New Generation:

Post COVID-19 Travel Norm

and Behavior

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Content Page

1. Background

ANTOR (HK) [Association of National Tourist Office Representatives (Hong Kong)] has commissioned students majoring in Hospitality and Real Estate at The Chinese University of Hong Kong to conduct a market research on the new generation post COVID-19 Travel Norm and Behavior.

Since 2019, political unrest and COVID-19 pandemic affected the tourism industry seriously, and closed borders caused people's travel behavior and mood for travel to have changed. Therefore, we would like to have deeper insights on new generation travelers' new norm and behavior after the pandemic.

2. Objectives

In this project, we aim to find out the following of the new generation:
- Interest in travel
- Need and considerations in travel
- Motivation and barriers of visiting a destination
- Travel pattern and behaviors
- Decision-making process and influences
- Channels for searching travel information

Based on the above findings, we would propose effective marketing and promotional strategies for attracting the new generation to different travel destinations in the coming two years.

3. Methodology

3.1, Quantitative
We have designed an online survey which consists of 23 questions. It aims to find out the travel behaviours and preferences of the young generation. Besides, we also want to know about people's expectations on national tourism organizations. The analysis below is based on the findings of the survey. We have received 318 responses in which 301 are valid. We distribute through WhatsApp. With the help from our friends and ANTOR (HK) members, we finished collecting all the responses in 3 weeks.

3.2. Qualitative
The Quantitative method provides us with a general insight while the Qualitative method can give us a more comprehensive result. We formed 4 focus groups which comprised three categories. First, people who plan to travel within 2 years. Second, people who are studying. Third, people who are currently employed. Each group consists of 5 interviewees. Each of us is responsible for holding a meeting. In the discussion, we invite the interviewees to share with us about their experiences or travel habits. We also investigate deeper on the questions of the survey. At the end, all the participants can get a souvenir from the Tourism Australia and Macao Government Tourism Office.

4. Survey Findings

<u>Background</u>

Our target group is people aged between 18 to 25. Most of them are currently studying with a diploma or bachelor degree.
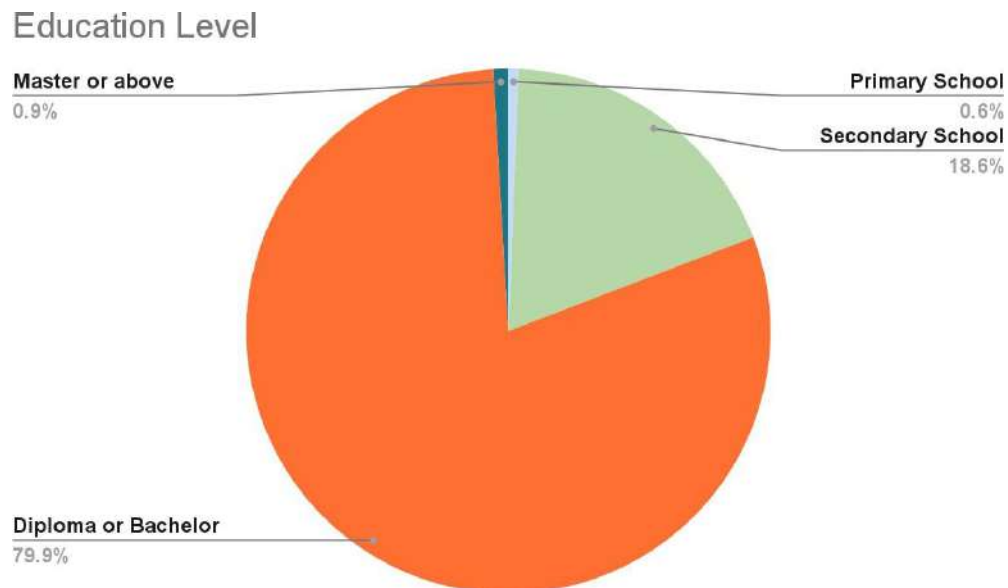
Education Level

Master or above
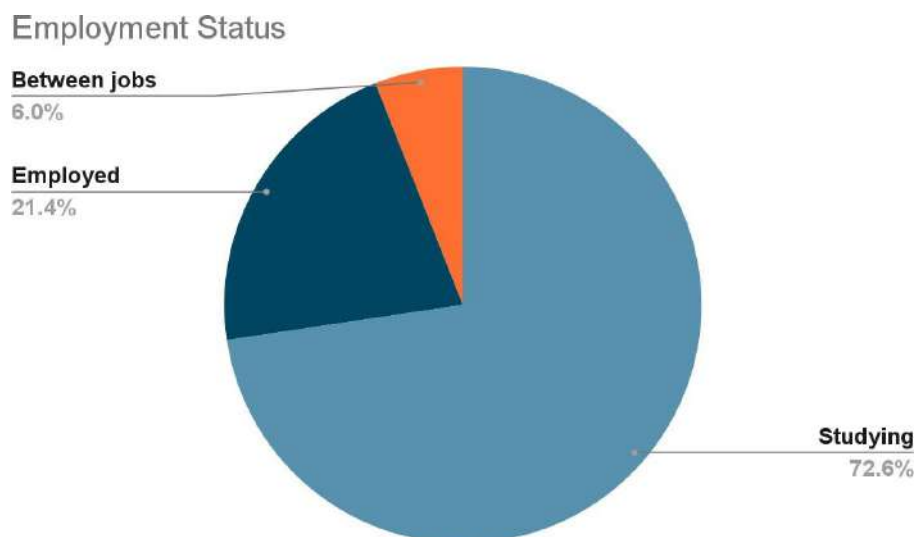0.9%

Primary School
0.6%

Secondary School
18.6%

Diploma or Bachelor
79.9%

Figure 1. Respondent's education level

Employment Status

Between jobs
6.0%

Employed
21.4%

Studying
72.6%

Figure 2. Respondent's employment status
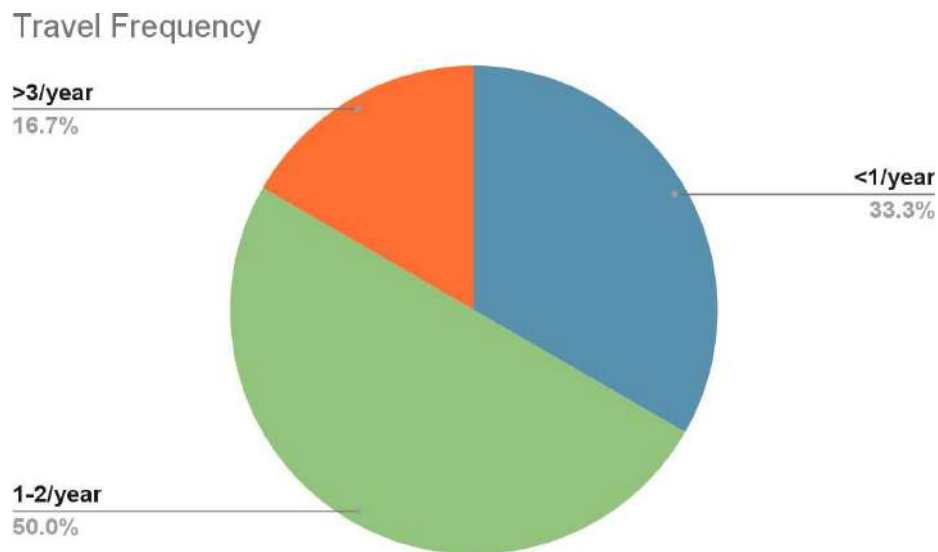
Travel Frequency

Figure 3. Respondent's travel frequency (Q.2)

People travel because of different purposes, and most of them think that travel is a good way to relax, explore cultures and enhance friendship. Around 70% of them stated that they travel at least once a year which shows that this activity is very essential for the young generation. (Figure 3)

