

# ILTM<sup>®</sup>



**ILTM SPECIAL APAC 2021**

## **A NEW WORLD FOR LUXURY TRAVEL AND TRAVEL ADVISORS**

ALTIANT

Quantitative Research Conducted  
Exclusively by Altiant for ILTM

FROM THE PERSPECTIVE OF AFFLUENT  
AND HIGH NET WORTH INDIVIDUALS  
ACROSS SIX APAC COUNTRIES



## Introduction

The past 18 months have seen seismic changes to the world, with travel being one of the hardest-hit industries by Covid-19. The pandemic has led many people, including wealthy individuals, to re-evaluate their lives and how they spend their time and money. We were probably all guilty of taking the ability to travel freely for granted, and the inability to do so has meant that there is now considerable pent-up demand as people look to get back out into the world.

It's in this context that ILTM, in collaboration with Altiant, brings this unique research to your attention. We believe that with such fundamental changes to habits and sentiment, it is even more important to now understand luxury travellers' wants and needs.

We believe that this research collected from the exclusive opinions of wealthy travellers and their travel agents across the APAC region, will give your business up-to-date tools and insights to help support and navigate this new travel landscape.

We hope you find this report valuable



Alison Gilmore,  
Portfolio Director, ILTM

## Executive summary

It is evident that travel in the coming years will be markedly different to how it was before. Many countries are now starting to relax travel restrictions as vaccination programmes progress. Nevertheless, mask-wearing, vaccination ‘passports’, testing and social distancing are behaviours that are likely to persist even as many countries emerge out of the worst of the pandemic.

For luxury travel operators, this new landscape brings both new challenges and opportunities. Many APAC buyers have faced significant hurdles over the past year but have also seen a renewed sense of their value and importance. **Almost half of ILTM’s APAC buyers said that they had seen an increase in enquiries from people who have not previously used a travel advisor**, with factors such as knowledge, flexibility and convenience being the key selling points. Additionally, 42% said that they had taken on new responsibilities for their clients in their lives.

These findings show that the agent-client relationship is evolving and that agents have to continue broadening their approach to services. Expectations of agents have risen, and travellers are looking for deeper and more comprehensive relationships with them. The good news is that these wealthy travellers are often willing and able to pay more for an enhanced service.

## Key Findings

With social distancing remaining prominent, 44% of wealthy APAC travellers say they expect to take more beach and family holidays in the coming years.

Almost three quarters (71%) of wealthy APAC travellers expect to use travel agents to book at least some of their holidays over the next year.

After family and friends, travel agents are the most influential people for booking holidays (31%). Convenience (47%) is the main reason cited among those who do use agents.

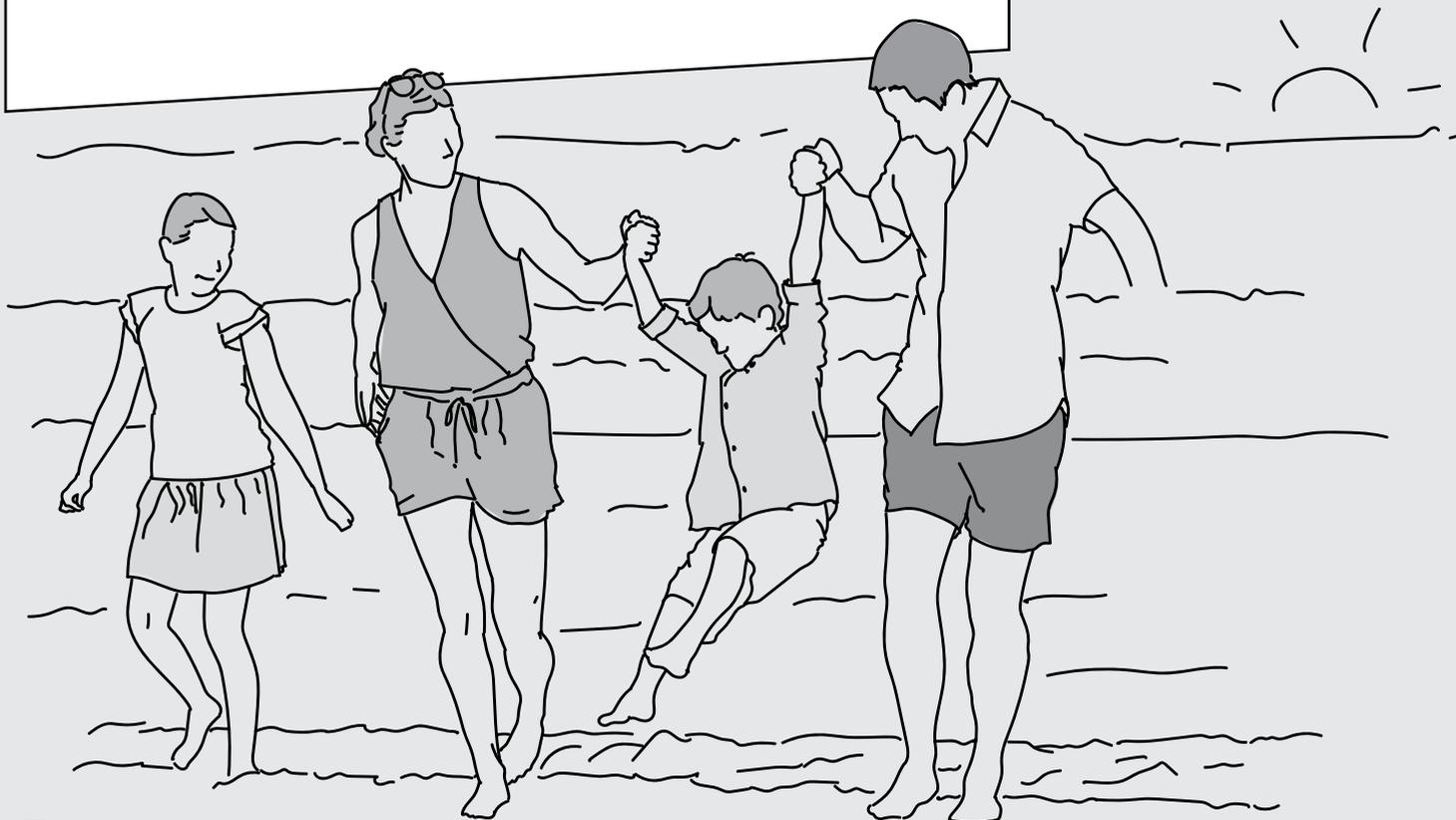
Almost two-thirds plan to make up for lost time by travelling when they can, with a similar share planning to re-book cancelled trips and make up for missed celebrations.

