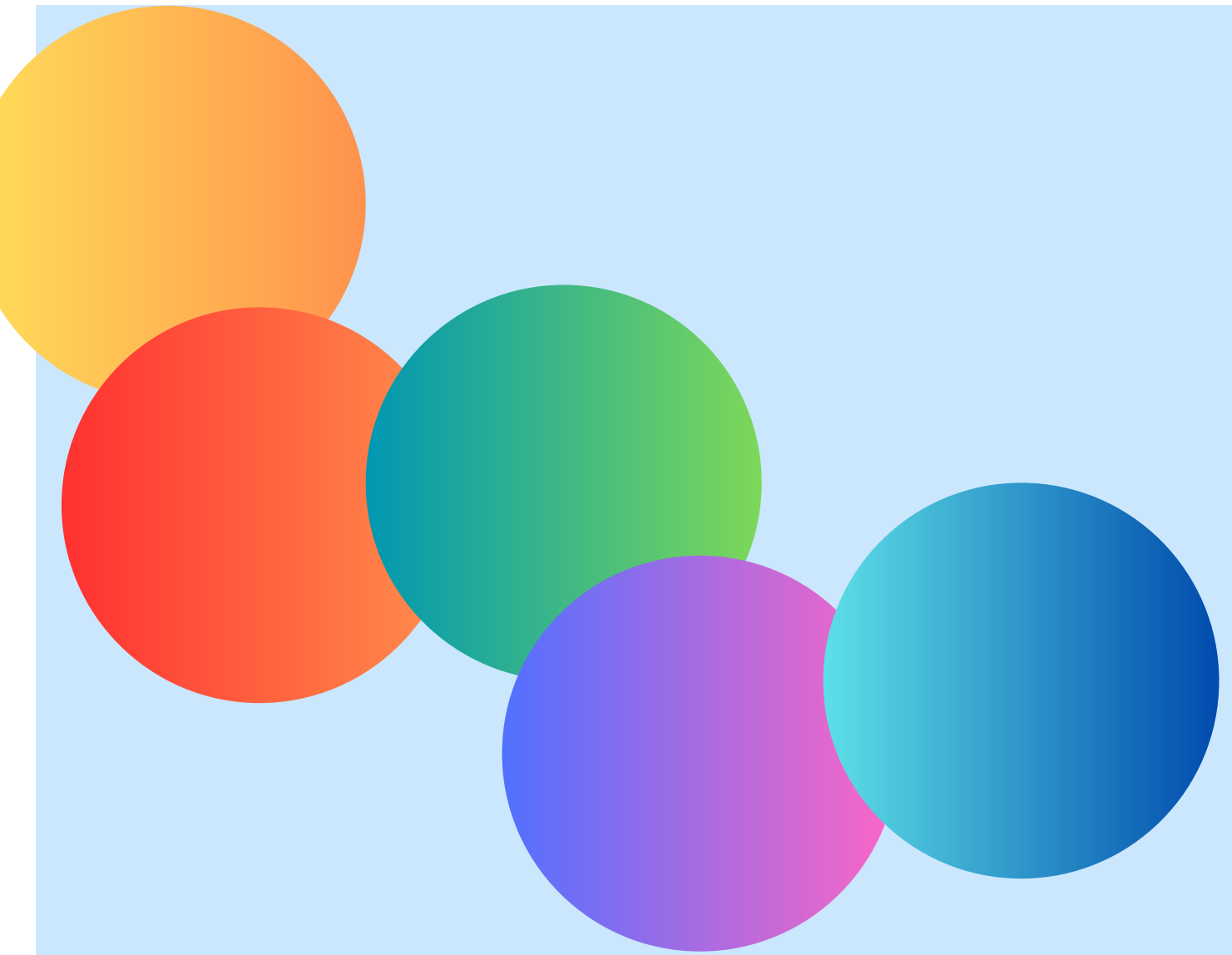


# Quarterly

## NEWSLETTER

**Q1/2023**





# **Welcome to Agoda Media Solutions Q1/2023 Newsletter**

In this edition, we bring you the latest quarterly trends and news from Agoda with interesting insights for you.





# Key Topics



## Travel Trends

This section provides insight into current and upcoming travel trends, including popular destinations, travel styles, and more.

## Quarter-over-Quarter Top Gainer

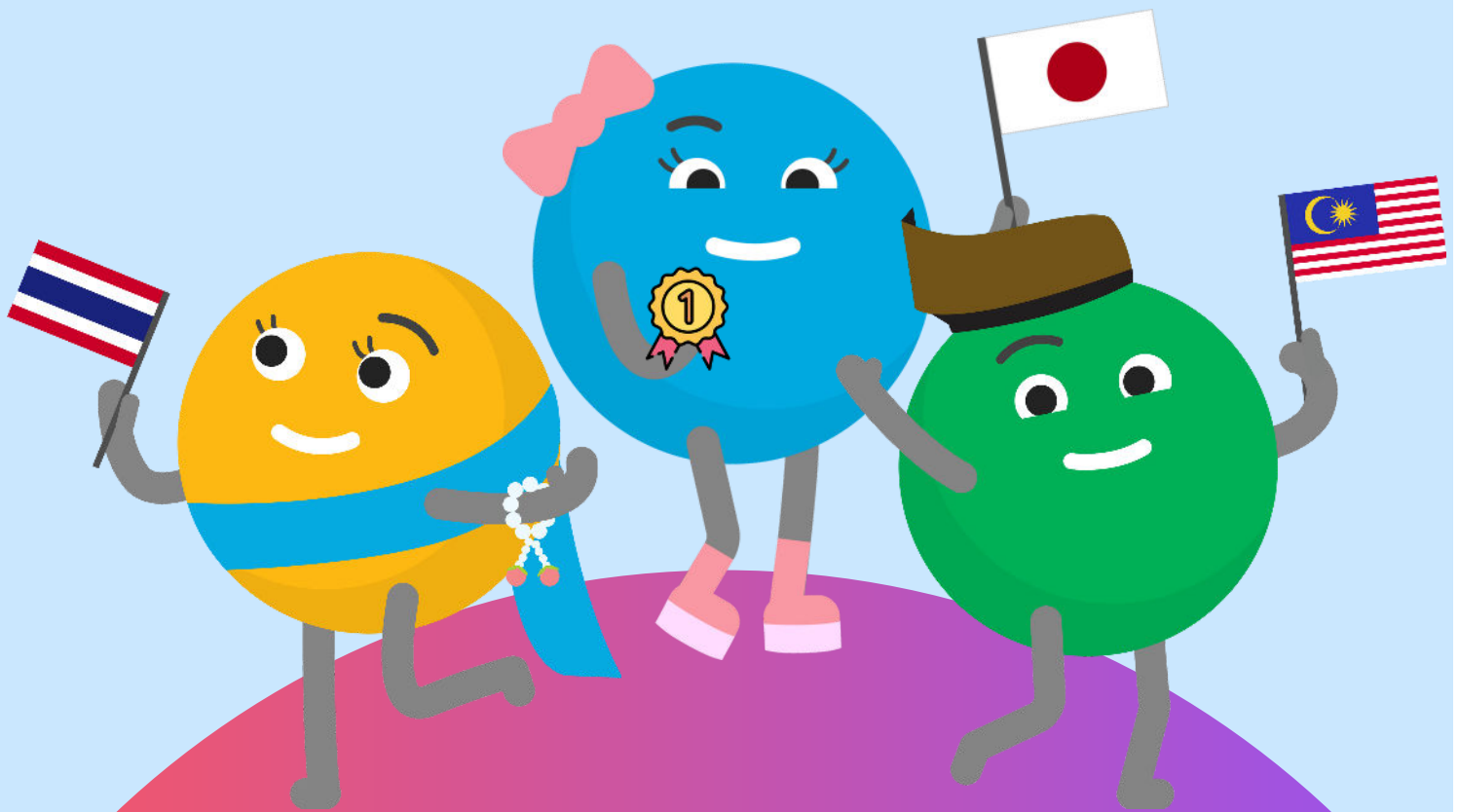
This section highlights the destinations that have seen significant growth in a particular quarter.