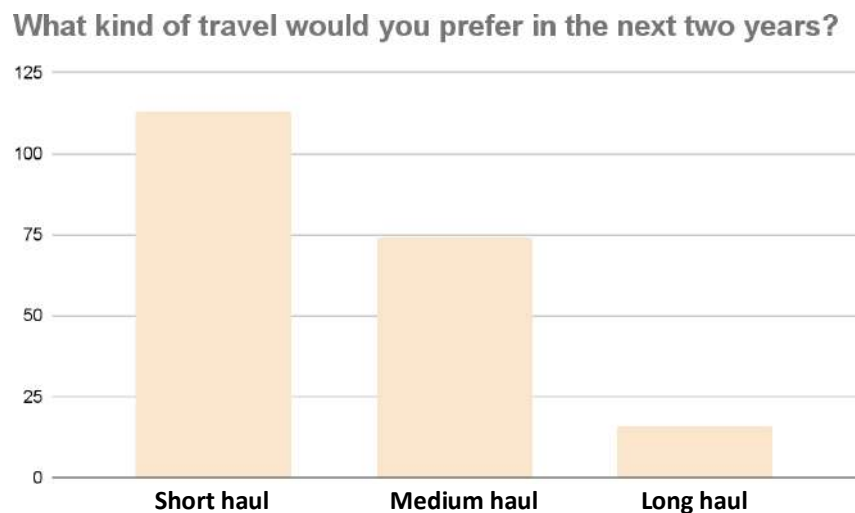**What kind of travel would you prefer in the next two years?**

Figure 4. Respondent's preferred travel mode (Q.3a)

In the coming two years, the majority are going to travel. A short trip is the most preferable. We believe that once the border is open again, the tourism of the nearby Asian countries will have a significant improvement. (Figure 4)

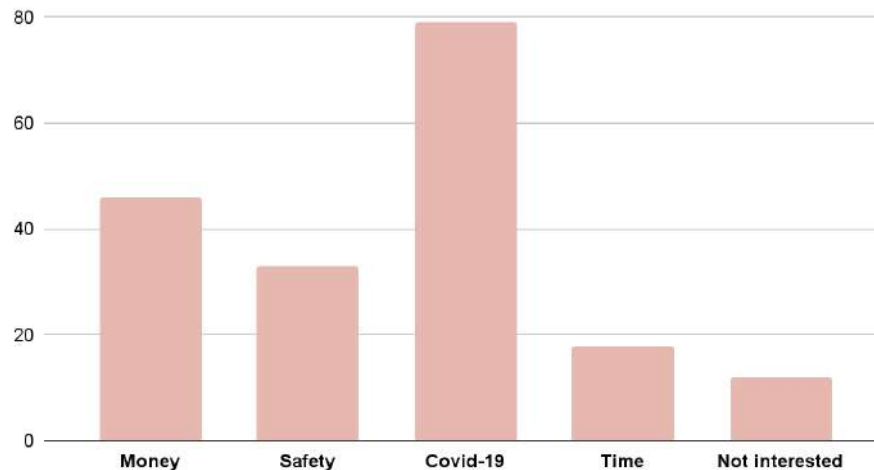## Why don't you have travel plans for the next 2 years?

Figure 5. Respondent's reasons for no travelling plan (Q.3b)

For those who are not planning to travel, their biggest concern is COVID-19. Although the vaccination rate is increasing, the current COVID-19 situation is still serious around the globe. In addition, there are many travel restrictions which cause inconvenience to travelers. Due to the uncertainties in the future, some of them do not want to take the risk. Money is also a concern. Since most of the new generation are students who do not have a stable and high income, they have limited travel budgets. This also explains why short trips are more popular as the price for air tickets and price level in Asia is much lower than Europe. (Figure 5)

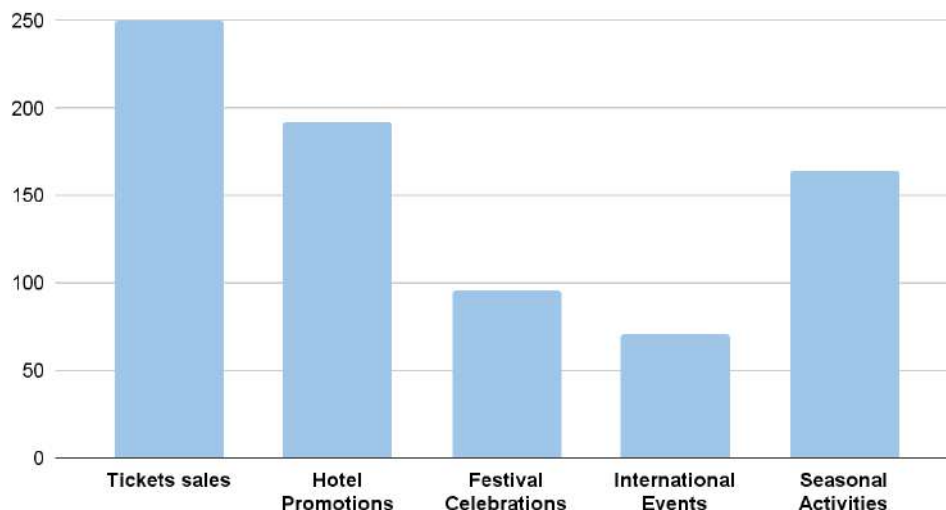## Which of the following factors will make you want to travel?

Figure 6. Respondent's factors for travelling (Q.4)

As mentioned above, money is a factor which affects people's travel intentions. Around 80% of the respondents said that they're more willing to travel if there's a promotion for air tickets. And 60% of them will be attracted by hotel price reduction. Besides monetary factors, seasonal activities can also increase millennials' motivation like flower viewing in spring and skiing in winter. (Figure 6)

Please prioritize your considerations when choosing travel destinations after Covid-19
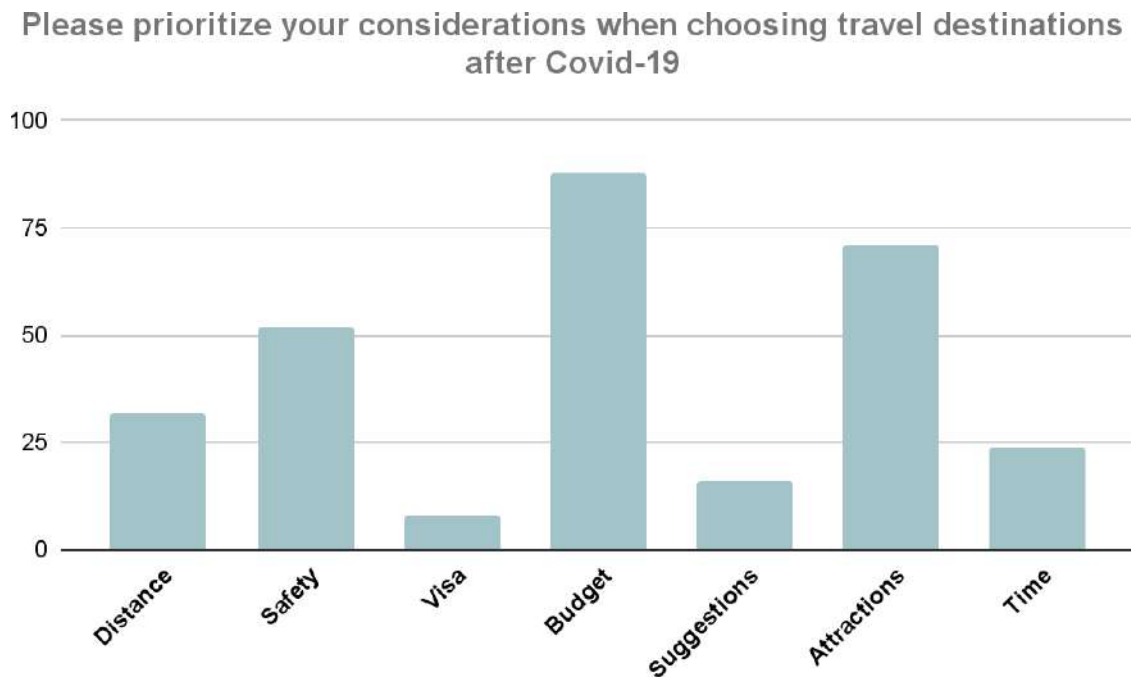
Figure 7. Respondent's considerations of choosing travel destinations (Q.5)