# THE NEW MINDSET IN LUXURY TRAVEL:

What wealthy APAC individuals now want from travel

## Key points

- 1/ More than three quarters are willing to carry a Covid 'passport' as a means of resuming travel. Pent-up demand means additional bureaucratic measures are also likely to be accepted by many.
- 2/ Domestic or inter-regional holidays are most likely to be popular in the coming years as many travellers remain cautious about longer-distance trips. Two in five (41%) expect to travel more within their own country after the worst of Covid-19 has passed.
- 3/ With social distancing remaining prominent, 44% of wealthy APAC travellers say they expect to take more beach and family holidays in the coming years.



## **Pent-up demand will see travel bounce back**

We have seen how luxury travel has changed dramatically as a result of the Covid-19 pandemic, and therefore, so too is travel agents' place within it. If anything, agents have become even more important to the wealthy as they look to agents to help them with the new bureaucracy and complexities of travelling.

So, let's look firstly at how things stand in luxury travel. The past 18 months have fundamentally changed many wealthy travellers' habits, but pent-up demand means that many people are eager to holiday again: only 5% of the sample say that they are not making any travel plans over the next 12 months. Almost half (44%) of the sample say that they will use travel agents for at least half of their holiday bookings over the next year, while only 29% do not plan to use them at all.

While progress is encouraging regarding vaccine rollouts, the reality is that Coronavirus will be something people have to live alongside for years to come. Behaviours which have become more prominent since the start of 2020 – such as mask-wearing and social distancing – are likely to remain in the coming years. This is especially true in many Asian countries where the wearing of masks is a long-standing habit.

## **Affluent travellers willing to accept the new travel bureaucracy**

Despite some diverging opinions and controversies, vaccine 'passports' are something that may come into force as countries look to safeguard people's health and speed up economic recoveries. For many wealthy APAC travellers, perceptions of this type of certification are favourable, with 77% being willing to carry one. Agreement with this is broadly high across all countries, peaking among the Chinese at 88% and lowest among Hong Kongers at 68%. 77% are also willing to carry a connected device with them at all times, enabling them to receive vaccine alerts, for example.

‘Please select the appropriate response to each of the following statements.’

	TOTAL
I would be willing to carry a connected device with me at all times	77%
I would accept requiring a vaccination passport before travelling abroad	77%
I will continue to socially distance on my holidays for the foreseeable future	64%
I would be willing to take a test every 48 hours while travelling domestically and internationally	44%
I would be willing to observe a short quarantine period on arrival into a country	44%

Base: 492 APAC affluent/HNWIs  
Source: ILTM/Altiant

Furthermore, almost half (44%) said that they would be willing to observe a short quarantine period on arriving at a country, or to take tests every 48 hours while travelling. These are quite significant measures for travellers to be willing to take. However, they show us how many wealthy travellers see the increased bureaucracy of travel as an acceptable compromise if it means returning to something approximating normal travel. For hotels, and indeed travel agents, acknowledging and responding to safety concerns should help to reassure guests.

South Koreans and Chinese travellers are the most likely to be willing to observe short quarantine measures, while Hong Kongers are the most likely to be receptive to taking tests. Interestingly, Australians are among the least likely to be receptive to both of these measures. Australian border requirements have been particularly firm over the course of the pandemic and it seems that these protocols will broadly remain in place for the immediate future.

## Shorter-haul travel and family holidays will be popular

With international travel options curtailed, many travel agents will have seen a reduction in enquiries. Many wealthy APAC travellers, and especially Chinese and Hong Kongers, have discovered new holiday options in their area (51%) or venues which they will revisit in the future (57%). Furthermore, a third of the sample say that most of their travel will be within their own country, while a quarter will mostly stay within APAC. However, 39% say they will be mix up both international and domestic travel.

