***2016 Affluent Insights Travel Subscription Service***

*Affluent Asian consumers continue to be the leading travellers into 2016, with increasing numbers heading to global travel destinations. These travellers are driving premium travel service and luxury goods consumption across Asia and globally. Brands and marketers need to increasingly monitor the pulse of these discerning consumers to uncover their trends and purchase preferences. At Agility Research we have exclusive access to engage with this hard to reach customer base through our LuxeTalk™ community. A closed door, invitation only community of affluent and HNWI consumers across 20 key markets built through key luxury partnerships.*

*To cater to a growing response of requests from travel brands and those marketing to traveling consumers, we at Agility have designed an annual program – The Agility Affluent Insights™ a subscription service that provides market and category specific data, updated every six months, aimed at uncovering the trends, consumption patterns, brand preferences, and detailed insights of the Affluent travel consumers in key Asian markets.*

*The subscription service comprises of four offerings:*

1. *Affluent Asian Travel Consumer Reports (semi-annual)*
2. *Semi-annual Roundtables with Senior Executives from the Luxury Travel World*
3. *Custom Tabulations of Data (semi-annual)*
4. *Semi-annual Brainstorming Sessions with Agility Experts*
5. **AFFLUENT ASIAN TRAVEL CONSUMER REPORTS**

The 2016 subscription includes two reports per market, one released half-way and the other one at the end of the year.

The following travel and luxury product categories are covered in each market:

* Hotels (49 brands)
* Cruise Lines (21 brands)
* Airlines (50 brands)
* Travel Destinations (44 destinations
* Designer Clothing & Accessories (83 brands)
* Watches (82 brands)
* Jewellery (39 brands)
* Skincare (52 brands)
* Makeup (49 brands)

In each market we are focusing on affluent travel consumers (approximately top-20% of the population based on household income) who have travelled internationally in the past 12 months or planning to travel in the next 12 months. We are fielding two waves in 2016, and interviewing a total of n=300 affluent consumers in each market (at least 100 respondents in each market are past-12/next-12-month cruise travellers/intenders).

Markets included in the study (content is partially trended to last year in all markets)

* **China**
* **India**
* **Singapore**
* **Hong Kong**
* **Malaysia**
* **S. Korea**
* **Taiwan**
* **Japan**

Other markets, such as, Indonesia, Thailand, and Australia can be added by request.

Affluent consumer definitions are as follows:

|  |  |
| --- | --- |
| **COUNTRY** | **Annual HHI** |
| **China** | CNY 200,000+ |
| **India** | INR 12,00,000+ |
| **Singapore** | SGD 110,000+ |
| **Hong Kong** | HKD 720,000+ |
| **Malaysia** | MYR 120,000+ |
| **South Korea** | KRW 78 million + |
| **Taiwan** | NT$ 960,000+ |
| **Japan** | JPY 10,000,000+ |

Key analytics in the reports include:

* **Luxury Brand Index –** A tool to help brands understand how well they are meeting the expectation of their potential travel customers in relation to their competitors in different markets. The index is derived from the importance of different dimensions of luxury on category purchase intent and brands’ ratings on the same dimensions.
* **Luxury Brand Media Reach –** Gives the brands vital information on how well they are being noticed by travellers in the most relevant media touchpoints. This is calculated based on the importance of different media touchpoints for affecting category purchasing and recall of brand recall in the relevant touchpoints.
* **Luxury Consumer Segmentation -** We have identified unique key luxury consumer types that are different in their motivations and purchase behaviour towards luxury brands. This segmentation will help brands understand their key consumer types in each market.
* **Affluent Luxury Consumer Insights** – We will have numerous analyses to help you understand and profile affluent Asian travel consumers in each market, looking at their purchase behaviour, media influences, psychographics, and demographics. Many of the analyses will be trended to understand shifts in consumer preferences. Key topics for the analyses include:
  + Purchase Triggers
  + Most recent trip
    - Influences
      * Loyalty programs
      * Advertising
      * Recommendations
      * Editorials
      * Travel agents
    - How travel was booked
    - Class of travel
    - Destination type
    - Activities
  + What looking forward to from next trip?
  + Travel and Luxury Categories and Brands Intended to Purchase
  + Spend and Share of Wallet for Different Luxury Categories
  + Media Touchpoints Relevant to Each Category
  + Psychographics around Luxury Travel Purchase Behaviour
  + Hobbies and Interests
  + Travel preferences
  + Affluent Travel Consumer Profiles

1. **SEMI-ANNUAL ROUNDTABLES (with Senior Executives from the Luxury Travel World)**

These are private, invitation-only, informal lunch and evening sessions held quarterly at central premium locations in Hong Kong and Singapore. During these sessions we will share latest findings on affluent Asian travel consumers and moderate a discussion on topical themes among travel leaders (including executives from luxury travel brands and travel though leaders).

1. **CUSTOM TABULATIONS OF DATA**

We will provide a set of tabulations of the data for all basic graphs included in the report with custom cuts (up to 20 banner points), e.g., you target consumer age groups, or consumers who are planning a purchase from your competitive brand set.

1. **SEMI-ANNUAL BRAINSTORMING SESSIONS (with Agility Experts)**

We will facilitate two brainstorming sessions (timed after the release of each of the Affluent Consumer and Luxury Brand Reports). In these two-hour sessions we walk you through the findings from the latest data release, and together with you look at implications the findings have on your specific brand(s), and brainstorm on how your brand can best make us of the findings. These sessions can be held in our or your premises in Singapore or Hong Kong.

2016 Affluent Insights Travel Subscription Service has three optional service tiers:

**Affluent Insights** **Plus**

* 2 Affluent Asian Travel Consumer Reports

**Affluent Insights** **Premium**

* 2 Affluent Asian Travel Consumer Reports
* 1 Invitation to Semi-annual Travel Leader Roundtables
* 1 Set of Custom Tabulations of Data (per market)

**Affluent Insights** **Prestige**

* 2 Affluent Asian Travel Consumer Reports
* 2 Invitations to Semi-annual Travel Leader Roundtables
* 2 Sets of Custom Tabulations of Data (per market)
* 2 Semi-annual Brainstorming Sessions (per market) or speaking engagements. (We have spoken at key events with **ILTM, Robb Report, Eye for Travel, INYT (Travel & Luxury Summit),** and **Luxury Society**)

Pricing for each category is as follows:

|  |  |
| --- | --- |
| *Subscription Level:* | Price Tiers |
| Affluent Insights PLUS | *USD 19,500* |
| Affluent Insights PREMIUM | *USD 22,500* |
| Affluent Insights PRESTIGE | *USD 26,500* |

Our research has been featured in international media, such as:

