

ASEAN-Japan Centre

Report on the CLMV Travel Sentiment Survey



Survey implemented by Valise Inc.

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A) About this survey

Survey conducted by: Valise Inc.

■ Quantitative survey

- Implementation period: Saturday, January 9–Sunday, January 17, 2021
- Implementation method: Web survey using Google Forms
- Number of questions: 19
- Number of respondents: 112 people

*Unit in the graphs are “person” except those indicated as “%”.

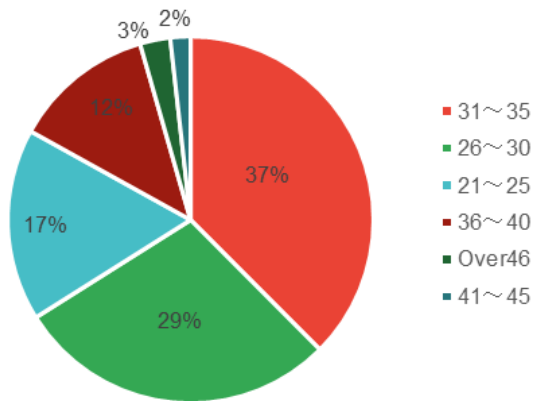
■ Qualitative survey

- Implementation period: Four times during February 2021
- Implementation method: Online discussion using Zoom
- Implementation details: Each session was about 60 minutes with 5 participants
- Number of participants: 19 (1 person participated twice)
- Participants: Women in their 20s to 40s from among the quantitative survey respondents who met the following criteria
 - Answered “I have been there” regarding a country in the quantitative survey
 - Have an Instagram account
 - Uses Instagram to gather information
- Facilitator / note-taker: Valise Inc.

A-2 Attributes of the survey respondents

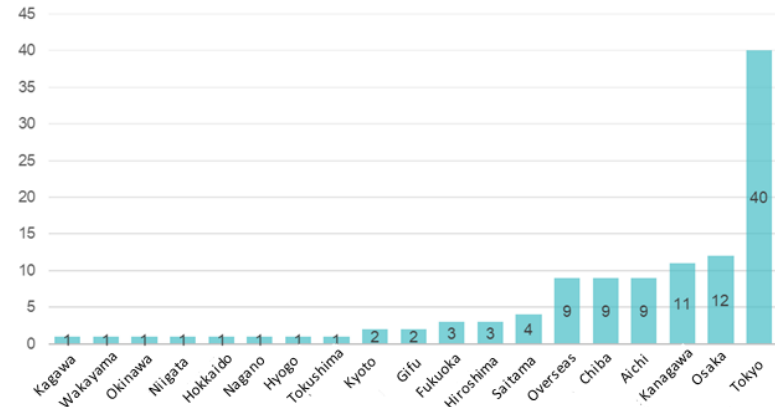
▼ Age

Over 90% in their 20s to 30s (46% in their 20s, 49% in their 30s)



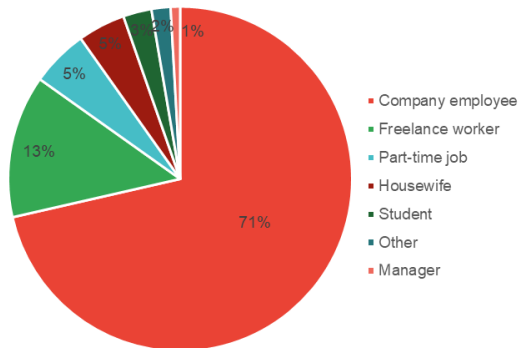
▼ Location

Throughout Japan concentrated on the Tokyo metropolitan area and other major cities, as well as some foreign locations



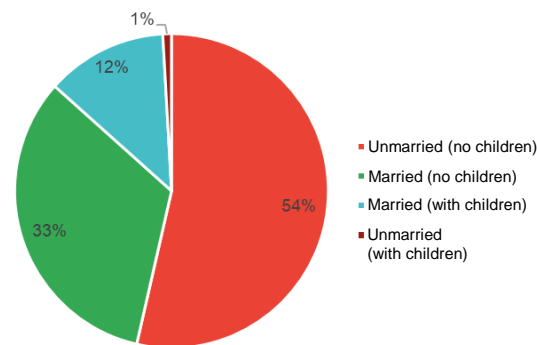
▼ Occupation

Over 80% were company employees or freelance workers



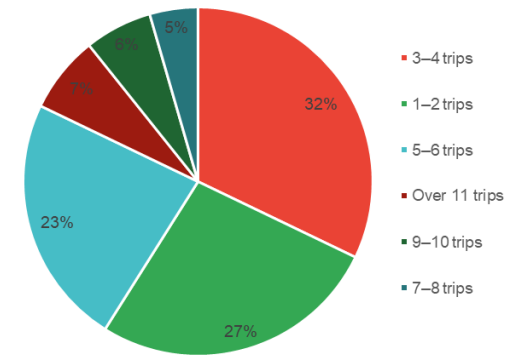
▼ Marital status

About half were unmarried, and 30% were married without children



▼ Number of overseas trips in 2019

About 30% made 1–2 trips, 70% over 3 trips, and 7% over 11 trips

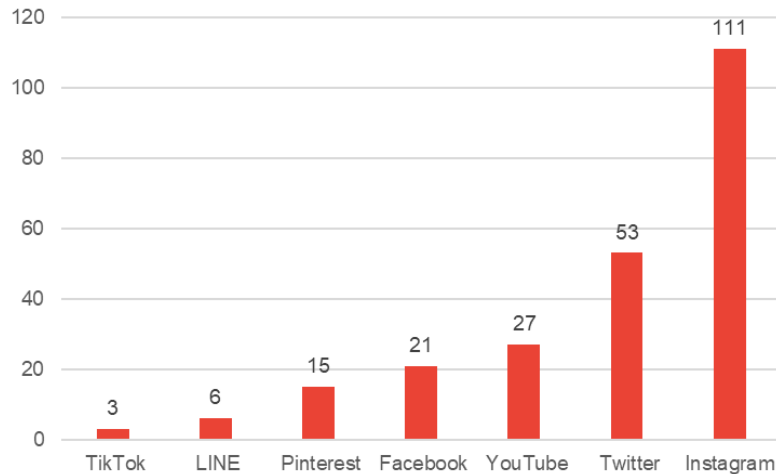


The survey respondents were mainly

Women in their 20s and 30s who are accustomed to traveling abroad and have a high degree of freedom in terms of financial resources.

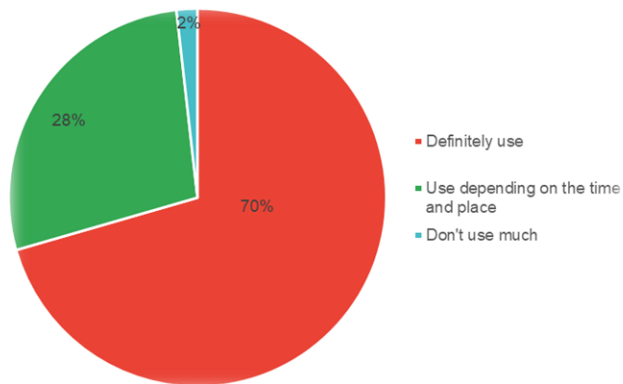
B) Use of social media

Q: Which social media do you usually use as your “information gathering tools”? (multiple answers)



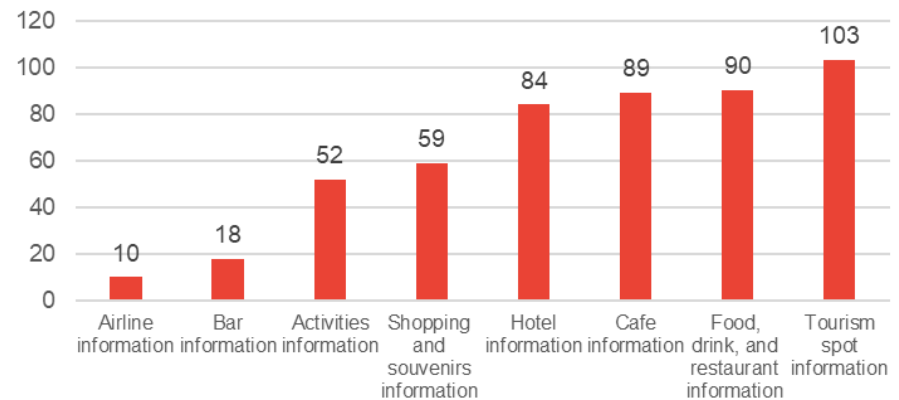
100% use Instagram followed by Twitter and YouTube. Some use Pinterest and foreign media/blogs.

Q: Do you use Instagram hashtags when searching travel information?



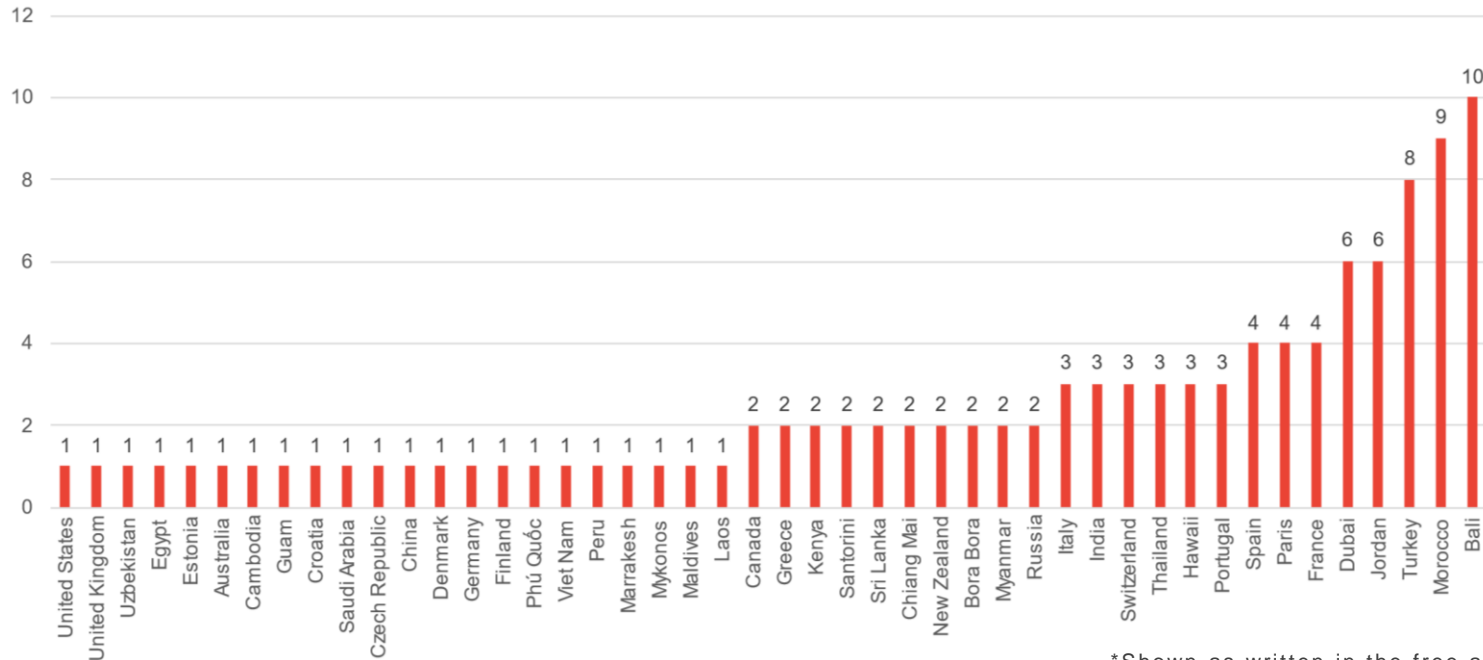
Almost all **use Instagram hashtag searches** when gathering information for their trips.

Q: What kind of information do you search with Instagram hashtags when traveling overseas? (multiple answers)



Many searches related to how to spend time at the **destination**, such as “tourism spots,” “food and drinks,” and “cafe.”

Q: Which overseas destination impressed you more with their Instagram posts during your recent searches, and why?



*Shown as written in the free answer form

Why they are appealing

“Scenery I can only see at the destination”

“Charming streets” “World Heritage Sites”

“Historical sites” “Temple”

“Experience I can only have at the destination”

“Luxury” “Special hotel stay”

“Extraordinary experience” “Nature”

“Relax / refresh”

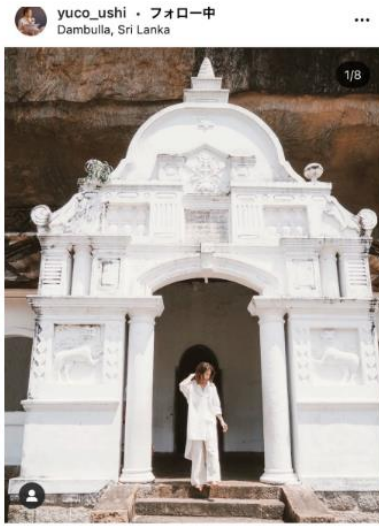
“Photography”

“I want to take photos in the same place” etc.