Australians are the most likely of the six countries to do the majority of their travel domestically over the next year (at 55%), something which owes largely to the aforementioned strong international travel protocols. Hong Kongers and Singaporeans are the most likely to remain within APAC on their trips, while Japanese and South Korean travellers are up for mixing international and domestic trips.

‘Assuming it is safe to travel, which of the following statements is most applicable to your travel intentions over the next year?’

	TOTAL
Most of my travel will be within my own country	32%
Most of my travel will be within Asia Pacific	24%
My travel will be a mixture of international and domestic travel	39%
I am not making any travel plans in the near future	5%

Base: 492 APAC affluent/HNWIs  
Source: ILTM/Altiant

*‘I’ve been travelling around domestically. I used to travel internationally, but now, I’m almost done visiting everywhere in China. I’m looking forward to seeing this pandemic come to an end soon and having things return to normal so that I can see how big the world truly is.’*

**35-44-year-old Chinese male,  
RMB 1.8m+ HHI**

Many holidays are likely to be taken with family and friends as travellers try to maintain social distancing and eschew mixing with strangers. Some 44% of wealthy APAC travellers say they expect to take more beach and family holidays in the coming years. Evidently, seclusion and caution have become increasingly important for many, with rural and countryside holidays also likely to see higher interest. The pandemic has also highlighted the importance of both physical and mental well-being, with around a quarter likely to take more wellness holidays in the coming year. However, we should also note that 30% are still expecting to take more city breaks as they try to return to normality.

‘Which of the following types of holiday do you expect to take more of after the pandemic?’

	TOTAL
 Family holiday	44%
 Beach holiday	44%
 Sightseeing/touring holiday	40%
 Rural/countryside	35%
 Cultural trip	30%
 City break	30%
 Travelling holiday (e.g. river cruise, coach/train trip)	28%
 Physical wellness	27%
 Mental wellness	22%
 Activity holiday (e.g. golf, cycling)	21%
 Boat cruise	19%
 Solo travel	16%

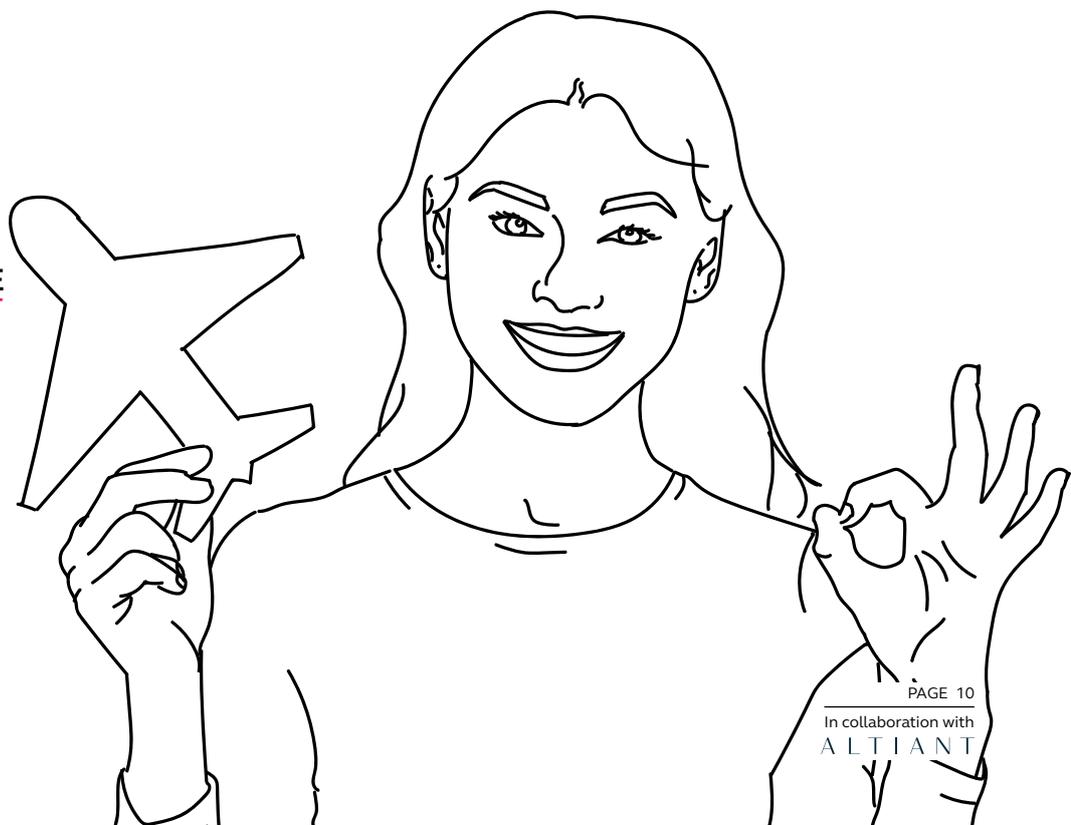
Base: 492 APAC affluent/HNWIs  
Source: ILTM/Altiant

Furthermore, many of these wealthy travellers are prepared to **pay more** for extra features that combine work and leisure, personalised itineraries and new experiences. **Two-thirds are willing to spend more than 20% extra for experiential activities/holidays, 51% are willing to do so for personalised itineraries and 44% for work/leisure combined options.**

South Koreans are the most likely to spend more on personalised itineraries while the Chinese are on experiential/activity holidays. All of this is positive news for travel agents who can build in additional fees for a more comprehensive service for their clients. We will look next at this new era for travel agents and how they can evolve to capitalise on new opportunities.

