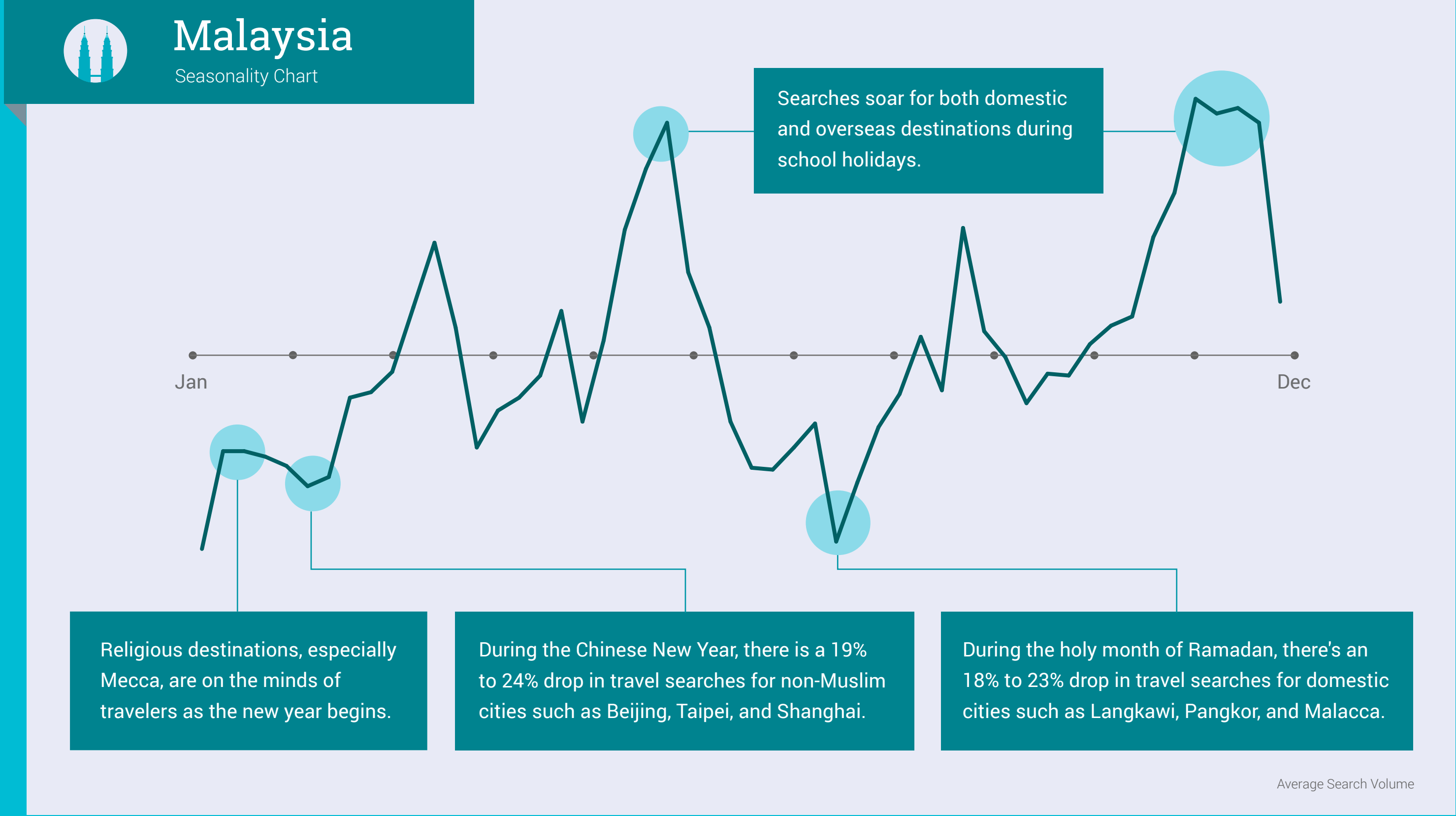