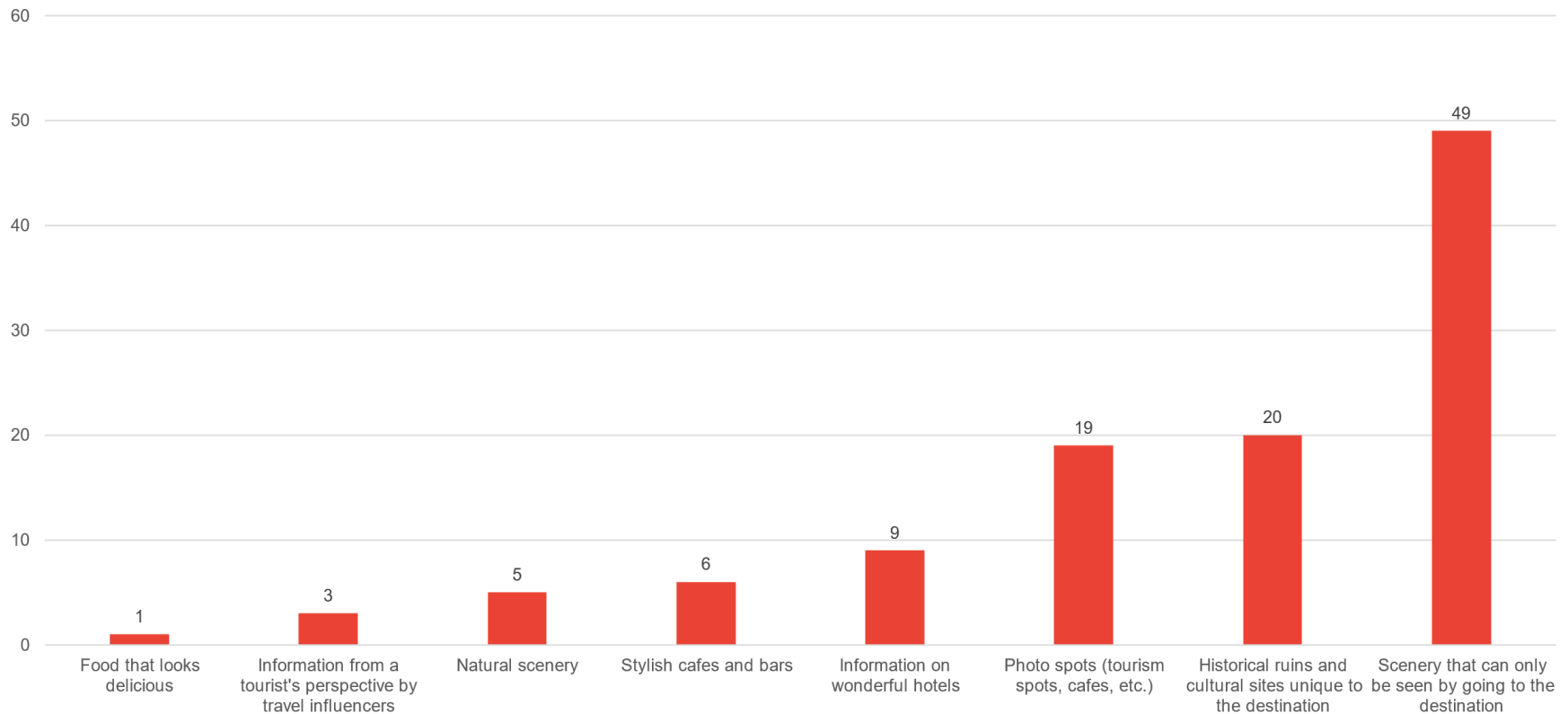
1. Unique and scenic photographs of the destinations (streets, World Heritage Sites, temples, cafes, etc.).
2. Posts that enable viewers to imagine themselves at the destination (extraordinary experiences, relaxation, etc.).
3. Posts that make people want to take similar kind of photos at the destination.

Posts that reflect the above three make viewers relate to them more.

Examples of posts which received positive feedback during discussions

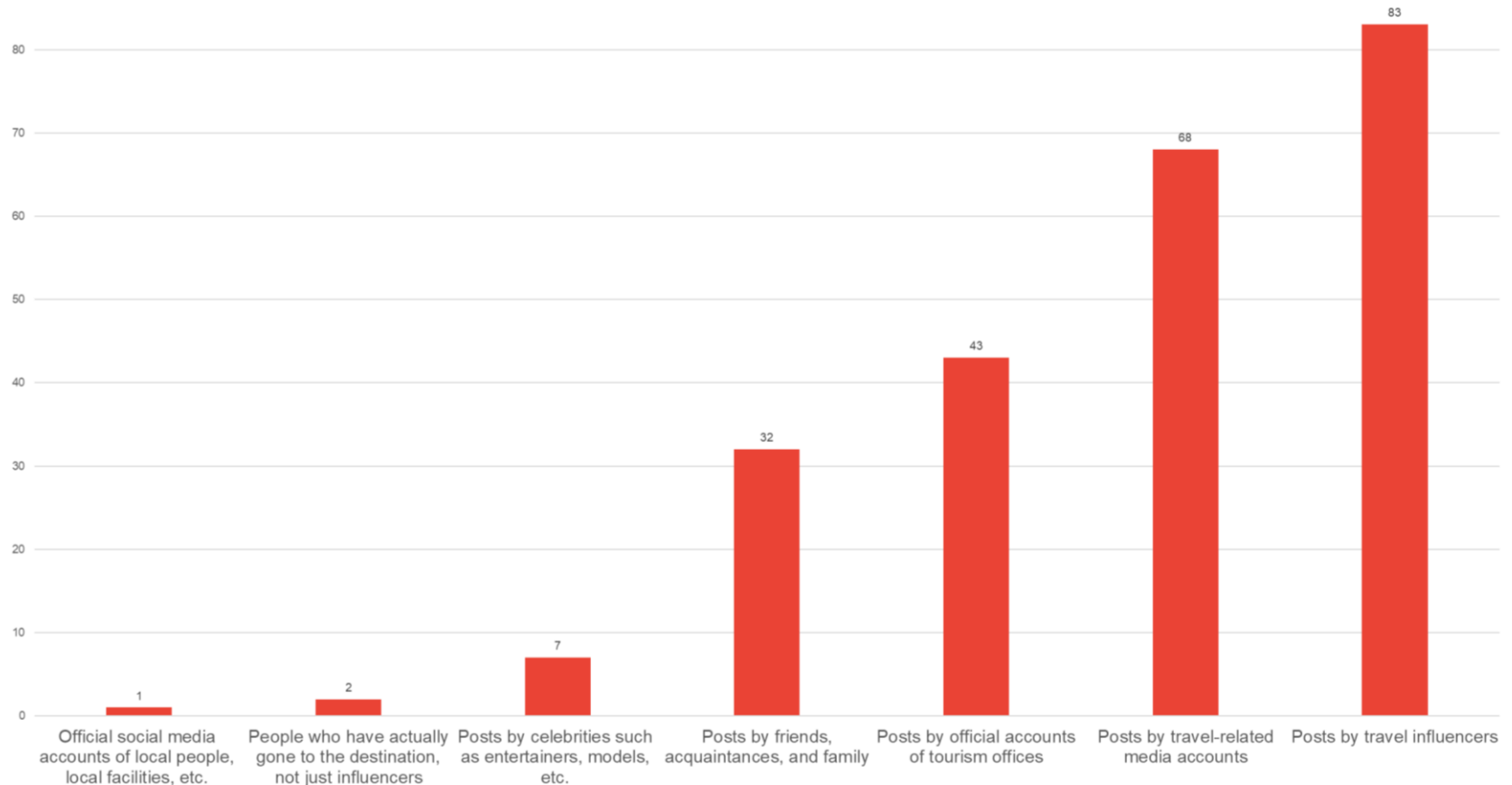


Q: Describe the Instagram posts which help you to choose the place when deciding your trip destination.



Instagram posts that identify the tourism spots/experiences which are only available in the destination concerned are most desired.
Creating empathy such as "to be at the same place" is important (ref. P8.).

Q: When you acquire information on an overseas destination through social media, what information sources do you trust most? (multiple answers)



Posts by third parties such as “travel influencers” and “social media accounts of travel-related media” are most trusted. On the other hand, many people follow Twitter accounts of national tourism offices (NTOs).

Q: Are there any travel influencers or travel-related accounts you often check on Instagram? Please also tell us why.

xxcaoxx
creamnatsu
aggie
sao_0324
TaraMilkTea
yuuki_tadokoro
hi_trip
lovetab
retrip
dianamiaus
Shih0107
genic_mag
travelsalaryman
Luxury travel and hotels
sakiiya
ellejapan
Travel+Leisure
CREA Traveller
dotzsoh
zkg10
triproud
lesleslin
tabippo
tabijo

yuuki_tadokoro
beautifulhotels
manashika
oooooayumiooooo
Hawaiilovers
___chisyan___
relux
bestplacetogo
maakomind
ayance
KRAZY honeymoon
risutavel
genic_mag
Travelsalaryman
sofie.neu
hello_Dongwon
marta__sierra
coco.slife
oooooayumiooooo
001y_k
Visit
TRAVEL+LEISURE
MAPPLE Activity
amebeverly
tabimuse

Main reasons

- Like the unified image of the account
- The photos provide references on the techniques to take pictures
- There are photos and detailed information (text) that make me want to travel
- There is timely information that makes me understand what's happening now

*Listed in random order

*Shown as written in the free answer form

B-2 Suggestion for social media improvement - based on group discussion

Instagram users have two main objectives for travel search : finding deep information, and saving the information for future travel

One of the objectives of browsing Instagram is to dig deeper for information. For example, if users find a hotel they want to stay at on the internet, they tend to then search for the hotel name on Instagram using "#(NAME)hotel," and look at various posts by people who stayed there, before deciding. Of course, there are also cases where people search using area names such as "#dananghotels" to gather a wide range of information. However, if they search with a specific hotel name and find attractive photos posted, they are more likely to take action to make a reservation at that hotel.

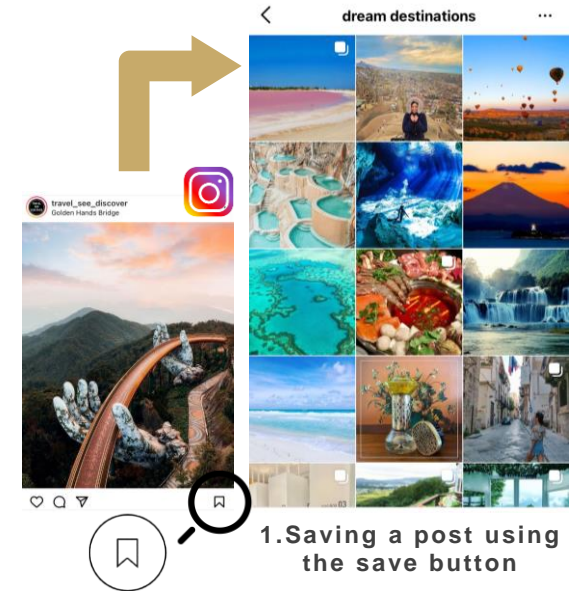
Another purpose is to use the save function. Many women in 20s and 30s browse Instagram daily, and access the posts by people they follow. The countries they want to visit after seeing posts are saved "for future travel." They stock up their photos daily, and the saved information is used as candidate destination list when they make specific travel plan. Instagram has a big influence on their travel decisions.

Search words extend to Japanese, English and local languages!

Millennials are good at gathering information on Instagram. In order to reach "better" information, they also search in English and the local language in addition to Japanese to acquire information from not only Japanese people but also from people around the world. If you only search in Japanese, you find many posts by business travelers which millennials cannot relate to. By using multiple languages when searching, the range of information is broadened.

Post content that will be saved in future travel lists of users, and deliver content with proper information and language to be included in hashtag search results.

2. Can customize and make lists so the saved posts can be seen anytime



B-2 Suggestion for social media improvement - based on group discussion

People want “correct information” from the Instagram accounts of NTOs Different purposes for Twitter and Instagram

A few followed Instagram accounts of NTOs, but many said they follow the Twitter accounts of NTOs. The reason being people want "correct information" rather than pictures from NTOs, so it is more important that the text content is accurate and rich.

On the other hand, according to those who follow Instagram accounts of NTOs, their common comment was that NTO accounts reposted "selected great posts" from the general public. This indicates that one effective measure to operate accounts is to regram appealing photos.

▼Account example: Cairns government regional tourism organization



お散歩に最適な遊歩道以外にもサイクリングロード、無料プールや無料ヨガ、週末には生バンドやフリーマーケットが開催されます 🎶🎵

大人から子供、観光客からローカルまで楽しめるケアンズの代表スポット。
そして何よりこの美しい景観はまさにケアンズの“顔”！ 😊

by @breathingtravel

Location 🌐
ケアンズ・エスプラネード*
(Cairns Esplanade)

Access 🚗
ケアンズ・ラグーンプールの目の前から海岸線を歩ける遊歩道 🚶
途中で公共トレーニング器具や公園、モニュメントなど点在しています📍

オーストラリア 🇦🇺
ケアンズ観光局の公式アカウント
ケアッピーアルバム 📷

Mention of the original poster

Location 🌐
ケアンズ・エスプラネード*
(Cairns Esplanade)

Access 🚗
ケアンズ・ラグーンプールの目の前から海岸線を歩ける遊歩道 🚶
途中で公共トレーニング器具や公園、モニュメントなど点在しています📍

オーストラリア 🇦🇺
ケアンズ観光局の公式アカウント
ケアッピーアルバム 📷
ケアンズで撮影したスポットを紹介しています。

撮影場所やアクセス情報付で紹介しているのでガイドブック代わりに📖
FOLLOW 🔄 LIKE 🏠 COLLECTION 🌳

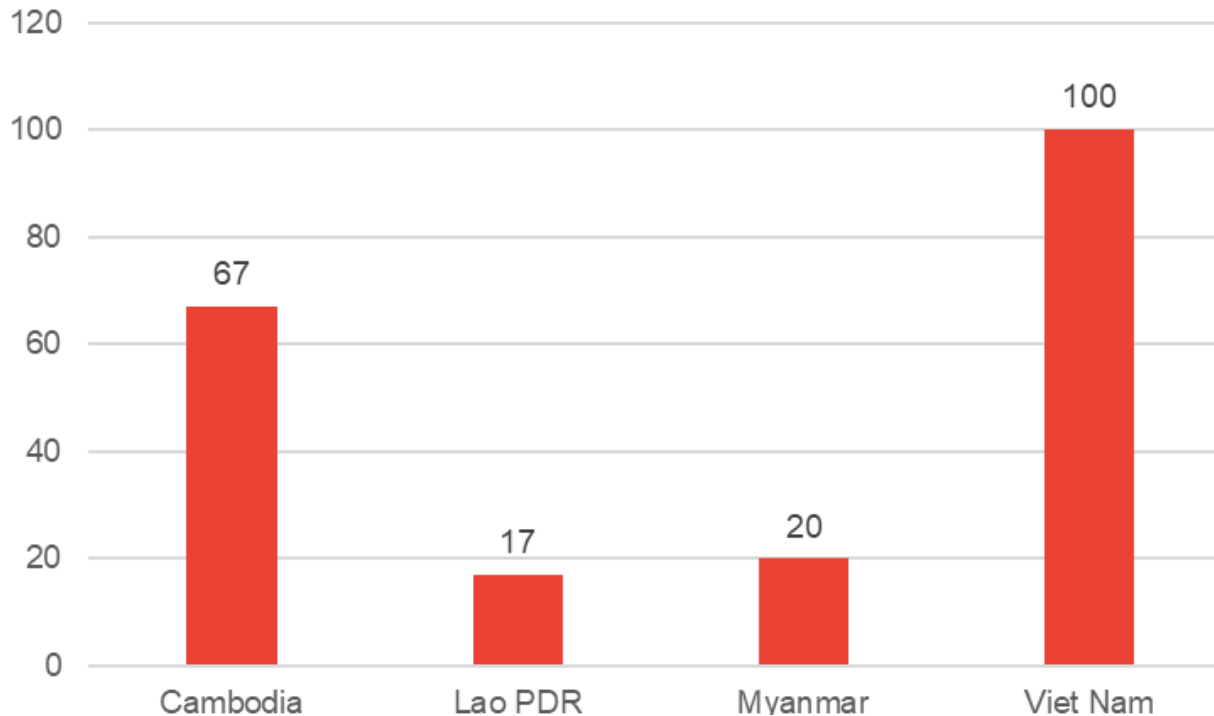
旅の思い出は @cairnsjp をタグ付して投稿してください。
こちらのアカウントで紹介させていただきます 🌍

