APAC’s Top Destinations

April 2023
Market Snapshots
Click to explore

1. Australia
2. Hong Kong
3. India
4. Indonesia
5. Japan
6. Korea
7. Malaysia
8. New Zealand
9. Philippines
10. Singapore
11. Taiwan
12. Thailand
13. Vietnam
Discover the top searches for outbound and inbound travel in Australia

<table>
<thead>
<tr>
<th>Most searched countries/territories</th>
<th>Most searched cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Indonesia</td>
<td>1. Denpasar</td>
</tr>
<tr>
<td>2. United States</td>
<td>2. London</td>
</tr>
<tr>
<td>3. New Zealand</td>
<td>3. Auckland</td>
</tr>
<tr>
<td>4. United Kingdom</td>
<td>4. Nadi</td>
</tr>
<tr>
<td>5. Thailand</td>
<td>5. Honolulu</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cities seeing the highest increase in demand</th>
<th>Countries/territories that travelers are coming to Australia from</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tokyo</td>
<td>1. United Kingdom</td>
</tr>
<tr>
<td>2. Barcelona</td>
<td>2. United States</td>
</tr>
<tr>
<td>3. Guangzhou</td>
<td>3. New Zealand</td>
</tr>
<tr>
<td>4. Beijing</td>
<td>4. India</td>
</tr>
<tr>
<td>5. London</td>
<td>5. Singapore</td>
</tr>
</tbody>
</table>

In the past 30 days...

- “visit japan web” is a breakout search term.
- “best travel pillow” has seen a 350% increase in search queries.
- “viator” has seen a 130% increase in search queries.

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A breakout search term is one that grew by more than 5000% in the requested time period
Hong Kong

Discover the top searches for outbound and inbound travel in Hong Kong

Most searched countries/territories
1. Japan
2. China
3. Thailand
4. Macao
5. United Kingdom

Most searched cities
1. Bangkok
2. Osaka
3. London
4. Tokyo
5. Cotai

Cities seeing the highest increase in demand
1. Cotai
2. Shanghai
3. Taipei
4. Macao
5. Beijing

Countries/territories that travelers are coming to Hong Kong from
1. Singapore
2. United States
3. Philippines
4. Taiwan
5. Japan

In the past 30 days...

“rakuten jp travel” is a breakout search term.

“trip.com 優惠碼” has seen a 350% increase in search queries.

“美食之旅旅行團” has seen a 250% increase in search queries.

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Destination Insights

A breakout search term is one that grew by more than 5000% in the requested time period
India

Discover the top searches for outbound and inbound travel in India

<table>
<thead>
<tr>
<th>Most searched countries/territories</th>
<th>Most searched cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. United Arab Emirates</td>
<td>1. Toronto</td>
</tr>
<tr>
<td>2. United States</td>
<td>2. Bangkok</td>
</tr>
<tr>
<td>3. Canada</td>
<td>3. Denpasar</td>
</tr>
<tr>
<td>4. Thailand</td>
<td>4. Malé</td>
</tr>
<tr>
<td>5. United Kingdom</td>
<td>5. Kathmandu</td>
</tr>
</tbody>
</table>

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<tr>
<th>Cities seeing the highest increase in demand</th>
<th>Countries/territories that travelers are coming to India from</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Calgary</td>
<td>1. United Arab Emirates</td>
</tr>
<tr>
<td>2. Toronto</td>
<td>2. United States</td>
</tr>
<tr>
<td>3. Vancouver</td>
<td>3. United Kingdom</td>
</tr>
<tr>
<td>4. Paro</td>
<td>4. Canada</td>
</tr>
<tr>
<td>5. Singapore</td>
<td>5. Saudi Arabia</td>
</tr>
</tbody>
</table>

In the past 30 days...

- “one day trip near bangalore” has seen a **150%** increase in search queries.
- “qatar airways” has seen a **130%** increase in search queries.
- “kerala tour packages” has seen a **60%** increase in search queries.