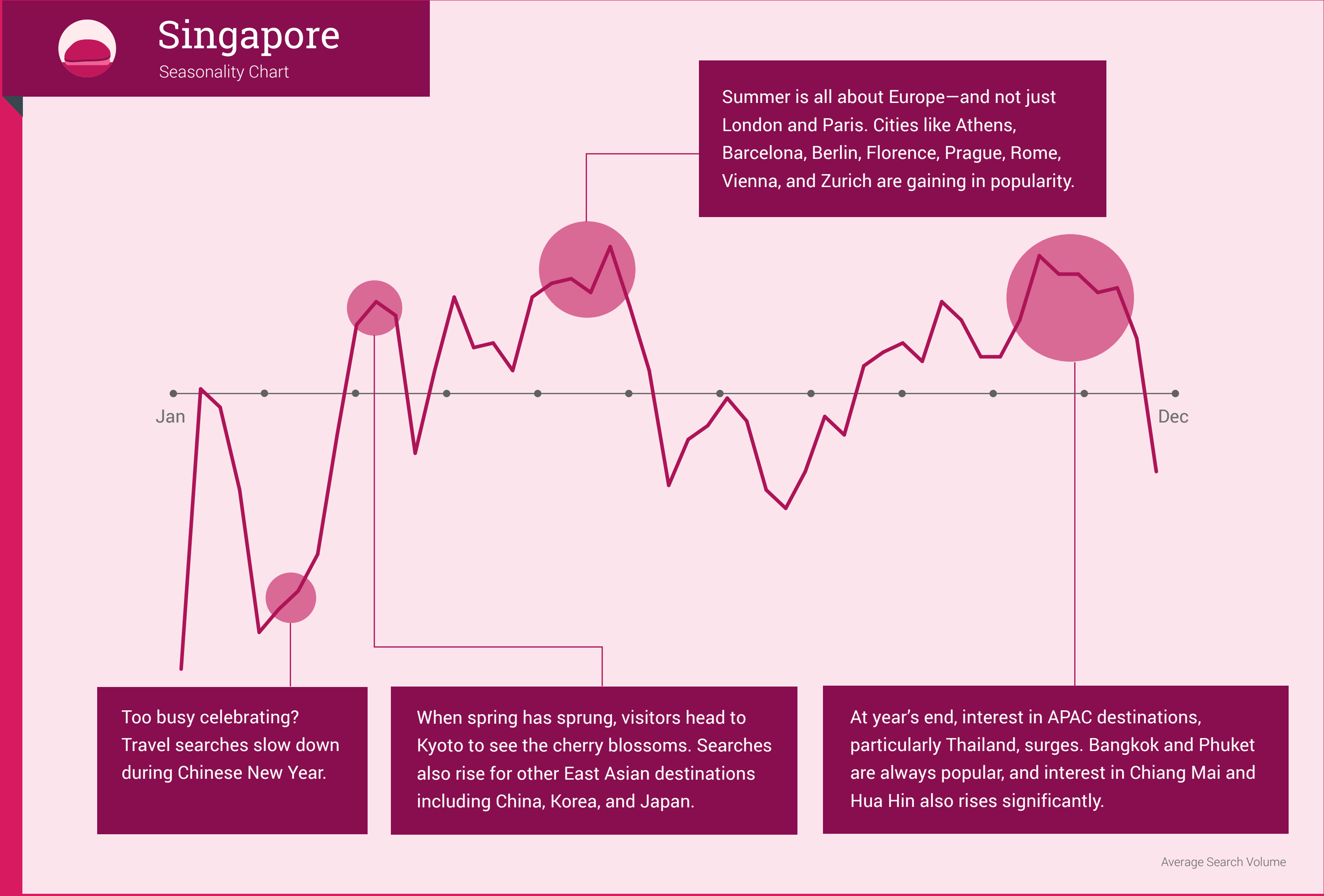