Additional text information from the tourism bureau

Encouraging posts with fixed descriptions of accounts and hashtags

C) CLMV survey results

Q: Which CLMV countries have you visited? (multiple answers)

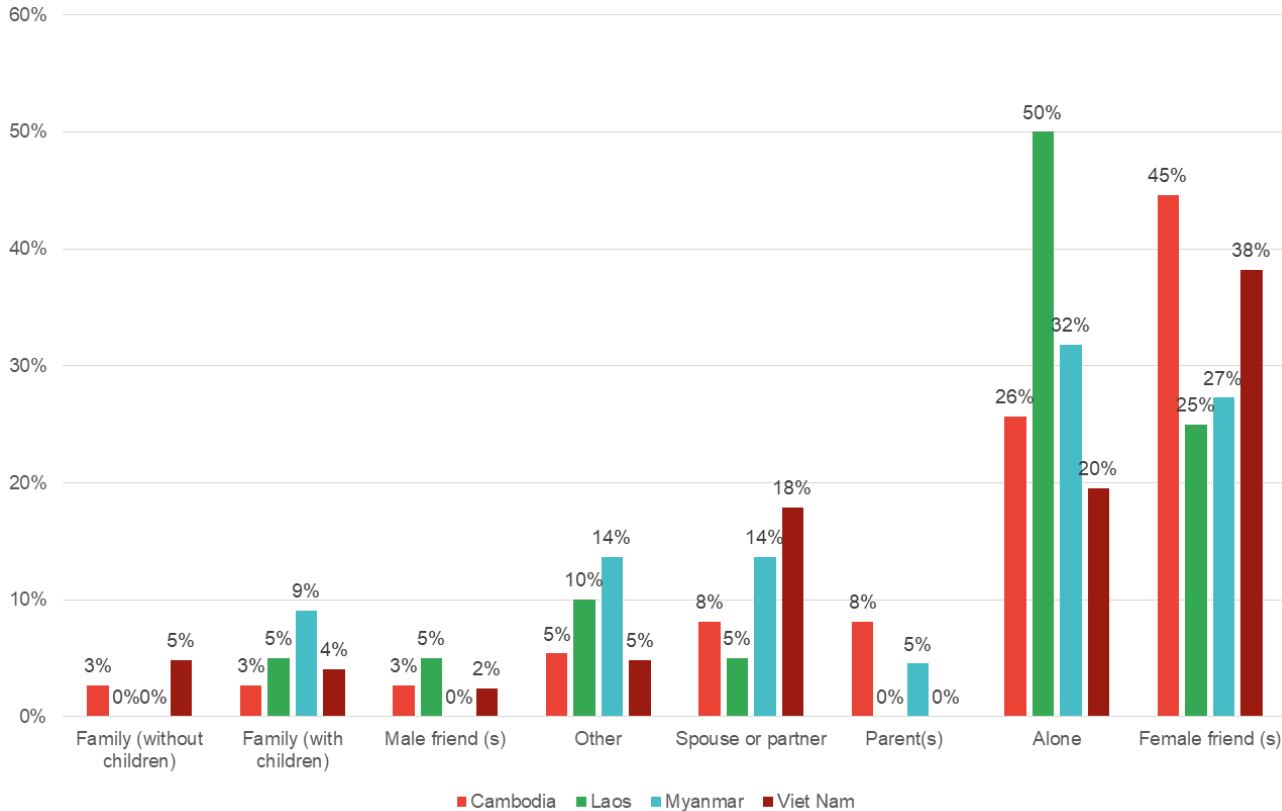


Comments from the group discussion

Cambodia and Viet Nam are well known in Japan, and probably many people travel to the two countries to visit their cities and tourist spots. On the other hand, Laos and Myanmar have many elements for “experienced travelers.” They are not well-known in Japan, so the number of visitors is not large.

Viet Nam ranked top, followed by Cambodia. Most of those who had been to Laos and Myanmar had also been to Cambodia or Viet Nam.

Q: Who did you travel with to CLMV? (multiple answers)



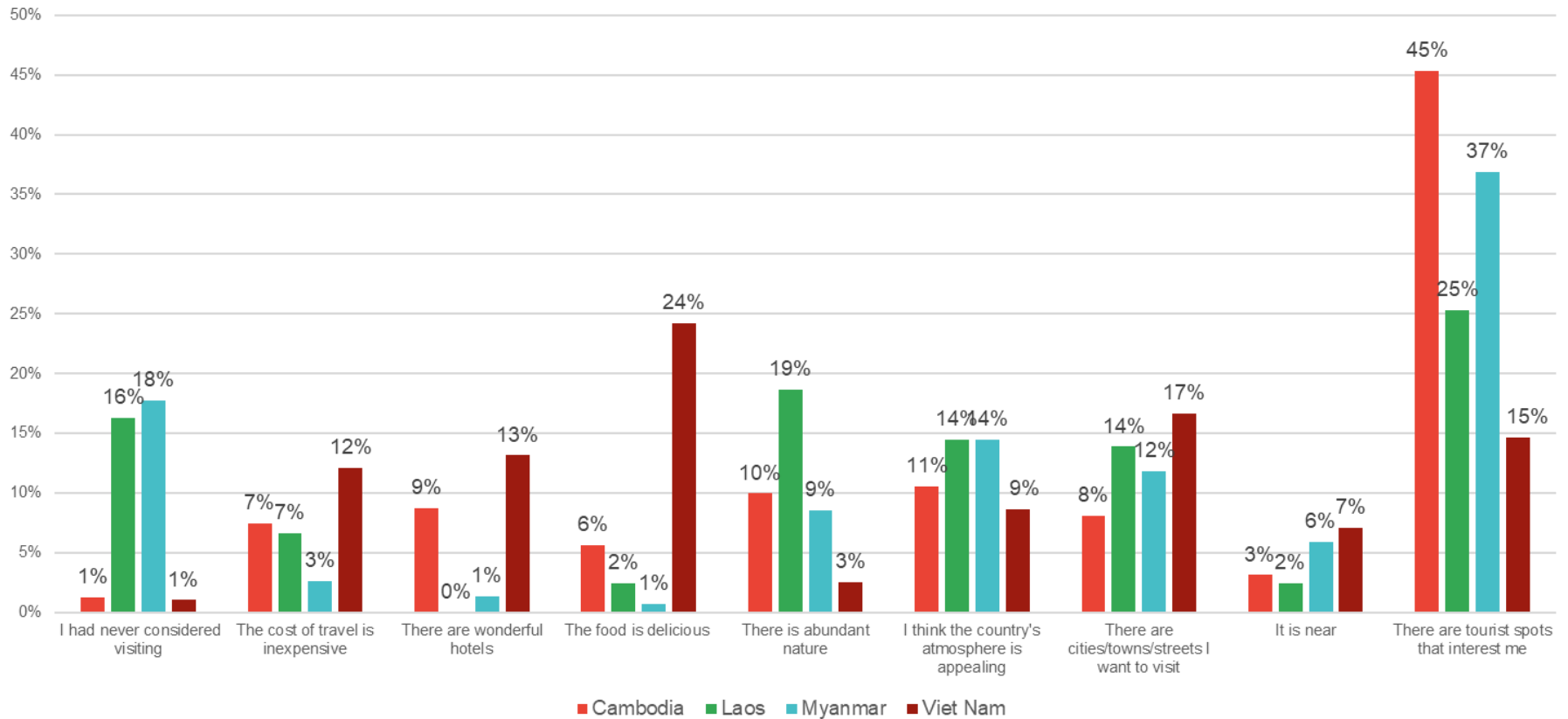
Comments from the group discussion

There are specific purposes to visit Cambodia and Viet Nam, such as heritage tours, shopping and beach resort, which is why more people are traveling with female companions. Whereas for Laos and Myanmar, there are more solo travelers who “backpacked alone” or “traveled around Southeast Asia.”

<All CLMV countries> The top two were “all-female travel” and “solo travel.”
 <Cambodia and Viet Nam> “all-female travel” was the top.
 <Laos and Myanmar> “solo travel” was the top.
 Travel companion differed depending on the “purpose” of travel.

*As the number of respondents differs, the figures are shown in percentages.

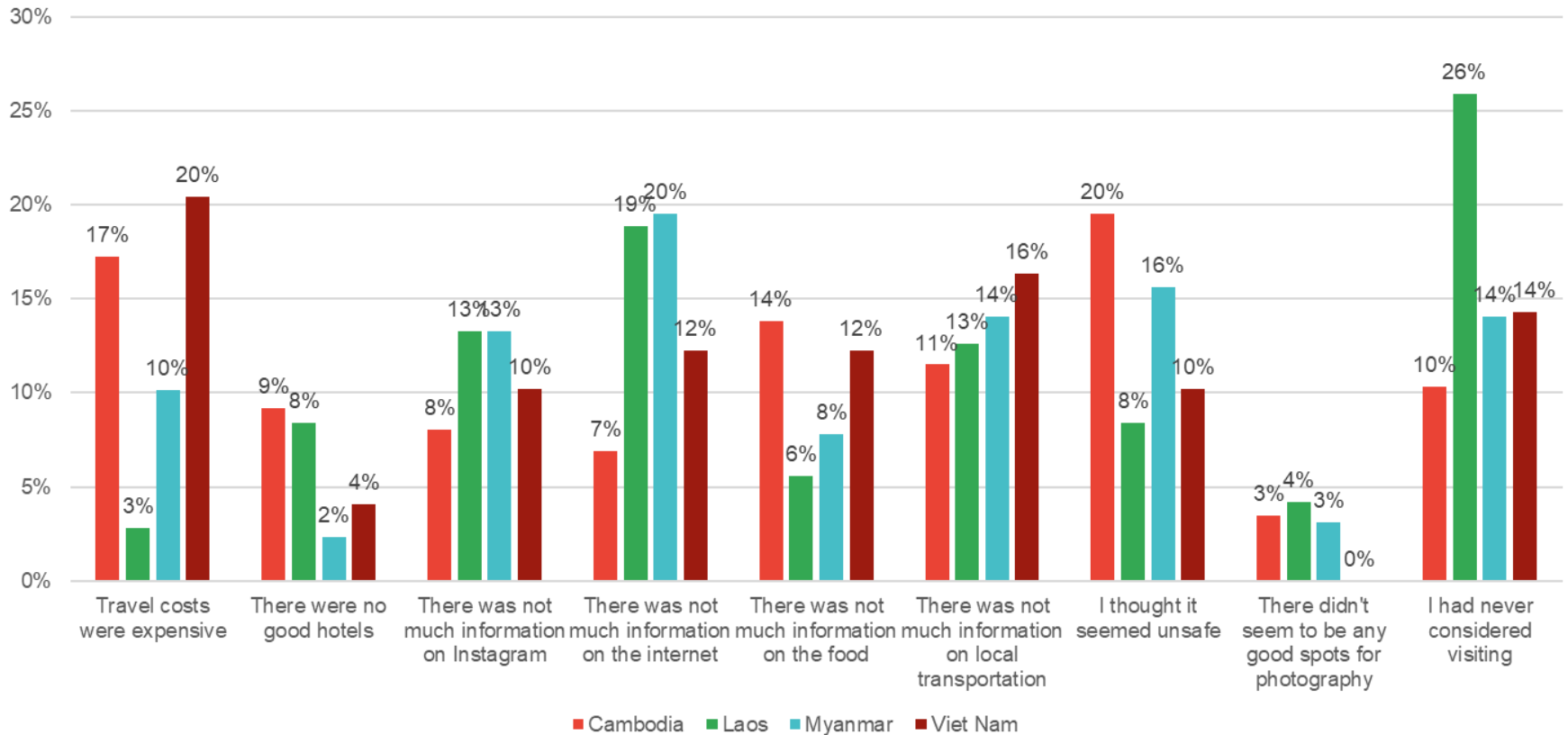
Q: Which CLMV countries have you considered to travel to, and why? (multiple answers)



<Cambodia, Laos, Myanmar> Tourism attractions were most appealing.
 <Viet Nam> was the only country that was chosen for its good food.
 Vietnamese food, which is popular in Japan, is becoming a purpose of travel.

*Detailed report for each country appear in later pages.
 *As the number of respondents differs, the figures are shown in percentages.