### WILLINGNESS TO PAY MORE

For work and leisure options, travel advice, health & wellness and new experiences



# THE NEW ERA FOR TRAVEL AGENTS:

Renewed value and evolving responsibilities



## Key points

- 1/ Almost three quarters (71%) of wealthy APAC travellers expect to use travel agents to book at least some of their holidays over the next year.
- 2/ After family and friends, travel agents are the most influential people for booking holidays (31%). Convenience (47%) is the main reason cited among those who do use agents.
- 3/ 83% of wealthy travellers now expect agents to be transparent for cancellations, refunds and insurance. Resort hygiene, the latest Covid advice and wellness information are also expected to be taken care of by more than three quarters.

## Travel agents remain important to many wealthy travellers

Travel agents have remained important to those who have travelled since the start of the pandemic, helping to find appealing and safe holiday destinations. Among those who have used travel agents since the beginning of 2020, more than half (54%) are using them for

an all-around service that encompasses flights, experiences and hotels. Agents should be able to quickly provide convenient packages for those who want all of these services provided, but also, of course, be in a position to offer them individually.

'You stated that you have used a travel agent since the start of 2020. Which of the following options is the most applicable to you when booking holidays through a travel agent?'

	TOTAL
For flights only	13%
For hotels only	21%
For experiences only	12%
For a combination, or all, of the above	54%

Base: 292 APAC affluent/HNWIs who have used a travel agent to book a holiday since the start of 2020  
Source: ILTM/Altiant

Looking forwards, 71% of wealthy APAC travellers expect to use travel agents to book at least some of their holidays over the next year. Agents should be aiming to reinforce and enhance their relationships with customers as, outside of friends and family, they are in fact the most likely influencers (31%) over where travellers would go on an international trip. An agent which is able to provide bespoke itineraries based on clients' preferences is likely to be highly sought after in the coming years. Especially now, loyalty and hyper-personalisation are likely to be rewarded.

'Please indicate which of the following would be influential if you were to go on an international holiday within the next year.'

	TOTAL
Partner/spouse	63%
Family members	59%
Friends	46%
Travel agents	31%
Doctor/medical staff/therapist	30%
Advertisements on social media	27%
Work colleagues	26%
Advertisements (e.g. on T.V., in newspapers)	25%
Social media influencers	21%
Concierge services	21%

Base: 492 APAC affluent/HNWIs  
Source: ILTM/Altiant

## Convenience is King

Convenience is the main reason why many wealthy APAC travellers will continue using travel agents in the coming years. Almost half saying that this is a reason for using agents, rising to 63% among Chinese travellers. Especially now with tourism becoming more complicated, many travellers are looking for their agents to remove the stress and make planning a holiday as hassle-free as possible.

And even though they have the financial means to do this, they are often still looking for their travel agents to find the best possible deals. Value for money will remain important which does not necessarily mean cheaper bookings, but rather providing an even better service for their money. 38% are looking for their travel agent to find them the best possible deals, a figure which rises to 68% among Singaporeans.

Other key factors for using a travel agent include being up-to-date on the latest travel regulations, their flexibility to adjust to current uncertainties and also local knowledge and specialisms. Evidently, this is a lot to ask for, but is something that many travellers are becoming more expectant of as a standard. Those agents who are able to deliver on these factors are likely to be rewarded with a strong relationship and repeat custom.

'You stated that you plan to use travel agents the same, or more, than you did since the start of the pandemic. Why do you plan to do so?'



Base: 209 APAC affluent/HNWIs who expect to use travel agents the same or more since the pandemic  
Source: ILTM/Altiant

*'I am more focused on my own value and assistance to my clients, and how much value-adds I can offer them. I will be increasing fees to cover my time.'*

**ILTM APAC Buyer**

## Expectations have risen

Looking at these expectations in more detail, respondents were asked about what they expected a travel agent to take care of in a holiday over the next year. It becomes clear that travellers now want a lot across the board, and that many travel agents may have to assume several responsibilities which they did not have before. Nevertheless, this need not be a problem as such, as wealthy travellers are often willing to pay extra for a more comprehensive service.

Ultimately the shift is being made towards agents offering a more personalised service – three quarters expect this. As we saw earlier, there are now opportunities for travel agents to broaden their scope and become as important as family and friends in shaping wealthy travellers' holiday experiences.

Clarity over cancellations, refunds and insurance are the most important considerations to wealthy travellers, with 83% saying they would expect these to be taken care of by an agent. Almost half say this is now fundamental to them. Resort hygiene, the latest Covid advice and wellness information are also expected to be taken care of by more than three quarters. Almost a third (30%) of travellers said that they would be influenced to take an international trip by doctors and health workers, just behind travel agents. There may be opportunities here for travel agents to work with professional health services to suggest trips that can have significant physical and mental benefits.

‘Please indicate how much you would expect a travel agent to provide to take care of the following responsibilities when book holidays over the next year?’