We also ask people to prioritize their considerations when choosing their travel destination after COVID-19. Similar to the previous question, budget is on the first priority. Second is attractions and third is safety of the region. We can see that young people are more willing to take risks, safety is not their highest concern even after the pandemic. (Figure 7)
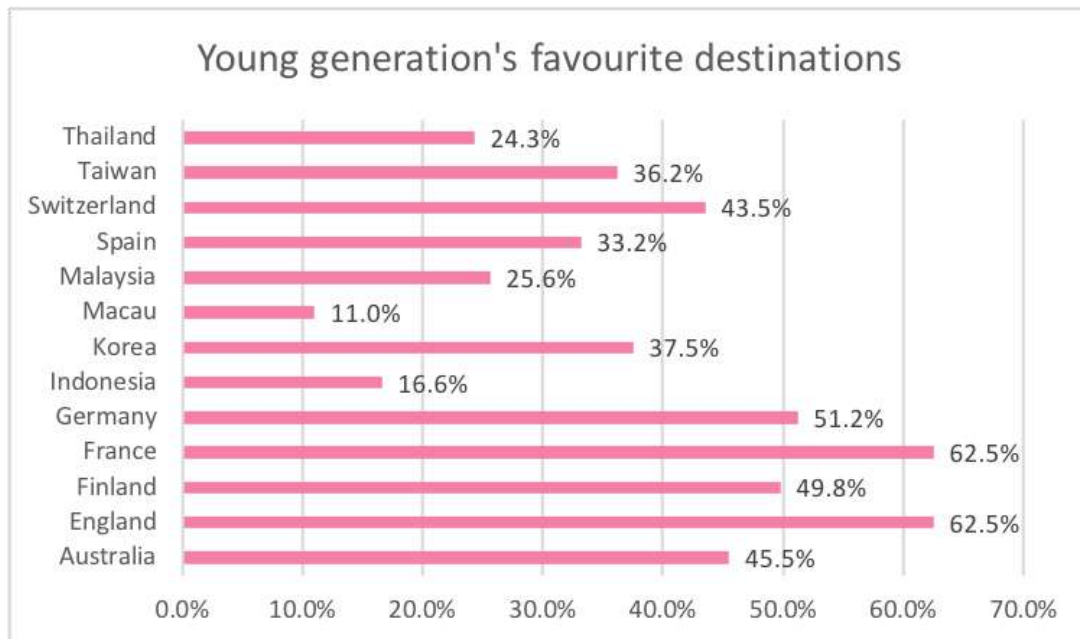
Question 6-11

Figure 8. Respondent's favorite destinations (Q.6)

For the young generation's favorite short haul destinations, 37.5% respondents chose Korea as their top 5 favorite short haul destination, the second is Taiwan (36.2%), the third is Malaysia (25.6%).

Besides, for the young generation's favorite long haul destination, 62.5% chose France as their top 5 favorite destination and most respondents chose France as their most favorite destination, the second is England (62.5%) and the third one is Finland (49.8%).

From the above data, we understand that most respondents would like to go to long haul destinations more. However, based on other findings, when respondents need to consider budget, safety, time, etc, they would prefer to go to a short haul destination more. Therefore, a short haul destination promotion is better suiting young generation in the coming two years. (Figure 8)

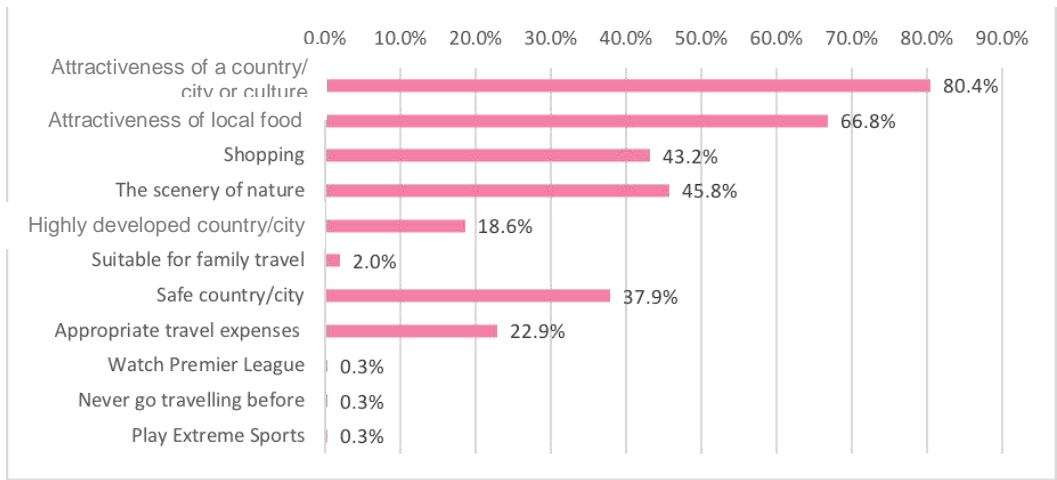Young Generation's Major Reasons of Choosing the Favorite Countries in Q.6

Figure 9. Respondent's reasons of choosing a country (Q.6a)

For the main reasons of choosing the favorite countries in Q.6 (Figure 8), they are the attractiveness of a country/city or culture (80.4%), attractiveness of local food (66.8%) and the scenery of nature (45.8%). While the respondents are less affected by travel expenses and the suitability for family travel, we could see that the young generation care more about the experience during travelling than care about the expenses, safety, etc. Therefore, if more activities related to local culture, food and environment could be provided for new generation, their understanding of the country/city could also be enhanced. (Figure 9)
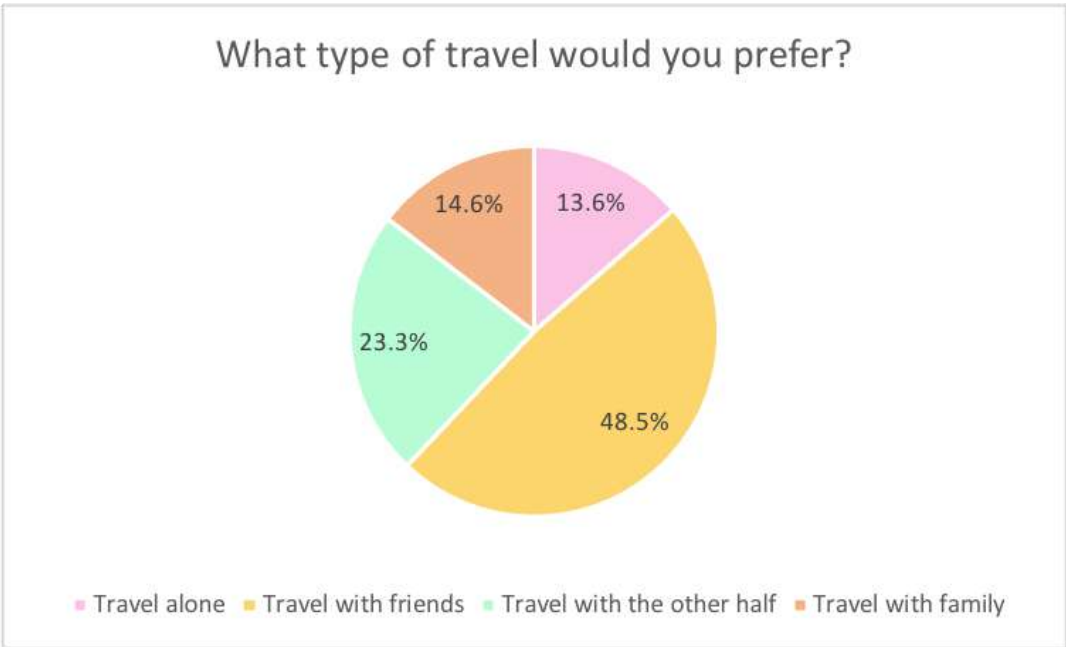

Figure 10. Respondent's preferred type of travel (Q.7)

