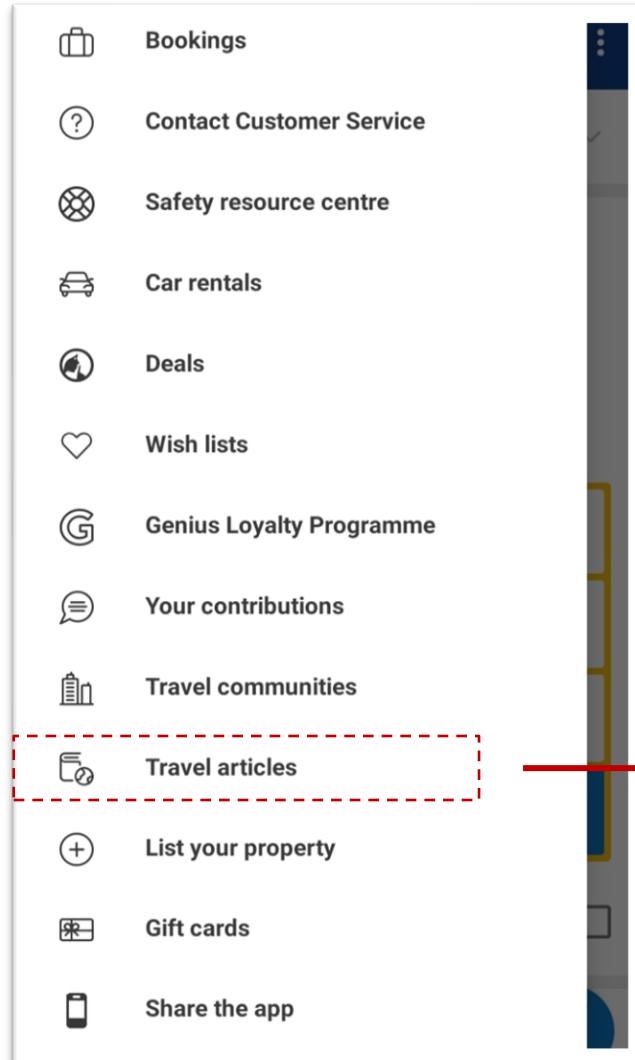


7

## Travel platforms

# Travel platforms

- There are many platforms supporting travellers in planning their trips. They offer plenty of services such as booking flights, hotels, renting cars, purchasing tickets or suggesting and evaluating destinations and activities.
- In the following section, we focus on the three most common functions which are **reviewing**, **flight booking** and **hotel booking**. Some platforms support either flight booking or accommodation booking and some do both. Most of the platforms provide information and travel reviews in their travel articles or blogs.



Bài viết về du lịch Ăn uống Sức khỏe &



Các điểm đến trong mơ ai  
cũng thêm vào wish list

Lên wish list cho tất cả những nơi bạn muốn  
sớm khám phá.



# Travel platforms' awareness. Review websites have highest use.

Travel review websites

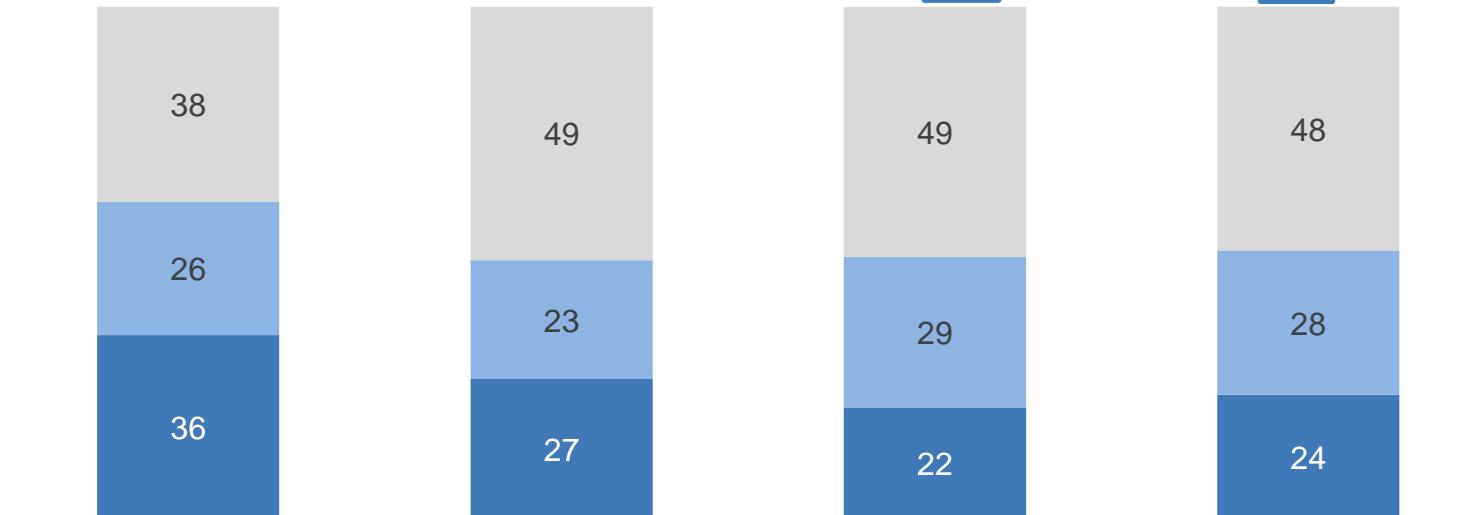
Base: Total respondents

## Travel websites awareness and usage (%)

Total  
(N = 520)

Any review, flight booking or hotel booking websites

Review websites Flight booking websites Hotel booking websites



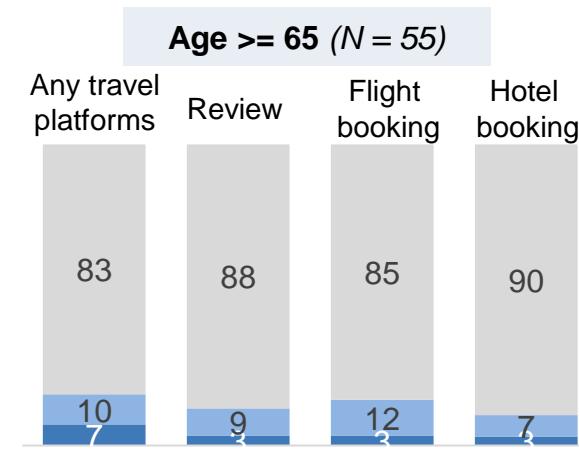
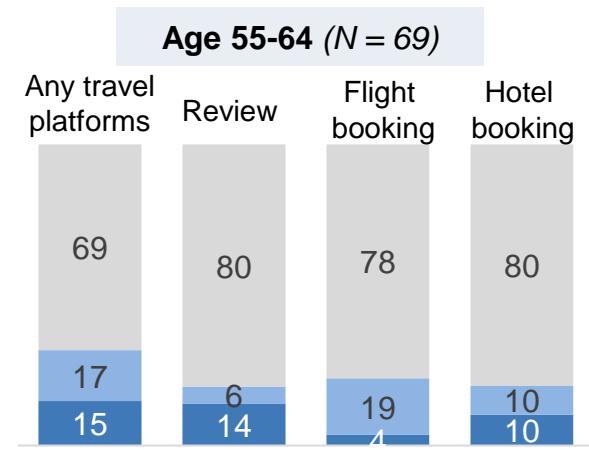
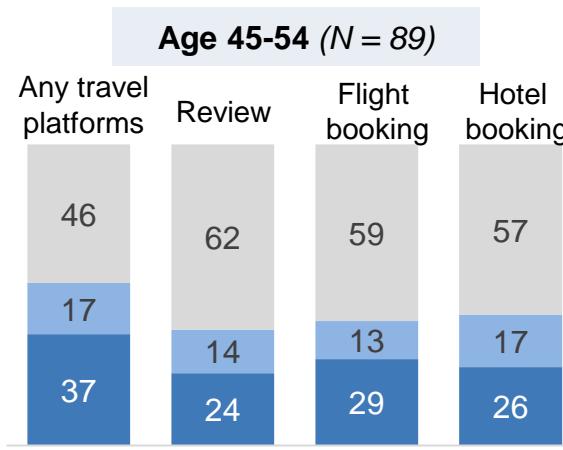
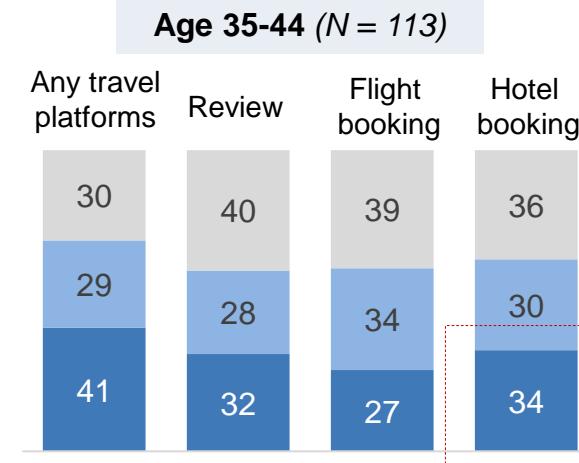
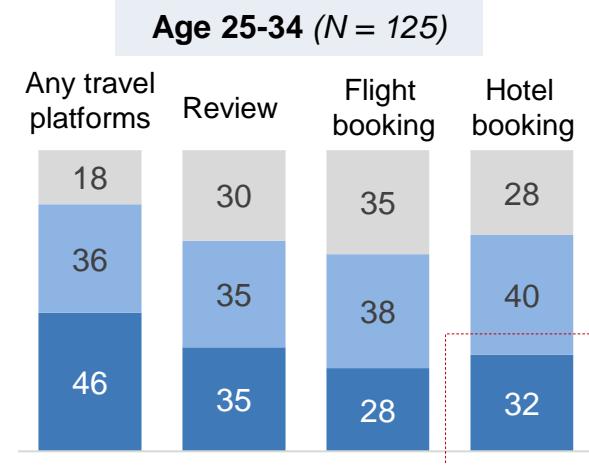
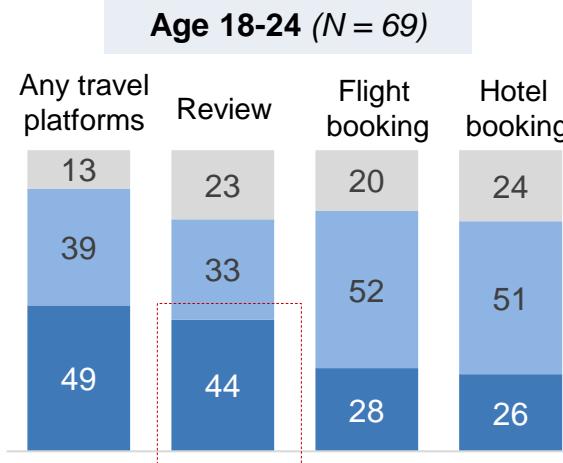
- Not aware any websites
- Aware at least 1 website but never used
- Have used any websites

