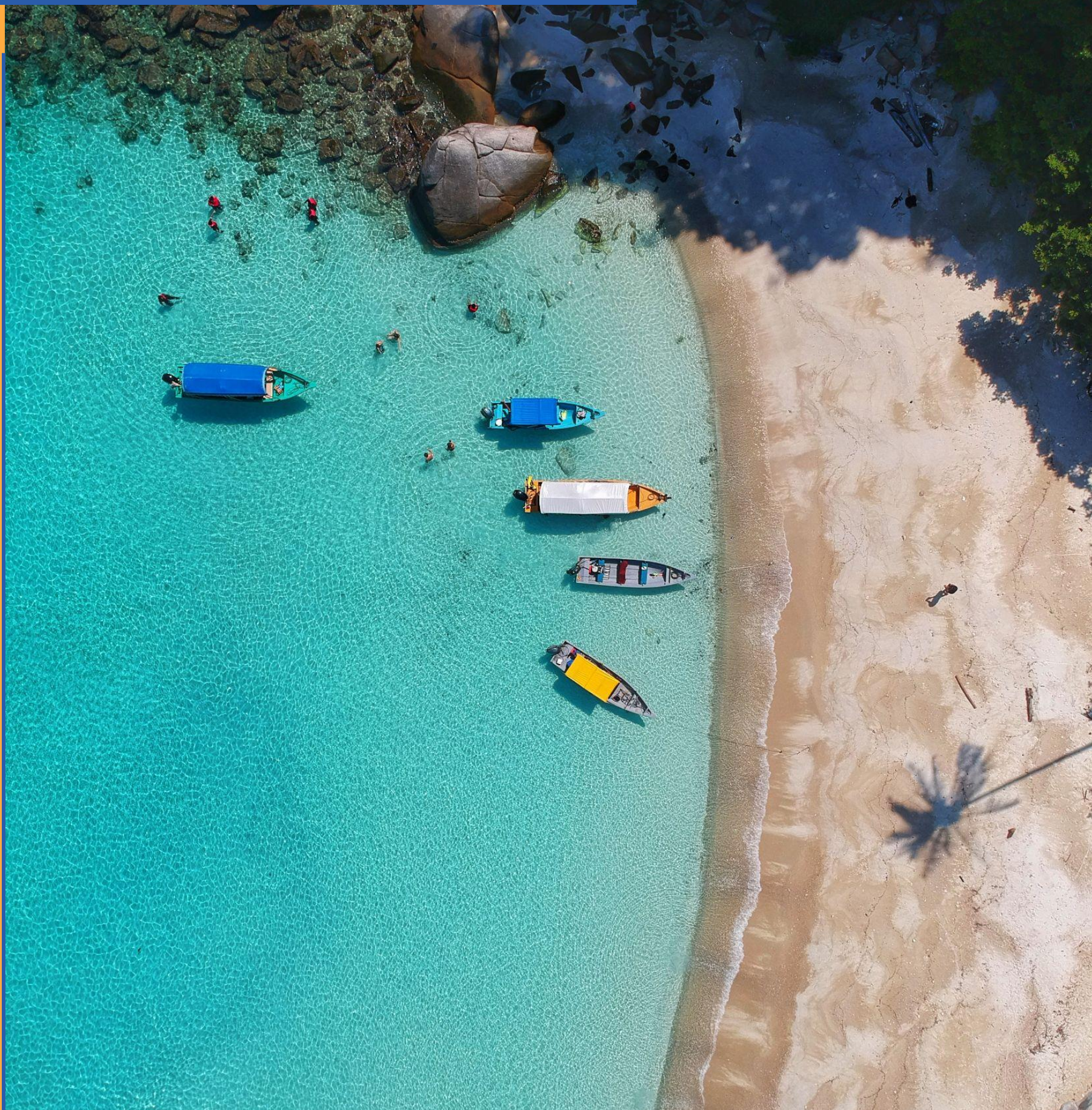


Chapter 3:

Focus on APAC



Featured in this section are the Perhentian Islands, Malaysia. Malaysia experienced the highest growth in demand in December 2022, compared to November 2022, according to [Google's Destination Insights](#).