From the above figure, we found that most respondents prefer travelling with their friends (48.5%), around 23% preferred travelling with their other half, 15% and 14% preferred travelling with their family and alone respectively. Thus, more customized packages for friends and couple can be provided for the young generation. (Figure 10)
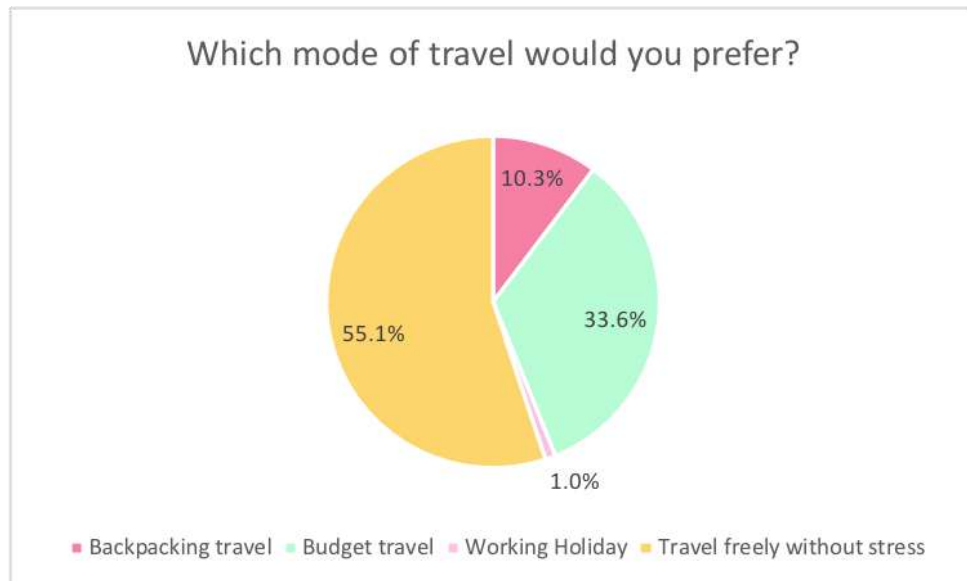
Figure 11. Respondent's preferred mode of travel (Q.8)

According to the above figure, most respondents preferred travelling freely without stress (55.1%) and having budget travelling (33.6%), while less respondents preferred working holiday (10.3%) and backpacking travel (1.0%). So, a traditional escorted tour is not suitable for most young generations as they want travelling freely, customized packages and more discounts could be provided for young generations. (Figure 11)

Figure 12. Respondent's preferred days for staying (Q.9)

Apart from the travel mode, most respondents preferred staying in the destination for 3-6 days (63.5%) and around 33% respondents preferred staying 7-10 days, while less than 3% respondents would like to stay within 3 days or more than 10 days in the coming years. Hence, a short trip package is more suitable for the young generation in the coming two years and some customized week schedule plan can be suggested to the young generation on the websites of national tourism organizations. (Figure 12)

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Figure 13. Respondent's preferred accommodation to live (Q.10)

For accommodation, more than half of the respondents preferred living in Airbnb and around 36% of respondents preferred living in a hotel during travelling, and 8.3% respondents preferred living in youth hostel while no respondents preferred living in host family. Therefore, national tourism organizations could cooperate with Airbnb and hotels to provide more discounts or package plans for the young generation in order to increase their travel interest. (Figure 13)
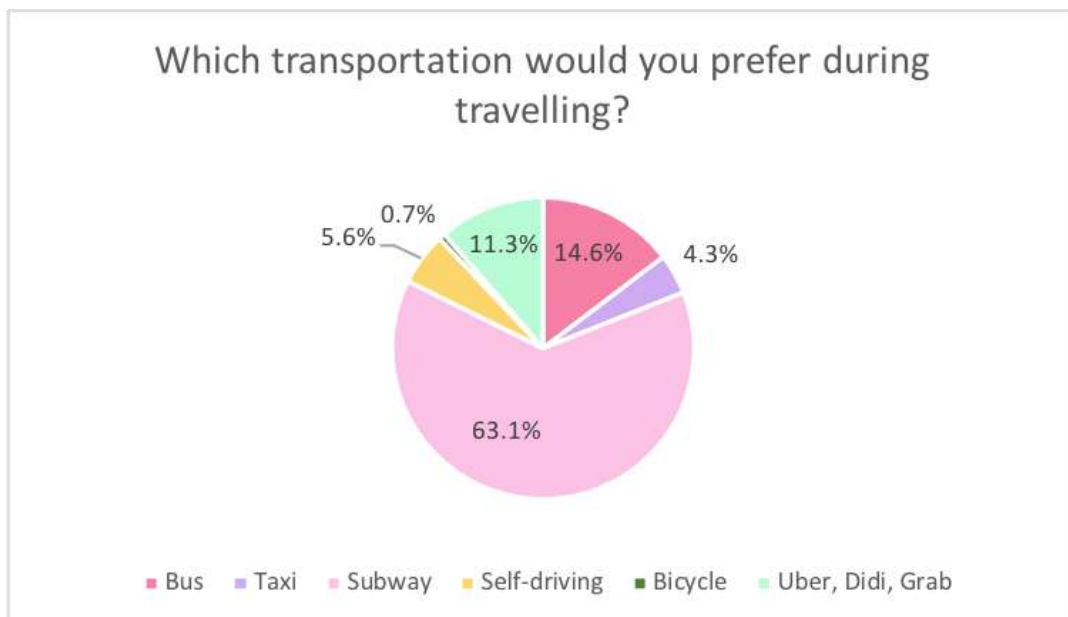
Figure 14. Respondent's preferred transportation during travelling (Q.11)

For transportation, most respondents would prefer travelling by subway (63.1%), while around 15% and 11% respondents preferred bus and Uber, didi, Grab respectively. Only 5% of respondents preferred self-driving and taxi, and less than 1% of respondents would travel by bicycle. Thus, more subway or bus transportation packages could be provided to the young generation in the coming years.

Question 12-17

Average Travel Spending
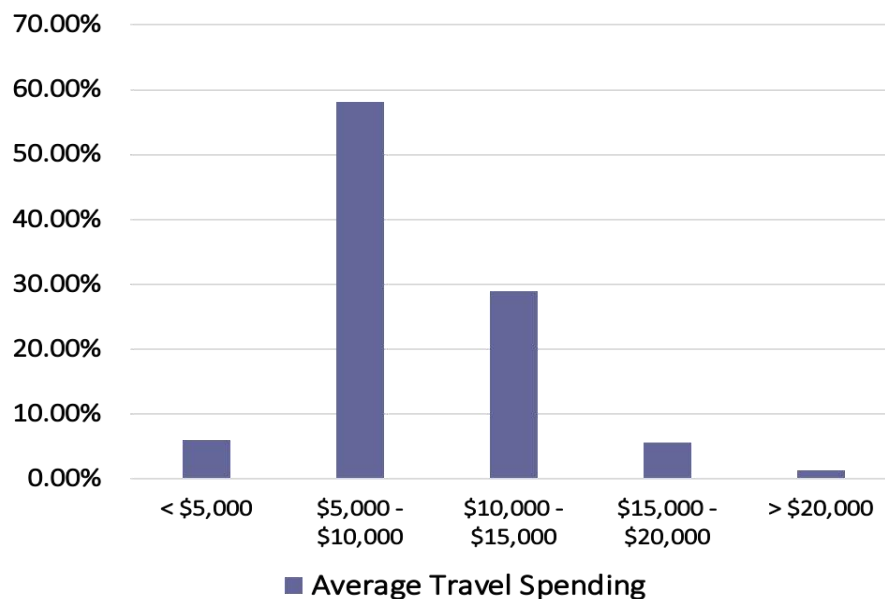
Figure 15. Respondent's average travel spending (Q.12)

It can be concluded that over a half of respondents are willing to spend around HK$5000 to HK$10000 on travel, and around 30% of them will spend HK$10,000 to HK$15,000. In short, the spending of HK$5000 to HK$15000 is the most popular range that people are willing to spend when they go travelling. (Figure 15)

Figure 16. Respondent's preferred travel packages (Q.13)

Concerning travel packages, around 64% of respondents will choose to purchase a travel package when they go travelling. It is more than half of the people. The most popular package is the Transportation package. Around 65% of our respondents will consider purchasing this package, Adult Tourist Day Pass which provides one day of unlimited travel on the railway services is one of the many examples of the

Transportation package.