# Young people use review websites the most. People from 25-44 years old use booking websites most often

Travel review websites

Base: Total respondents

## Travel websites awareness and usage (%)



Not aware of any websites

Aware at least 1 website but never used any

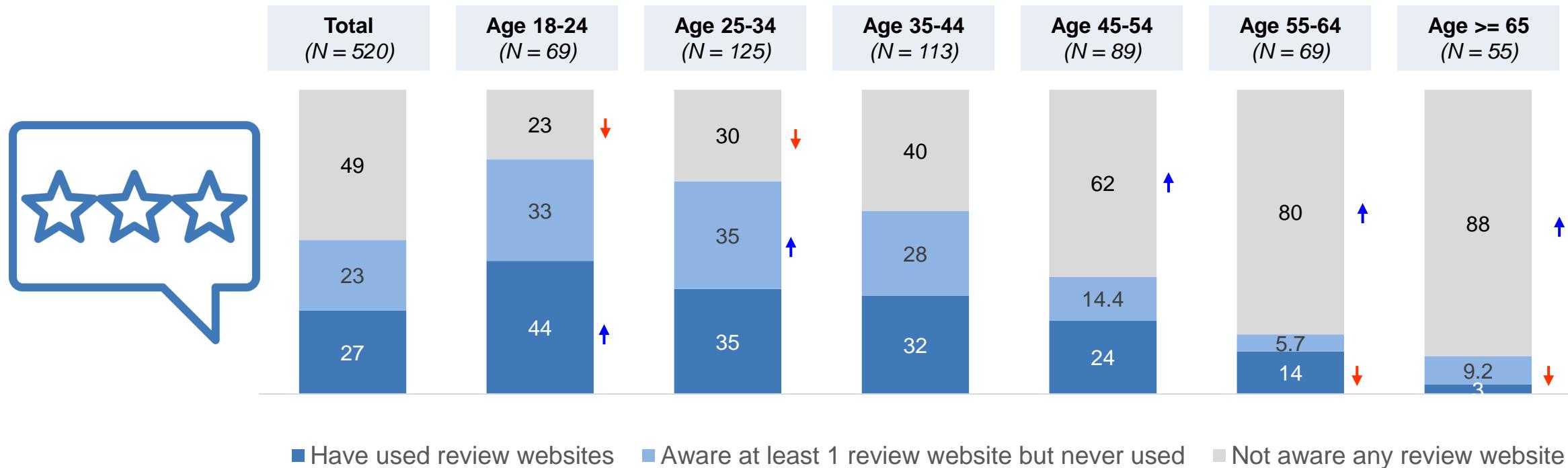
Have used at least 1 websites

# Travel review websites are prevalent amongst young travelers. Many Vietnamese are unaware of review sites.

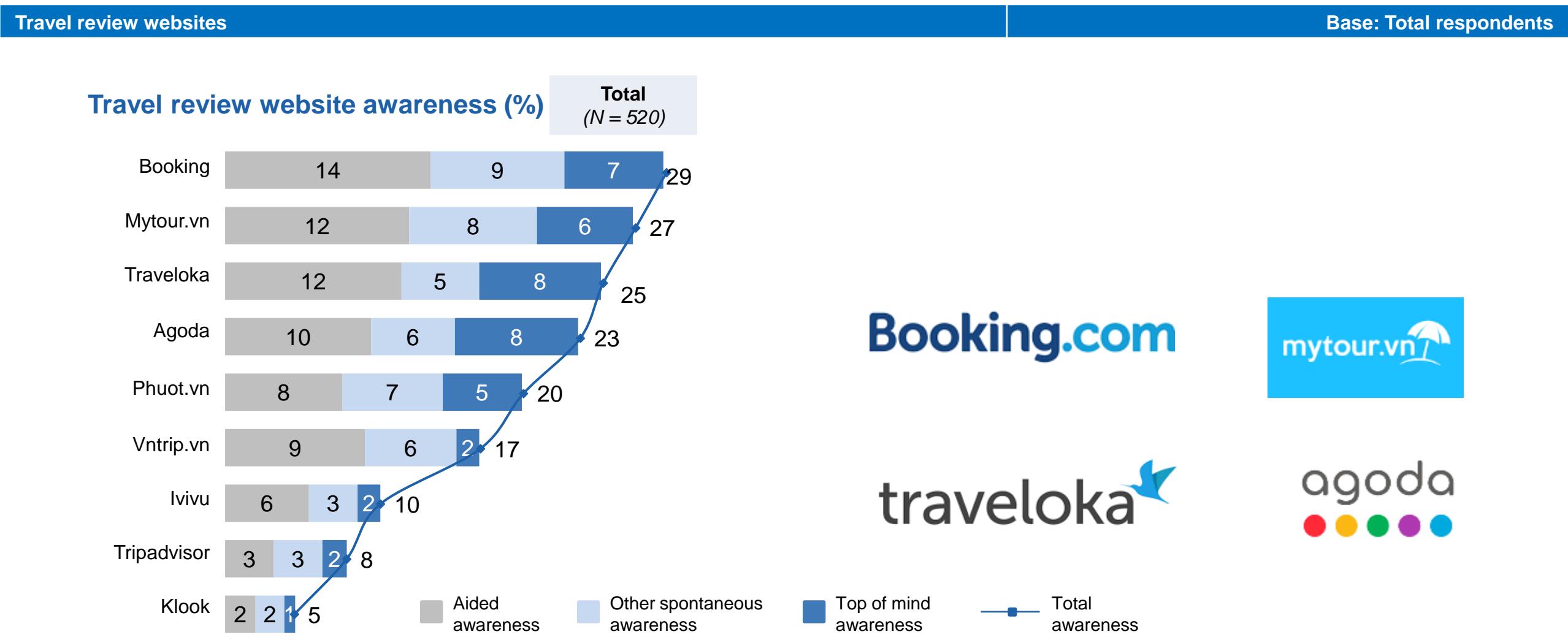
Travel review websites

Base: Total respondents

## Travel review websites awareness and usage (%)



# Booking, Mytour, Traveloka and Agoda are most known



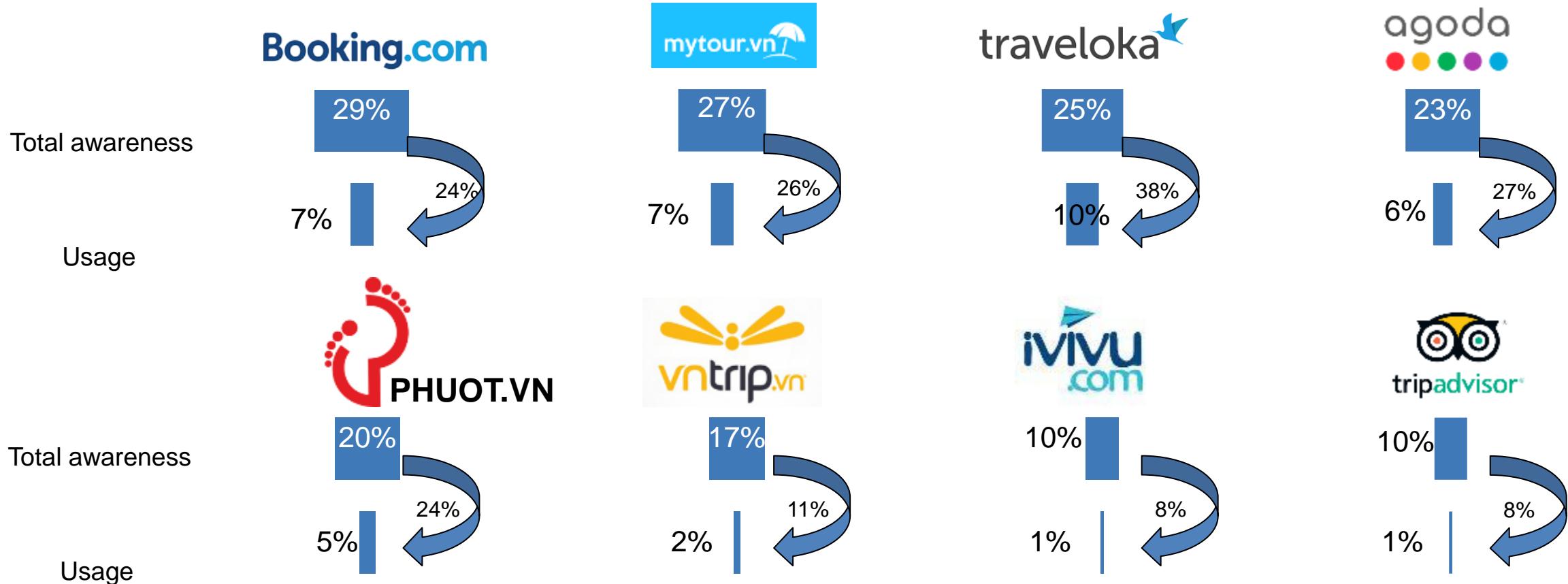
# Traveloka has better conversion from awareness to usage

Travel review websites

Base: Total respondents

Total  
(N = 520)

## Travel review websites awareness to usage (%)

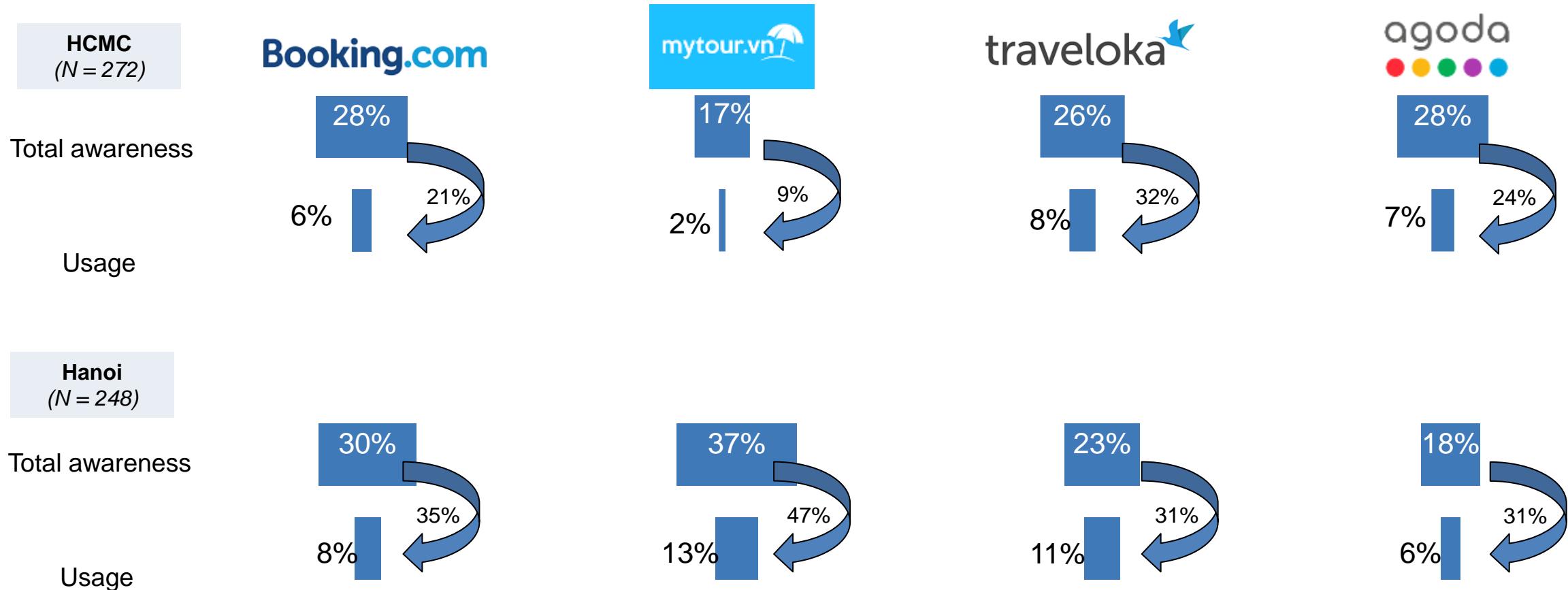


# Mytour.vn is better in Hanoi

Travel review websites

Base: Total respondents

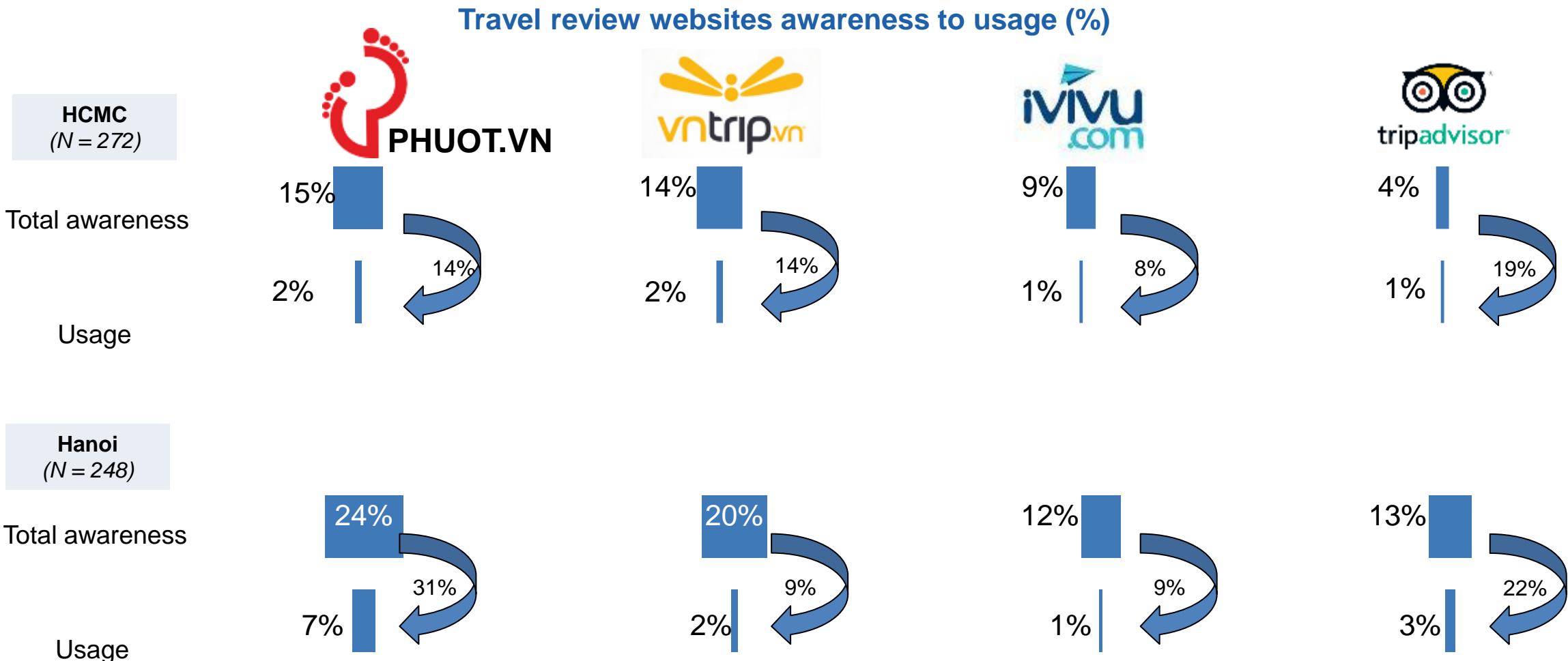
## Travel review websites awareness to usage (%)