The Recovery Efforts Continue

After almost three pandemic years, Q4 2022 marked another milestone for the APAC region, with China shifting from the Zero-COVID policy. The region was characterized by fluctuations in recovery. Some countries already registered pre-pandemic growth for certain key industry indicators, while others continued to find ways to attract more international travelers.

It's too early to predict whether 2023 will bring pre-pandemic volumes but the region remains optimistic. Outbound arrivals, although continuing to increase, were still low and will continue to depend on the evolution of restrictions in the upcoming months.

60%

was the average [hotel occupancy rate in APAC](#) for July-September 2022, only 3% below the 2019 numbers.

A high performer in the region was Singapore. The country registered a 10% increase in RevPAR in September 2022 compared to 2019, and a 2% increase in bookings in October 2022 compared to 2019.

27%

increase in Melbourne's hotel industry [ADR in December 2022](#) compared to 2019.

RevPAR completely recovered, increasing by 9%. The occupancy rate was still -14% below the pre-pandemic level.

An On-Screen Invitation to Visit Singapore

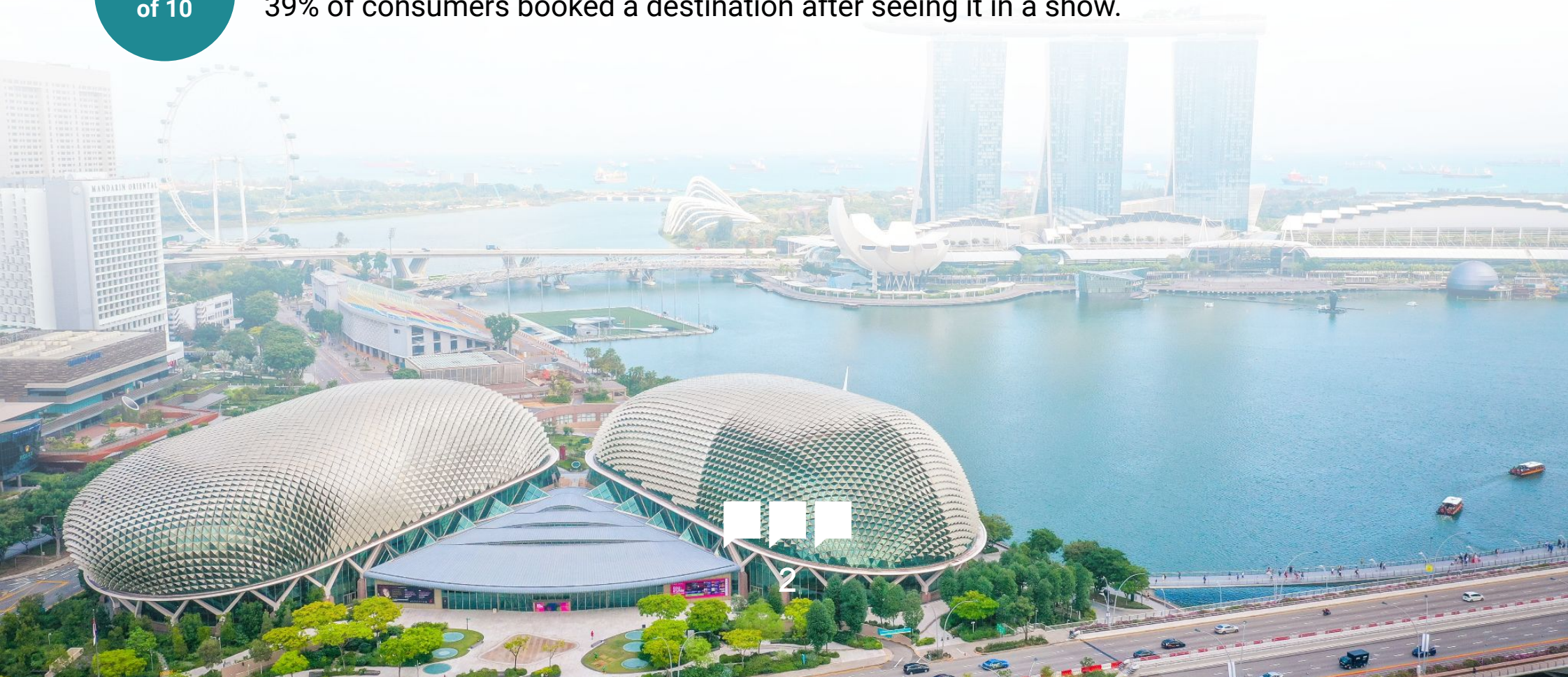
In October 2022, the Singapore Tourism Board announced [a three-year collaboration](#) with Warner Bros Discovery to create and promote content inspiring travel to Singapore. The partnership kicks off with an HBO series featuring food vlogger Mark Wiens.