	Not at all/ Not really	Neutral	Somewhat expect	Fundamental
Being transparent about cancellation, refund processes, travel insurance etc.	4%	13%	36%	47%
Getting information on the hygiene of the resort or location	5%	17%	35%	43%
Monitoring the latest Government advice on Covid status at destination	5%	14%	37%	43%
Finding out wellness information at a location/resort	6%	18%	43%	33%
Offering more alternative travel packages to less crowded destinations	7%	19%	45%	28%
Providing more personalised service for my holiday	7%	18%	48%	26%
Getting information about the environmental/sustainability credentials of a location/resort	11%	22%	44%	22%
Securing private transport options (e.g. private jets/islands)	17%	25%	41%	17%
Finding places where travellers can continue conducting work	19%	32%	37%	11%

Base: 492 APAC affluent/HNWIs  
Source: ILTM/Altiant

*‘I have been relying more on travel agencies so that I can receive more local information as well as information on health and safety.’*

**25-34-year-old Chinese female, RMB 1.4m-1.8m HHI**

The importance of seclusion and privacy can again be seen here, with three quarters expecting to see alternative packages to less crowded destinations. Another of the newer requirements which travellers are focusing on is sustainability, and two thirds now expect to see information on this when agents create itineraries.

So while this new landscape will undoubtedly be challenging for many travel agents, it could in fact be an opportunity for them to build new, deeper relationships with clients so that they are even more intrinsic to decision making. Travel agents should know their value now more than ever and even though fees have been squeezed, many wealthy travellers are willing to spend more for comprehensive coverage. The onus is on travel agents to create special and memorable trips to cater for the pent-up demand.

# THE NEW CUSTOMER WISHLIST



## THE NEW FUNDAMENTALS OF TRAVEL

Wellness / Sustainability / Privacy

### Key points

- 1/ A third say that seclusion and privacy will be important to them when booking their next trip, meaning that it is high on the wishlist of wealthy travellers. The most important factor is in fact the health, safety and hygiene of the location which is important to 61%.
- 2/ Almost two-thirds plan to make up for lost time travelling when they can, with a similar share planning to re-book cancelled trips and make up for missed celebrations.
- 3/ Three quarters (76%) are looking for a holiday which allows them to relax and recharge. A similar share (70%) are also looking to indulge and spoil themselves, and view the holiday as a chance to unwind after the stresses of the past 18 months.

## Making up for lost time

Pent-up demand among wealthy travellers means that many are now desperate to make up for lost time. Covid has been the impetus for many to reassess their lives and how they spend their money and time. Travellers are often looking to make their first trips special, or to re-book what they were unable to do before. For travel agents, this means that travellers are now looking for itineraries which help them to seize the day and create special memories.



### LIVING LIFE BIG

Special trip celebrations, weddings, food & drink, shopping, family connections & wellbeing

*'I have not travelled during the pandemic. If I did, I'd enjoy every moment as if it were the last day of my life.'*

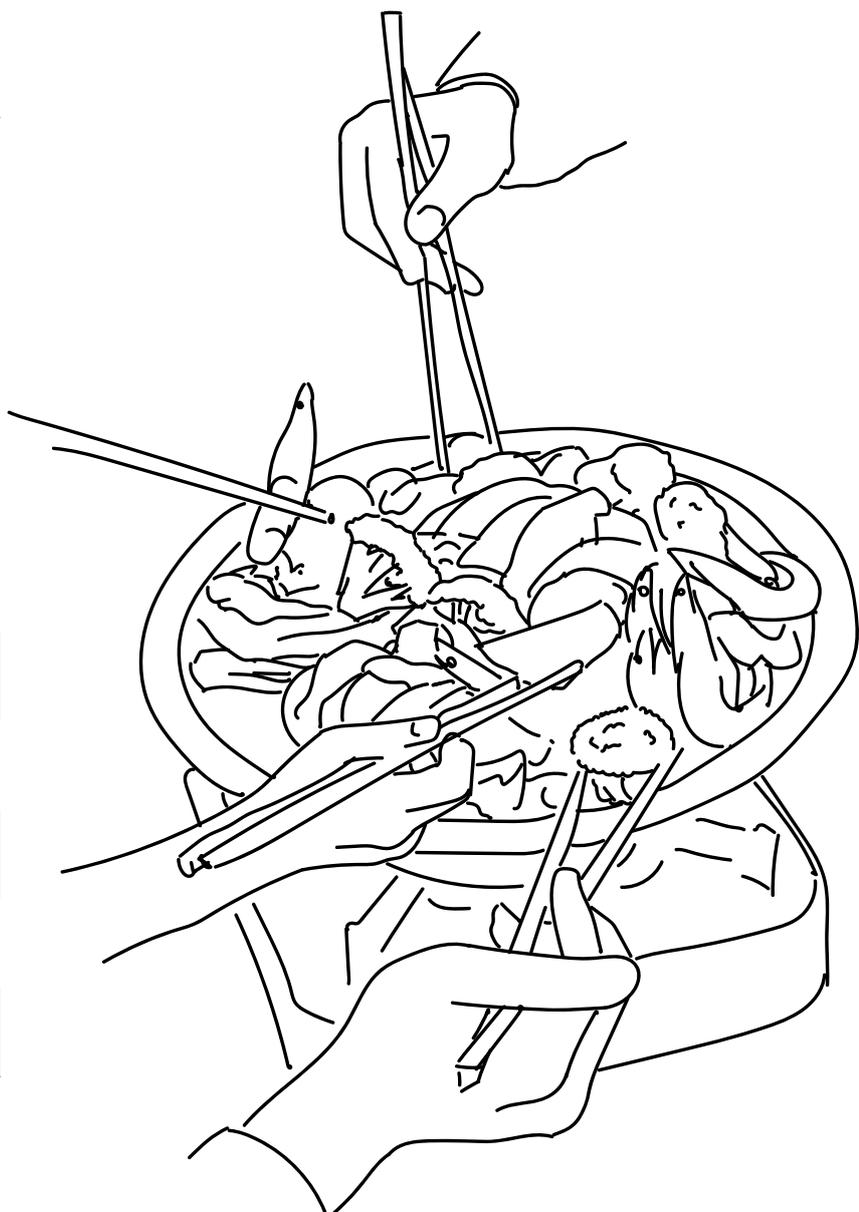
**55-64-year-old Australian female, \$AU 225k-270k HHI**