# Phuot.vn is also better in Hanoi

Travel review websites

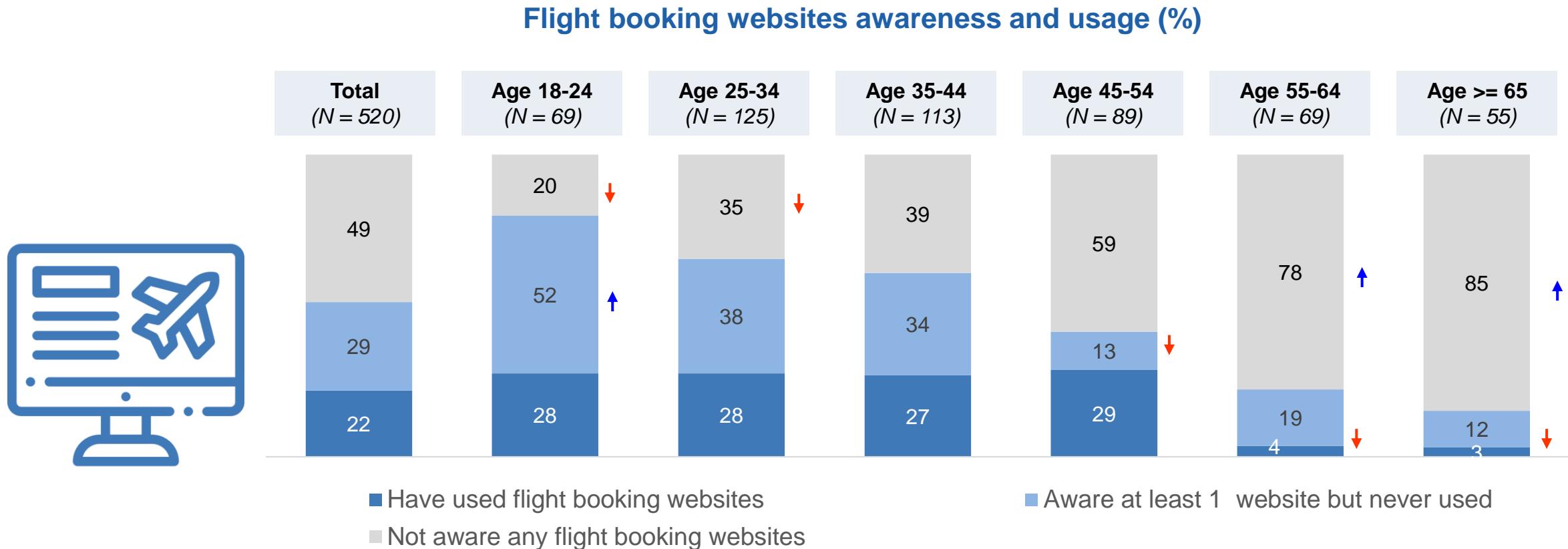
Base: Total respondents



# Half of the respondents are aware about flight booking websites. The awareness is higher among young group

Flight booking websites

Base: Total respondents



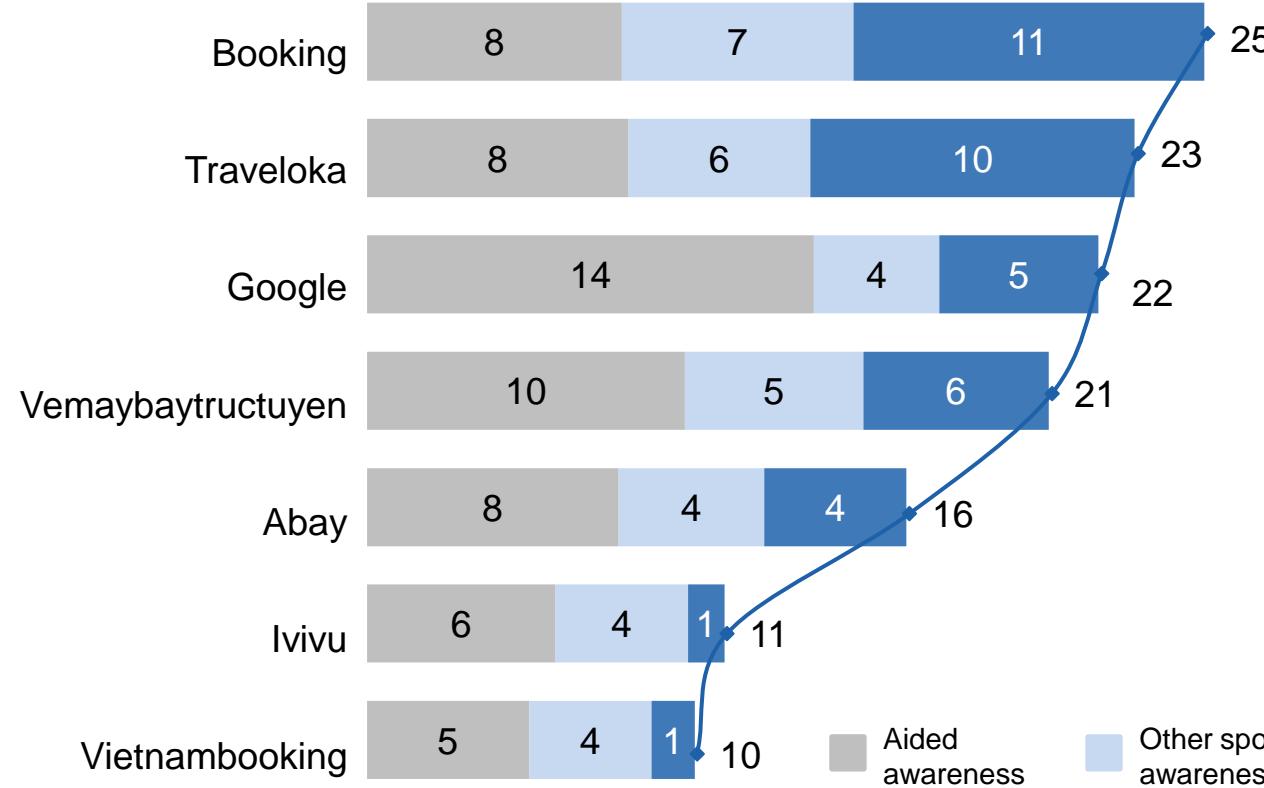
**Booking.com and Traveloka.com had the biggest total awareness. Google and Vemaybaytructuyen gain awareness at an aided level.**

Flight booking websites

Base: Total respondents

### Flight booking website awareness (%)

Total  
(N = 520)