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Discover the top searches for outbound and inbound travel in Indonesia

<table>
<thead>
<tr>
<th>Most searched countries/territories</th>
<th>Most searched cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Australia</td>
<td>1. Kuala Lumpur</td>
</tr>
<tr>
<td>2. Malaysia</td>
<td>2. Bangkok</td>
</tr>
<tr>
<td>3. Thailand</td>
<td>3. Singapore</td>
</tr>
<tr>
<td>5. Singapore</td>
<td>5. Melbourne</td>
</tr>
</tbody>
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<th>Cities seeing the highest increase in demand</th>
<th>Countries/territories that travelers are coming to Indonesia from</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Hong Kong</td>
<td>1. Australia</td>
</tr>
<tr>
<td>2. Riyadh</td>
<td>2. India</td>
</tr>
<tr>
<td>3. Montpellier</td>
<td>3. United States</td>
</tr>
<tr>
<td>5. Tokyo</td>
<td>5. Germany</td>
</tr>
</tbody>
</table>

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Japan

Discover the top searches for outbound and inbound travel in Japan

Most searched countries/territories
1. United States
2. South Korea
3. Thailand
4. Philippines
5. China

Most searched cities
1. Honolulu
2. Bangkok
3. Manila
4. Shanghai
5. Seoul

Cities seeing the highest increase in demand
1. Miami
2. Dalian
3. Beijing
4. Honolulu
5. Shanghai

Countries/territories that travelers are coming to Japan from
1. Taiwan
2. Hong Kong
3. United States
4. Singapore
5. South Korea

In the past 30 days...

“アバトラベル” is a breakout search term.

“旅行支援 4 月 以降” has seen a 1100% increase in search queries.

“楽天トラベルスーパーセール” has seen a 600% increase in search queries.

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Korea

Discover the top searches for outbound and inbound travel in Korea

**Most searched countries/territories**
1. Japan
2. United States
3. Thailand
4. Vietnam
5. Philippines

**Most searched cities**
1. Osaka
2. Bangkok
3. Fukuoka
4. Tokyo
5. New York

**Cities seeing the highest increase in demand**
1. Ulaanbaatar
2. Denpasar
3. Kuala Lumpur
4. Hong Kong
5. Beijing

**Countries/territories that travelers are coming to Korea from**
1. Japan
2. Singapore
3. Taiwan
4. United States
5. Hong Kong

**In the past 30 days...**

“지구마불 세계여행” is a breakout search term.

“유럽 지도” has seen a 190% increase in search queries.

“담양 여행” has seen a 160% increase in search queries.

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A breakout search term is one that grew by more than 5000% in the requested time period*
Malaysia

Discover the top searches for outbound and inbound travel in Malaysia

Most searched countries/territories
1. Thailand
2. Indonesia
3. Australia
4. Japan
5. China

Most searched cities
1. Bangkok
2. London
3. Denpasar
4. Singapore
5. Melbourne

Cities seeing the highest increase in demand
1. Beijing
2. Shanghai
3. Guangzhou
4. Hong Kong
5. Swan Bay

Countries/territories that travelers are coming to Malaysia from
1. Singapore
2. Australia
3. Indonesia
4. India
5. United Kingdom

In the past 30 days...

“sekatan perjalanan imigresen” is a breakout search term.

“klook malaysia” has seen a 200% increase in search queries.

“travel agency penang” has seen a 180% increase in search queries.

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New Zealand

Discover the top searches for outbound and inbound travel in New Zealand

Most searched countries/territories
1. Australia
2. United States
3. Fiji
4. United Kingdom
5. Indonesia

Most searched cities
1. Sydney
2. Melbourne
3. Brisbane
4. Nadi
5. Gold Coast

Cities seeing the highest increase in demand
1. Kuta Selatan
2. Rome
3. Phuket
4. Houston
5. Sunshine Coast

Countries/territories that travelers are coming to New Zealand from
1. Australia
2. United States
3. India
4. United Kingdom
5. Canada

In the past 30 days...

“scti travel insurance” is a breakout search term.

“travel agency” has seen a 60% increase in search queries.

“best travel insurance nz” has seen a 50% increase in search queries.

