

Vietnam Travel Insights 2024



GrabForBusiness

85% of Grab users
plan to leverage
technology for
their travel needs.

From AI-powered itineraries to immersive virtual tours, we found in our recent survey that Southeast Asian travellers are rapidly incorporating technology into their experiences*.

Discover how to engage these tech-savvy travellers effectively. Plus, get insights on travel budgets, attitudes towards sustainable travel, and the event tourism wave that's taking over the region. Your journey to win in the travel and hospitality space begins here.



* Grab in-app survey in July 2024, with 11,074 responses from Grab users in Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam; 624 intend to travel to Vietnam in 2024/2025. All statistics in this report, unless otherwise stated, are taken from this source.



2024 Insights at a Glance

How travellers make plans

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- 2 Yes to spending more on holidays
- 3 Plannings vs reality: budgets are just guidelines
- 4 Becoming their own travel agents: the popularity of DIY planning
- 5 Safety first: a growing demand for travel insurance

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Insight 1

The more,
the merrier:
group travel is
still preferred

Shared memories are simply better.
Many are planning to travel with
friends and family.



Top 3 travel groups



Family **57%**



Partner/Spouse **52%**



Friends **49%**

Note: Grab users surveyed could select more than one option (e.g., both Family and Friends).

Insight 2

Yes to spending more on holidays

Whether it's for more comfortable flights or longer stays, travellers are willing to fork out more these days.



62%

say their
travel budget
increased from
last year

Insight 3

Planning vs reality: budgets are just guidelines

Travellers generally try to plan ahead and are cautious about spending, even though they tend to exceed budgets.



19% spend however they want to

81%
set a budget
for trips



But **52%** occasionally exceed it.

Did you know?



Grab travellers in Vietnam spend **1.8X*** more on Grab transport than locals.



Grab travellers in Vietnam are **2.1X*** more likely to take Premium and Plus rides than locals.

*Source: Grab internal data from January 2023 to March 2024.

Insight 4

Becoming their own travel agents: the popularity of DIY planning

Travellers prefer to plan trips themselves, and over half surveyed prefer a more hands-on approach.



60% book **everything** themselves

29% book **some elements*** themselves
(*such as flights, accommodation, and local tours)

12% book **nothing** themselves
(they sign up for full tour packages)

What Grab users plan and book in advance



94%

Flights



88%

Accommodation



44%

Transportation



38%

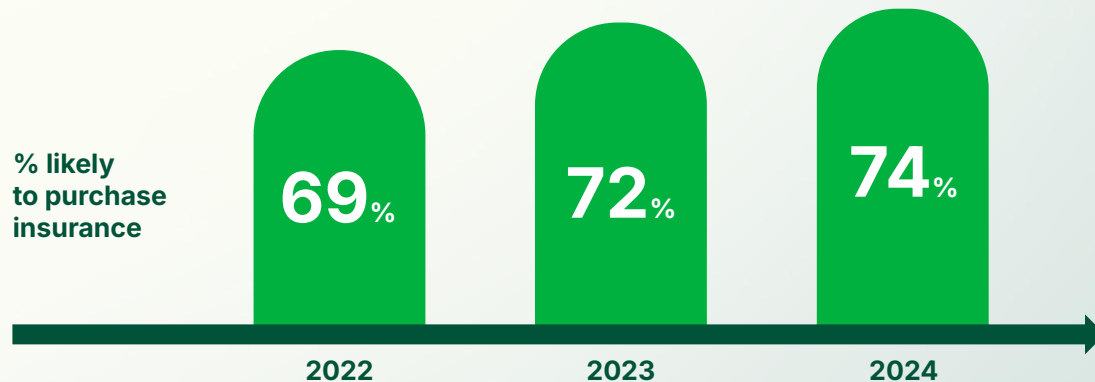
Activities &
Experiences

Insight 5

Safety first: a growing demand for travel insurance

Amid global uncertainty, more travellers are taking precautions with their travel plans.

Demand for travel insurance has grown



Top 3 reasons for travel insurance



Lost/damaged
baggage



Flight delay/
cancellation



Medical
expenses

Insight 6

Digital wanderlust: the rise of tech-savvy travellers

From lightning-quick itineraries to virtual destination previews, more travellers are incorporating technology into their trip planning.