**Booking.com**

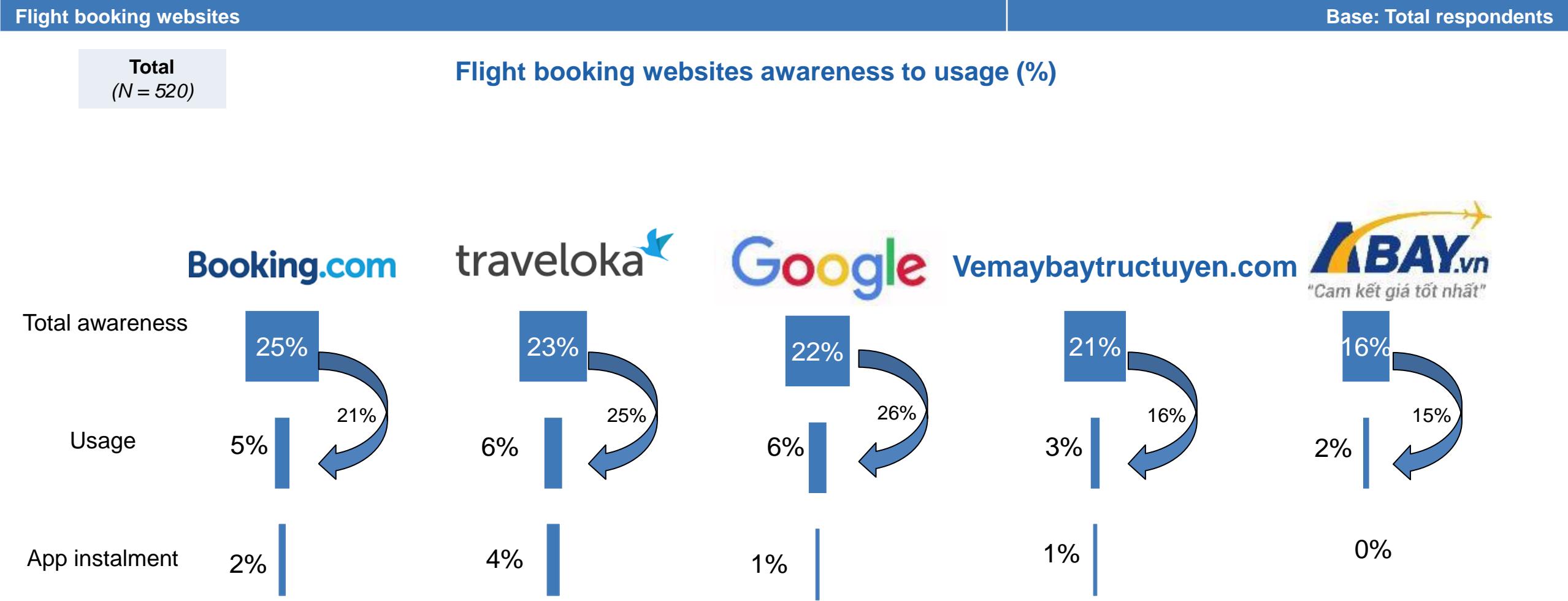
**Google**

**traveloka**

**Vemaybaytructuyen.com**



# Traveloka has good conversion rate from awareness and usage

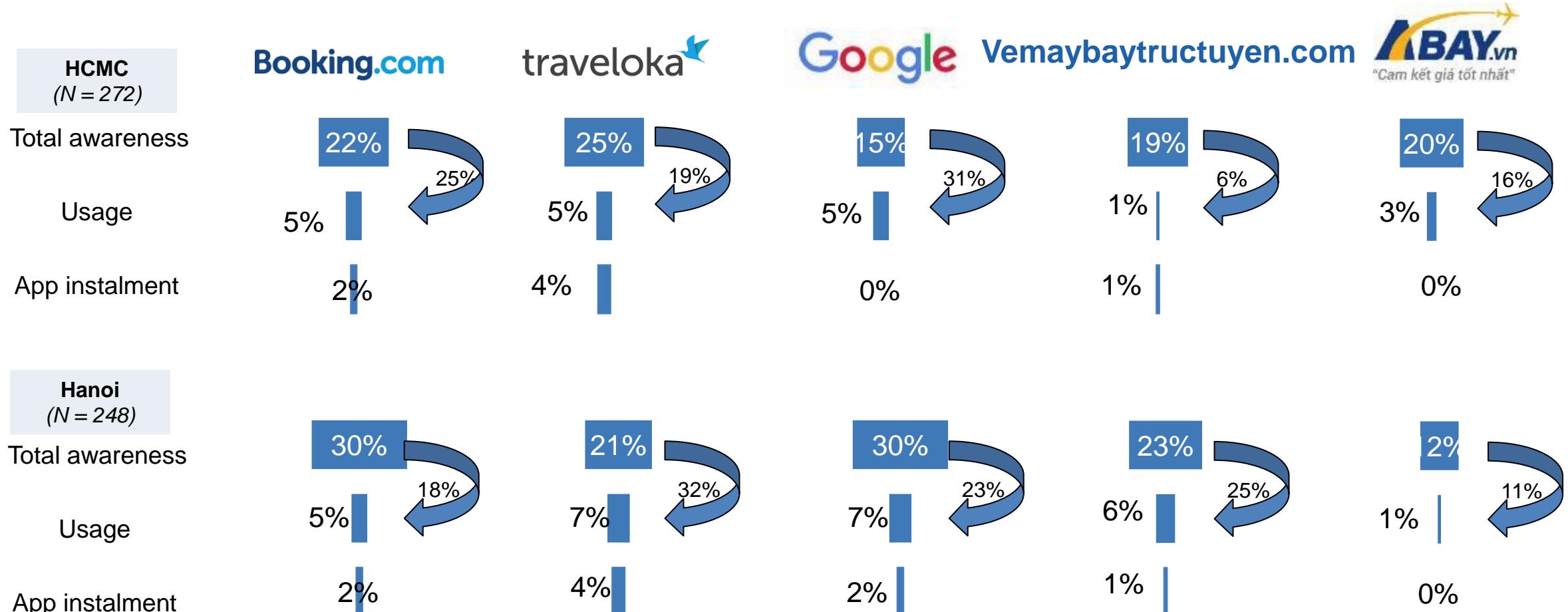


# Vemaybaytructuyen.com performs better in Hanoi

Travel review websites

Base: Total respondents

## Flight booking websites awareness to usage (%)



# Half of the respondents are aware about hotel booking websites. The awareness is higher among young group

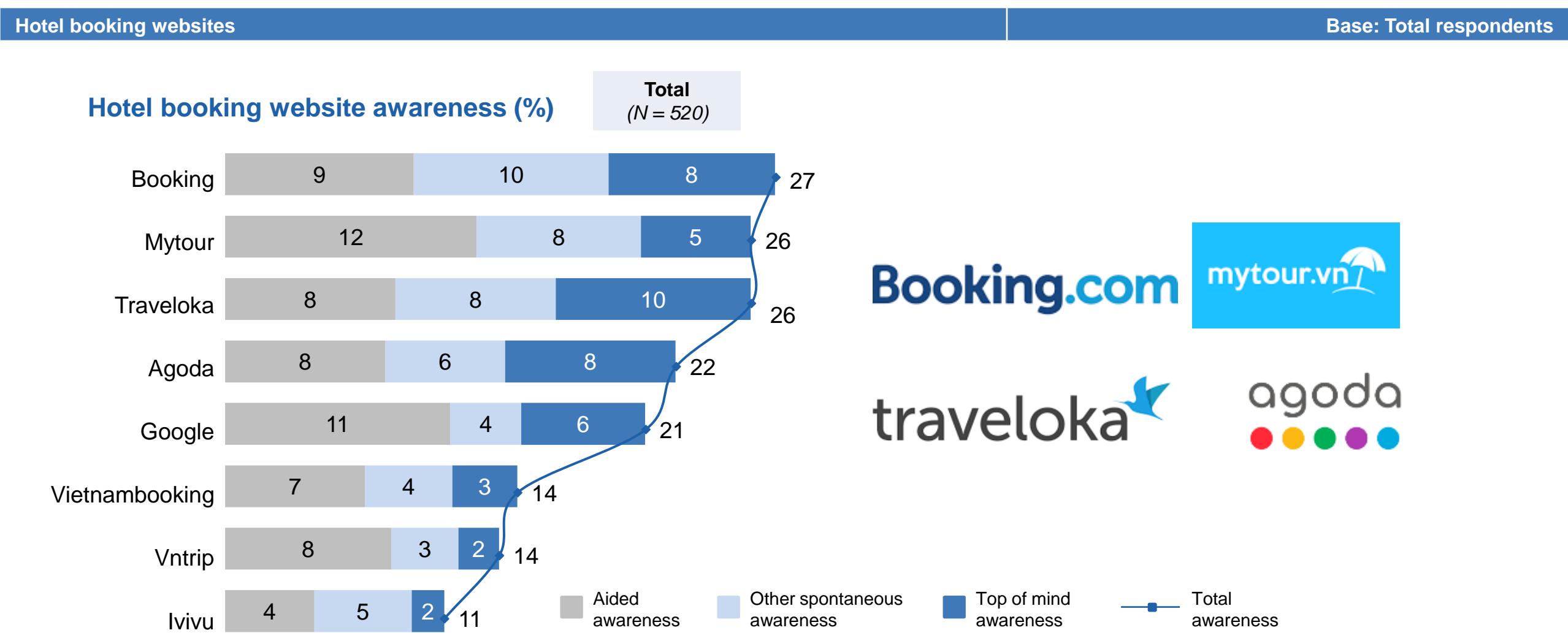
Flight booking websites

Base: Total respondents

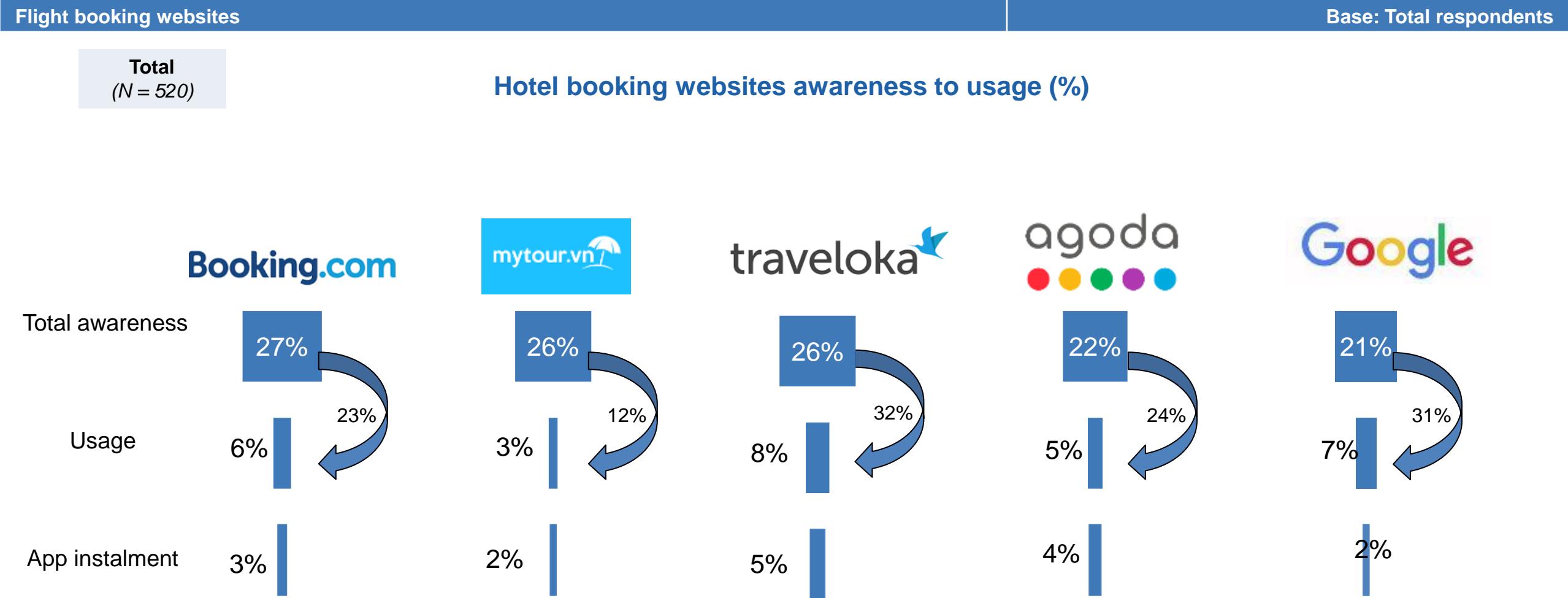
## Hotel booking websites awareness and usage (%)



# Booking, Mytour, Traveloka and Agoda are top hotel booking platforms



# Traveloka also perform well in booking hotel

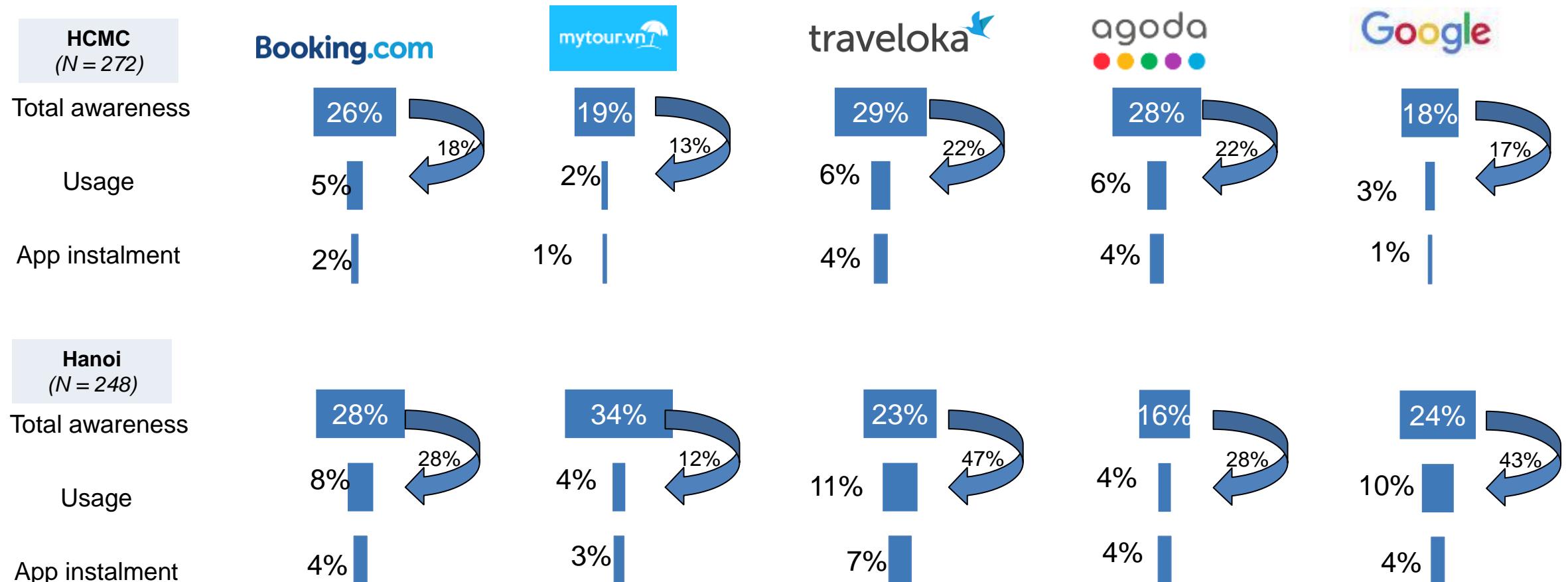


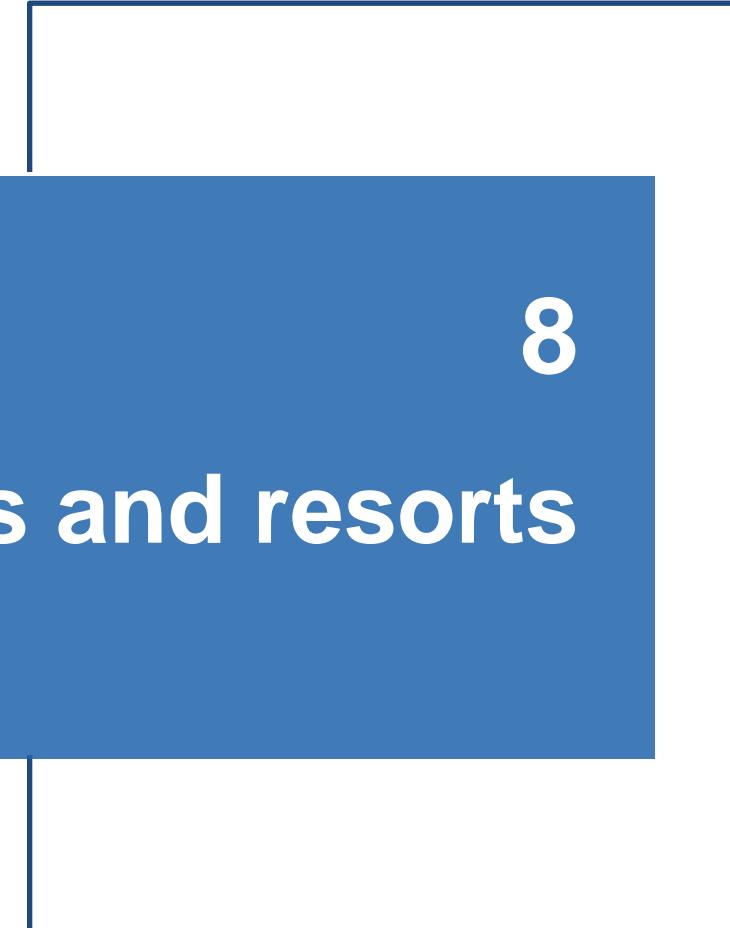
# Mytour.vn and Traveloka are better in Hanoi. Agoda is better known in HCMC.