Top Travel Trends for Southeast Asia



The travel industry is booming in Southeast Asia: By 2016, gross booking is expected to reach \$53.7 billion, a 22% increase from 2013.¹ What destinations are piquing the interest of travellers? (Hint: It's not just about Bali, Phuket, and Bangkok, anymore.) We took a look at hotel and airline search queries in Singapore, Malaysia, and Indonesia to figure out the region's preferred destinations.



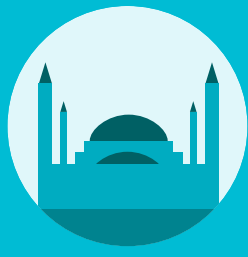
SCHOOL HOLIDAYS



In June, the two-week long mid-year school holidays see domestic destinations such as Kuala Terengganu, Kuantan, Cherating, and Mersing as the most popular searched spots.



For December, searches for overseas destinations like London, Paris, and Korea start as early as September. And plans for domestic travel, including Malacca, Penang, and Ipoh, begins in November.

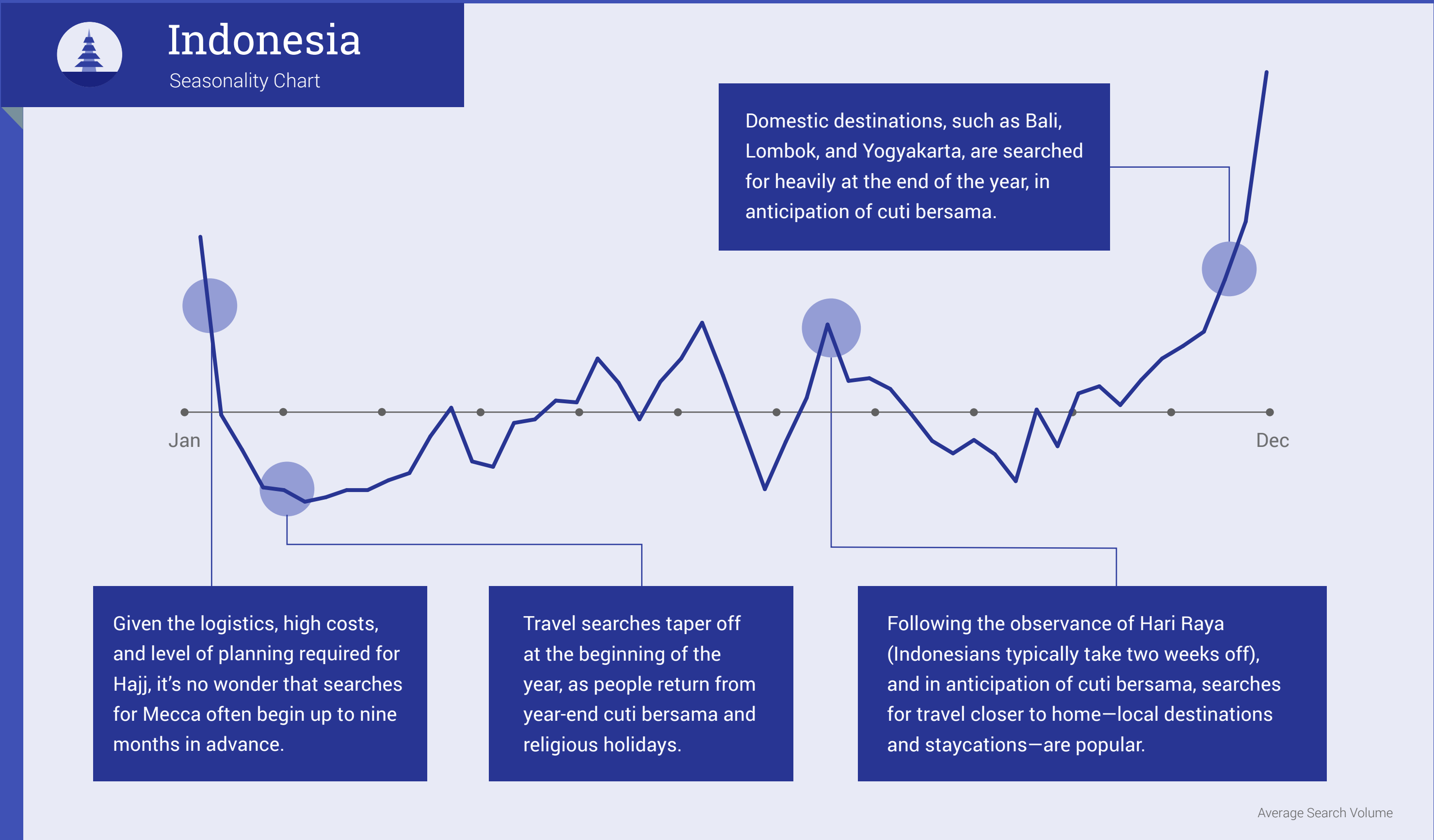


During Ramadan, there's a steep decline in travel searches for domestic locations, such as Langkawi and Malacca, and international Muslim cities, including Jakarta, Bandung, and Istanbul.



Searches rise for non-Muslim international destinations—Jeju-si, Melbourne, Sydney, and Taipei—possibly by Malaysian Chinese (just under a quarter, 22%, of the country's population²).

RAMADAN



CUTI BERSAMA



Throughout the year, Indonesia's government issues public, or joint holidays, called cuti bersama, to stimulate tourism within the country. If a public holiday falls on a Thursday, businesses are encouraged to let employees take Friday off, too.

