



Google Travel

# APAC's Top Destinations



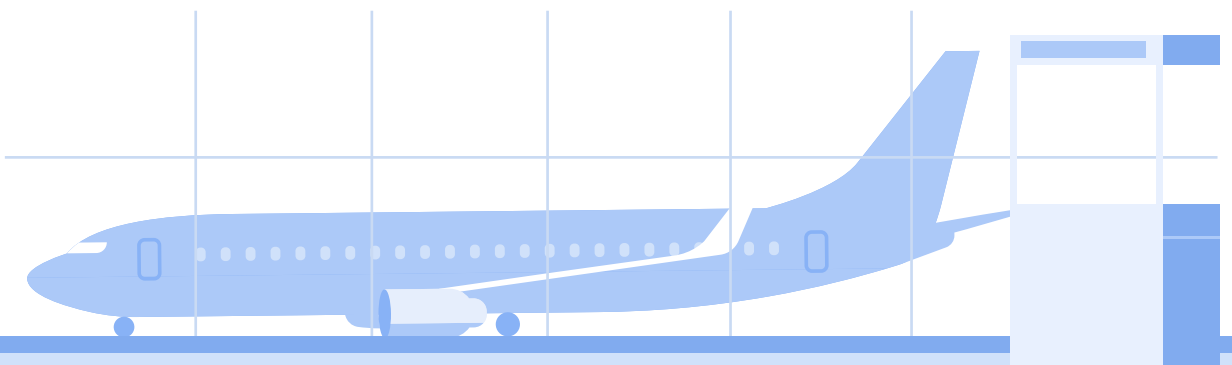
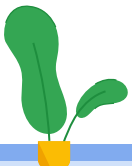
April 2023



# 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   |               |               |



# Australia



Discover the top searches for outbound  
and inbound travel in Australia

## Most searched countries/territories

1. Indonesia
2. United States
3. New Zealand
4. United Kingdom
5. Thailand

## Most searched cities

1. Denpasar
2. London
3. Auckland
4. Nadi
5. Honolulu

## Cities seeing the highest increase in demand

1. Tokyo
2. Barcelona
3. Guangzhou
4. Beijing
5. London

## Countries/territories that travelers are coming to Australia from

1. United Kingdom
2. United States
3. New Zealand
4. India
5. Singapore

## In the past 30 days...



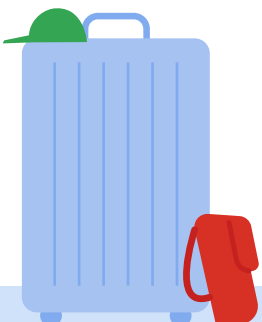
**“visit japan web”**  
is a **breakout**  
search term.



**“best travel pillow”**  
has seen a **350%**  
increase in search  
queries.



**“viator”** has seen  
a **130%** increase  
in search queries.



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Travel Trends

Destination Insights

Sources: Destination Insights: 23 Jan - 23 Mar 2023, Google Trends data: 28 Feb - 24 Mar 2023  
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.



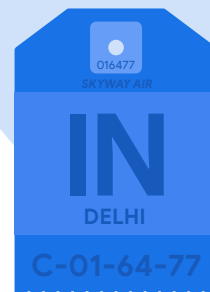
“美食之旅旅行團”  
has seen a  
**250%** increase in  
search queries.



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# India

## Discover the top searches for outbound and inbound travel in India

### Most searched countries/territories

1. United Arab Emirates
2. United States
3. Canada
4. Thailand
5. United Kingdom

### Most searched cities

1. Toronto
2. Bangkok
3. Denpasar
4. Malé
5. Kathmandu

### Cities seeing the highest increase in demand

1. Calgary
2. Toronto
3. Vancouver
4. Paro
5. Singapore

### Countries/territories that travelers are coming to India from

1. United Arab Emirates
2. United States
3. United Kingdom
4. Canada
5. Saudi Arabia

## 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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# Indonesia

Discover the top searches for outbound  
and inbound travel in Indonesia

## Most searched countries/territories

1. Australia
2. Malaysia
3. Thailand
4. Saudi Arabia
5. Singapore

## Most searched cities

1. Kuala Lumpur
2. Bangkok
3. Singapore
4. Sydney
5. Melbourne

## Cities seeing the highest increase in demand

1. Hong Kong
2. Riyadh
3. Montpellier
4. Jeddah
5. Tokyo

## Countries/territories that travelers are coming to Indonesia from

1. Australia
2. India
3. United States
4. Singapore
5. Germany

## In the past 30 days...



“perjalanan  
korea ke indonesia  
berapa jam”  
is a **breakout**  
search term.



“business trip  
adalah” has seen  
a **1950%** increase  
in search queries.



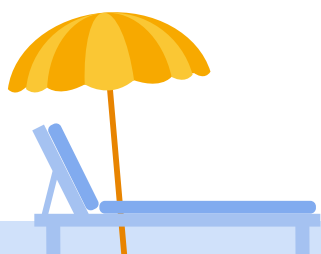
“travel terdekat  
dari lokasi saya”  
has seen a  
**400%** increase in  
search queries.



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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.



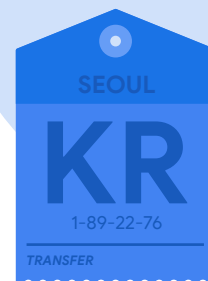
“楽天トラベル  
スーパーセール”  
has seen a  
**600%** increase in  
search queries.



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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...



“지구마블 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.

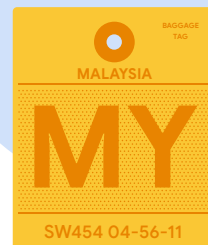


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# Malaysia

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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# Philippines

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.

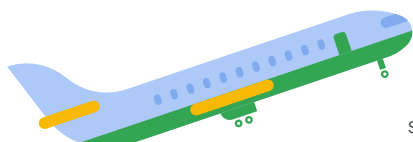


**“philippines to  
canada travel time”**  
has seen a **250%**  
increase in  
search queries.



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# Singapore

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

## 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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# Taiwan

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

In the past 30 days...



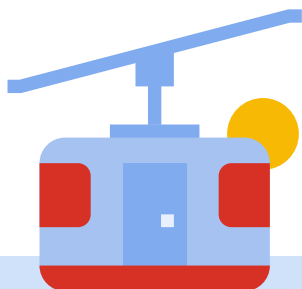
“美食之旅旅行團”  
is a **breakout**  
search term.



“round trip”  
has seen a **250%**  
increase in  
search queries.



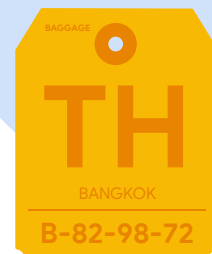
“行李箱推薦”  
has seen a **250%**  
increase in  
search queries.



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Travel Trends

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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.



“น ธิ ป เกาะ กูด”  
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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