



BOOKING HOLDINGS

Global travelers most likely to want to meet travelers of their own nationalities on holiday

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Agoda survey also reveals Americans single most popular nationality to meet on vacation

SINGAPORE, Aug. 1, 2019 /PRNewswire/ -- With summer holiday season in full swing and people keen to 'get away from it all', [Agoda](#), one of the world's fastest growing digital travel platforms, reveals a majority of countries surveyed would most likely want to meet their fellow countrymen/women while on holiday.



More than one in five Japanese and Australians would choose to meet their own citizens over other nationalities while on vacation. But they are not alone, the Agoda *Favorite Nationalities to Encounter* survey, reveals that travelers from seven out of the 11 countries surveyed would most like to encounter their own countrymen on holiday.

Top six countries where travelers would prefer to meet their own nationality when traveling -- Japan (22%), Australia (21%), Thailand (19%), China (18%), Kingdom of Saudi Arabia (17%), and UK (16%).

Bucking this trend are travelers from Indonesia with only 7% of travelers keen to meet Indonesians when traveling, along with UAE travelers on 10%.

American travelers are the single most popular nationality to meet, with Agoda's survey revealing Americans ranking in the top three countries for eight out of the 11 surveyed. This appeal for meeting Americans travelers stretches across the continents, as it is seen on the list for travelers in Australia, China, Indonesia, Japan, Kingdom of Saudi Arabia, USA, UK, and Vietnam.

Despite Brexit, the Brits are the top country to favor meeting European travelers (45%), followed by Chinese, Australian and US travelers.

Asian travelers are more likely to want to meet other Asian travelers on vacation, with five out of the six Asian markets more likely to want to meet Japanese when on holiday.

Holiday data at a glance

- Survey results also show that K-Culture has a special place in the hearts of travelers from Indonesia and Malaysia -- with South Koreans ranking second and third place respectively, in their top three list of nationalities they would most like to come across.
- When broken down by region, research findings showed that travelers from the 11 countries overwhelmingly prefer to encounter people from the West while they're on holiday, with all countries placing Europe within their top three list, and North America being placed in six -- USA, UK, Saudi Arabia, Vietnam, Japan and Australia.
- Respondents from Asia also have a keen preference to look out for other Asians while abroad, as compared to those from USA, UK, Saudi Arabia and Australia. Meanwhile, those from China, Thailand, Malaysia and Indonesia rank Southeast Asians as third among those they'd like to see while traveling.

UK	US	Saudi Arabia	UAE	China	Thailand	Malaysia	Vietnam	Japan	Indonesia	Australia
Top 3 Favorite Nationalities to Encounter										
UK	USA	Saudi Arabia	India	China	Japan	Malaysia	USA	Japan	Japan	Australia
USA	UK	USA	UAE	France	Thailand	Japan	Japan	USA	South Korea	UK
Australia	Australia	UAE	Philippines	USA	UK	South Korea	Vietnam	Italy	UK / USA	USA

UK	US	Saudi Arabia	UAE	China	Thailand	Malaysia	Vietnam	Japan	Indonesia	Australia
Top 3 Favorite Nationalities to Encounter by region										
Europe	Europe	Middle East	Middle East	Europe	Asia	Asia	Asia	Asia	Asia	Europe
North America	North America	Europe	Europe	Asia	Europe	Europe	North America	Europe	Europe	Oceania / Polynesia / Mediterranean
Oceania / Polynesia / Mediterranean	Asia	North America	Asia	Southeast Asia	Southeast Asia	Southeast Asia	Europe	North America	Southeast Asia	North America

About the data

Agoda commissioned a survey, conducted by YouGov, in June 2019. Total sample size was 13,376 adults. Fieldwork was undertaken between 4 to 17 June 2019. The survey was carried out online. The figures have been weighted and representative of each country's adults (aged 18+).

About Agoda

Agoda is one of the world's fastest growing online travel booking platforms. From its beginnings as an e-commerce start-up based in Singapore in 2005, Agoda has grown to offer a global network of 2 million properties in more than 200 countries and territories worldwide, offering travelers easy access to a wide choice of luxury and budget hotels, apartments, homes and villas to suit all budgets and travel occasions.

Headquartered in Singapore, Agoda is part of Booking Holdings (Nasdaq: BKNG) and employs more than 4,000 staff across 53 cities in more than 30 countries. Agoda.com and the Agoda mobile app are available in 38 languages.

For more information, please contact press@agoda.com

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