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A breakout search term is one that grew by more than 5000% in the requested time period.
Discover the top searches for outbound and inbound travel in Philippines

**Most searched countries/territories**
1. United States
2. Thailand
3. Japan
4. United Arab Emirates
5. Australia

**Most searched cities**
1. Bangkok
2. Dubai
3. Osaka
4. Los Angeles
5. Sydney

**Cities seeing the highest increase in demand**
1. Hong Kong
2. Riyadh
3. Taipei
4. Vancouver
5. Tokyo

**Countries/territories that travelers are coming to Philippines from**
1. United States
2. Japan
3. Canada
4. Australia
5. United Arab Emirates

In the past 30 days...

- “visit japan web” is a breakout search term.
- “travel brochure tagalog” has seen a 300% increase in search queries.
- “philippines to canada travel time” has seen a 250% increase in search queries.

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A breakout search term is one that grew by more than 5000% in the requested time period
Discover the top searches for outbound and inbound travel in Singapore

### Most searched countries/territories
1. Malaysia
2. Thailand
3. Indonesia
4. Australia
5. India

### Most searched cities
1. Bangkok
2. Kuala Lumpur
3. Denpasar
4. London
5. Sydney

### Cities seeing the highest increase in demand
1. Hong Kong
2. Shanghai
3. Guangzhou
4. Tokyo
5. Taipei

### Countries/territories that travelers are coming to Singapore from
1. Australia
2. India
3. United States
4. Indonesia
5. Malaysia

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**In the past 30 days...**

- **“booking.com singapore”** is a breakout search term.
- **“trip.sg”** has seen a 190% increase in search queries.
- **“short trips from singapore”** has seen an 80% increase in search queries.

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A breakout search term is one that grew by more than 5000% in the requested time period.
Discover the top searches for outbound and inbound travel in Taiwan

### Most searched countries/territories
1. Japan
2. Thailand
3. South Korea
4. China
5. Hong Kong

### Most searched cities
1. Tokyo
2. Osaka
3. Bangkok
4. Kyoto
5. Seoul

### Cities seeing the highest increase in demand
1. Hong Kong
2. Shanghai
3. Busan
4. Cebu City
5. Xiamen

### Countries/territories that travelers are coming to Taiwan from
1. Hong Kong
2. Japan
3. Singapore
4. United States
5. Malaysia

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**In the past 30 days...**

- **“美食之旅旅行團”** is a breakout search term.
- **“round trip”** has seen a **250%** increase in search queries.
- **“行李箱推薦”** has seen a **250%** increase in search queries.

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Thailand

Discover the top searches for outbound and inbound travel in Thailand

Most searched countries/territories
1. Japan
2. Australia
3. India
4. Laos
5. Vietnam

Most searched cities
1. London
2. Osaka
3. Denpasar
4. Vientiane
5. Kuala Lumpur

Cities seeing the highest increase in demand
1. Hong Kong
2. Shanghai
3. Guangzhou
4. Paris
5. Dubai

Countries/territories that travelers are coming to Thailand from
1. India
2. Germany
3. Singapore
4. United Kingdom
5. United States

In the past 30 days...

“เกาะสีชัง เดินทาง” is a breakout search term.

“ที่รี ป่า คู” is a breakout search term.

“allianz travel insurance” is a breakout search term.

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Vietnam

Discover the top searches for outbound and inbound travel in Vietnam

Most searched countries/territories
1. Thailand
2. Cambodia
3. Australia
4. Indonesia
5. Japan

Most searched cities
1. Bangkok
2. Phnom Penh
3. Denpasar
4. Melbourne
5. Sydney

Cities seeing the highest increase in demand
1. Guangzhou
2. Amsterdam
3. Toronto
4. Vancouver
5. Shanghai

Countries/territories that travelers are coming to Vietnam from
1. United States
2. Japan
3. Australia
4. Singapore
5. India

In the past 30 days...

“traveling hay travelling” has seen a 110% increase in search queries.

“visa du lịch trung quốc” has seen an 80% increase in search queries.

“du lịch nhật bản tự túc” has seen an 80% increase in search queries.

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