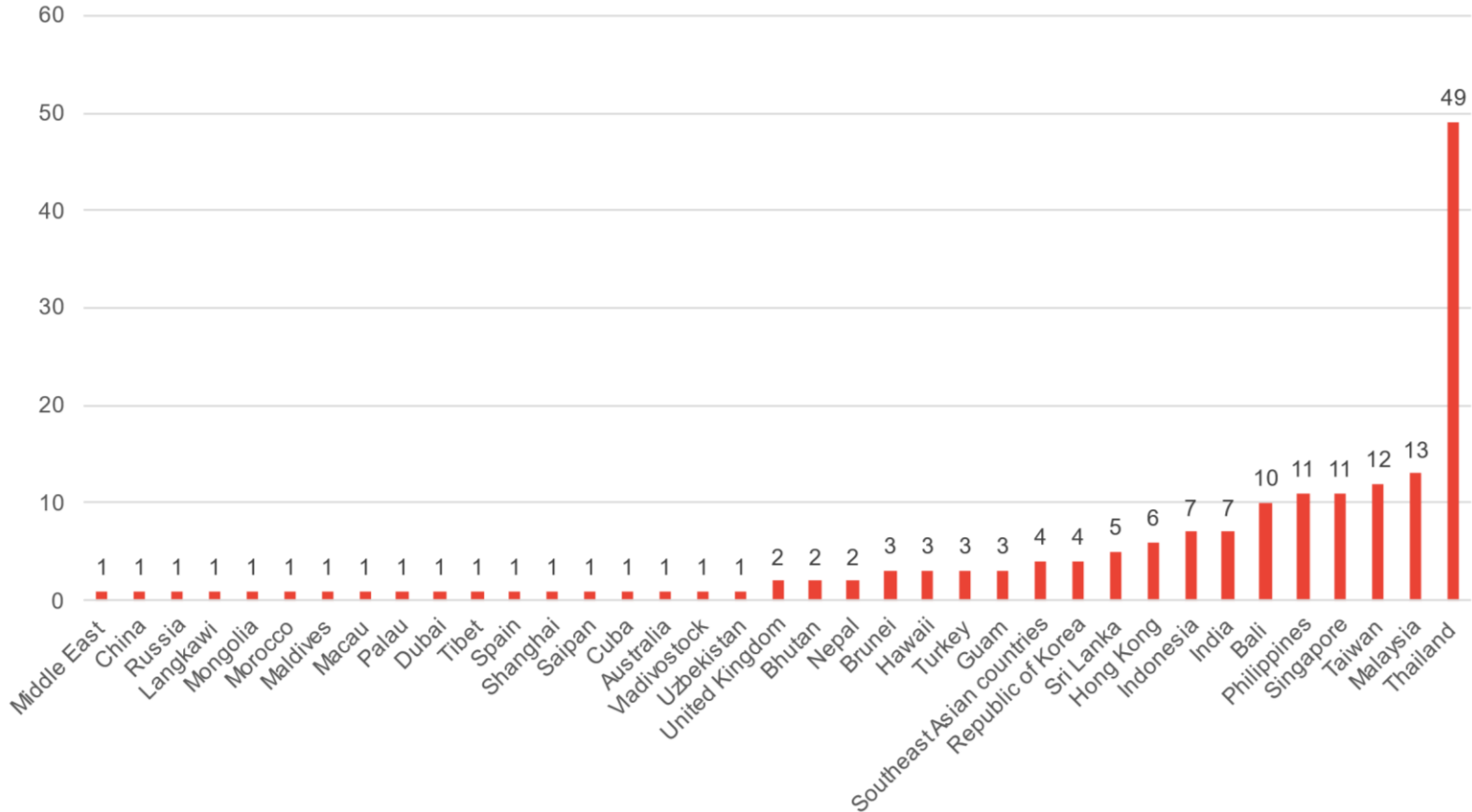
Q: If there are countries that you want to visit but still have not gone to, why? (multiple answers)



<Laos/Myanmar> Insufficient information on the internet.
 <Cambodia> Public safety and high travel cost.
 <Viet Nam> High travel cost.

*Detailed report for each country appear in later pages.
 *As the number of respondents differs, the figures are shown in percentages.

Q: What other destinations did you compare/consider before deciding to visit CLMV? (multiple answers)

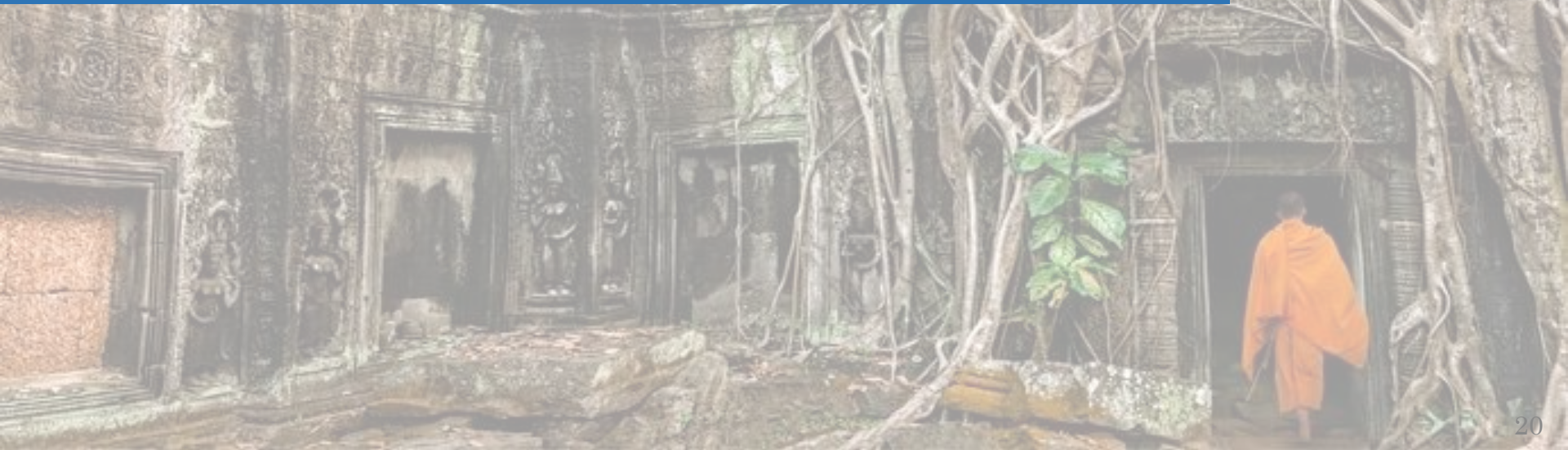


Thailand was overwhelmingly the top.

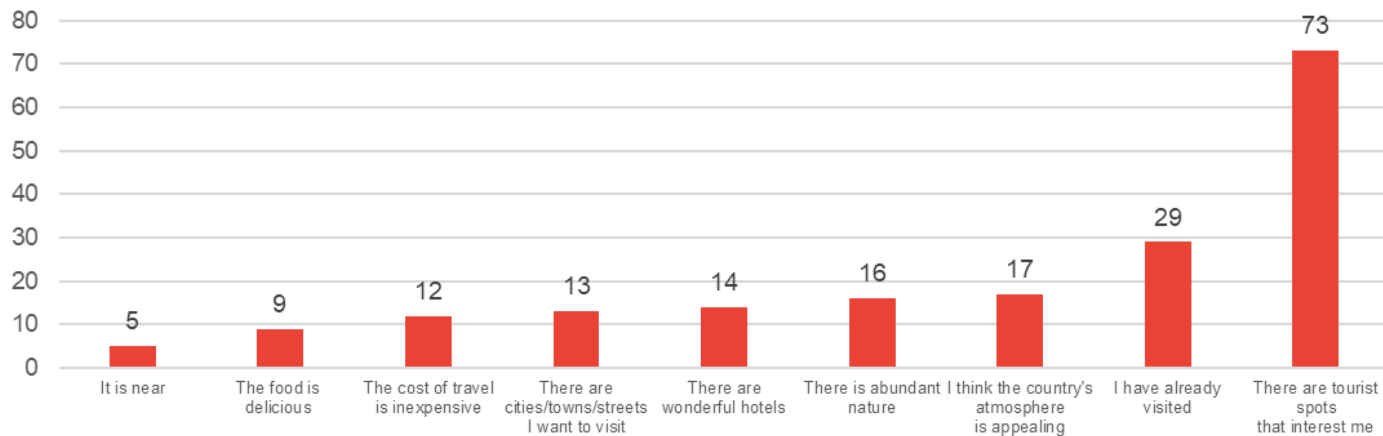
For trips to Cambodia, Laos and Myanmar, people tend to visit multiple countries, and many entered the countries through Thailand as backpackers.



C-2) Cambodia



Q: What made you want to travel to Cambodia? (multiple answers)



Comments from the group discussion

Members who visited Cambodia liked touring historical sites and temples, and everyone visited Siem Reap to see Angkor Wat. For many people, Angkor Wat is the must-visit place, and the iconic tourist spot is attracting visitors.

The top reason was “There are tourist spots that interest me.” Cambodia has a strong image as the location of the “Angkor Wat” and “historical sites,” and many wanted to travel to Cambodia to see them.

Q: Why haven't you traveled to Cambodia yet? (multiple answers)

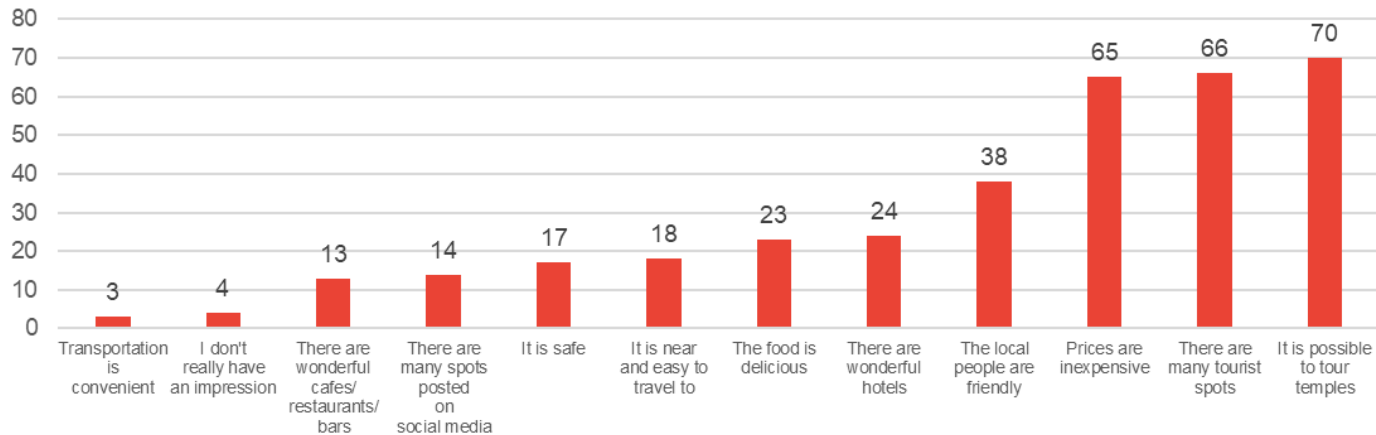


Comments from the group discussion

None of the group discussion members thought that Cambodia was unsafe. On the contrary, even when they were traveling solo, they were impressed by people's kindness, and never felt threatened. There is a big gap on impressions of safety between those who have visited Cambodia and those who haven't.

The majority considered the country to be “unsafe.” However, people who have visited Cambodia say they never felt unsafe, which is totally different from the response of people who have not been to Cambodia. More should be done to appeal with the safety of Cambodia.

Q: What are good points about a travel to Cambodia's (impressions after going for those who have visited Cambodia, or impressions that come to mind for those who have not). (multiple answers)



Comments from the group discussion

All members visited Cambodia to “see Angkor Wat.” Other countries were often visited as a side-trip from a main destination, whereas Cambodia was the main destination and people visited with a purpose to “tour temples.” However, information on tourist attractions other than temples was quite scarce and unimpressive.

Many chose purpose of travel, such as “touring temples” and “there are many tourist spots.” “Inexpensive prices” was also cited as a good point.

C-2 Suggestion for Cambodia promotion - based on group discussion



Because it's a famous tourist destination, it provides a sense of safety to [beginner travelers]

1

The fact that Cambodia is the location of Angkor Wat and other tourist spots and welcomes many travelers conveys the impression that the place is safe. For beginners and students who are not accustomed to travel abroad, a safe country with World Heritage Sites can be appealing.



[Angkor Wat] is the top travel purpose!
The reasons for choosing Cambodia are because it is near, and a different world can be experienced

2

The top reason for choosing Cambodia was to see Angkor Wat. Many also chose Cambodia because "you can go there in a short travel duration" and "experience an otherworldly atmosphere" when they planned their quick solo trip to get a break from their busy lives. The Republic of Korea and Taiwan are also popular for quick solo trips, but Cambodia makes a more impactful impression on people who are looking for a different world that is new to them.



[Beng Mealea] It's actually not yet known!

3

Beng Mealea was highly evaluated as "just like the world of Laputa," "the most wonderful spot," and "the most mysterious." Some members said that it was better than Angkor Wat, and it is one of the spots that should be promoted more in the future. Members also commented that they were soothed by the "sunset at Tonlé Sap Lake." Going forward, it will be necessary to convey the appeals of not only temples, but also cafes, hotels, nature, food and other attractions, without depending not to depend only on Angkor Wat.



“Touring the historical sites in a tuk-tuk is one of my best unique memories of Cambodia. Suddenly, this gate appeared, and I thought it was so Cambodian!
I was very excited to go through it.”



“It wasn’t mentioned in any guidebooks, but I saw two shops in town and went there twice during my short stay. It was photogenic and delicious!”



“A spa called Spa Khmer. It’s a Japanese-operated spa that is very clean and stylish, and the staff was skillful. There was one spa booth in each building in the forest, and I received service there. It was a different massage experience from city spas!”