## Quarter Insights

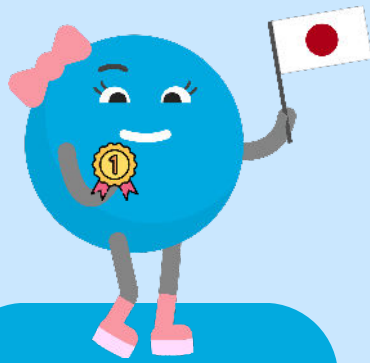
This section points out the key insights of destinations that have a notable performance in a particular topic.

# Travel Trends



In Asia; **Japan, Thailand, and Malaysia** were the most **popular destinations of Q1/23**, with major cities such as Tokyo, Bangkok, and Kuala Lumpur still remaining the top cities for travelers. Although domestic travel was making for most of the travel during the COVID restriction, soon after the reopening, we saw a huge surge in inbound traffic that has not slowed down, on top of our already strong domestic travel.





### Top Cities

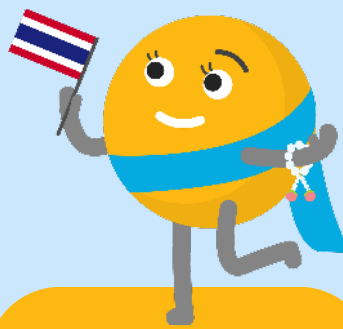
Tokyo  
Osaka  
Fukuoka ↑

### Top Inbound

South Korea  
Taiwan  
Hong Kong

### Top Outbound

South Korea  
Thailand  
Taiwan



### Top Cities

Bangkok  
Pattaya  
Phuket ↑

### Top Inbound

Malaysia  
South Korea  
China ↑

### Top Outbound

Japan  
South Korea  
Vietnam



### Top Cities

Kuala Lumpur  
Johor Bahru  
Penang

### Top Inbound

Singapore  
Indonesia  
Brunei

### Top Outbound

Thailand  
Japan  
Indonesia

Source: Agoda, Q1/2023

A report from **Agoda's Top Destination for New Year End 2022** further indicates the increase in searches for countdown getaways up to 29% compared to the previous year, indicating a strong return of travel. This is evident in the growing number of travelers who have flocked to major cities to see spectacular fireworks displays on New Year's Eve. This not only brings crowds to destination countries but also suggests that many outbound travelers are now more confident in resuming leisure travel as it was in pre-pandemic times



# Quarter-over-Quarter Top Gainer



As expected, **Japan gained the No.1 spot of top gainer** of Q4/22 and the beginning of Q1/23 with a relative increase over the quarter. This indicated a big recovery of the tourism industry in Asia, followed by Thailand, Malaysia, Indonesia, and South Korea respectively.

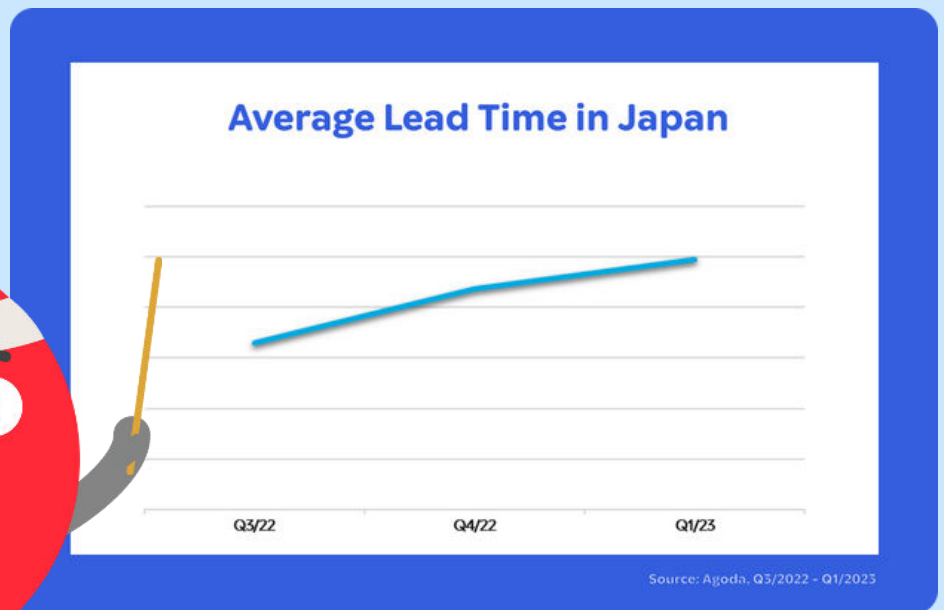




Exciting news from Macau! In Q1/23, **Macau** showed an impressive increase, poised for a major comeback. Despite the global economic challenges, these impressive growth figures not only demonstrate the resilience and adaptability of the region while also implies the confidence of people having towards this region in the future.



