

# ATTITUDES TO TRAVEL & LEISURE – THAI CONSUMER – 2021

Domestic tourism surges during the pandemic. Drive the use of digital platforms and innovative travel-related experiences to suit interests of Thai consumers.



A Mintel Analyst, Global Analyst



# Report Content



## EXECUTIVE SUMMARY

- What you need to know
- Mintel's perspective

### Market context

- COVID-19's impact on travel & leisure
- Time to drive local tourism
- Offer uncommon travel experiences
- Target and accommodate local tourists
- Pave the way for sustainable tourism

### What consumers want

- Consumers want: travel with peace of mind
  - Graph 1: agreed statement, by age group, December 2020
- Consumers want: travel experiences that agree with their interests
  - Graph 2: important factors encouraging consumers to travel to one particular place for leisure in 2021, by age group, December 2020
- Consumers want: reliable sources of travel inspiration
  - Graph 3: channels encouraging to travel more, December 2020

### Opportunities

- Attract each age group with different propositions
- Connect with Thai tourists on digital platforms
- Provide unusual travel-related experiences

### Mintel predicts

- The outlook for travel & leisure
- SWOT analysis
- The marketing mix – 4Ps
- Promote local tourism with better standards, offers and technologies

## KEY TRENDS

- What you need to know

### Offer travel beyond traditional methods

- Tap into changing travel & leisure demand

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- Make use of digital platforms to leverage tourism safety
- Employ virtual and augmented reality technologies
- Offer virtual and augmented reality experiences
- Push new and creative campaigns
- Promote other well-received items

## Tap into domestic tourism being on the rise

- Encourage tourists to travel locally
- Accommodate local tourists to travel locally
- Feed the needed information pre-trip
- Connect local tourists on mobile devices
  - Graph 4: apps/websites used during travelling for leisure, December 2020
- Accommodate local tourists through smartphones
- Help consumers embrace local gems and culture

## Pave the way for sustainable tourism

- Help promote sustainable consumption
- Show that brands care for the surroundings
  - Graph 5: consumers' attitudes towards the statement "I try to act in a way that is not harmful to the environment", by age group, July 2020
- Be sustainable on consumers' behalf
- Offer incentives for tourists to be more sustainable

## CONSUMER INSIGHTS

- What you need to know

### Tourism industry through the eyes of Thais

- Now: a golden time to push local tourism
  - Graph 6: activities consumers do not want to do at all if all the COVID-19 restrictions are lifted, by age group, December 2020
- Promote city charms to local travellers
  - Graph 7: activities consumers want to do more if all the COVID-19 restrictions are lifted, by age group, December 2020
- Help locals travel locally
- Increase opportunities for productive workcation
  - Graph 8: activities consumers want to do more of if all the COVID-19 restrictions are lifted, by age group, December 2020
- Give tourists the information they want to know
  - Graph 9: activities consumers want to do more of if all the COVID-19 restrictions are lifted, by age group, December 2020

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- Prepare the 18-24s for future luxury travel experiences
  - Graph 10: consumers' level of interest to experience luxurious places if all the COVID-19 restrictions are lifted, by age group, December 2020

## Attraction to travel

- Attraction to tourism by life stage
- Target working adults with stress-relieving angle
- Promote healthy food to older adults
  - Graph 11: important factors encouraging consumers to travel to one particular place for leisure in 2021, by age group, December 2020
- Provide health benefits at destinations
  - Graph 12: important factors encouraging consumers to travel to one particular place for leisure in 2021, by age group, December 2020
- Attract the 25-34s with sustainability concepts
  - Graph 13: important factors encouraging consumers to travel to one particular place for leisure in 2021, by age group, December 2020
- Provide new experiences to students and working adults
  - Graph 14: important factors encouraging consumers to travel to one particular place for leisure in 2021, by age group, December 2020
- Offer bold, attractive deals to older adults
  - Graph 15: important factors encouraging consumers to travel to one particular place for leisure in 2021, by age group, December 2020
- Excite consumers with foreign culture-themed events
  - Graph 16: important factors encouraging consumers to travel to one particular place for leisure in 2021, by age group, December 2020

## Channels to promote tourism

- Take social media as the key promoting platform
  - Graph 17: channels encouraging consumers to travel more, December 2020
- Use social media to build awareness for the masses
- Adopt online bloggers or influencers to increase awareness
  - Graph 18: channels encouraging consumers to travel more, by age group, December 2020
- Use word-of-mouth recommendations to inspire working adults
  - Graph 19: channels encouraging consumers to travel more, by age group, December 2020
- Promote on television when targeting the over-45s
  - Graph 20: channels encouraging consumers to travel more, by age group, December 2020

## Digital platform adoption during travel

- Engage consumers on social media and lifestyle apps
  - Graph 21: websites/apps used during travelling, December 2020

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- Heavy app users: urbanites, women and middle- & upper-incomers
  - Graph 22: apps/websites used during travelling for leisure, by gender, living area and household income, December 2020
- Involve women with social media sharing initiatives
  - Graph 23: apps/websites used during travelling for leisure, by gender, December 2020
- Encourage less-frequent app users into digital adoption

## MARKET APPLICATIONS

- Opportunities: key areas of focus

### Attract each age group with different propositions

- Offer productive workcation experiences
- Introduce workers to uncommon working scenes
- Give a chance to luxury experiences
- Make luxury experiences reachable through deals and visuals
- Be a destination for health
- Provide value deals and new experiences to health
- Offer chances for consumers to experience new things
- Catch up with new trends and offer uncommon experiences
- Draw tourists in with sustainability claims
- Prove how you are a sustainable brand

### Connect to Thai tourists on digital platforms

- Go to where consumers can find value deals
- Promote deals on promotional fan pages
- Adopt influencer/blogger marketing to promote locations
- Choose the right influencer/blogger to reach key targets
- Make use of Instagram-worthy posts
- Make more use of real-user reviews
- Encourage activities on social media
- Actively promote hygiene standards and measures
- Reassure travellers with hygiene products

### Provide uncommon travel-related experiences

- Offer what tourists miss from travelling
- Let consumers revisit their favourite items from previous travels
- Integrate new technologies in the tourism sector
- Consider adopting virtual/augmented reality tools
- Add a twist onto the current products & services

- Refresh consumers with unusual settings
- Include countries' gems through daily life products
- Inspire Thais to travel through product packaging
- Capture consumers with cultures

### **APPENDIX**

- Consumer research methodology

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