**Can go even on a short break.
Can warp to a world different from everyday life!
Travel to relax and reward yourself.**

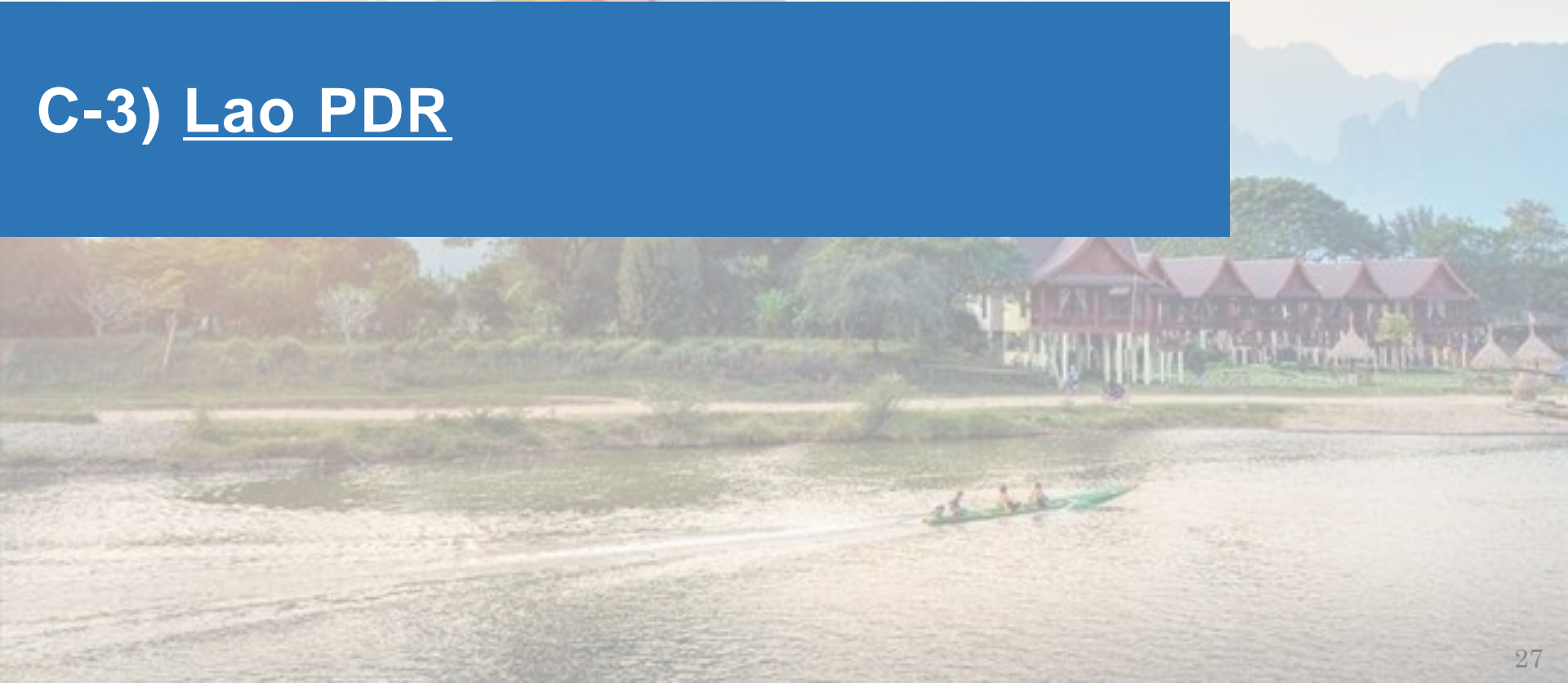
- Good point
 - ✓ Angkor Wat is the biggest attraction and purpose to travel to Cambodia
- Points for review
 - ✓ Big potential to expand target visitor segments by sorting points that can be promoted besides temples
 - ✓ Many consider the country “unsafe” even though it is actually safe
 - ✓ Some have an impression that travel costs are high

**Comments on
improvement
from the
discussions**

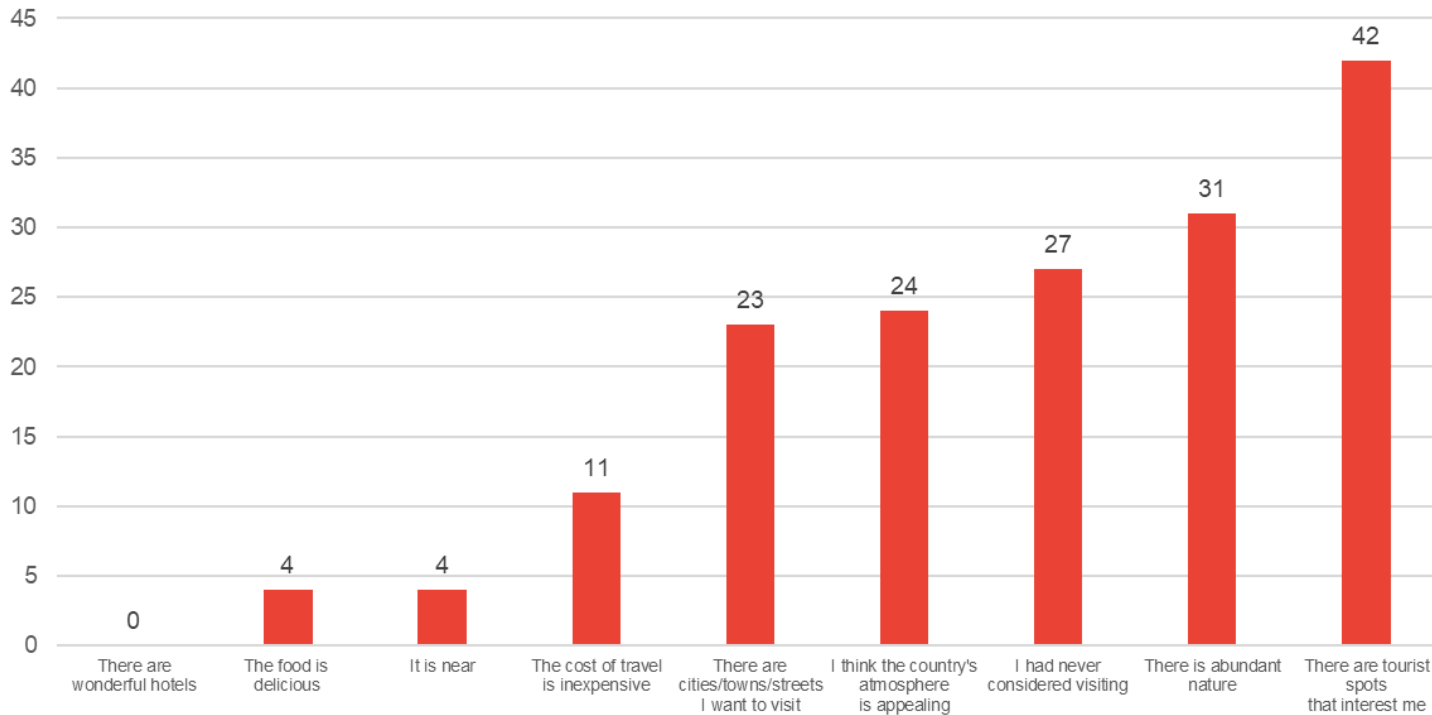
**Some members suggested to promote that many
Cambodians are friendly to Japanese, which they felt when
they visited Cambodia.**



C-3) Lao PDR



Q: What made you want to travel to Laos? (multiple answers)



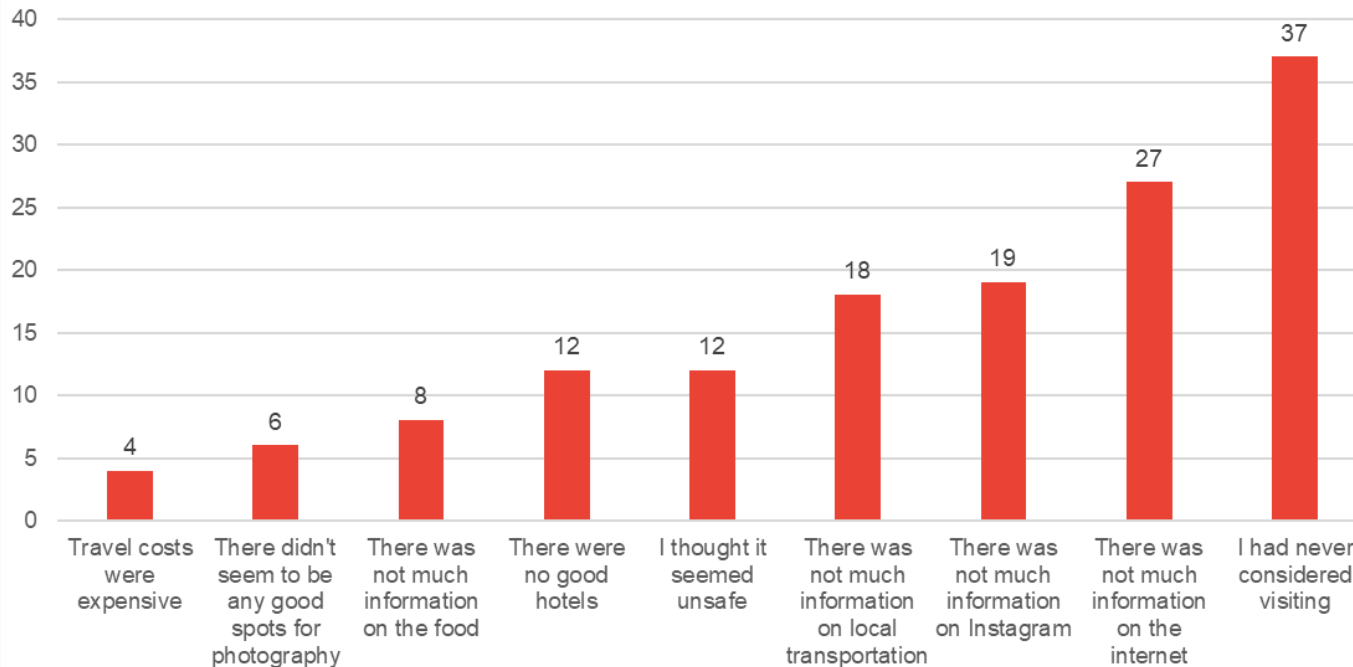
Comments from the group discussion

Two key comments mentioned during discussion were “you can experience the luxury of doing nothing there” and “visit to Luang Prabang, the World Heritage Site.” Many members traveled to Laos to experience and see those. Laos offers a variety of attractions that you can experience only in the country.

The top answer was “There are tourist spots that interest me,” followed by “there is abundant nature.”

“There is abundant nature” did not rank high for other countries, so it is an attraction/impression unique to Laos.

Q: Why haven't you traveled to Laos yet? (multiple answers)

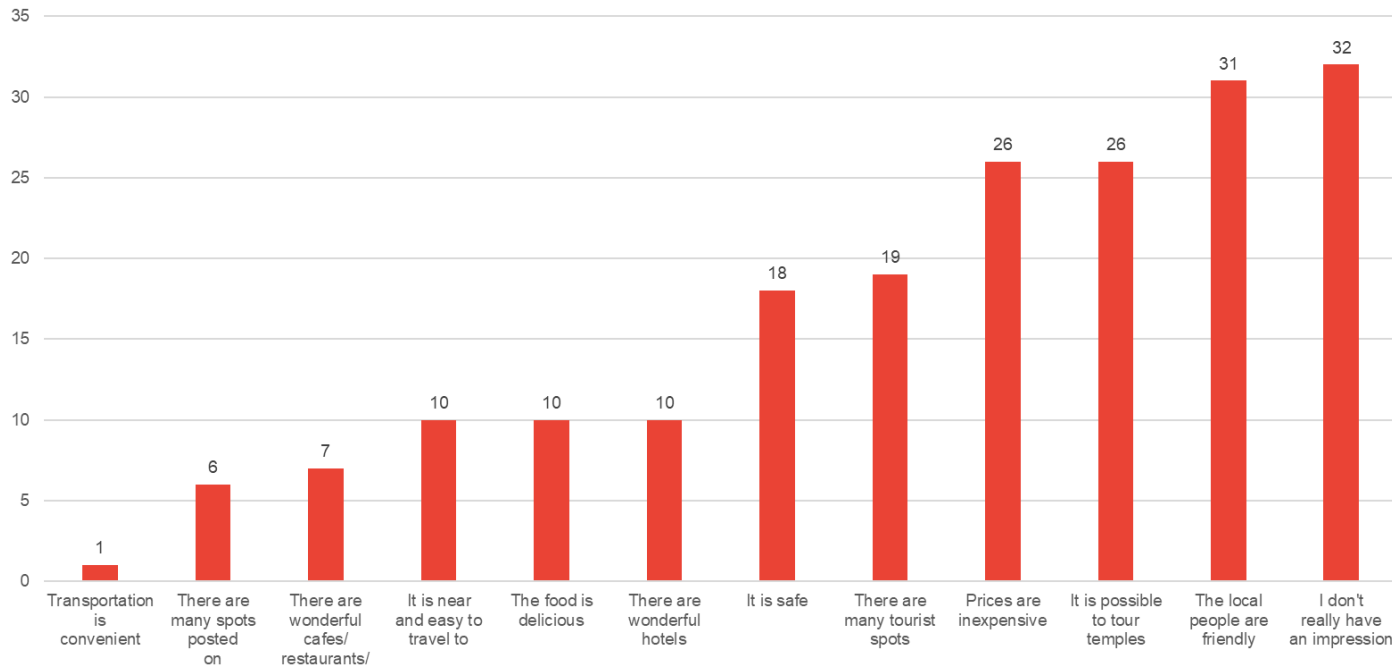


Comments from the group discussion

Not many members had traveled to Laos as a main destination, but as a side trip while visiting other countries. However, they had very positive comments after their visit, such as “It was the best place I've ever been to!” Since such appeals have not reached to people, it is necessary to promote attractions so that travelers will make travel plans with Laos as the main destination.

The top response was “I had never considered visiting,” indicating that Laos is still not very well known. There were also many concerns about the lack of information on the internet and Instagram. It is necessary to provide more information that will influence people to want to visit Laos.

Q: What are good points about a travel to Laos (impressions after going for those who have visited Laos, or impressions that come to mind for those who have not).(multiple answers)



Comments from the group discussion

Words such as “meditation,” “detox,” and “time warp” were repeatedly used to describe Laos during the discussion. However, some considered that Laos was “for experienced travelers” due to its level of cleanness and stage of development. Since the keywords mentioned match elements for desired post-COVID-19 travel, appropriate and timely promotion may increase people’s awareness of Laos.

The largest number responded they “don’t have really an impression” meaning that Laos’ tourism attractions were not yet fully conveyed. However, “local people are friendly,” was next, and it may be effective to promote a keyword such as “kindness of people” in addition to tourist spots.



**Laos' biggest appeal is [to experience the luxury to do nothing]
The ancient World Heritage town like Kyoto**

1

Currently, many people visit Laos not for the usual tourist attractions, but rather to experience feelings that can only be felt by going there, such as “to experience the luxury of doing nothing.” Luang Prabang is the World Heritage town where tourists can enjoy walking around. Visiting such a special town is one of the purposes of traveling to Laos, and some members said that it “feels similar to going to Kyoto.”



