

Living It Up

26% want to have fun in nightclubs/entertainment (well above avg)



Youthful Socializers

This segment is a typical youth and student travel segment, comprised primarily of young single women aged 18-34 with lower than average income and travel budgets. Luxury isn't in their budget and relaxation isn't their main agenda. Travelling is really about having fun, socializing, and feeling connected with close friends by making great memories they can share together.



Catching Up

60% visit friends/relatives and have social events (well above avg)



Adventure Seekers

77% are high-energy travellers looking for adventure in vibrant cities.



Love to Share

75% share their travel experiences on social media (above avg)



Trip Planning

Low involvement with traditional travel media. Instead, this group researches travel online through travel agencies, review sites and airline websites.



Digital Savvy

This group is very active online and frequently use social media.