# Quarterly Insights

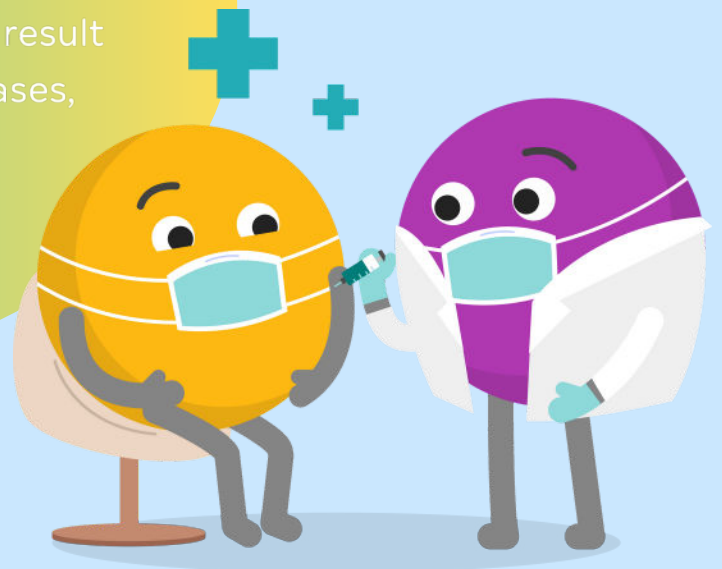


Following the full reopening of Japan, **the average lead time for booking on Agoda's has increase** more than expected over the quarter.





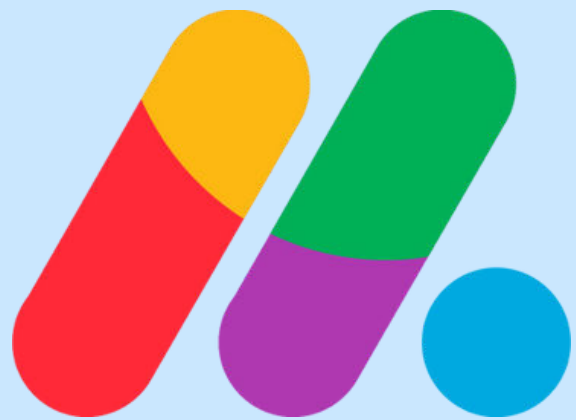
Since COVID19 situation has revamped the process of entering the destination countries, most inbound travelers are required to prepare a few documentations (e.g., COVID19 test result and vaccination certificate) or, in some cases, apply for a visa.



Together with the opening of independent travel to Japan, travelers will be able to plan to stay longer for their leisure travel with friends and families which has resulted in an increasing in Length of Stay in Q1/23.



# Agoda Media Solutions NEWS



## New launching for KOL/ Influencer Content Marketing!

We are thrilled to announce the launch of our new KOL/Influencer Content Services!



To complement our comprehensive suite of offerings, we now provide businesses with the opportunity to partner with top travel and lifestyle influencers around the world to promote their products, services, and destinations.

Our carefully curated list of influencers has a proven track record of engaging audiences and generating buzz around travel-related content.

By engaging with our services, partners will be able to gain access to detailed and robust performance metrics via our KOL activities and further providing details on how each dollar invested can generate sales.

**Get in touch with us to find out more on how this works!**

# Let's hear from Danil Dachkevitch

Associate Vice President, Agoda

**A**s the travel industry is recovering from the COVID-19 pandemic, Agoda Media Solutions team is feeling optimistic about the year ahead. With restrictions eased up globally, there is a significant demand for travel again. Advertisers should explore travel industry as a potential avenue for showcasing their products and services. Now is the perfect time to capitalize on the renewed interest in travel and reach out to consumers looking for their next adventure.





agoda Media Solutions

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