

Cimigo Insights into travellers

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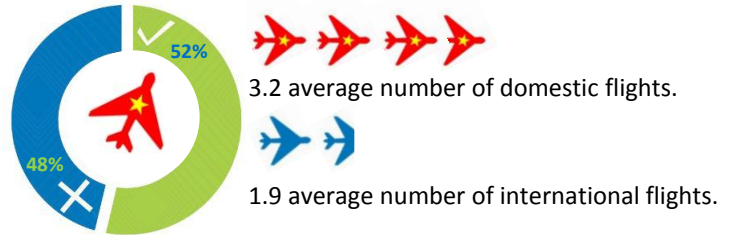
Cimigo surveyed 700 urban Vietnamese consumers aged 15-45, to understand their domestic and international travel habits and preferences.

Travel experience

Ever travelled overseas?



Flown in past 12 months?

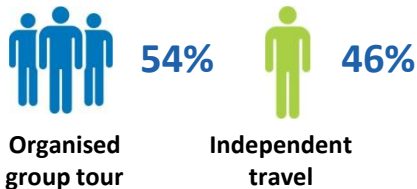
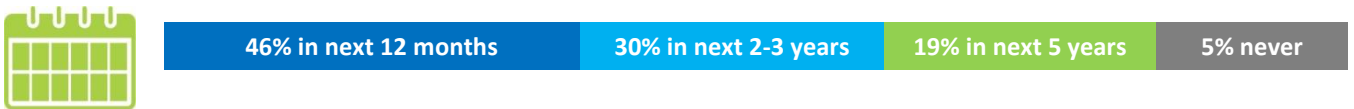


Leisure destinations in past 2 years?



International leisure travel preferences

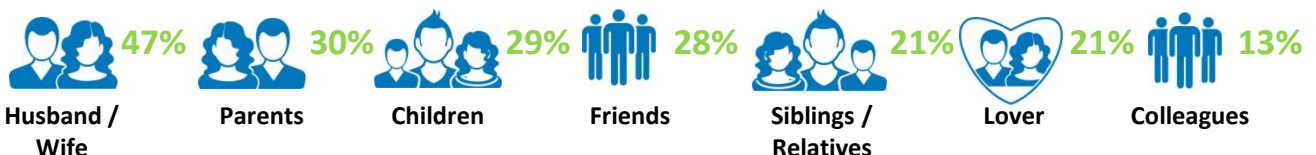
Next international leisure trip planned for?



VND18,000,000

Average budget per person for next leisure trip.

Plan to travel with?



Top 5 international leisure travel activities?



1. City sightseeing



2. Great beaches or islands



3. Sight-seeing nature

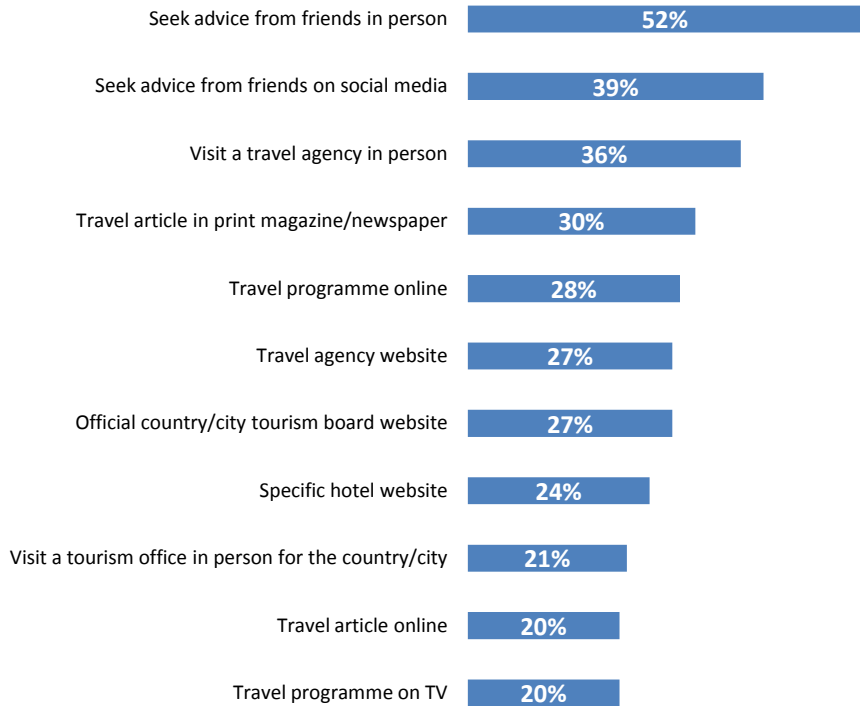


4. Children's entertainment parks

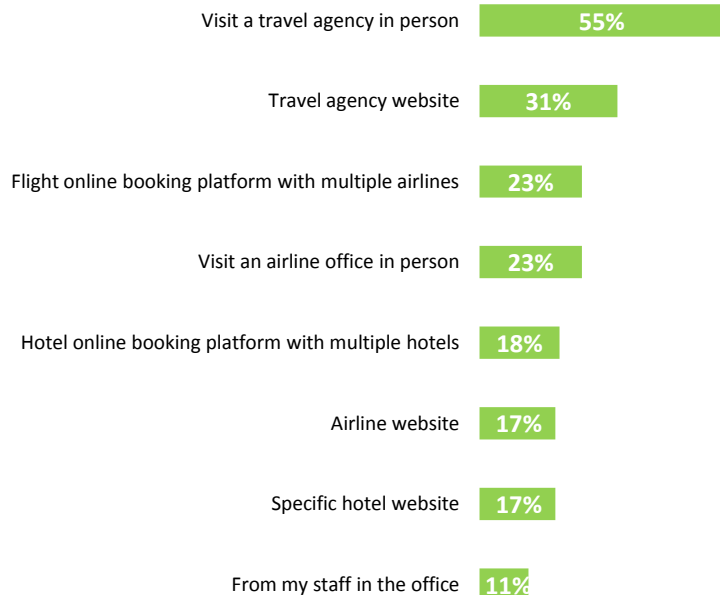


5. Trying local cuisines

Information sources for planning?



How to book the next international leisure trip?



Travel destinations

Top 7 most recent leisure destinations?

1. Singapore



2. Thailand



3. Japan



4. South Korea



5. Cambodia



6. China



6. Malaysia



Top 7 countries or regions would like to visit for leisure - but visa requirements are too hard!

1. USA



2. Europe



3. Japan



4. South Korea



5. Singapore



6. France



6. UK



Top 7 countries most likely to visit for leisure in the future?

1. Singapore



2. Japan



3. South Korea



4. Thailand



5. USA



6. Europe



6. France