Almost two thirds (64%) plan to make up for lost time travelling when they can, with a similar share planning to re-book cancelled trips and make up for missed celebrations. The Chinese and Japanese are particularly keen to make up for lost time and missed celebrations, with these countries' results rising well above the average. Ongoing travel restrictions mean that Australians remain more circumspect about their travel intentions for the next year.

'Please select the appropriate response to each of the following statements.'

	TOTAL
I will travel more to make up for lost time when I am able to do so	64%
I will re-book a trip I had to cancel due to Covid-19	61%
I will travel to make up for a missed celebration (e.g. milestone birthday)	60%
I will travel less, but for longer periods, in the coming years	36%
I will travel more, but for shorter periods, in the coming years	25%

Base: 492 APAC affluent/HNWIs  
Source: ILTM/Altiant



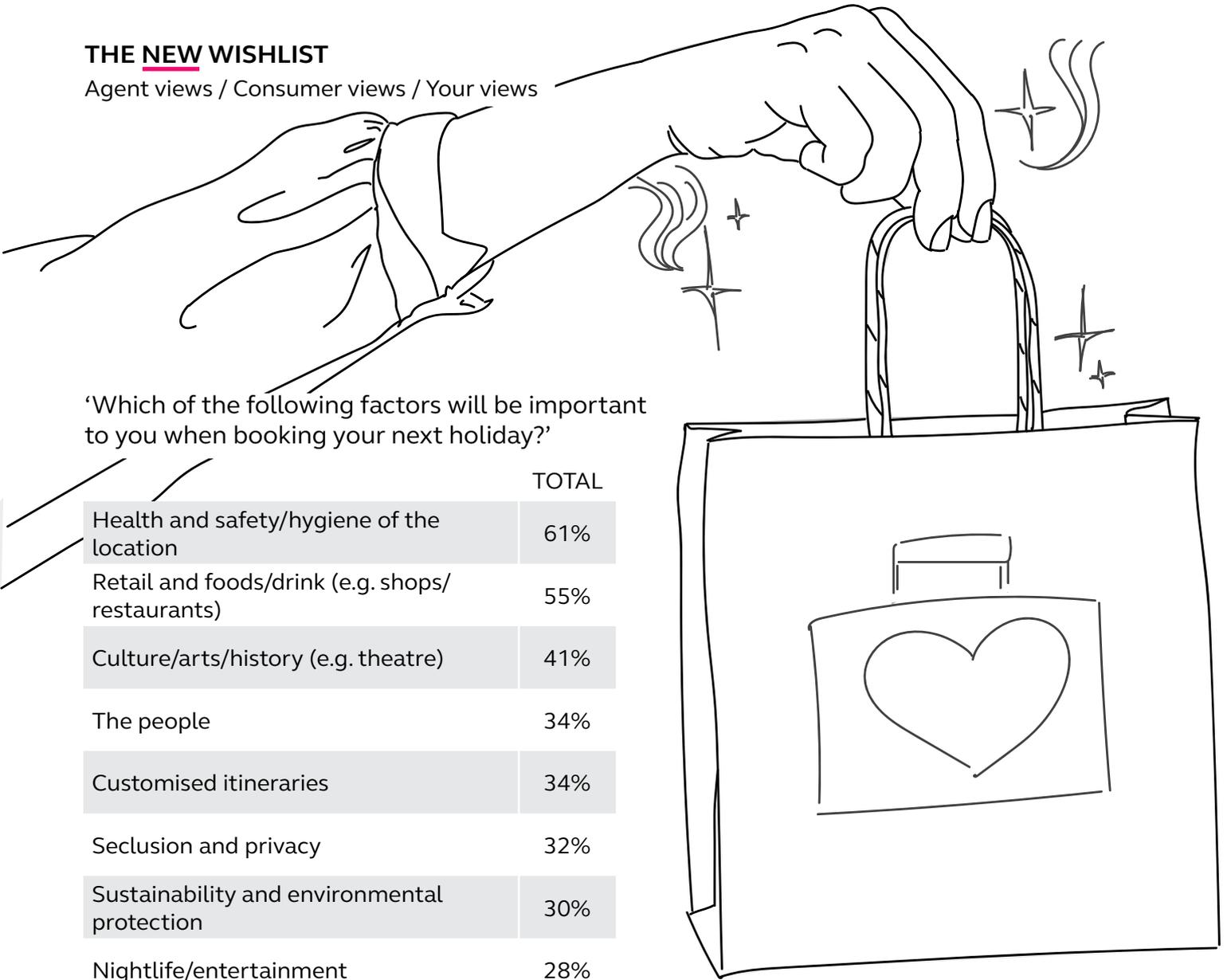
## Health and seclusion will be key holiday features