TV tourism continues to be a major source of travel inspiration and a trend-setter in 2023. TV shows and YouTube vlogs have connected many tourists with new places. For destinations worldwide, these partnerships are a great way to promote their local attractions.

7 out of 10

travelers consider [booking a destination](#) after seeing it featured in a show or a movie.

39% of consumers booked a destination after seeing it in a show.



China: The End of the Zero-COVID Policy

From crucial political decisions to silent protests, the end of 2022 was the tipping point for implementing a new COVID-19 policy. [In December](#), the authorities renounced or reduced the mandatory quarantine, testing, and lockdowns. The decision to resume international travel in 2023 was officially announced at the [end of December](#).

Other Countries React

The announcement of relaxing restrictions determined eager Chinese travelers to start planning international trips for the first time since 2020.

increase for searches in [international destinations](#) just a half hour after the official announcement.

1000%

The Chinese travel website Ctrip reported a spike in interest from Chinese travelers hoping to hitting the road after a few years of rigid restrictions. Among the most searched destinations by the Chinese travelers were Macau, Hong Kong, Japan, Thailand, South Korea and the United States.

The sudden policy change raised concerns across the international scene. Other countries fear a new spike in infections and the development of new mutations. The response was quick, with authorities from different countries announcing restrictions for Chinese travelers.

Among the first countries that reacted to China opening its borders were Japan, Malaysia, Italy and Taiwan. Common entry [requirements](#) include proof of a negative test, quarantine, and/or a cap on the number of arrivals from China.

A Gradual Comeback on the Travel Scene

While the interest in traveling overseas spiked, the Chinese market will remain cautious in the upcoming period. Since shifting from the Zero-COVID policy, the number of infections [has increased](#). More countries will most likely announce travel regulations for Chinese citizens.

Chinese travelers will either adopt a wait-and-see approach or book destinations near them, at least short-term.

The Chinese government will also have a word to say. The authorities have already started to look at strategies to control inbound and outbound travel. An orderly approach to resuming travel will probably be adopted, possibly with a cap on the number of travel documents issued in a certain period.



APAC Guests Appreciate Wellness Services

Since 2008, TrustYou has collected and analyzed guest reviews from the largest variety of global sources. Hotels, DMOs and management companies can benefit from one of the industry's most elaborate feedback databases.

The platform showcases a comprehensive overview of reviews, sources, and sentiments. Here's the overview of APAC for the fourth quarter:

53%

of the APAC review volume has been reached in comparison to Q4 2019 reviews.

With many of the countries relaxing entry requirements, the recovery in APAC is slower, compared to other regions.

92%

of all feedback is positive.

Great news! The positive feedback is steadily high, proving the focus of hoteliers on improving the guest experience and preparing for a busier season.

Impact Scores

Impact Scores help identify how specific categories in a hotel, such as, "good housekeeping" influence a hotel's Performance Score in a particular time frame. This key KPI can close the gap between guest sentiments and a hotel's score.

The Top 3 Impact Scores haven't changed when compared to Q3 2022. APAC guests paid particular attention to **customer service**. They also appreciated an overall **cozy atmosphere with all the necessary amenities**. **Wellness services** have been an ongoing trend in the region, accentuated by the pandemic.

We see the same patterns for the **Bottom 3 Impact Scores**. A stable and reliable **internet connection**, a **well-equipped and comfortable room**, and the **best deals and offerings** are among the factors that could negatively impact the performance score of a hotel in Q4 2022.

Top 3

Service

+5.14

Hotel

+4.08

Wellness Area

+2.2

Bottom 3

WiFi

-3.96

Room

-3.62

Price

-3.06