PREPARING FOR THE PILGRIMAGE: Interest in Mecca Soars in Indonesia and Malaysia

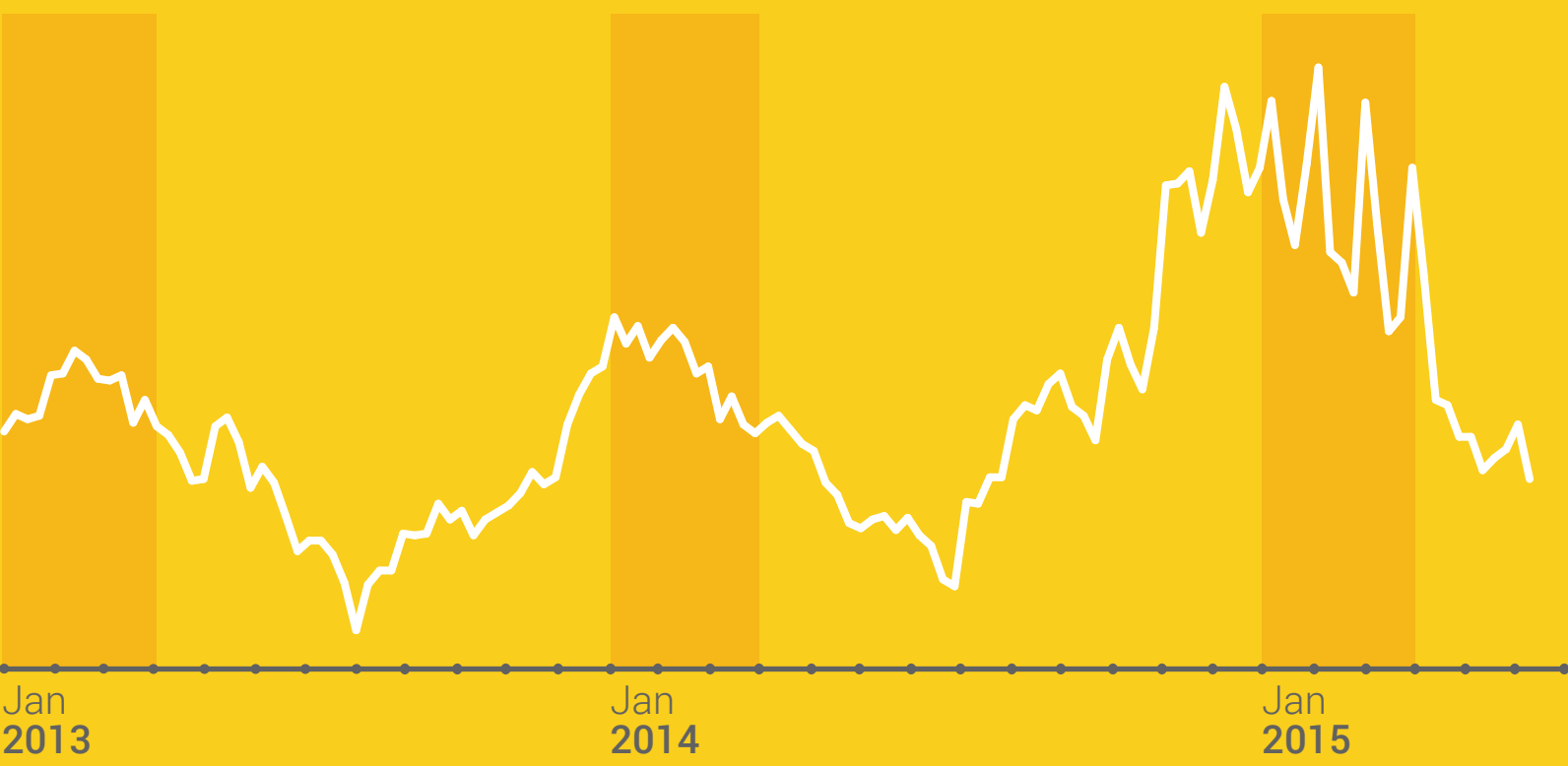


Searches for Mecca increase in preparation for Hajj (the pilgrimage itself).³ Interest surges by:

56% for Malaysians
58% for Indonesians

Neighboring Muslim cities Istanbul and Dubai also rise in popularity, as these major airport hubs become popular stops along the pilgrimage.

Search volume peaks from January to March each year.



Sources:
1 PhoCusWright, Asia Pacific Online Travel Overview Seventh Edition, August 2014.
2 The World Factbook, 2010.
3 Google Internal Data, June 2013–2015.