Earlier in this report, 64% of respondents said they planned to continue socially distancing on holidays for the foreseeable future. This varies quite significantly by country and is therefore something which should be considered by travel agents, peaking among the Chinese at 79% and falling to just 28% of Japanese respondents. Many travellers are likely to continue prefer quieter spaces and countries with lower infection rates, even if they have been fully vaccinated. Seclusion and privacy are going to be key fundamentals in their holiday preferences, with a third (32%) saying that these features will be important to them when booking their next trip.

Unsurprisingly, the most important factor overall is the health, safety and hygiene of the location, which is important to 61% of bookers (rising to 71% among Chinese). The onus is therefore on hotels and tourism boards to give travellers confidence that they can travel securely. This might involve showing vaccine documentation or taking tests but as we saw earlier, many travellers are receptive to these methods as a way of keeping themselves and others safe.

## THE NEW WISHLIST

Agent views / Consumer views / Your views



‘Which of the following factors will be important to you when booking your next holiday?’

	TOTAL
Health and safety/hygiene of the location	61%
Retail and foods/drink (e.g. shops/restaurants)	55%
Culture/arts/history (e.g. theatre)	41%
The people	34%
Customised itineraries	34%
Seclusion and privacy	32%
Sustainability and environmental protection	30%
Nightlife/entertainment	28%
Physical wellness (e.g. fitness classes, beauty treatments)	27%
Therapy retreats/services specially for mental health	19%
Sporting and music events	15%
Philanthropic travel	8%

Base: 492 APAC affluent/HNWIs  
Source: ILTM/Altiant

However, we can also see a strong importance placed on retail and hospitality and culture (55% and 41% respectively), with many people evidently keen to return to pre-Covid habits. This is particularly true in Singapore and South Korea where these numbers rise notably versus the average. Travel agents can again be seen to be important here, with 34% saying that customised itineraries are important. Creating bespoke and carefully planned holiday itineraries will ensure that agents remain a necessary part of the booking process for many travellers.

There are also clear signs of more philanthropic and sustainable tourism. Almost a third (30%) say that sustainability and environmental protection will be important to them in their next booking. Messages around carbon offsetting or green travel are therefore likely to well-received by more considerate travellers. Meanwhile, one in ten (8%) are also looking at ways of philanthropic travel and giving back in more tangible ways.

As well as looking out for the environment and others, many wealthy travellers are also focusing on themselves. The pandemic has reinforced the already growing importance of wellness, with around a quarter saying that physical and mental wellness will be important in their next holiday booking. Wealthy Chinese travellers are particularly interested in physical wellness sessions, while South Koreans are the most likely of the six countries to be interested in mental health and therapy sessions, either for themselves or for their families.

## Future trends becoming harder to anticipate

Many travel agents have reported that it is getting harder to read their clients and that it is becoming harder to predict longer term trends. This is particularly true as views become polarised, such as preferences for domestic vs international travel and old favourites vs new horizons. For example, half of wealthy Asian travellers say they will be budget-conscious while half will not watch the budget, the latter figure rising to 71% among Japanese travellers.

The Covid-19 pandemic has been a turning point and made many wealthy travellers more determined than ever to explore the world. Three quarters are looking for new experiences and the onus on holiday providers is to be proactive and not only find new and exciting locations or areas, but also activities to do when they are there. In the short term, this may mean more emphasis on domestic locations with a gradual return to longer-haul international travel.



### IS GIVING BACK THE NEXT NEW LUXURY?

Philanthropy / Local causes / Environment

‘From each of the following pairs of statements, please select which one of the two options you prefer the most in terms of taking holidays over the next year.’

76%	<b>Relaxing/'slow' holidays</b>	<b>Active/busy holidays</b>	24%
75%	<b>Holidays which provide new experiences</b>	<b>Holidays which provide experiences I have had before</b>	25%
73%	<b>Holidays in a hotel/resort</b>	<b>Holidays in an apartment/self-catering accommodation</b>	27%
72%	<b>Holidays on my own or with people I know</b>	<b>Holidays where I can mix with people I don't know</b>	28%
70%	<b>Holidays to spoil myself</b>	<b>Holidays to detox/improve my health</b>	30%
66%	<b>Holidays where I explore the local area</b>	<b>Holidays where I mainly stay at the hotel/in the resort</b>	34%
63%	<b>Holidays booked independently</b>	<b>Holidays booked with a travel agent</b>	37%
62%	<b>Visiting one country/destination</b>	<b>Visiting numerous countries/destinations</b>	38%
50%	<b>Holidays which are budget-conscious</b>	<b>Holidays in which I do not watch the budget</b>	50%
39%	<b>Holidays to popular tourist locations (eg cities)</b>	<b>Holidays to less-visited tourist locations (e.g.rural areas)</b>	61%

Base: 492 APAC affluent/HNWIs  
Source: ILTM/Altiant

The importance of seclusion and privacy are again evident here: 72% will prefer to stay in groups with those closest to them rather than mixing with others. This figure is high for five of the countries surveyed, but falls to just 45% of Australians, suggesting that these travellers are much keener to break free of restrictions when possible. Overall, a higher share also state a preference for lesser-visited tourist locations which would enable them to maintain a distance from strangers. Caution will broadly remain the watchword over the next year as things edge back towards normality.

