



Celebrating Spring (Festival): Tokyo Takes Top Destinations Spot for Asian Travelers During Lunar New Year 2020

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SINGAPORE, Jan. 17, 2020 /PRNewswire/ -- Tokyo, Bangkok and Taipei are the top three destinations for travelers from across Asia to celebrate the Lunar New Year, according to data from Agoda, one of the world's fastest growing digital travel platforms. This year, Tokyo nudged Bangkok off pole position, steadily climbing the ranks from third place in 2018 to the top spot, while Taipei moves to third place.



In fact, Taiwan is a key destination this year, with four of the market's cities featuring in the top ten, Taipei (#3), Taichung (#4), Kaohsiung (#6) and Tainan (#9). Other favourite destinations to welcome the Lunar New Year include Seoul (#7) and Chiang Mai (#10).

Lunar New Year, also known as Spring Festival, sees the biggest global migration as revellers across the globe visit family and friends. Spending quality time with family and enjoying tasty treats for reunion dinners takes precedence during the Lunar New Year, making it a perfect time for the whole family to travel together. It is little wonder then, that Japan, Malaysia and Thailand secured top overall destinations for Asian travelers, to bring in the Lunar New Year -- each offering their own unique blend of mouth-watering eats, cultural experiences and shopping havens for every member in the family to enjoy.

Lunar New Year Travel Highlights by Market:

- Travelers from **China** are flocking to Japan with Tokyo, Osaka and Sapporo the top international destination cities for Chinese travelers.
- Japan is the number one country for travelers from **Thailand** this Spring Festival, with eight of the top 10 cities in Japan.
- Meanwhile, **Japanese** travelers are heading to more tropical destinations this Lunar New Year -- Thailand's Bangkok, Pattaya and Chiang Mai scooping 1st, 3rd and 9th spots respectively while Singapore, Cebu and Honolulu come in 7th, 8th and 10th. Meanwhile Seoul moves up from 4th in 2019 to 2nd spot for this year.
- **South Korean** travelers are also heading for beach destinations to celebrate 'Seollal' with top ten entries including Nha Trang (#3), Da Nang (#4), (in Vietnam), Cebu (#6) (in Philippines), Guam (#8) (in Micronesia) and Bali (#10) (in Indonesia).
- Malaysia, Indonesia and Thailand are the main beneficiaries from **Singapore** travelers this Lunar New Year, while Batam, Johor Bahru and Kuala Lumpur scoop the top three cities' titles.
- Travelers from **Taiwan** are heading to international destinations to celebrate the Spring Festival are flocking to Japan with 7 of the top 10 top destinations within the country. South Korea's Seoul (#6) and Busan (#9) are also winners this year.
- **Vietnamese** travelers celebrate 'Tet Nguen Dan' (or Tet), and this year, once again, travelers seeking international destinations are heading to the bustling cosmopolitan cities Bangkok (#1), Singapore (#2), Taipei (#3) to celebrate.
- Malaysia, the second most visited country for travelers from across Asia this Lunar New Year, also scoops five of the top 10 international destinations for **Indonesian** travelers -- Kuala Lumpur (#1), Genting Highlands (#4), Penang (#6), Johor Bahru (#8), and Kuching (#9).
- **Malaysian** travelers heading for international shores are choosing neighbouring Thailand for five of its top destination cities (Hat Yai, #1; Bangkok, #2; Krabi, #3; Phuket, #4; and Koh Lipe, #10).

Top 10 Lunar New Year Destinations for travelers across Asia in 2020 (Agoda)		
2018	2019	2020
Top Countries		
Malaysia	Japan	Japan
Thailand	Malaysia	Malaysia

Japan	Thailand	Thailand
Top Cities		
Bangkok	Bangkok	Tokyo
Kuala Lumpur	Tokyo	Bangkok
Tokyo	Kuala Lumpur	Taipei
Taipei	Taipei	Taichung
Malacca	Taichung	Osaka
Osaka	Kaohsiung	Kaohsiung
Seoul	Osaka	Seoul
Manila	Malacca	Kuala Lumpur
Taichung	Hong Kong	Tainan
Singapore	Penang	Chiang Mai

Notes to editors

Agoda booking data from origin markets across Asia was collated for the 2018, 2019 and 2020 Lunar New Year dates:

- 16 - 17 February 2018
- 5 - 6 February 2019
- 25 - 26 January 2020

A Lunar New Year animated [video](#) and additional country breakdowns can be found in the [Agoda Press Room](#).

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 over 2.5 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 5,000 staff 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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