Travel review websites

Base: Total respondents

## Hotel booking websites awareness to usage (%)

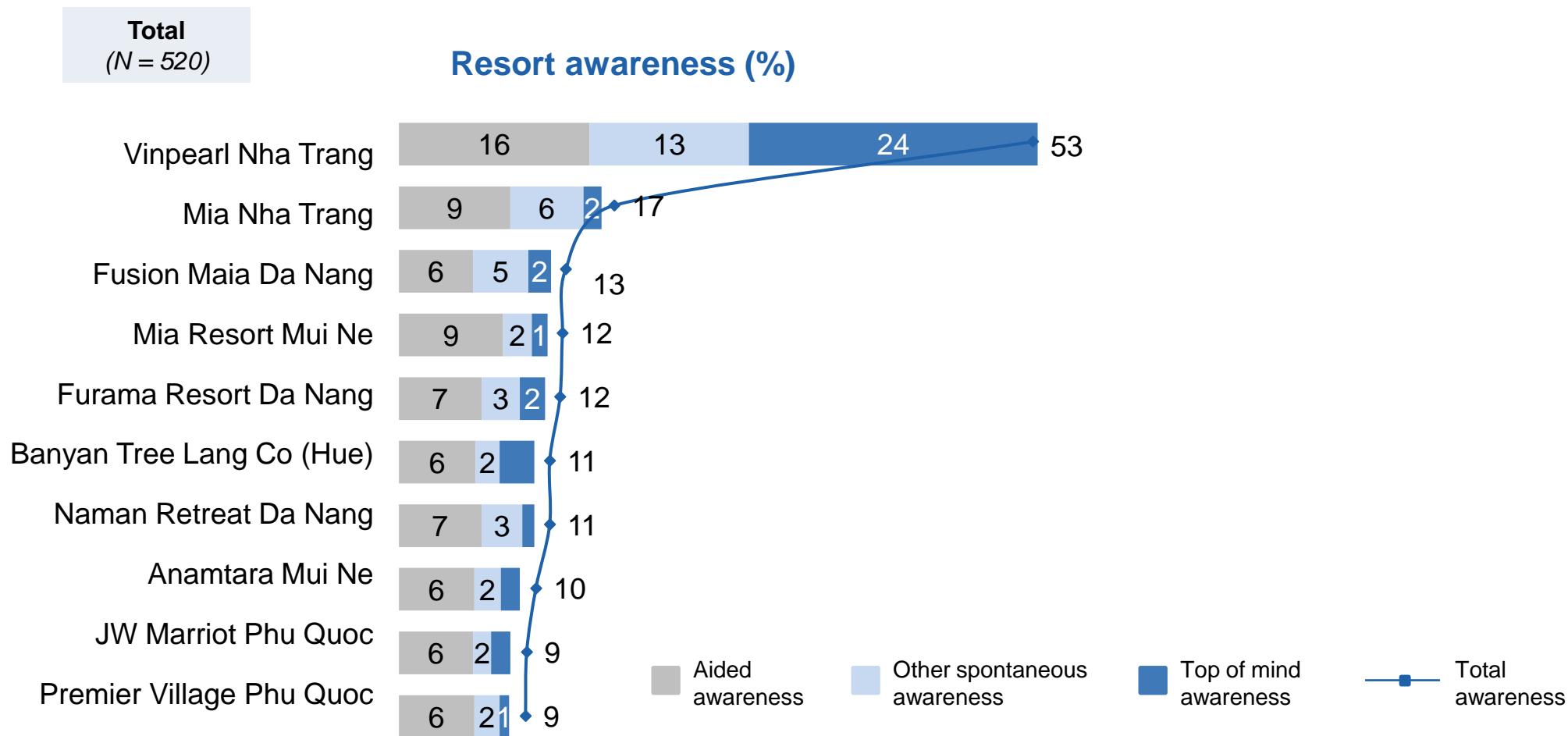




# Vinpearl Nha Trang is the most recognised resort

Resorts in Vietnam

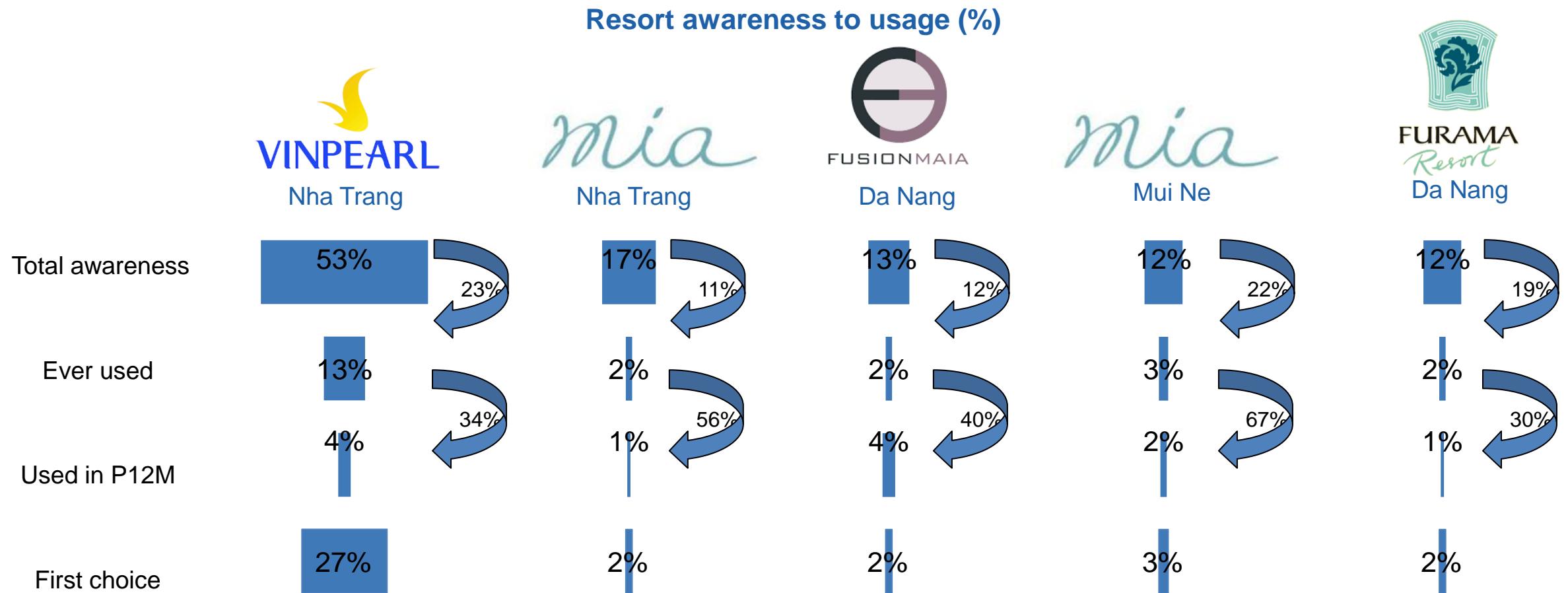
Base: Total respondents



# Vinpearl Nha Trang 1st choice resort

Resorts in Vietnam

Base: Total respondents



Q39. Which resort are you aware of TOM? SR  
 Q40. Any other resort you are aware of? MR  
 Q41. Which resort below are you aware of? MR

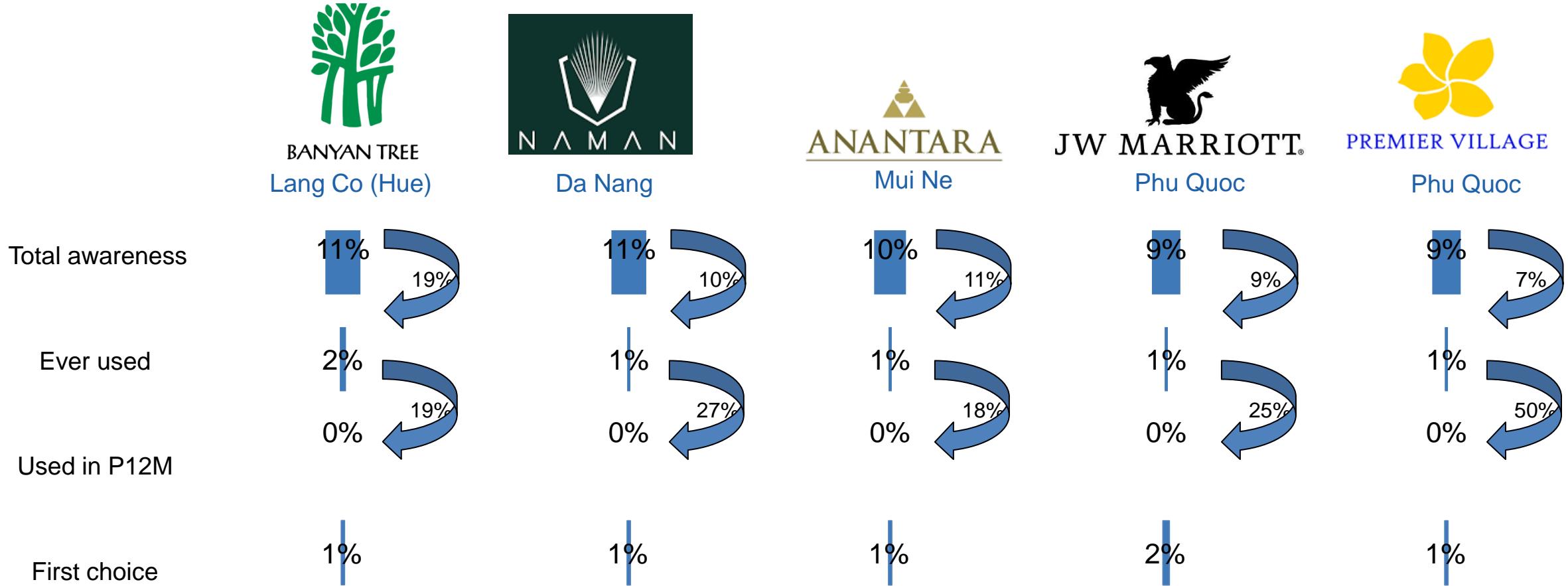
Q42. Which resort have you ever been to? MR  
 Q43. Which resort have you been to in P12M? MR  
 Q44. Which is your first choice resort? SR

# Conversion from awareness to usage of other resorts

Resorts in Vietnam

Base: Total respondents

## Resort awareness to usage (%)



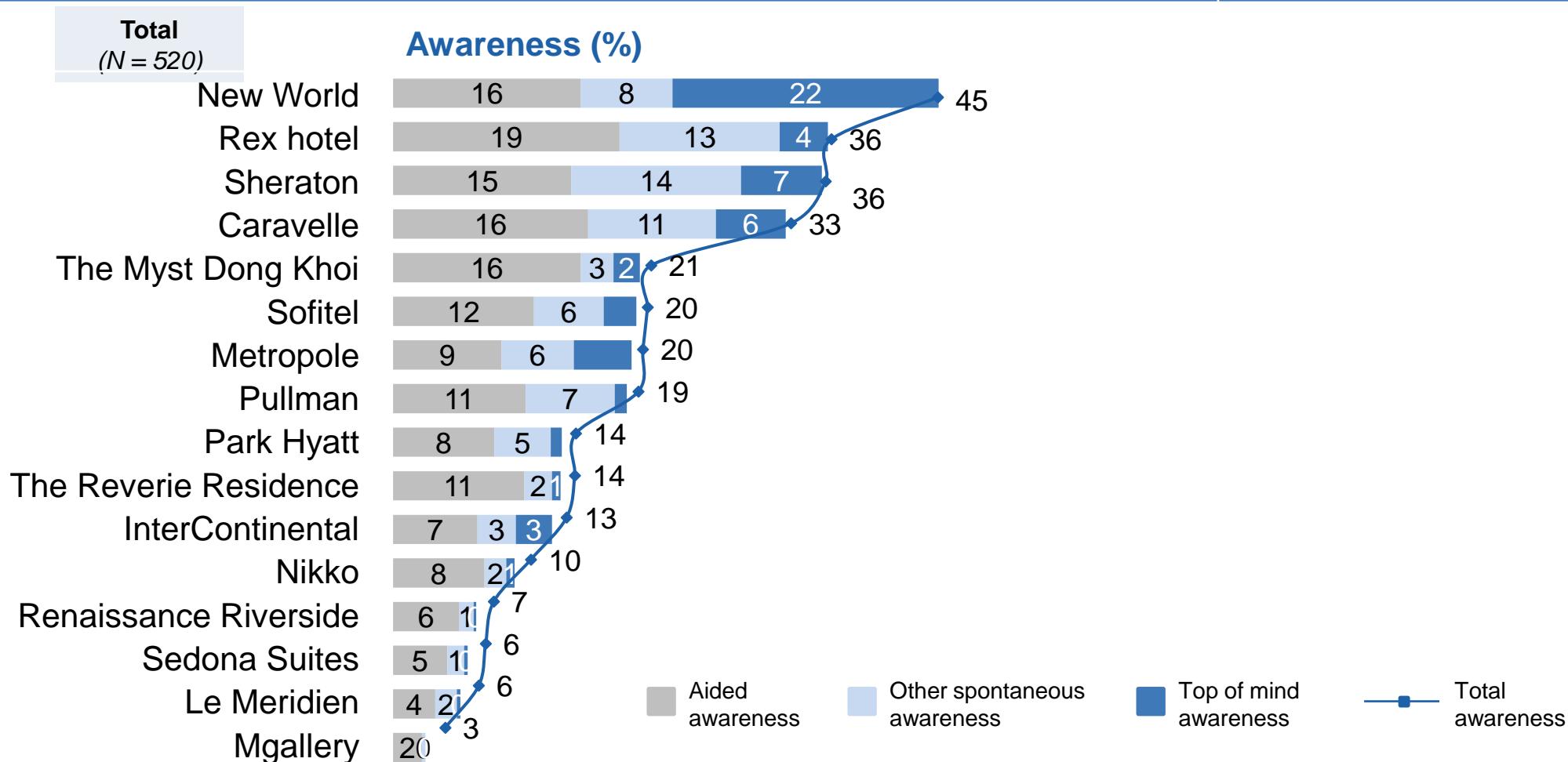
Q39. Which resort are you aware of TOM? SR  
 Q40. Any other resort you are aware of? MR  
 Q41. Which resort below are you aware of? MR

Q42. Which resort have you ever been to? MR  
 Q43. Which resort have you been to in P12M? MR  
 Q44. Which is your first choice resort? SR

# 4/5 star hotels HCMC: New World is most recalled, followed by Rex, Sheraton and Caravelle

4 and 5 star hotels in HCMC

Base: Total respondents



Q51. Which hotels 4 stars+ in HCMC are you aware of TOM? SR

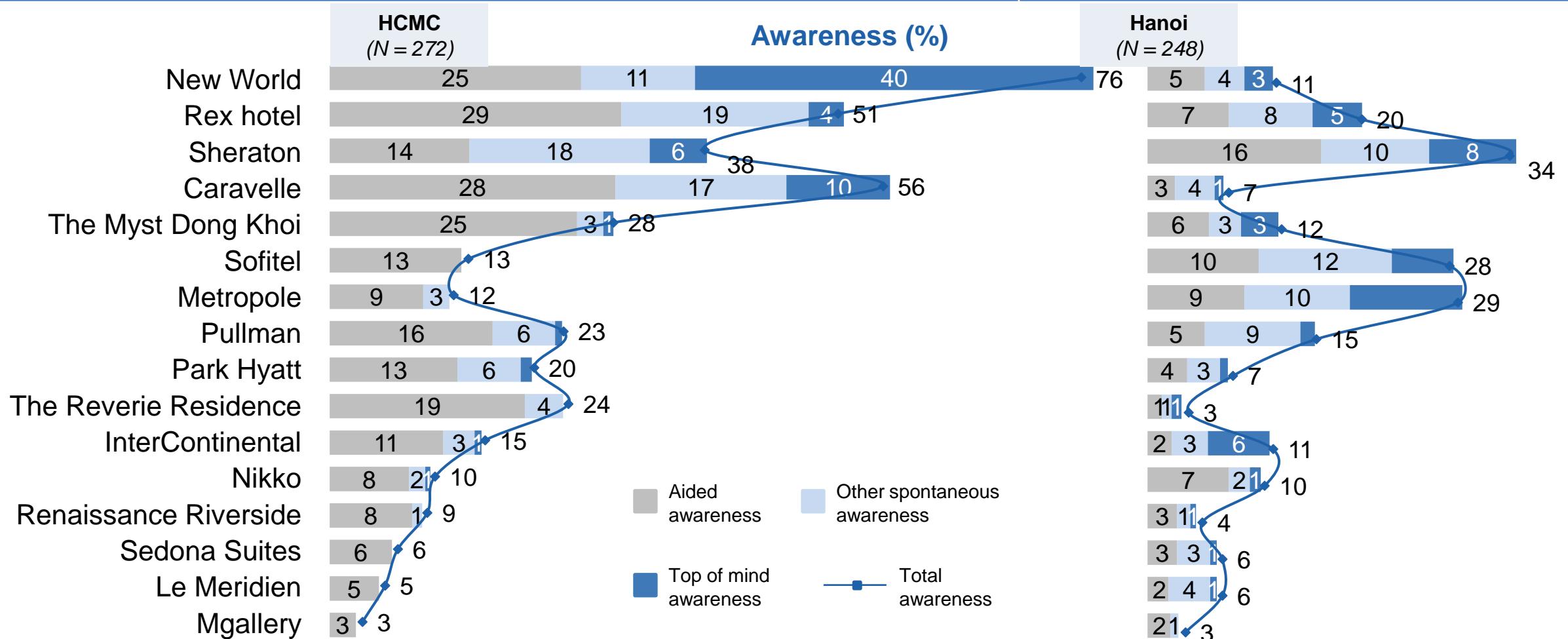
Q52. Any other hotels 4 stars+ in HCMC you are aware of? MR

Q53. Which hotels 4 stars+ in HCMC below are you aware of? MR

## 4/5 star hotels HCMC: New world hotel gain significantly high awareness over other hotel among people in HCMC

4 and 5 star hotels in HCMC

Base: Total respondents



Q51. Which hotels 4 stars+ in HCMC are you aware of TOM? SR

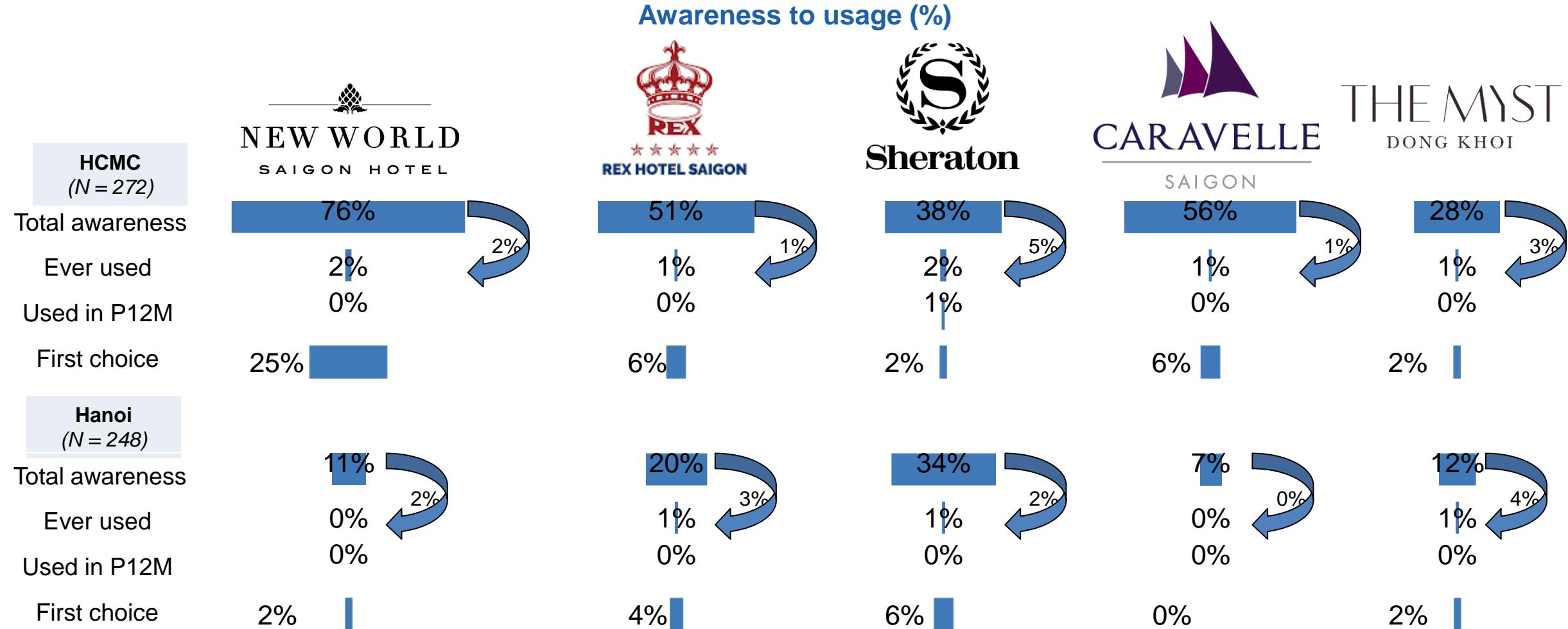
Q52. Any other hotels 4 stars+ in HCMC you are aware of? MR