**Keywords that describe Laos are
[meditation], [detox], and [time warp]**

2

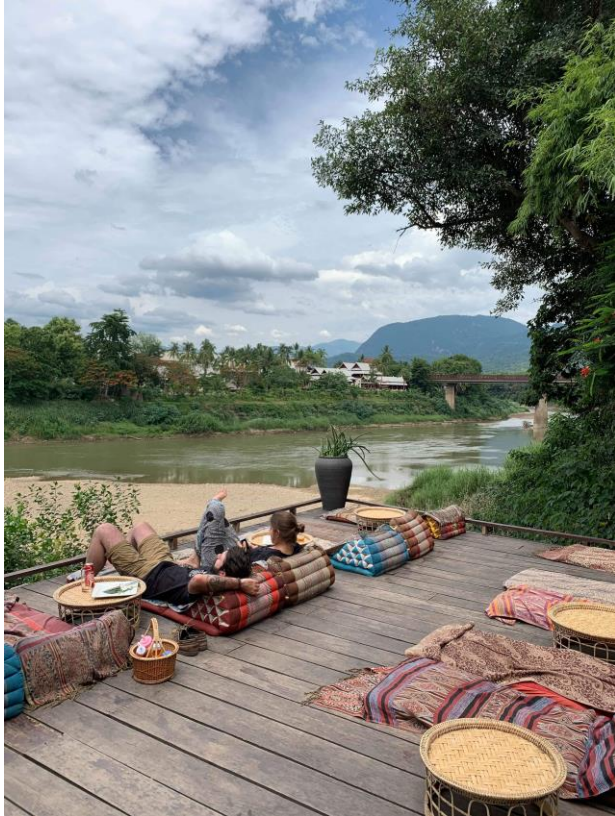
Several members said they shed tears spontaneously in Laos - simply by looking at ordinary streets, natural scenery and beautiful sunsets. One member said that the spotty WIFI freed her from her mobile phone and she could spend more time meditating. These experiences match people's requirements for post-pandemic travel, and this could be an opportunity to promote Laos.



**[Vang Vieng] is still not well known, but it is a city with
great potential**

3

Only a small number of members had visited Vang Vieng. However, those who went there were fascinated by the Blue Lagoon and answered that they want to go back. People who had only visited Luang Prabang were also keen to visit Vang Vieng in the future. People usually consider that the old capital of Luang Prabang is the highlight of Lao tourism, but target segments can be expanded by promoting both Luang Prabang and photogenic Vang Vieng.



“Utopia’ Café in Luang Prabang. The open space was filled with westerners and I visited there many times during my stay.”



“The tour of the Blue Lagoon in Vang Vieng and its blue color. I will never forget them.”



“The whole city of Luang Prabang is full of charm. The hills, the markets, and so on. You can experience all the charm of the country just by strolling around the city. That is what is most wonderful.”

**The ancient city of Luang Prabang.
Just spending time walking around will soothe your soul!
A detox trip to heal yourself.**

- Good points
 - ✓ Strengths are “the World Heritage town,” “sunsets and nature,” and “friendly people”
 - ✓ Use the phrase “luxury to experience nothing” to appeal to experienced travelers
- Points for review
 - ✓ Measures need to be taken so that people plan a trip to Laos as their main destination
 - ✓ By strengthening promotion of Vang Vieng, it will be possible to appeal different attractions to different target, not just Luang Prabang
 - ✓ Information on the internet and Instagram is insufficient

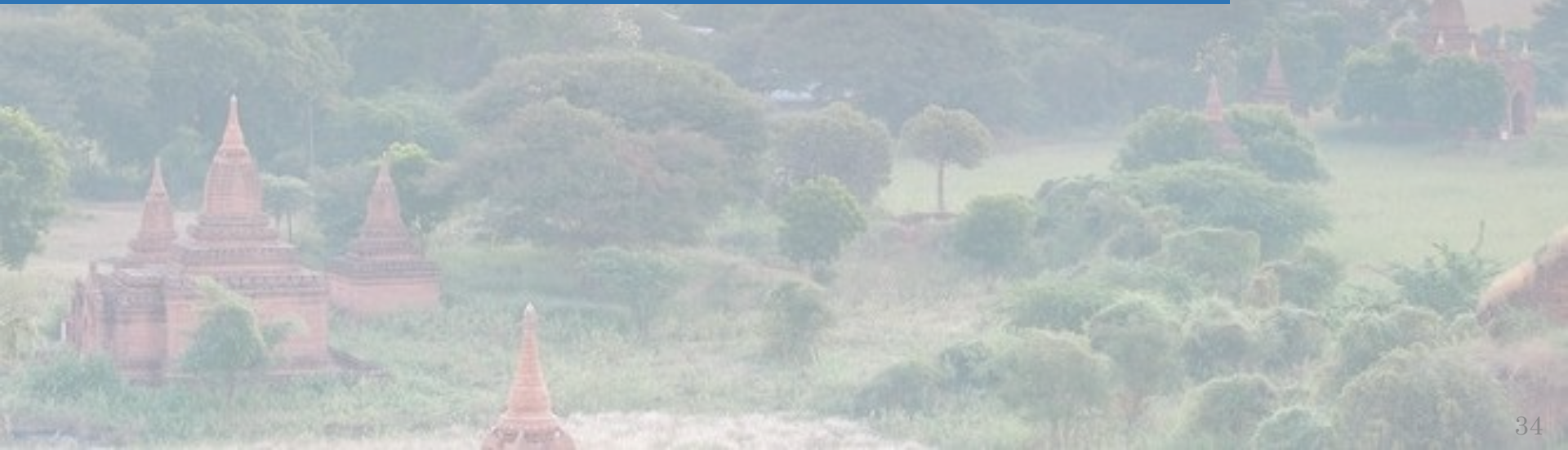
Comments on
improvement
from the
discussions

For Laos, the number of hashtag search results and influencer posts on Instagram in the Japanese language is very small. Increasing the number and improving the quality of posts on Instagram could help further strengthen the appeal of the country.

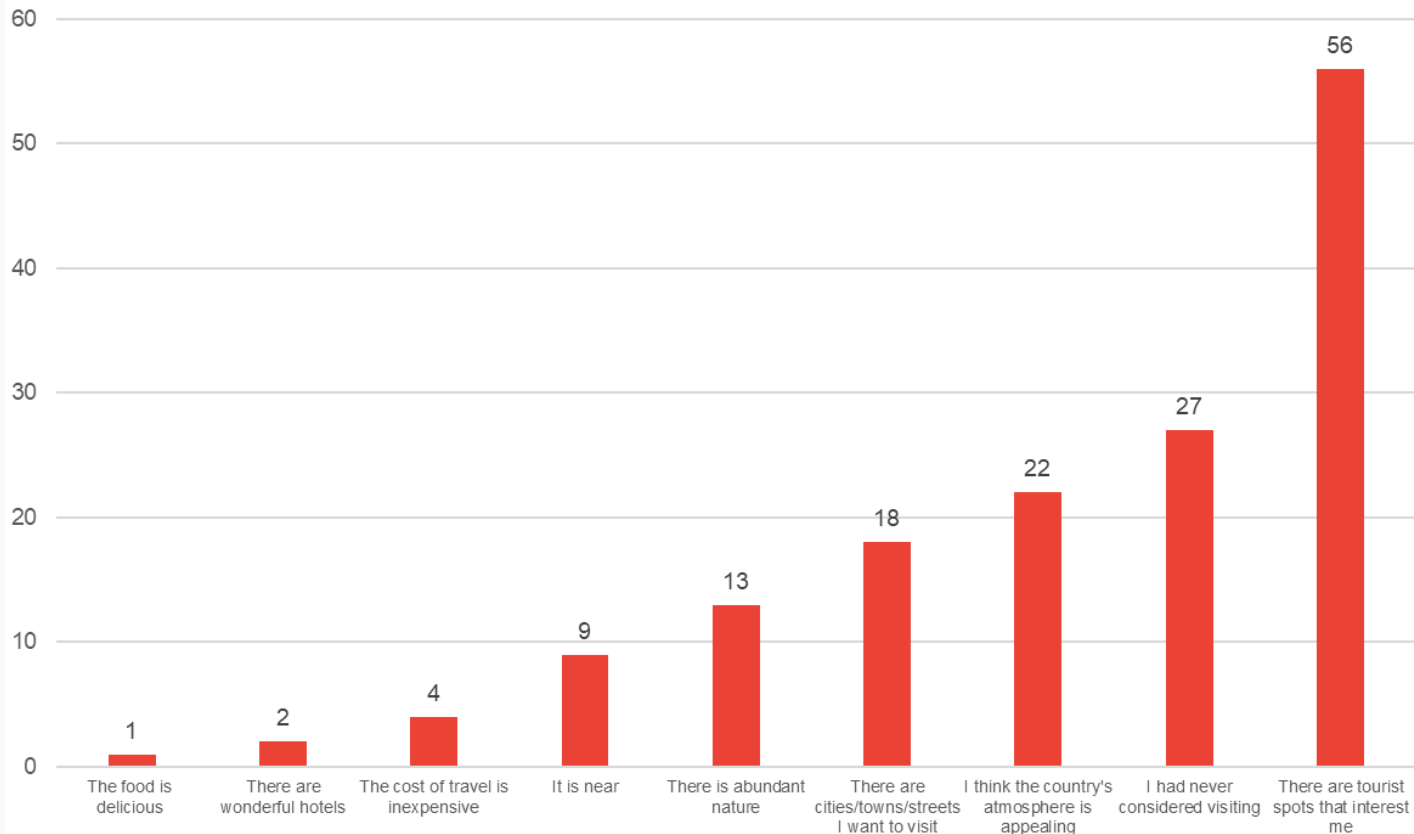


C-4) Myanmar

***This is the result of the quantitative survey conducted in January 2021 and the discussions held on February 3, 2021.**



Q: What made you want to travel to Myanmar? (multiple answers)

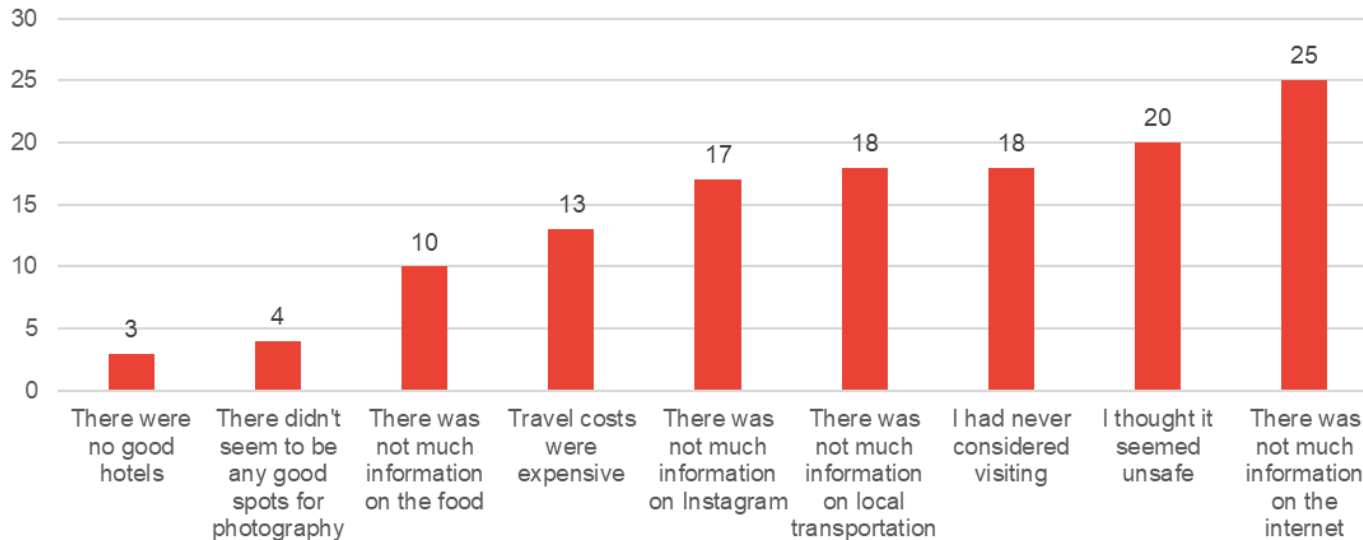


Comments from the group discussion

No members traveled to Myanmar as their main destination, but almost all who visited highly rated the country - it became “my favorite country I want to recommend to others.” All members visited Yangon, and the majority commented that Myanmar is a destination for “experienced travelers” due to its level of cleanliness and status of development.

The largest number chose “There are tourist spots that interest me.” Many respondents also chose “I think the country's atmosphere is appealing,” suggesting that they have a yearning to visit and interest in Myanmar.

Q: Why haven't you traveled to Myanmar yet? (multiple answers)

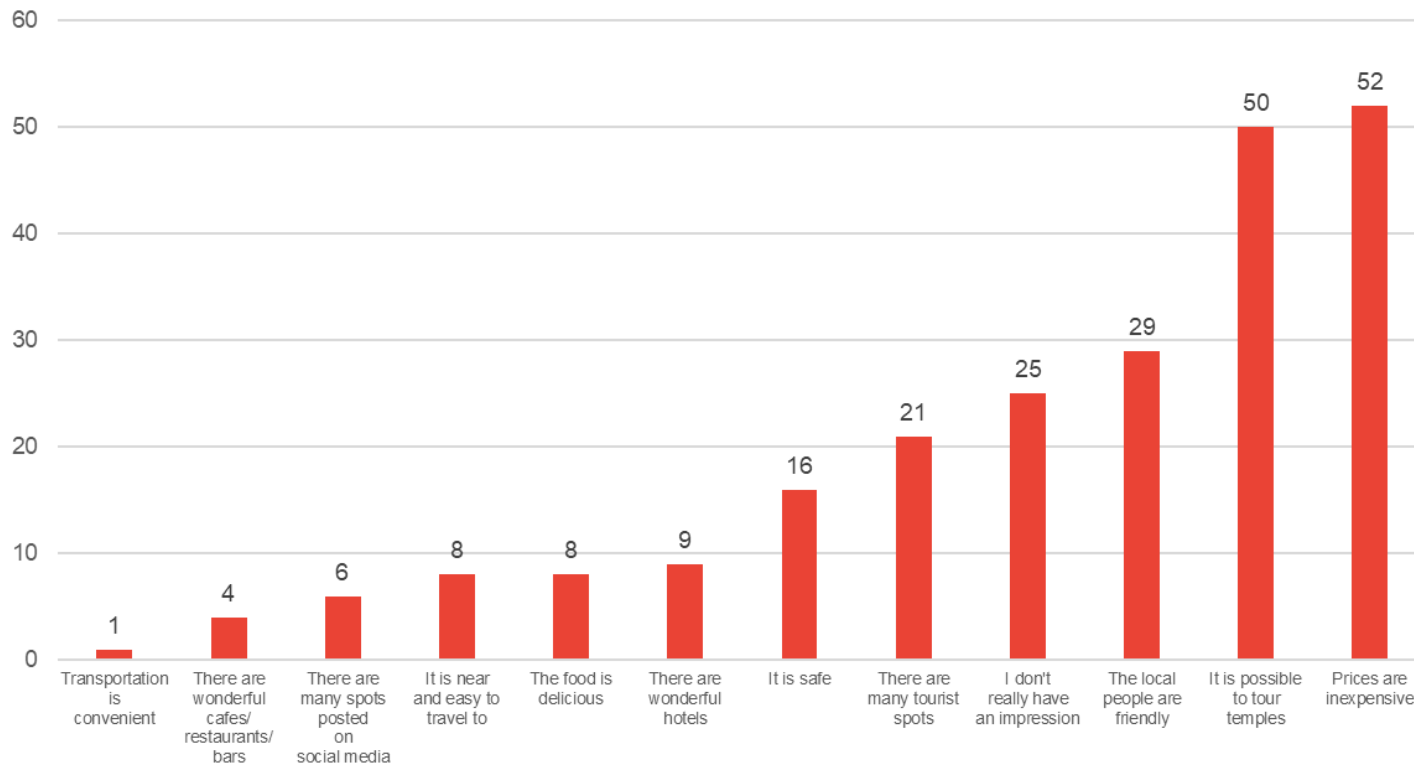


Comments from the group discussion

Members said that “people are extremely kind” and that they want more Japanese to know about this. It was mostly seasoned travelers that were attracted by the kindness of the locals, and they never felt unsafe at all.