Wealthy APAC travellers are also looking to treat themselves on their holidays over the next year. The stresses of the pandemic mean that many are looking to unwind and relax rather than having active breaks: three quarters (76%) are looking for a holiday which allows them to relax and recharge. A similar share (70%) is also looking to indulge and spoil themselves, and view the holiday as a chance to unwind after the stresses of the past year. At 56%, Singaporeans are the least likely to spoil themselves, with 44% looking to detox or improve their health.

These results show how many wealthy travellers are placing a new importance on factors such as sustainability, seclusion and well-being. The pent-up demand means that many are desperate to make up for lost time and want to do something special on their travels when they can do so. The onus is now on travel agents to evolve and capitalise on these new fundamentals.



# Methodology

Altiant and ILTM have worked together to again bring you a unique piece of research solely focused on affluent and HNW individuals' views on the topic. In May and June 2021, Altiant gathered quantifiable data from their global community of affluent and high net worth individuals (HNWIs) in six APAC markets: **Australia, China, Hong Kong, Japan, Singapore** and **South Korea**. The survey was conducted online, using sampling methods and generating statistically significant insights based on gender, age groups and wealth levels. Participating members were exclusively extracted from the top 5% of their country's income earners or wealth holders, and each of them has been manually validated.

## About the Sample

LuxuryOpinions® is a global community of Affluent and High Net Worth Individuals (HNWIs) designed to facilitate research in the luxury goods and wealth management industries. LuxuryOpinions® is a division of Altiant, a European Insight company. Altiant created LuxuryOpinions® in 2013 with the aim to build a global community of individuals with a strong will to help shape the future of luxury and wealth management.

Members are recruited by invitation only and primarily join to voice their opinions about topics that matter to them and to help luxury companies build better, more suitable products and services. By joining, members can also network with one another in a safe, private environment while earning amazing rewards.

LuxuryOpinions® is present in 15 countries and the panel is constantly expanding in scale and scope. Key markets throughout Asia, Europe, North America and the Middle East are catered to within LuxuryOpinions.com. Market research and survey sampling among the high-end sections of the population require precision and extreme accuracy. Altiant only recruit people in top 5% of their country's income earners or wealth holders. While this varies significantly by market, for minimum entry, panellists are evaluated and authenticated following 3 criteria, Individual Annual Income, Household Annual Income and Assets Under Management.

Altiant is a corporate member of ESOMAR, the world's leading association for standards & Ethics within market research. Altiant adheres to, and abides by their strict guidelines governing the best practice in the industry.

## About this Panel

The 492 interviewees for this specific survey are within the top 5% of each of these nations' wealth. At least 75 respondents were taken from each of the six countries, enabling statistical robustness when comparing at the country level. Across the whole sample, 54% were male, 45% female and 1% transgender or non-binary. 52% were aged 40 or less, with 48% over the age of 40. The median household income of the total sample was the equivalent of \$185,000.

n=	Australia	China	Hong Kong	Japan	Singapore	South Korea
	80	103	77	75	80	77

ILTM SPECIAL APAC 2021

## A NEW WORLD FOR LUXURY TRAVEL AND TRAVEL ADVISORS

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### About Altiant

ALT IANT

Altiant is a fieldwork entity specialised in quantitative market research and operating exclusively in luxury and wealth management industries. Through its private global online community of affluent and high net worth individuals (HNWIs) LuxuryOpinions®, Altiant empowers researchers, insights experts and marketing teams to make more informed insight driven decisions. Through a deep online quantitative research expertise, sophisticated tools and highly validated proprietary panel, they turn marketing and commercial questions into actionable insights - quickly and accurately. Altiant conducts affluent/HNWI research in over 15 countries. Their consultative approach helps find the optimal balance between the research objectives and what is possible within this hard-to-reach demographic. Altiant is relied on by dozens of the world's leading wealth and luxury companies as well as the best-in-class research agencies

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### About ILTM

*ILTM*®

ILTM is a global collection of invitation-only events that bring together leading international buyers to meet and discover the most luxurious travel experiences. Each event introduces an unrivalled selection of luxury travel brands to ILTM's extensive network of hand-picked luxury travel advisors, through bespoke appointment programmes and networking sessions. Alongside the global flagship events in Cannes and Asia Pacific, ILTM has four core local events; ILTM Arabia, ILTM China, ILTM Latin America and ILTM North America, as well as one specialist event, ILTM Africa.

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### Contact Altiant

Our consultative approach and unique access to validated affluent panels help organisations to find the optimal balance between the research objectives and what is possible within this hard-to-reach demographic. We have a great wealth of experience in various aspects of luxury travel and luxury hospitality.

Feel free to reach out to us at [contact@altiant.com](mailto:contact@altiant.com)

*ILTM*®

A New World for Luxury Travel and Travel Advisors

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In collaboration with  
ALT IANT