Q53. Which hotels 4 stars+ in HCMC below are you aware of? MR

# 4/5 star hotels HCMC: New World is most chosen as first choice hotel

4 and 5 star hotels in HCMC

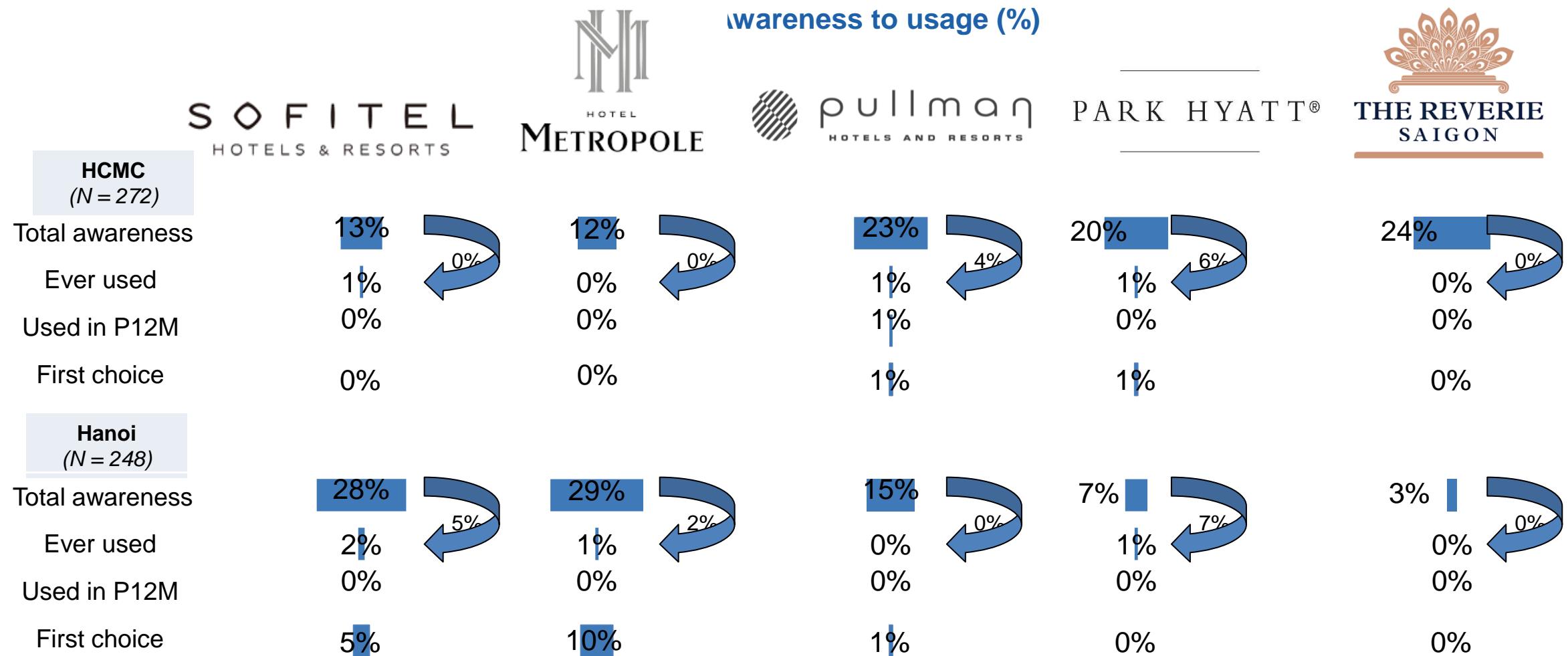
Base: Total respondents



# 4/5 star hotels HCMC: Metropole gain good impression among aware people

4 and 5 star hotels in HCMC

Base: Total respondents



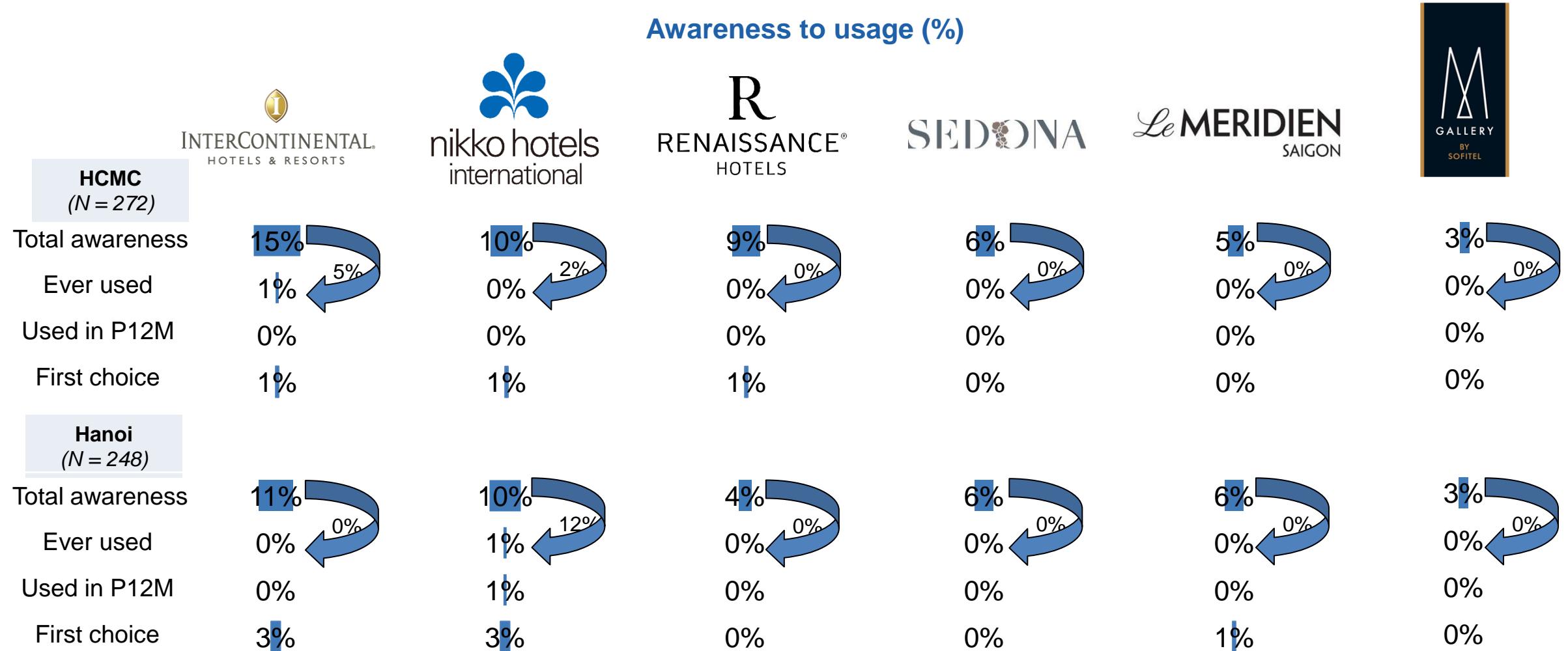
Q51. Which hotels 4 stars+ in HCMC are you aware of TOM? SR  
 Q52. Any other hotels 4 stars+ in HCMC you are aware of? MR  
 Q53. What hotels 4 stars+ in HCMC below are you aware of? MR

Q54. What hotels 4 stars+ in HCMC have you ever been to? MR  
 Q55. What hotels 4 stars+ in HCMC have you been to in P12M? MR  
 Q56. What is your first choice hotels 4 stars+ in HCMC ? SR