The second most prevalent package is the Flight and Hotel package, around 57% of our respondents will consider purchasing this package when they travel. Then it comes to the Accommodation Package, around 47% of our respondents will purchase this package when they travel. Finally, 39% and 34% of respondents will consider purchasing Local tour and Activity Experience Tour. We can see that the Transportation package and Flight and Hotel package are the two most prevalent travel packages when people go travelling around the world. (Figure 16)
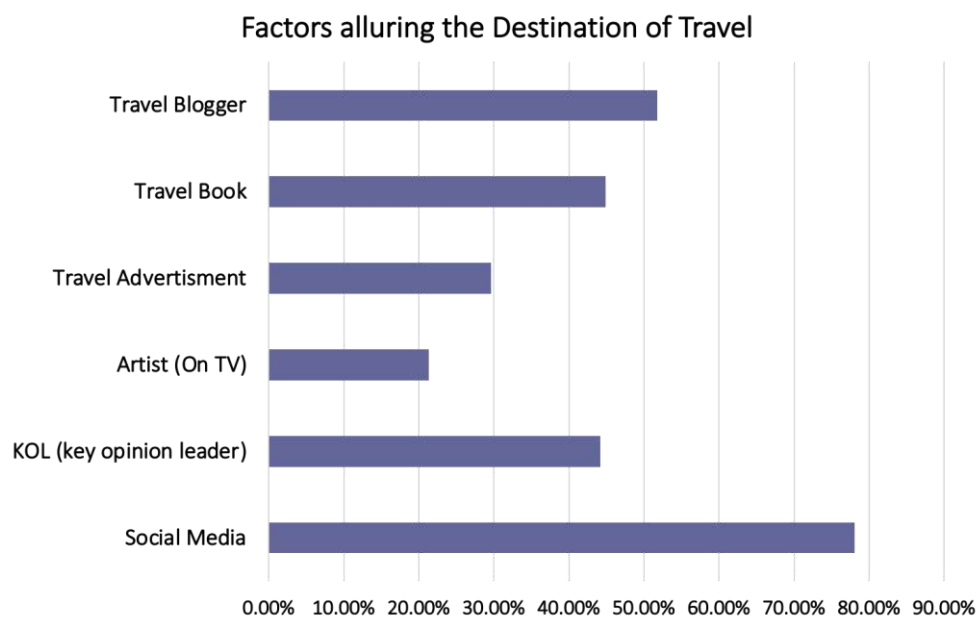
Figure 17. Respondent's factors affecting choosing travel destination (Q.14)

We have asked our respondents which of the following factors will allure them to select a certain destination of travel after the COVID-19 pandemic. Selection of social media, travel bloggers and travel books stand out in the end, which consists of around 78%, 52% and 45% respectively. It can be seen that the impact made by different platforms of social media such as Instagram and Facebook are very influential to people nowadays. (Figure 17)

Which platform of social media will you choose to receive travel information?
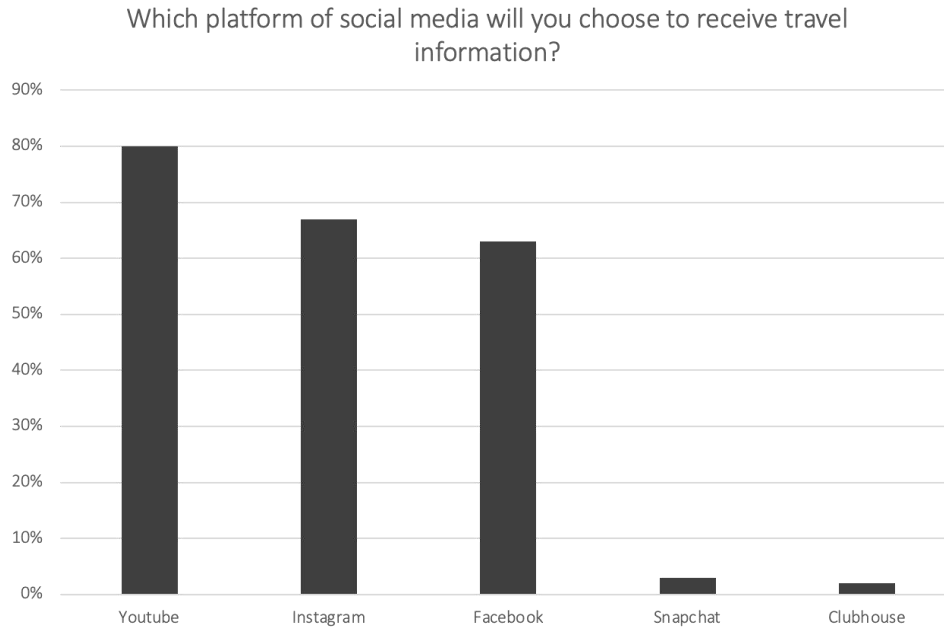
Figure 18. Respondent's preferred platforms for receiving travel information (Q.15)

When considering different platforms of social media, most people will receive travel information through YouTube. Instagram and Facebook come at 2nd and 3rd with 67% and 63%. While Snapchat and Clubhouse are less favorable when compared to other platforms. (Figure 18)

WAY OF SEARCHING TRAVEL INFORMATION
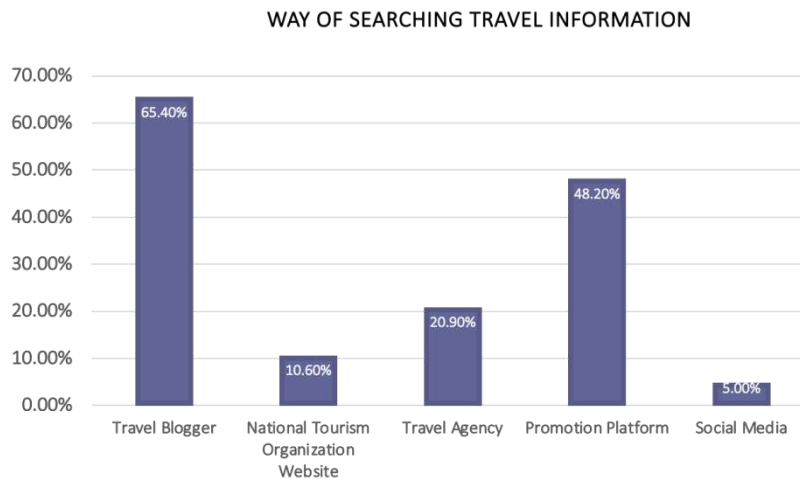
Figure 19. Respondent's ways of searching travel information (Q.16)

However, most of our respondents search travel information through travel bloggers and promotion platforms such as UTravel AND FLYDAY, with around 66% and 48% respective. Therefore, we can see that social media has an impact on people choosing the place for travelling, but they will look for travel information through travel bloggers or promotion platforms where the information is much deeper. (Figure 19)