In addition to the lack of information on the internet, the country has a strong negative image for being unsafe. Measures are needed to dispel this negative image.

Q: What are good points about a travel to Myanmar (impressions after going for those who have visited Myanmar, or impressions that come to mind for those who have not). (multiple answers)



Comments from the group discussion

A few members enjoyed luxury experiences such as villa stays in Bagan. For the majority, it was visiting pagodas, “Golden Rock,” “streets with people walking around wearing colorful longyi,” and “market shopping,” mainly in Yangon.

Top two answers were “prices are inexpensive” and “can tour temples.” It seems that Myanmar is already known for its tourist spots with many temples.

C-4 Suggestions for Myanmar promotion - based on group discussion



The most appealing country compared to the other 3 countries for those who have traveled there!

A country full of charms that you won't know unless you visit there

1

Myanmar is often a side trip destination, as people do not have high expectations to choose it as the main destination. However, some members actually found the country very appealing after visiting there, and it became their number one destination. There is potential to increase the number of people wanting to visit Myanmar by fully promoting the special charms that one will find in Myanmar.



**They're warm!
[Kindness of people of Myanmar]**

2

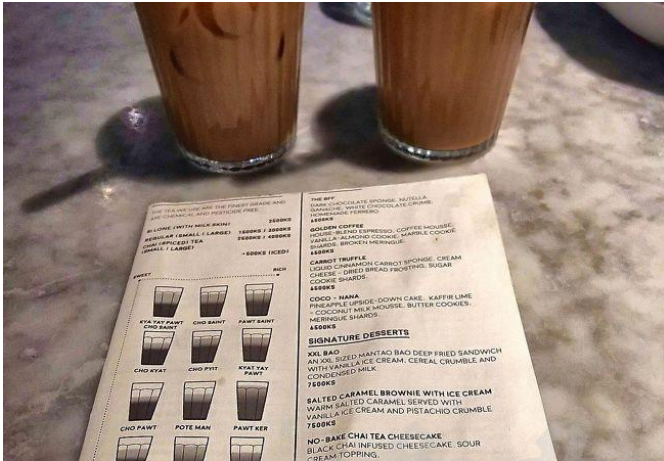
People who had a favorable impression of Myanmar were enthusiastic to share how kind local people were. Members who have visited various countries unanimously answered that they feel people of Myanmar are overwhelmingly kind compared to other countries, and they do not expect anything in return. We can say that Myanmar is also suitable for beginner travelers, because tourists are less likely to be exposed to rip-offs and other unpleasant experiences and feel safe.



**[Bagan] is a must-see!
It is filled with recommended spots, including the sunrise scenery, villas, cafes, etc....**

3

All members visited Yangon, and small number also visited Bagan. Those who visited Bagan were so fascinated that they say they will "definitely recommend Bagan to others." Stylish villas and cafes, as well as the fact that Bagan is still not well known by Asian travelers, are also attracting attention. We believe that there is much potential to expand the target segment of promotion by strengthening the dissemination of information about Bagan.



"Rangoon Tea House. I experienced Myanmar's culture with marble tables and a selection of 16 types of Myanmar milk tea."



"I wanted to see the Golden Rock if I ever go to Yangon, and it was amazing!"

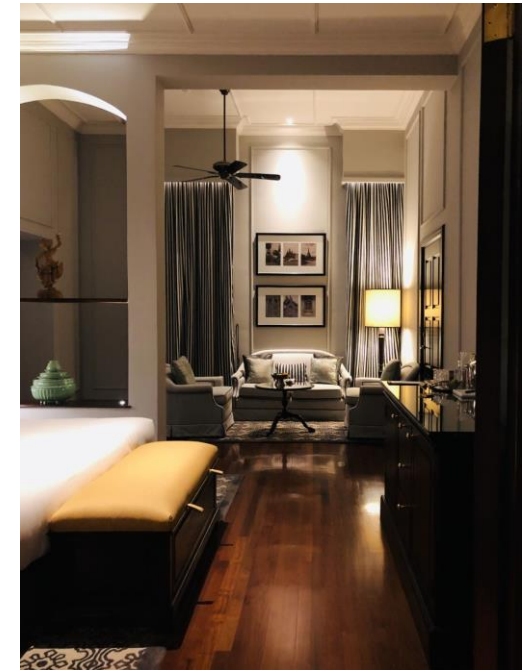
"The Strand Yangon, where you can enjoy Myanmar-style afternoon tea. I definitely recommend it!"



"The sunrise as I climbed up the pagoda. I was moved at how fantastic the countless silhouettes of the pagodas were."



"I bought my favorite longyi at the market and took a photo at the villa where I stayed. The longyi were all colorful and cute!"



**A fantastic world you won't know unless you visit there.
Travel that will enrich your heart with the kindness of the
people and spectacular scenery.**

- Good points
 - ✓ Safe and secure for both solo and female travelers
 - ✓ The kindness of people impresses experienced travelers
 - ✓ Has more appeals than the other three countries

- Points for review
 - ✓ Measures need to be taken so that people plan a trip to Myanmar as their main destination
 - ✓ There is an impression that a trip to Myanmar means just touring the pagodas of Yangon
 - ✓ Bagan has the potential to become preferred destination for more Japanese women by strengthening promotion
 - ✓ Information on the internet and Instagram is insufficient

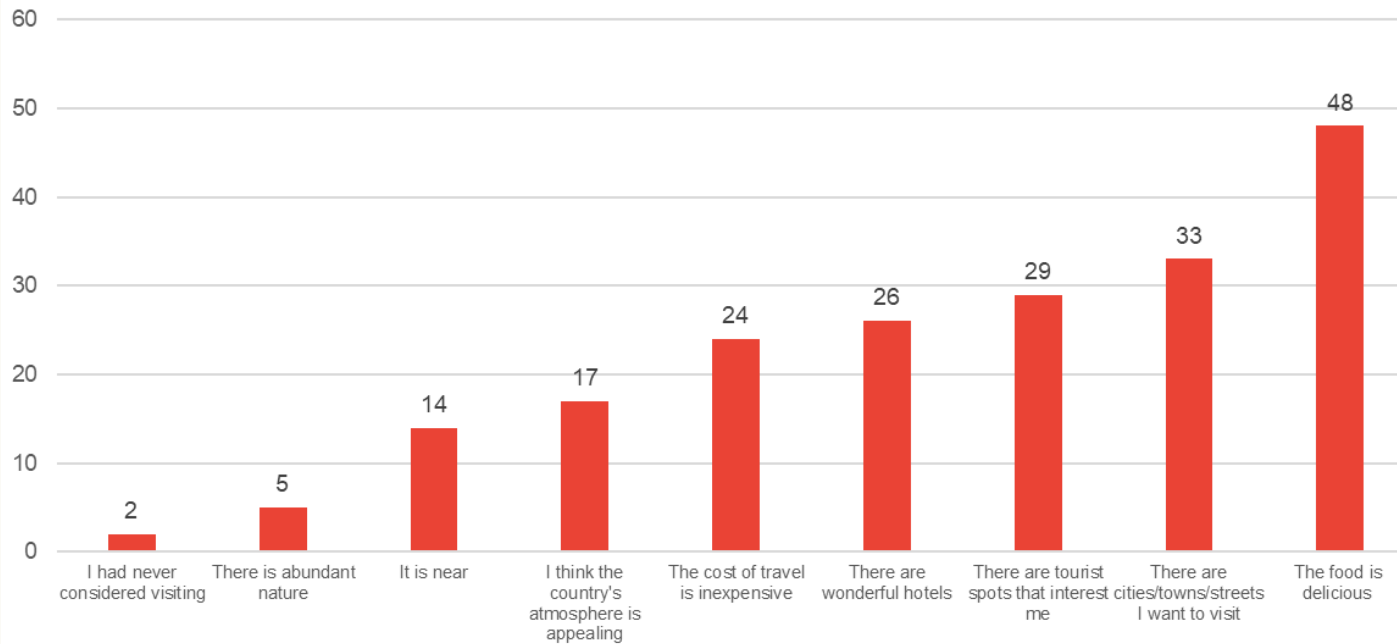
Comments on
improvement
from the
discussions

Myanmar's appeal is not only its wonderful spots, but also the kindness of its people and its mystical atmosphere. Some members commented that promotions of Myanmar's charms should be in a way to appeal to people's hearts.

A scenic view of a bay in Vietnam, likely Ha Long Bay, featuring floating houses and boats. The water is a clear, light blue-green color. In the foreground, several floating houses are visible, some with colorful roofs (yellow, blue, green). A larger boat with a green roof and a red flag is prominent in the middle ground. The background is dominated by towering, steep limestone cliffs covered in lush green vegetation, rising from the water. The sky is bright blue with scattered white clouds.

C-5) Viet Nam

Q: What made you want to travel to Viet Nam? (multiple answers)



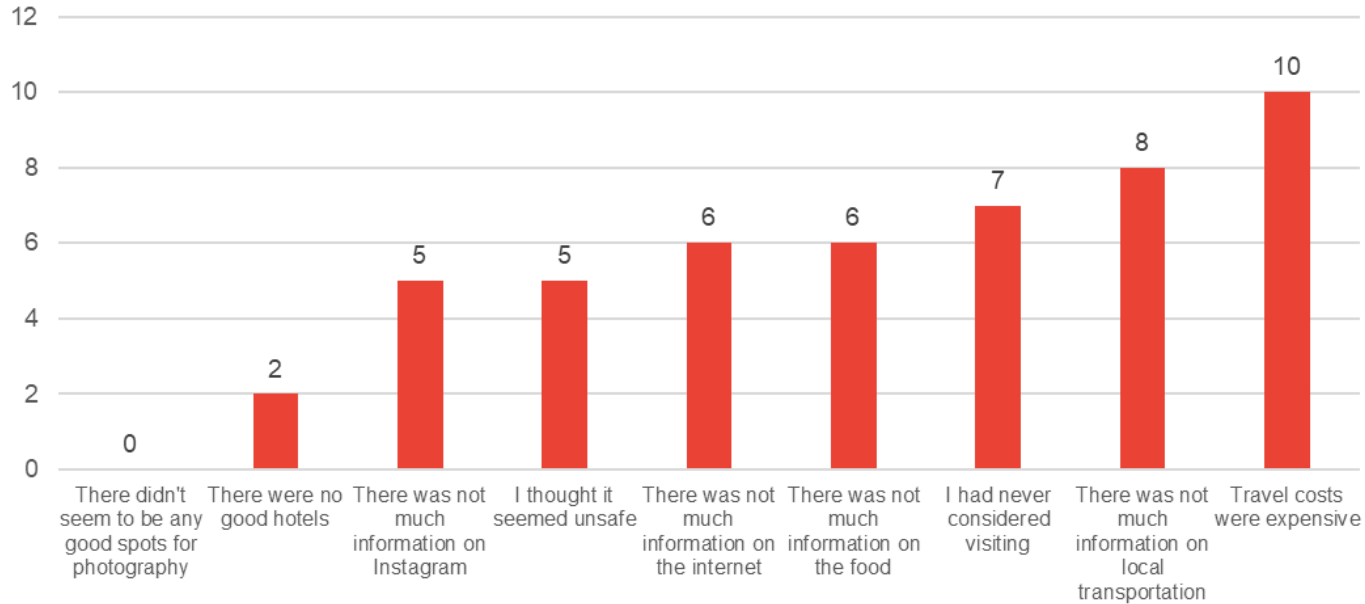
Comments from the group discussion

Members mentioned many cities and destinations they visited in Viet Nam - from resort stays in Da Nang and Phú Quốc, to shopping and massages in Hanoi and Ho Chi Minh City, to Hoi An, Dalat, and other cities. Since each city can be visited for a different purpose, there are many repeat visitors who visit every year or several times a year.

The most selected answer was “The food is delicious,” which differentiates Viet Nam from other countries.

Many also answered that “There are cities/towns/streets I want to visit,” which shows that the appeal of each city is well-communicated to the public.