85% are likely to use technology such as AI, VR, and AR for travel-related activities



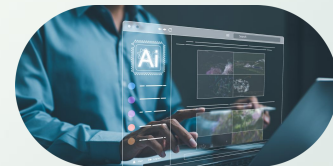
71%

are likely to use
Augmented Reality (AR)



63%

are likely to use
Virtual Reality (VR)



66%

are likely to use
Artificial Intelligence (AI)

Insight 7

Going green: travellers embrace sustainable journeys

“Eco-travel” is no longer just a buzzword. A significant number of travellers believe in minimising their impact on the environment.

45% will *always* consider sustainable travel options

75% are willing to / may pay a premium for sustainable travel options

Top travel sustainability practices that matter to travellers:



**Supporting
local businesses**

71%



**Reducing
plastic use**

65%



**Using green
transportation**

40%

Insight 8

Have party, will travel: how event tourism is shaping itineraries

Travellers crave social and cultural experiences, and they're finding an abundance of these in Vietnam.



54%

say that major
entertainment events
influence their travel
decisions



21%

would travel
internationally
for events

33%

would adjust their
travel plans to
attend events


Have party, will travel: how event tourism is shaping itineraries

From traditional festivals to live performances, Vietnam offers unique experiences that travellers love.

Most popular events that travellers attended:



1. Concerts /
Music festivals



2. Food & Beverage
festivals

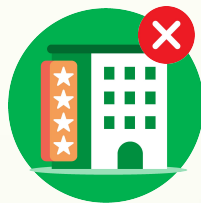


3. Cultural festivals

Insight 9

Rewarding returns: loyalty programmes deserve a boost

Frequent travellers have the potential to become high-value regulars. So brands can do more to shine a spotlight on loyalty programmes.



71%

are not subscribed to any **hotel loyalty** programme

Top 3 most popular hotel loyalty programmes:

1. **Marriott Bonvoy**
2. **ALL - Accor Live Limitless**
3. **Hilton Honors**



43%

are not subscribed to any **airline loyalty** programme

Top 3 most popular airline loyalty programmes:

1. **BIG Loyalty (AirAsia)**
2. **Krisflyer (Singapore Airlines)**
3. **Enrich (Malaysia Airlines)**

Insight 10

Grab: a trusted companion for travellers in Vietnam

From ordering food to getting around, travellers love how easy it is to use the Grab app when exploring Vietnam.



67%

use their Grab app when travelling in Vietnam¹

87%

YoY growth in travellers using the Grab app (2024 Q1)²

¹ Grab internal data from January 2023 to March 2024.

² Grab internal data from Q1 2023 and Q1 2024.

Bonus

Regional Insights

Beyond Vietnam, our survey also revealed fascinating insights on travel demand in the region, including Southeast Asian travellers' favourite destinations. Read on to find out more*.

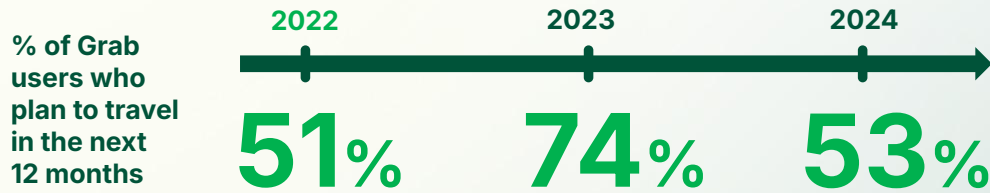


* Grab in-app survey in July 2024, with 11,074 responses from Grab users in Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam.

Insight 11

2023's travel frenzy cooled off, but demand remains strong

Intent to travel reached its peak in 2023, but many are still raring to head out and explore in 2024.



Top 3 countries with the most active travellers



Singapore
68% intend to travel



Philippines
56% intend to travel



Indonesia
56% intend to travel

More plan to travel for leisure than for work

69%
leisure

Average of 2.7 trips in the next 12 months

42%
work

Average of 3.4 trips in the next 12 months

Insight 12

Worldwide wanderlust reaches new heights

More travellers are preferring to venture further overseas, while the allure of domestic travel has dipped.