14

PLATFORM PURCHASING PRODUCTS RELATED TO TRAVEL
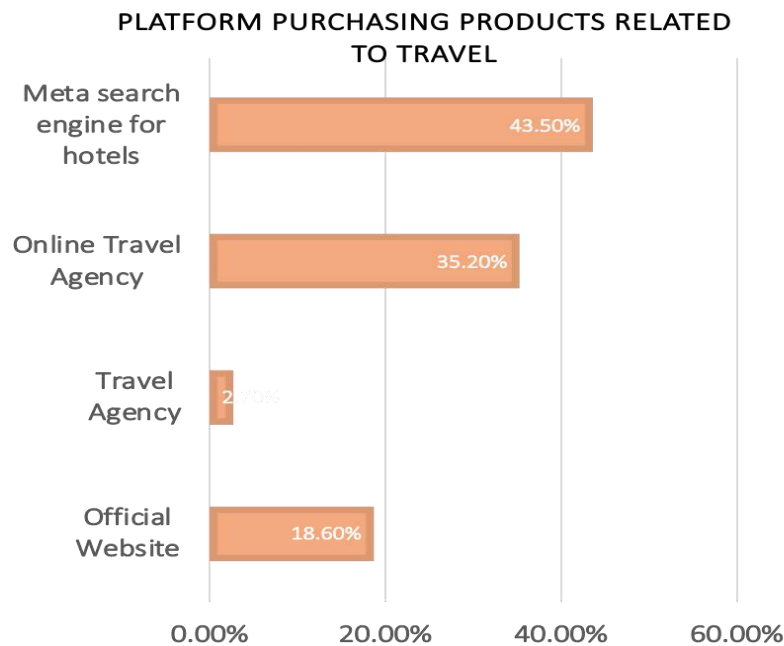
Figure 20. Respondent's preferred platforms for buying travel products (Q.17)

Regarding Platform Purchasing Products Related to Travel, most people, around 80% of respondents in total, will consider a meta search engine for hotels and online travel agency for booking hotels and flight tickets for instance. Examples include TripAdvisor, Trivago, and booking.com. (Figure 20)

Question 18-23

Time required to implement a trip
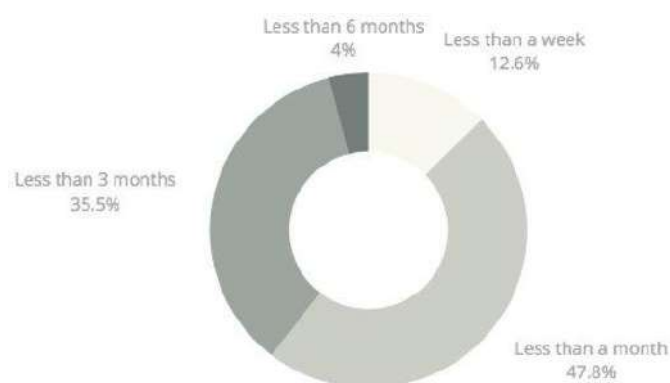
Figure 21. Respondent's required planning time for a trip (Q.18)

For the overall trip planning process, nearly half of the respondents spend less than a month to implement their trips, while some of the respondents even spend less than a week to frame their trip. The results reflect that youngsters are decisive and straightforward when planning a trip. In general, youngsters are not super picky about where to go or stay, or what they are

going to do during the trip. They are relatively casual and open-minded towards trip planning as they have better coping ability toward unexpected issues. (Figure 21)

Most popular channel to look into travel destinations & most popular activities
When searching for travel destinations, most youngsters prefer using social media, such as Instagram and Facebook as they provide informative contents with colorful images. Youngsters can search for the details of the destinations on different pages and take references to others' travel experiences. Some of them also watch videos of travel bloggers as their descriptions are more vivid. TV shows are still a popular channel with its easy accessibility. For the most popular activities, surprisingly, shopping malls are still the top pick of youngsters. These shopping malls are significant landmarks of the country and are popular among the world (e.g. CentralWorld in Bangkok). Some also chose to visit rare spots, however, they are less accessible which youngsters may join local tours to visit these spots. Nevertheless, most of the youngsters love enjoying fine food and wine with an "Instagrammable" environment to display on social media.

How can the National Tourism Board attract tourists?
Over 80% of respondents mentioned they have not used any services from the National Tourism Board before.

To enhance its popularity, there are some strategies respondents suggest to attract tourists. First, 64% respondents suggest more distinctive local activity information can be provided, while 62% of respondents suggest strengthening the promotion of local tourist attractions. This can reflect that youngsters may not receive "down-to-earth" information on local activities through social media. The board can provide information on time schedules, booking details and transportation methods to attract tourists. Also, the board can introduce more hidden spots that are less discovered by tourists as suggested in the survey. Some also suggest providing personalized travel plans and ideas for them as youngsters may not be familiar with the place they are going to visit. Lastly, respondents also suggest setting up an online platform for instant enquiries.

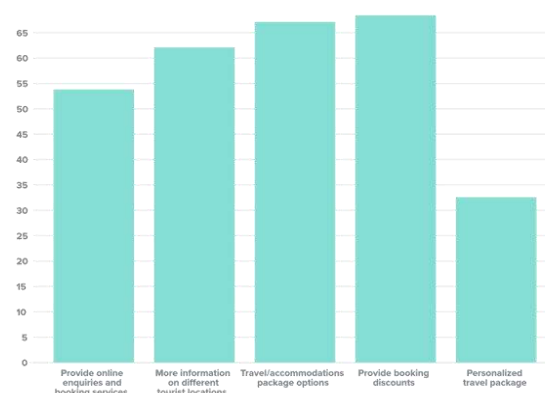*How can travel agencies attract tourists?*

Figure 22. Respondent's expectation towards travel agencies (Q.23)

Self-guided tours are common nowadays, to increase competitiveness, 65% of respondents suggest travel agencies provide booking discounts, with travel and accommodation package options to facilitate customers. Differentiation in attractions with self-guided tours and fast booking process can increase the incentives for youngsters to book their trips through travel agencies. (Figure 22)

5. Focus Group

5.1. Group 1 (Who are planning to travel in the coming two years)

This group of interviewees are those who are planning to travel in the coming two years and the majority are currently studying. Many of them see travel as a habit, if they have time, they'd like to explore different places. Some of them want to travel because of the media. They are influenced by advertisements on Facebook or TV. In the past, people wanted to go around because they have never seen the scenery in other places. However, nowadays people travel to enjoy the experience. For example, watching a football match, skiing or making a craft. Unlike the scenery, which they would quickly forget, experiences are more unforgettable.

Although 5 of them have their own favorite place to go, they have one thing in common: they join local tours or workshops when they visit other countries. They use Klook most often to buy workshop packages, saying that since Klook is a Hong Kong platform, it is easier to communicate with customer service even if there are any problems with their purchases. They have more confidence in the local platform. The most popular type of local tour is to places that are not easily accessible. Respondents said that it would take a lot of time if they went on their own, but the whole process and experience would be better if someone arranged it. Compared to local tours on online platforms, traditional travel agents' tours are less popular among young people. They think that the biggest problem with traditional tours is that they are not up to date with the trends, the attractions they visit are rather boring, and the time is not flexible enough as each activity is fixed.

COVID-19 did not affect their shopping channels when they buy travel products. Even though official websites offer more protection, their biggest concern is still the price. But they said they would pay more attention to the terms and conditions, such as refunds and date changes. We found that people are very optimistic about the epidemic and believe that it will be resolved in the next two years. Respondents claimed that it is fine to travel around if you take precautions.

5.2. Group 2 (Who are planning to travel in the coming two years)

This group of interviewees is people currently studying, mostly university students. They have shared similar and different opinions regarding their preferences on travel. Some prefer long-distance travel such as Finland, Denmark, while some would love going to countries which are near to Hong Kong such as Japan and Korea. However, they all prefer going to travel independently rather than joining a tour.

Concerning the spending during their travels, they have a similar pattern. To most of the respondents, price is their priority concern. Most of them are willing to take a low-cost airline and live in a hostel instead of taking a flight with higher quality and living in a hotel for instance. They are looking at the price of the flight tickets and hostel rather than the services provided because they think the quality of the above products is not significant or crucial to them. On the contrary, they would like to experience the local culture and customs. With the hope of it, they are willing to spend most of their budget in purchasing local-made products such as clothes and accessories. Some of them even are very intrigued about joining the local activities such as scuba diving and skydiving for example. From the above, it is clear to see teenagers nowadays prefer using their budget on local products rather than flight tickets and hostels.

Our respondents have also made some suggestions toward the website of national tourism organizations. They believe that it would be ideal if the website can provide more information on the local transport since it is difficult for them to understand the local transport network due to the language barrier, while other interviewees want the website to provide more information such as the rate of foreign currency that would help then know the price of products in Hong Kong currency when they go shopping. More importantly, almost all respondents would like the website to include more uncommon, unpopular sightseeing spots for filming and thus posting on social media platforms like Instagram and Facebook during their time on travel.