Q: Why haven't you traveled to Viet Nam yet? (multiple answers)



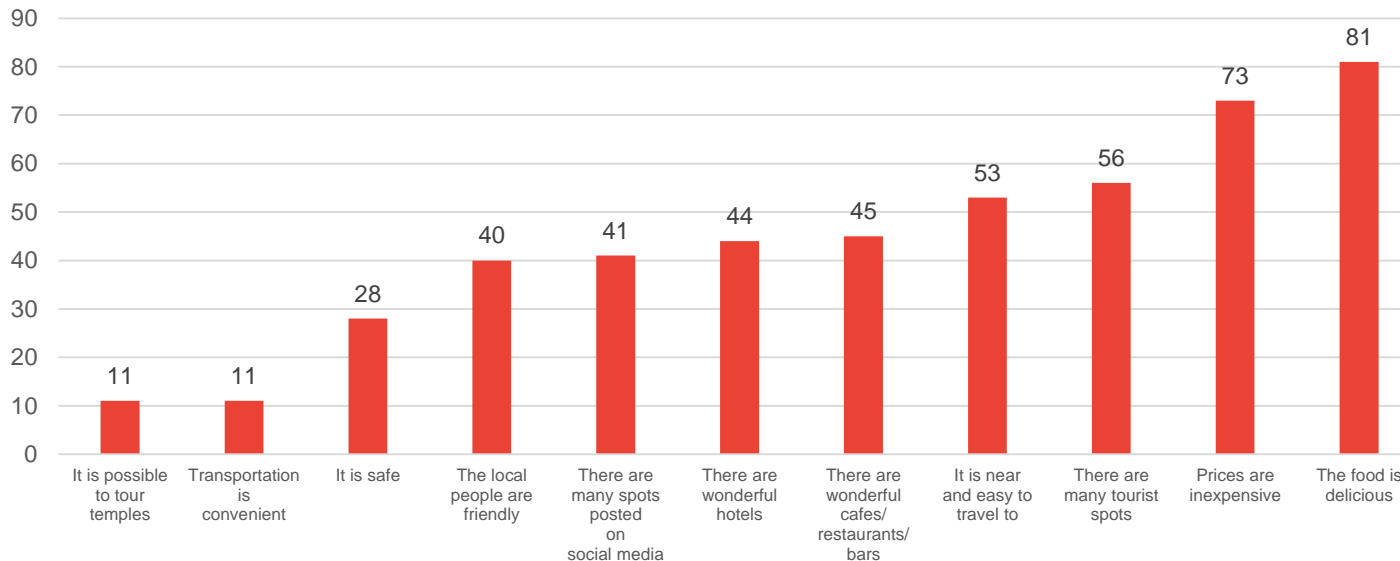
Comments from the group discussion

Many members visited Viet Nam for a quick trip, mostly to visit one city for three to four days and two nights over the weekend. Contrary to the results of the quantitative survey, no group discussion members were concerned about the high travel costs, perhaps because they took quick trips regularly. Some members were concerned about the lack of convenient transportation, and said that this may make it difficult for beginners to go sightseeing.

The majority was concerned about high travel costs, and some about the lack of information on local transportation.

Local transportation information needs to be strengthened for local and cross-city travel.

Q: What are good points about a travel to Viet Nam (impressions after going for those who have visited Viet Nam, or impressions that come to mind for those who have not).(multiple answers)



Comments from the group discussion

In addition to the delicious food, each city has its own unique charm, and members pointed out that being able to choose a destination depending on different purposes such as beaches, shopping, cafes, dining and hotels was the strength of Viet Nam.

“Delicious food” was again the top response, which was the same result as the question on the reason for wanting to visit Viet Nam. The low prices and abundant tourist spots also made a favorable impression overall. None of the respondents answered, “I don’t really have an impression,” indicating that Japanese women have a favorable impression of Viet Nam.



Resorts, shopping, cafe hopping, and more... A country of cities with a wide variety of attractions!

1

Viet Nam had the highest number of cities/destinations mentioned during the group discussion. Members visited Viet Nam for various purposes, including beach resorts, shopping, city strolls, cafe hopping and hotel stays. Tourists can choose different cities for different purposes in Viet Nam, which makes Viet Nam a destination that attracts many repeat visitors, including those who visit Viet Nam several times a year.



The second Melbourne? [Hanoi] can be promoted for its cafe culture

2

Hanoi's wonderful cafes should be promoted more. Hanoi has potential to be like Melbourne in Australia, where cafe hopping has been booming in the past few years. By strengthening the dissemination of information on attractive cafes, a cafe boom could be created. Group discussion members also highly evaluated how Vietnamese people made excellent communication on social media. Using social media content of local influencers may be effective for promotion in Japan and other countries.



The food is surely delicious! Plus, you can take a quick trip! Viet Nam is a destination where people want to go back

3

Compared to Thailand, which was the most popular country for destination comparison, members said that Viet Nam is easier to visit due to its short flight time. People can make quick trips to Viet Nam, which enables them to travel several times a year to different cities in Viet Nam. Viet Nam had the highest number of discussion members who "visit every year" or "go multiple times a year." Its French colonial history is also appealing, and people are attracted not only to the delicious French bread, but also to the beauty of the cityscape.



“Hanoi has a picturesque appearance”



“I fully enjoy the beach resorts in Da Nang, which I visit regularly”



“Even though it's not Vietnamese food, the bread is delicious! Even the Starbucks bread is very satisfying, which is typical of Viet Nam.”



“Starfish Beach on Phú Quốc was cute”



“I recommend Dalat, which is famous as a coffee cultivation area, for cafe lovers!”

Examples of Viet Nam influencers that the discussion participants pay attention to

- <https://instagram.com/coffeeholiicc?igshid=1tzbt9l86nujg>
- <https://instagram.com/hanhchipp?igshid=1lyyxsuqv00j>
- <https://instagram.com/thaonhile?igshid=1f3szgr1qwatu>

Enjoyable for both travel beginners and experienced travelers.

Will make people want to visit again and again.

Can fulfill different purposes of travel.

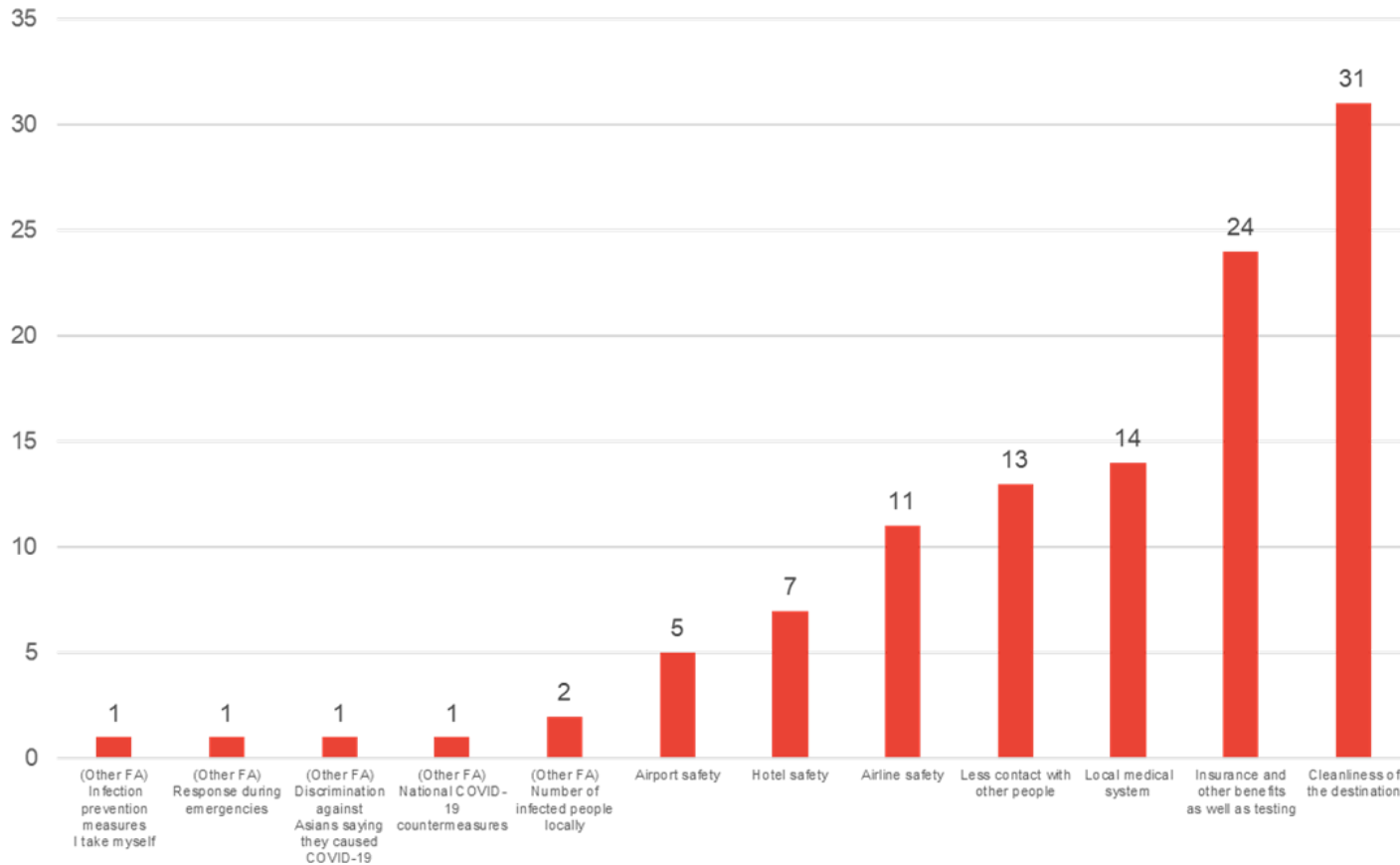
- Good points
 - ✓ Suitable for quick trips
 - ✓ Tourists can visit different cities for different purposes
 - ✓ Viet Nam can be enjoyed by both travel beginners and experienced travelers
- Points to review
 - ✓ Different approach must be taken to appeal to travel beginners and experienced travelers
 - ✓ Hanoi is the second Melbourne! Hanoi 's cafes have potential to appeal to women, but this is not yet known.
 - ✓ Survey result show that people have the impression that “travel costs are expensive” in Viet Nam

Comments on improvement from the discussions

Some members pointed out that they haven't heard of Viet Nam's unique festivals and events. Festivals and events can also be reasons to travel in the future.

D) Summary by the survey company

Q: What is important factors for post-COVID-19 overseas travel?



Comments from the group discussion

Although “cleanliness of the destination” was important, members were more worried about the increase of infection cases and other related matters when considering their future destinations. Many commented that rather than the usual cleanliness, they pay more attention to the current situation of infections, national countermeasures for COVID-19 and other such aspects in the pandemic.

For the first country they want to visit when overseas travel resumes, the majority answered, “my favorite country” or “a safe country.” In the time of the pandemic, people are actively seeking information on infection situations and national countermeasures taken, to determine if a country is safe as their next travel destination.

1

Instagram hashtag searches are the norm!

For Japanese women in their 20s and 30s, gathering information on Instagram is the norm. When it comes to travel information, many people search not only in Japanese but also in English and local languages.

Using proper hashtags is important to reach the young female segment.

2

Strengthen communication by using travel influencers and reposting on Instagram!

Using travel influencers to provide useful travel information on Instagram is effective. The number of Japanese tourists to CLMV is still limited as well as hashtags of keywords in the Japanese language (see next page). NTOs may choose impactful Instagram posts and regram them by adding suitable and influential hashtags to reach potential travelers.

3

Start spreading awareness about safety during the COVID-19 crisis now!

People who like to travel are not thinking about when they can go abroad again, but rather are still constantly seeking information about future travel destinations.

By thoroughly informing people about the infection conditions and safety measures taken in the destination now, people may consider the country as their next travel destination.

4

What can be strengthened

- Cambodia: Promote attractions other than Angkor Wat and temples
- Laos: Promotion for visitors to make travel plan to Laos as the main travel destination
- Myanmar: Promotion for visitors to make travel plan to Myanmar as the main travel destination
- Viet Nam: Customized promotion for travel beginners and experienced travelers respectively

Those who have visited CLMV had very good impressions of the countries, meaning that the countries provide higher quality tourism experiences that exceeded visitors' expectations. All four countries have elements to attract young Japanese women, and the destinations could increase visitor arrivals by taking appropriate approach.

Instagram hashtag search results in Japanese

Cambodia

Top	Accounts	Tags	Places
#	#カンボジア 358 thousand results	#Cambodia	
#	#カンボジア旅行 38 thousand results	#Cambodia Travel	
#	#カンボジア料理 8,486 results	#Cambodia Food	
#	#カンボジア女子旅 11 thousand results	#Cambodia Girls Trip	
#	#カンボジア女性一人旅 8,800 results	#Cambodia Solo Female Travel	
#	#カンボジアガイド 15 thousand results	#Cambodia Guide	
#	#カンボジア土産 5,390 results	#Cambodia Souvenirs	

Laos

Top	Accounts	Tags	Places
#	#ラオス 104 thousand results	#Laos	
#	#ラオス旅行 6,915 results	#Laos Travel	
#	#ラオス料理 6,159 results	#Laos Food	
#	#ラオス雑貨 550 results	#Laos Products	
#	#ラオスフェステ 1,301 results	#Laos Festivals	
#	#ラオスの布 1,285 results	#Laos Fabric	
#	#ラオス一人旅 385 results	#Laos Solo Travel	

Myanmar

Top	Accounts	Tags	Places
#	#ミャンマー 139 thousand results	#Myanmar	
#	#ミャンマー料理 9,385 results	#Myanmar Food	
#	#ミャンマー旅行 9,981 results	#Myanmar Travel	
#	#ミャンマー人 1,146 results	#Myanmar Solo	
#	#ミャンマー暮らし 759 results	#Myanmar Life	
#	#ミャンマー🇇🇵 2,230 results	#Myanmar 🇇🇵	
#	#ミャンマー生活 5,095 results	#Myanmar Lifestyle	

Viet Nam

Top	Accounts	Tags	Places
#	#ベトナム 964 thousand results	#Viet Nam	
#	#ベトナム料理 326 thousand results	#Viet Nam Food	
#	#ベトナム旅行 143 thousand results	#Viet Nam Travel	
#	#ベトナム人 16 thousand results	#Viet Nam People	
#	#ベトナム語 11 thousand results	#Viet Nam Language	
#	#ベトナム雑貨 18 thousand results	#Viet Nam Products	
#	#ベトナムコーヒー 48 thousand results	#Viet Nam Coffee	

#Cambodia
358 thousand results

#Cambodia travel
38 thousand results

#Cambodia food
8,486 results

#Laos
104 thousand results

#Laos travel
6,915 results

#Laos food
6,159 results

#Myanmar
139 thousand results

#Myanmar travel
9,981 results

#Myanmar food
9,385 results

#Viet Nam
964 thousand results

#Viet Nam travel
143 thousand results

#Vietnam food
326 thousand results