2023

2024

% who planned international trips

72%

↑ 9%
81%

% who planned domestic trips

65%

↓ 7%
58%

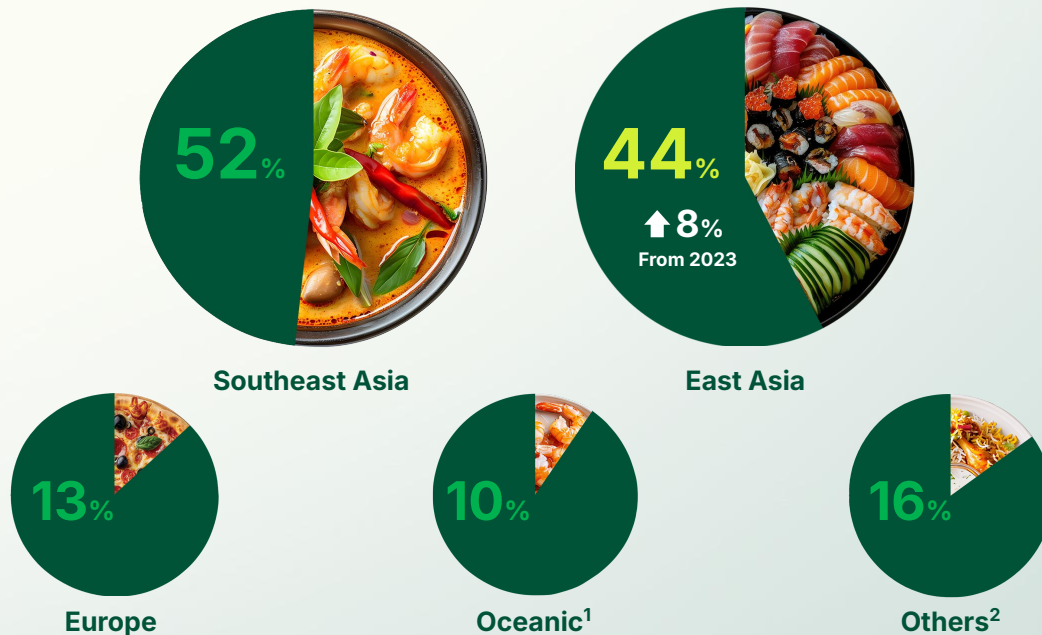
Insight 13

Eyeing East: China, Japan & South Korea are on bucket lists

Whether it's the k-pop wave or a love for sushi and hotpots, interest in East Asia continues to grow.

East Asia is the second-most popular destination for Grab users

Places that travellers wanted to visit in 2024:



¹ Oceanic countries include Australia, New Zealand, and Fiji.

² Others include America, Africa, Middle East, and South Asia.

Note: Grab users surveyed could select more than one option (e.g., both Southeast Asia and Europe).

Top 5 takeaways to win in the travel space



1

Meet on-ground transportation needs

Use Grab's all-in-one Concierge portal to help travellers go from point to point. You can even offer premium rides and larger vehicles to families.

2

Market with technology

Integrate travel technology such as VR to help travellers visualise travel destinations and accommodations before booking.

3

Appeal to families

Use family-friendly messaging and highlight child-friendly amenities to win over the family travel segment.

4

Highlight sustainable travel options

Offer sustainable travel practices in your operation and give travellers a way to contribute.

5

Ride the event tourism wave

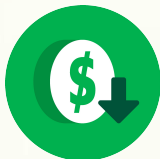
Drive an influx of event tourists to your business through targeted promotions, unique experiences, and strategic partnerships.

Delight guests with seamless experiences



Serve guests better

Enable front-desk or concierge teams to serve guests better by empowering them to manage rides for guests in an all-in-one portal.



Keep costs low

Reduce staff costs and overheads with a centralised portal designed to save time in managing a range of service expenses.



Offer safe travels with upfront pricing

Every ride and delivery experience has been designed with guests' safety and convenience in mind; pricing is quoted upfront to avoid surprises.



Ensure usage is within company guidelines

Implement spend limits and policies on how business rides and deliveries are booked for guests.



Get transparent reports any time

Real-time updates on business rides and detailed reports are available on the dashboard at all times.

Use Grab For Business for improved efficiency and productivity



Improve efficiency

Improve staff efficiency by allowing them to book business rides and deliveries using a corporate Grab account instead of filing claims.



Offer safe rides with upfront pricing

Every ride experience has been designed with Grab users' safety and convenience in mind, and prices are quoted upfront.



Ensure usage is within company guidelines

Implement spend limits and policies on how business rides and deliveries are booked.



Enjoy transparent reporting anytime

Real-time updates on business rides and detailed reports are available on the dashboard at all times.

Win the travel space with Grab For Business

Let us help you serve and engage travellers better.
Reach out to our country representative today.

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