5.3. Group 3 (Who are currently studying)

This group of interviewees are students, they all planning to go travelling in the coming two years. However, their travel behaviors and thoughts have changed due to the pandemic situation nowadays. Safety is a major concern for them to consider a travel destination during the pandemic, all of them prefer a short distance and stay for only 3-6 days in the coming two years because of the pandemic situation. Apart from safety, one of them also mentioned that many sightseeing spots may be closed due to COVID-19 in the coming two years, so a long-distance trip is not worth going nowadays.

However, if the pandemic is over, two of them would like to have a long-distance trip, this is because they think they have more time to travel while studying, it is harder to go for a long-distance trip after graduation. But others still prefer short distance trips even if the pandemic comes to an end, because a long-distance trip is unaffordable for them as they cannot save enough money during studying.

Besides, they are all willing to spend 70%-100% income for travel during studying as time is more flexible and easier to go with friends during studying. And they prefer a tight schedule during travelling, so they are willing to spend more on day schedule instead of accommodation. Also, Instagrammable places are attractive for two of them, they are willing to go to some Instagrammable places for taking photos during travelling.

For the views on national tourism organizations, most of them hope these organizations could provide more updated sightseeing spots suggestions on their websites as they would like to visit some special or new places instead of the most famous sightseeing spots. Moreover, they hope national tourism organizations could provide some travel day schedule plans on its website, which can help them plan their day schedule directly before travelling. Customized package plan is also potential in the young generation market as they would like to buy the package if the package is customized and fulfill their wants during travelling.

5.4. Group 4 (Who are currently working)

This group consists of interviewees who are currently working and I have divided them into 2 groups. The first group are those who worked for two years or less. Their main concerns are budget, travel duration and package options. One of them mentioned that he would like to save money for other purposes such as housing, showing that they have many cravings with their tight budget. Moreover, as a fresh worker, it might be difficult for them to take leaves, therefore they would be more on the leave period and the ticket price. Therefore, travel may not be their priority. Comparatively to those who are studying, one of the respondents mentioned that he has relatively stable income and is willing to pay more on travel.

For the opinions on national tourism organizations, they suggest travel agencies provide more personalized package options as they do not have much time to plan their trip, they would also enjoy watching travel vlogs or programs.

For the second group who have worked for over 10 years, they have completely different concerns. With high affordability and less family pressure, they prefer relatively luxury travel. However, they mentioned they need thorough planning for at least 2 months, and would prefer traveling with a group as they are not familiar with foreign language and culture. Their major concern is the pandemic situation and their safety during travel. Therefore, they must choose to stay in a hotel which is trustworthy and would only go for vacation once the pandemic is under control. The above shows that this group has less flexibility.

For the opinions on national tourism organizations, they suggest it to provide more information on scenic spots and transportation, for example detailed transport map and app recommendations. Also, they would like to take a look at popular spots as they might not have chances to revisit the place.

6. Suggestions

6.1. Social media strategy

Based on our survey results and our observation towards the prevailing trend of youngsters using social media platforms, most respondents choose social media as the main factor which allure their travel destination, we suggest ANTOR (HK) to work more on the popular social media platforms.

First, since key opinion leaders' (KOL) influence is a key factor nowadays, collaboration with KOL can be an effective way to increase exposure. We suggest ANTOR (HK) collaborate with KOL to create a photo booth with a seasonal theme. We can take reference to some successful examples of a Hong Kong boy band *Mirror* in Tsim Sha Tsui harbor. These photo booths can be catchy and when the fans post on social media, they can act as ads to promote ANTOR (HK). Moreover, since KOLs have high coverage on social media with abundance of followers, their promotion can be spread to various groups of people in different age groups.

Second, ANTOR (HK) can create unique Hashtags according to the theme of the event for people to post. Relatable hashtags can increase the exposure and accessibility. Different hashtags such as "explore", "travelgram", "photo of the day" can be adopted. Youngsters can view the posts of ANTOR (HK) when they search for the related hashtags and promote the content through adopting these hashtags.

Lastly, since live broadcast is becoming more and more common, we suggest ANTOR (HK) to start a broadcast show by collaborating with influencers to talk about some new updates or travel information, which can increase interaction and intimacy with the younger generation. With reference to some live broadcast channels such as "Uplive", they invite influencers to share about their expertise or experiences and give out some small gifts to audiences to attract them and increase exposure. Audiences can also raise instant questions and have a chat with the host.

6.2. Provide customized package

Based on our quantitative and qualitative surveys, we found that the young generation prefer travelling freely without stress and prefer independent travel. As the traditional escorted tours always provide a very tight schedule and visit some famous sightseeing spots, but the young generation would prefer to visit some new, special or Instagrammable places freely during travelling. Therefore, customized packages could be provided to different types' young generations.

First, from the above findings, many young generations like to go travelling with their other half, thus, a couple package should be provided for them. Some romantic destinations (e.g. N Seoul Tower) and activity plan (e.g. Sail Thai long-tail boat) will be attractive for young generation's couple. Besides, many young generations love adventure, and adventure is popular among them nowadays, so customized packages for adventure lovers are also potential. Some exciting adventure experiences could be provided for the young adventure lovers, such as sailing, safari and hiking. Moreover, as mentioned in the above findings, the scenery of nature is one of the major reasons for the young generation to choose a destination. The young generation would prefer to feel the nature of a country/city during travelling, customized packages could provide for nature lovers, nature sightseeing plan can let them feel the true beauty of a country/city, like visiting the local beaches, wild and mountain.

6.3. Improvements on websites

We have visited some of the websites of ANTOR (HK) members, the content is very comprehensive with all the necessary information and the lay-out is user-friendly so travelers can get the resources easily. However, these websites cannot reach the young generation. National tourism organizations give the young generation an impression that they are traditional and formal. Therefore, youngsters will not browse the websites when they are searching for travel information. We suggest that each of the national tourism offices may invite a local celebrity or key opinion leader to film a travel video for the website. This step is to arouse people's interest and increase the exposure of the websites. For example, in Hong Kong, they may invite the Hong Kong boy band *Mirror* as the travel ambassador since they're very famous in Hong Kong and nearby regions. Besides, according to the responses from the interviewees, they think that the travel information is not up to date. Most of the attractions are traditional. They would not go to those places if they visited again. And so, we suggest that the tourism offices can update the information more frequently and include more special tourist attractions or limited exhibitions. Last but not least, since money is an important factor affecting people's travel intentions, we think that discounts will be attractive to millennials. ANTOR (HK) may cooperate with different merchants to provide discounts for tourists. For example, it may work with various restaurants and money changers, when tourists show the coupon on the websites, they will get a discount. We believe that the low usage of these websites among new generations is mainly due to the lack of publicity, which makes them reluctant to click through. Therefore, apart from improving the content, it is more important to make the public aware of the websites.

7. Conclusions

There are some key takeaways from our project when studying the behavior of young people on travelling nowadays. For one, price is the most important factor when it comes to planning prior to travelling. Most respondents will spend as little as they could but some of them are willing to spend a lot of money when they go travelling. For another, the opinion of KOL and artists such as Hong Kong boy bands *Mirror* and *Error* are believed to have a huge impact on young people nowadays, their advertisements will encourage young people to travel without a doubt. More importantly, teenagers nowadays would prefer a more flexible and relaxed schedule by going to travel independently.

This habit fits the character and personality of youngsters nowadays which explains the rising trend of travelling independently rather than joining a tour. Furthermore, we have proposed three suggestions which are related to social media strategy, provide customized packages and improvements on websites in order to attract more tourists and therefore boost tourism.