# 4/5 star hotels HCMC: The conversion from awareness to usage of other hotels

4 and 5 star hotels in HCMC

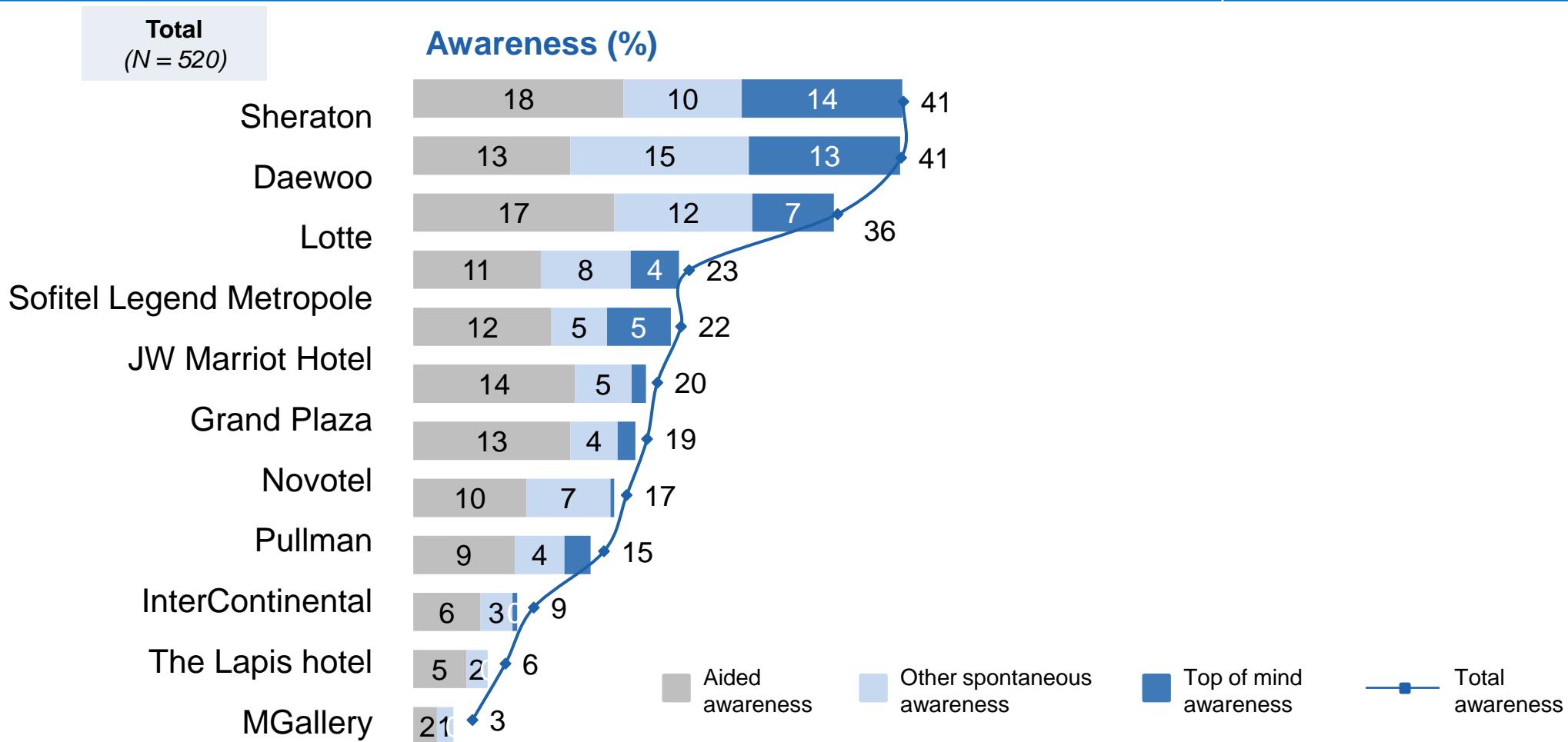
Base: Total respondents



# 4/5 star hotels Hanoi: Sheraton, Daewoo and Lotte lead

4 and 5 star hotels in Hanoi

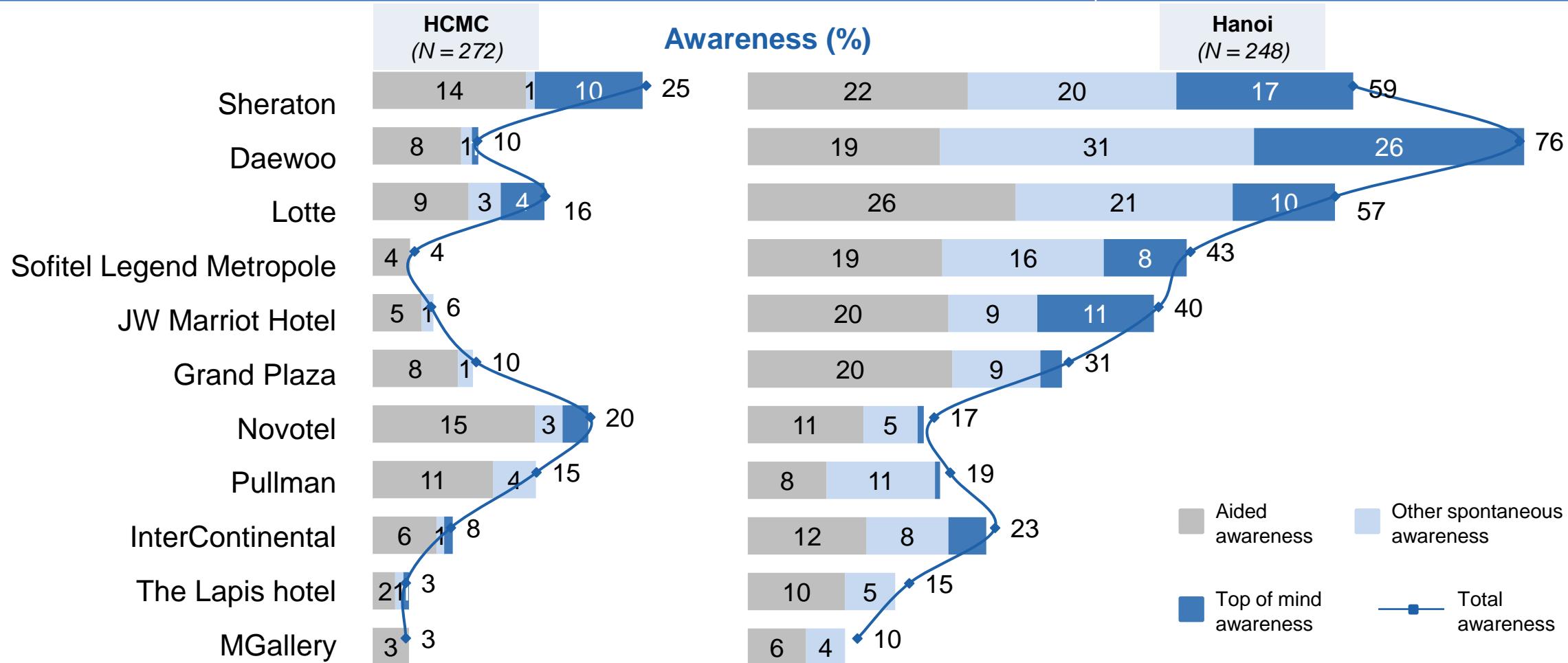
Base: Total respondents



# 4/5 star hotels Hanoi: People in Hanoi are very aware of Daewoo

4 and 5 star hotels in Hanoi

Base: Total respondents



Q45. Which hotels 4 stars+ in Hanoi are you aware of TOM? SR

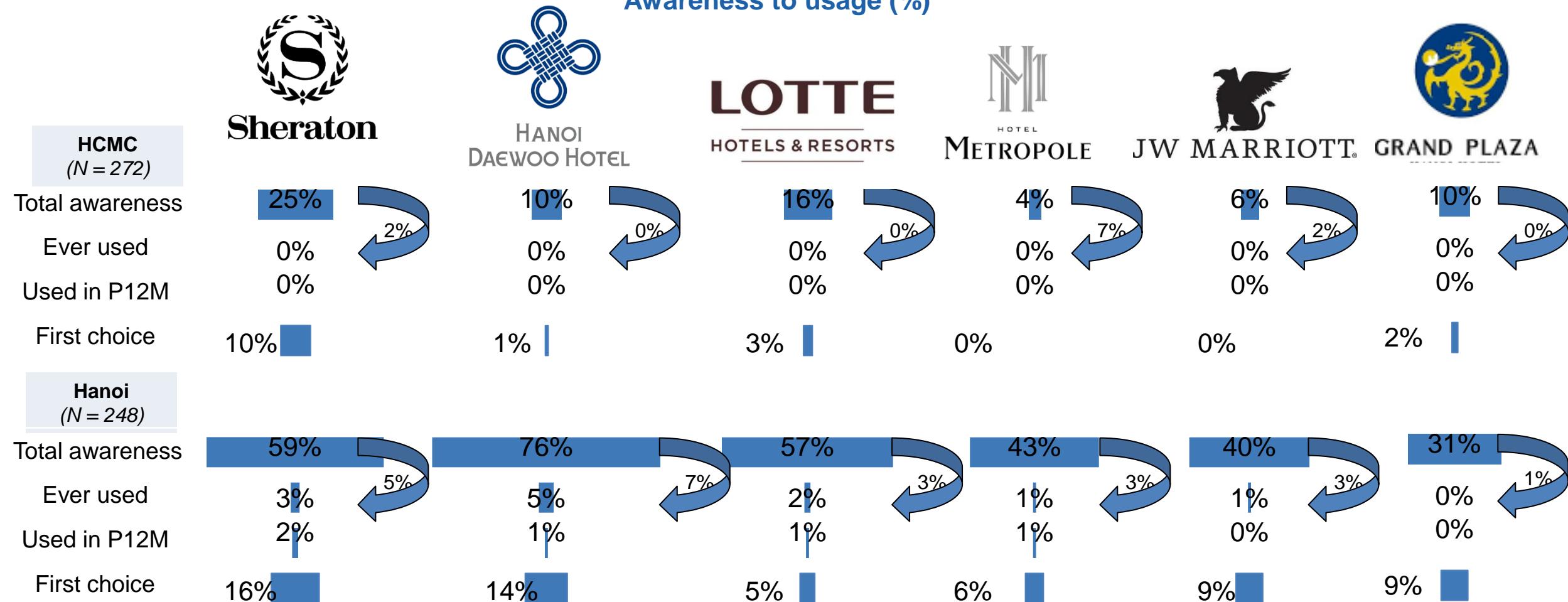
Q46. Any other hotels 4 stars+ in Hanoi you are aware of? MR

Q47. Which hotels 4 stars+ in Hanoi below are you aware of? MR

# 4/5 star hotels Hanoi: Sheraton is most chosen as first choice hotel

4 and 5 star hotels in Hanoi

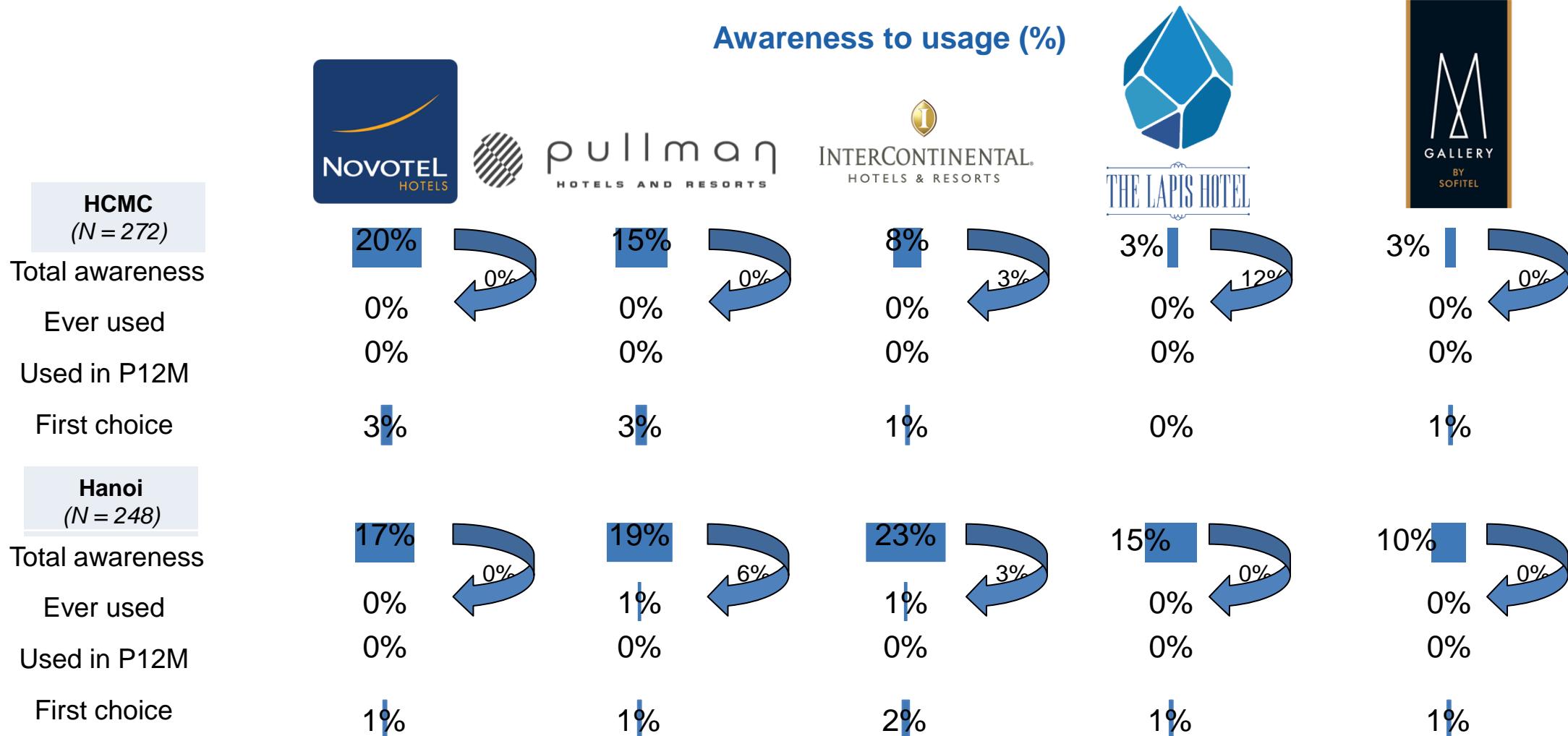
Base: Total respondents



# 4/5 star hotels Hanoi: The conversion from awareness to usage of other hotels

4 and 5 star hotels in Hanoi

Base: Total respondents





Cimigo travel and  
leisure experience

# Cimigo's destination research programmes

- Cimigo is a leading independent research agency established eighteen years ago with a dedicated consumer market research team.
- Cimigo has conducted destination research studies for many hotels, casino resorts and hotels across the region. Cimigo is the only research company incorporated in Macau to service casino resort destinations.
- Most studies have focused on mainland Chinese travelers. Some as per the example over the page have been region wide.



## Example: Destination marketing

- 12 country study looking at major Singapore development amongst consumers, operators, MICE, travelers and gamers to direct development mix.
- <http://www.cimigo.com/en/case-studies/destination-design-and-marketing>

**Destination design and marketing**

A renowned resort and casino in Las Vegas was launching a new destination in Macau and Singapore.

Share on

**Opportunity**

A world map showing current and new destinations. A legend indicates: Current destination (blue dot) and New destination (orange dot).

A renowned resort and casino in Las Vegas was launching a new destination in Macau and Singapore.

**Solution**

Cimigo conducted a research programme spanning 12 countries and a spectrum of target segments ranging from MICE conference to luxury shoppers, tourists and potential investors and property developers to high-end casino players.

**Result**

The results were used to direct the destination design, marketing proposition, entertainment concepts and programmes, food and beverage outlet choices, high-end incentive programmes and destination marketing.

# Tourism boards and airport authorities

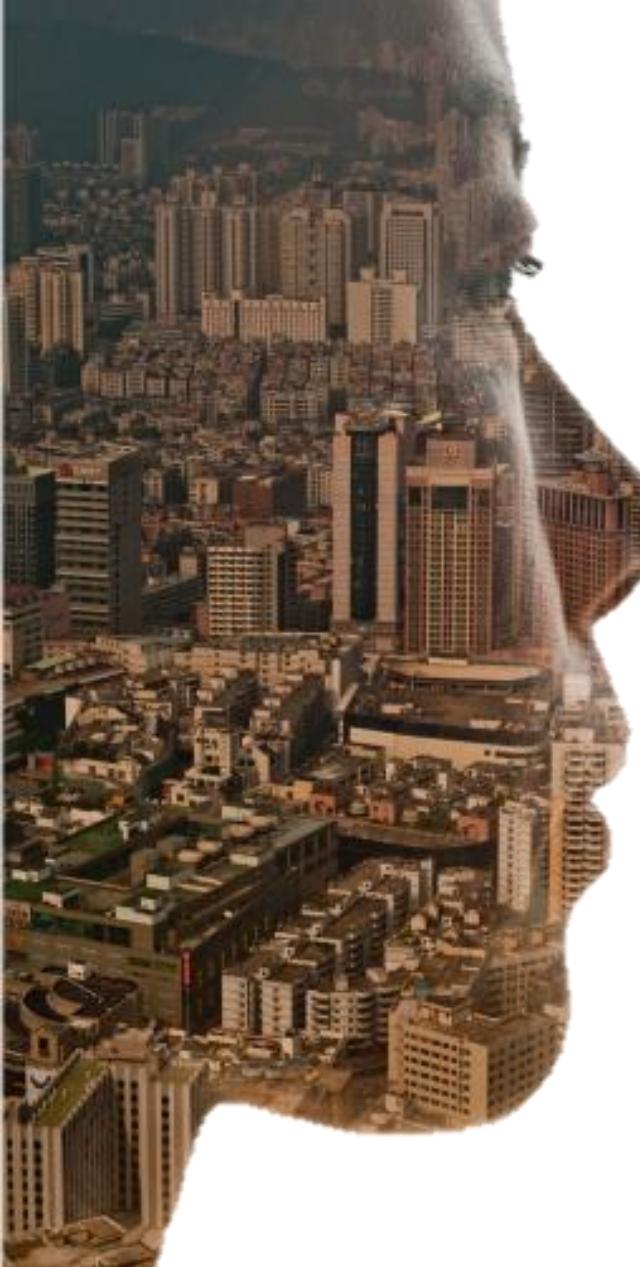
- Cimigo's experience extends to airports and tourism boards around the region.



# Cimigo's airline research programmes

- Cimigo has conducted destination research studies for many airlines globally.
  1. Customer satisfaction
  2. Loyalty programs
  3. Seats
  4. Uniforms
  5. Advertising
  6. Positioning
  7. Brand tracking
  8. Mystery shopping
  9. Menus
  10. Lounges
  11. Route planning
  12. In flight entertainment





## Cimigo for agile action-oriented results...

- At Cimigo we aim to be *the* voice of the customer. Our goal is to put the voice of the customer into your boardroom to be at the heart of your decision-making process.
- To achieve this, we pursue three “A”s:
- **Agile:** Informed decisions are better than uninformed ones. Decisions need timely data and that requires agile deployment.
- **Advanced:** Research technology has caught up with business needs. We deploy advanced data-collection and analytical tools to capture the “true voice” and get that information to you quickly.
- **Asian focused:** We’re not a global company and that is our critical advantage. All of our solutions have been designed in Asia for Asia-focused research.
- Our solutions capture all of these elements to deliver metrics **when** you need them and **where** you need them.

# Cimigo ensures your business remains connected to your consumers

## Services

Motivational research  
Market scoping and segmentation  
Concept testing  
New product development  
Brand positioning

Market tracking  
Product optimisation  
Brand equity  
Touch point management  
Customer loyalty



## Data collection

Ethnography  
Accompanied shopping  
In-depth interviewing  
Focus groups  
Vox pops

Telephone interviewing  
Street intercepts  
Mystery shopping  
Online and onmobile surveys  
Social media tracking



# All digital data collection



7 offices  
nationally



600 strong  
tablet armed  
field force



40,000 online  
active panel  
members



40 CATI  
stations



400 m sq.  
CLT space



4 group  
rooms



Cimigo  
**OnMobile**  
native app



Cimigo MROC  
**community**  
platform

Cimigo is the leading independent data collection agency in Vietnam. Cimigo has interviewed 950,000 consumers, 700,000 retailers and 30,000 healthcare professionals in the past 24 months. Let us bring our unrivalled resources to bear on your projects in Vietnam.



Engagement  
communities



Co-creation



Inspired consulting



AdTraction



Response to  
challenges



Asian centricity



Innscope



Rapid deployment



Qualitative insights

**Founded in Saigon in 2002, we have seven offices in Vietnam**

Cimigo now has offices in six Asian markets.

China  
India  
Indonesia  
Macau  
Hong Kong  
Vietnam



Our 250 consultants unveil the dynamics behind 3 billion consumers' choices.

We look forward  
to discussing  
with you.



cimigo.com  
*The Voice of the Customer*