Appendix

您好，我們是香港中文大學酒店及旅遊管理學士學生，現正為各國旅遊局代表協會（香港）進行年輕人（18-25歲）旅遊行為的研究，誠邀您協助填寫本問卷。本調查的結果只用於研究之用，不會用於商業用途，請你安心地根據您真實的情況填答。所有資料將會保密，不會轉移第三方，並於完成研究後銷毀。謝謝您的協助。

個人資料

年齡
- ☐<18 (不適合完成這份問卷，謝謝)
- ☐18-25
- ☐>25 (不適合完成這份問卷，謝謝)

教育:
- ☐ 小學
- ☐ 中學畢業
- ☐ 大專或學士
- ☐ 碩士或以上

就業狀況：
- ☐就讀中
- ☐就業中
- ☐待業中

1. 您認為旅遊對您的意義是甚麼？（可選多於一項）
- ☐與朋友增進感情
- ☐探索不同文化
- ☐放鬆心情
- ☐其他(請說明:_____)

2. 您有多常去旅行？
- ☐ 少於一年一次
- ☐ 一年一至兩次
- ☐ 一年三次或以上

3. 您在未來2年有任何旅遊的計劃嗎?
- ☐有(跳至3a > 4)
- ☐沒有(跳至3b > 4)

3a. 在未來兩年，你會傾向選擇哪一種旅行？
- ☐ 短程旅行（抵達目的地需時3-4小時）
- ☐ 中程旅行（抵達目的地需時6-8小時）
- ☐ 長程旅行（抵達目的地需時8小時以上）

3b. 為什麼於未來兩年沒有旅遊的計畫？
☐金錢考慮
☐安全考慮
☐疫情考慮
☐沒有時間
☐沒有興趣

☐其他(請說明:＿＿＿＿＿＿＿＿＿＿＿＿＿)

4. 以下哪些因素會引起您旅遊的意欲？（可選多於一項）
☐機票促銷
☐酒店優惠
☐ 節日慶典（如：泰國撥水節）
☐ 國際盛事（如：奧運、世界盃）
☐ 限定展覽（如：Teamlab）
☐季節性活動（如：看櫻花、滑雪）

☐其他(請說明:＿＿＿＿＿＿＿＿＿＿＿＿＿)

5. 請按您在疫情後選擇旅行地點時的先後考慮排序。（1分為最先考慮因素，7分為最後考慮因素）
☐距離
☐地區安全性
☐旅費
☐簽證
☐景點
☐人氣推介
☐時間

6. 請按您對以下最感興趣的五個地方排序，以1-5分排序。（1分為最感興趣）
☐ 澳門
☐ 澳洲
☐ 馬來西亞
☐ 英國
☐ 芬蘭
☐ 法國
☐ 德國
☐ 印尼
☐ 韓國
☐ 西班牙
☐ 瑞士
☐ 臺灣
☐ 泰國

6a. 您對這5個國家感興趣的首要原因是（最多選3項）
- ☐當地文化吸引
- ☐食物吸引
- ☐購物
- ☐大自然風景
- ☐高科技發展地區
- ☐親子樂園
- ☐地區安全性
- ☐旅費相宜
- ☐其他(請說明:_____)

7. 您喜歡哪一種旅行方式？
- ☐單獨前往
- ☐與家人前往
- ☐與朋友前往
- ☐與伴侶前往

8. 您傾向哪一種旅行模式？
- ☐背包旅行
- ☐窮游
- ☐工作假期
- ☐隨心所欲

9. 您較常在旅遊目的地停留多久？
- ☐3天以下
- ☐3－6天
- ☐7－10天
- ☐11天或以上

10. 您會選擇以下哪種住宿？
- ☐酒店
- ☐民宿
- ☐青年旅舍
- ☐其他(請說明:_____)

11. 您在旅遊期間會傾向選擇使用哪種交通工具？
- ☐的士
- ☐巴士
- ☐地鐵
- ☐自駕
- ☐單車
- ☐接載服務（如：Uber、Didi、Grab等）
- ☐其他(請說明:_____)

12. 您每一次旅行的旅遊預算大概是:
☐< $5,000
☐ $5,000 -$10,000
☐ $10,000-$15,000
☐ $15,000-$20,000
☐ > $20,000

13. 您在計畫旅遊時，會預先購買旅行套票/住宿套票嗎？
☐會(跳至13a>14）
☐不會(跳至14)

13a. 您會選擇哪一種套票？（可選多於一項）
☐住宿套票
☐ 交通套票（如：一日遊地鐵車票- 無限次數）
☐ 機票+酒店套票
☐ 當地旅遊套票- localtour（包往返車船費用及景點門票費用）
☐ 活動體驗套票（如：高空彈跳、烹飪活動、手工藝活動）

14. 疫情後，以下哪些選項會影響您選擇旅行地點？（可選多於一項）
☐社交媒體
☐網絡紅人
☐ 藝人（主要於電視電影上出現）
☐ 旅遊廣告
☐旅遊書籍
☐旅行博客
☐其他(請說明:_____)

15. 你最常從以下哪些社交媒體取得旅遊資訊？（可選多於一項）
☐Youtube
☐Instagram☐
Facebook ☐
Clubhouse☐
Snapchat ☐
Tiktok
☐其他(請說明:_____)

16. 疫情後，你會傾向選擇哪一種平台購買旅遊產品？

☐官方網站（如：航空公司網站、酒店網站)
☐旅行社（如：東瀛遊、永安旅遊）
☐網上旅行社（如：Trip.com,Hutchgo.com, KLOOK.com）
☐ 旅遊產品價格比較平台（如：Skyscanner.com; Trivago.com, Tripadvisor.com）
☐其他（請說明:_____）

17. 您會從以下哪種方式去獲取旅遊資訊？（可選多於一項）
☐ 旅行博客
☐ 國家旅遊局網站
☐ 旅行社（實體或網上）
☐ 旅遊推廣平台（如：GOTRIP，UTRAVEL，FLYDAY）
☐ 其他（請說明:＿＿＿＿＿＿＿＿＿＿＿＿＿）

18. 您需要多少時間落實旅行？（從計畫旅行到確認付款）
☐ <1 星 期
☐ <1 個月
☐ <3 個月
☐ <6 個月
☐ >6個月

19. 您有否從哪些渠道看到或聽到令你印象深刻的旅遊目的地？（可選多於一項）
☐ 電視節目（如：劇集、旅遊特輯等）
☐ 平面廣告
☐ 旅遊書籍
☐ 社交媒體
☐ 國家旅遊局網站
☐ 網上影片頻道（如：Youtube, 優酷等）
☐ 戶外媒體（如：車身廣告）
☐ 旅遊嘉年華/旅遊展
☐ 沒有
☐ 其他(請說明:＿＿＿＿＿＿＿＿＿＿＿＿＿)

20. 你到達旅行目的地會選擇那種類型的活動，請按先後次序排列（1分為最感興趣，5分為最不感興趣）
☐ 大型商場及著名地標
☐ 旅行社舉辦的本地一日遊（如：探訪較冷門的景點）
☐ 節日慶典或大型體育活動
☐ 本地手作工作坊
☐ 享受美酒美食
☐ 享受陽光與海灘
☐ 郊外生態遊（如：遠足、農場、繩索等）
☐ 歷奇與體育運動（如：潛水、Skydive）
☐ 其他(請說明:＿＿＿＿＿＿＿＿＿＿＿＿＿)

21. 您有沒有接觸過國家旅遊局的服務？
☐ 有
☐ 沒有

22. 你認為國家旅遊局可從以下那些方法改進服務以吸引旅客的查詢和興趣？（可選多於一項）

☐加強宣傳當地旅遊景點
☐提供更全面的當地相關旅遊資訊
☐提供更個人化的旅遊方案和計劃
☐促進服務質素，尤其加強員工在旅遊知識方面的培訓提
　　供網上資訊平台以便查詢
☐提供更多有特色的當地旅遊活動資訊
☐在官方網站提供更多旅遊短片
☐在官方網站提供更多項語言選擇

☐其他(請說明:＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿)

23. 疫情後，您期望旅行社可以：（可選多於一項）

☐提供更多線上查詢/預訂服務
☐提供更多不同旅遊地點的資訊
☐提供更多旅行/住宿套票選擇
☐提供更多預訂優惠
☐提供更人性化的旅行團套票（如：減少強迫消費、不用早起）
☐其他(請說明:＿＿＿＿＿＿＿＿＿＿＿＿＿＿＿)