

# 2020 Trend Report

A Look into Top Travel Destinations for  
The Year and Beyond







## About the 2020 Trend Report

The 2020 Trend Report by Expedia.com.sg and HomeAway uncovers themes across air travel, activities, attractions and holiday home stays. It reveals the top travel trends for Singaporean travellers in 2019, and key insights that will shape travel for 2020.



## Top 10 Travel Destinations

Bangkok, Thailand's capital, consistently ranked as one of the most visited cities in the world, continues to be popular amongst Singaporean travellers and takes top spot.

- 1 **Bangkok**
- 2 **Kuala Lumpur**
- 3 **Hong Kong**
- 4 **Seoul**
- 5 **Tokyo**
- 6 **Taipei**
- 7 **Bali**
- 8 **London**
- 9 **Penang**
- 10 **Jakarta**



## Top 10 Travel Destinations For Families

Singaporeans who stayed in holiday homes enjoyed destinations that are family-friendly and popular for road trips, with Australia taking 6 out of 10 top destinations in 2019.

- 1 **Margaret River**
- 2 **Bali**
- 3 **Perth**
- 4 **Tokyo**
- 5 **Sydney**
- 6 **Gold Coast**
- 7 **Otago**
- 8 **Great Ocean Road**
- 9 **Waikato**
- 10 **Melbourne**

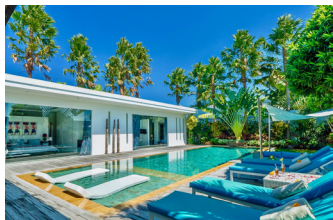




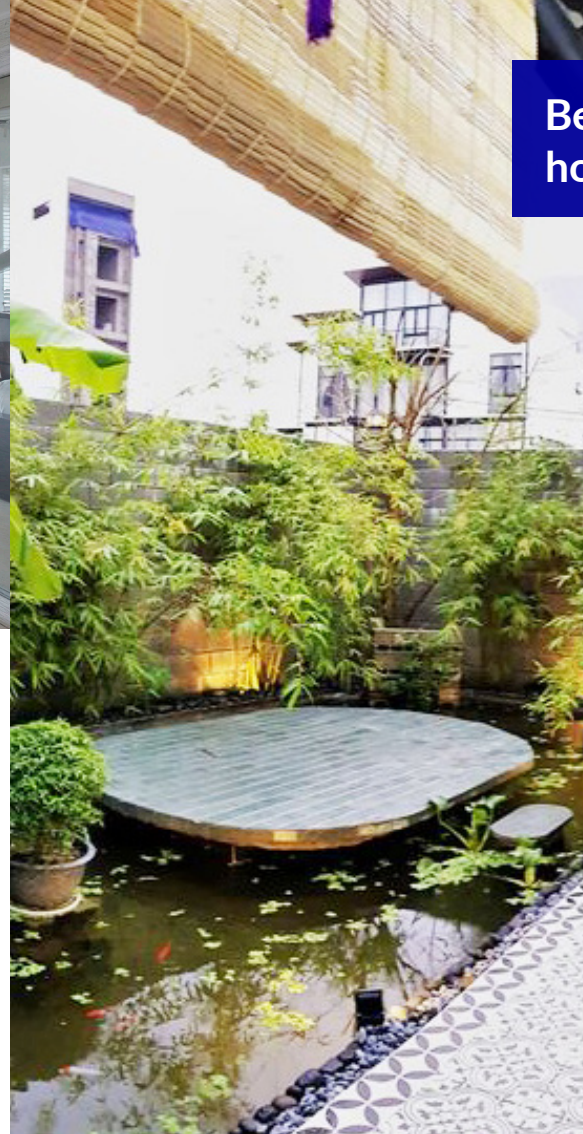


## Trending Amenities in A Holiday Home Rental

In 2019, the top three amenities that Singaporean travellers searched for in their HomeAway properties were pools, air-conditioning and Wi-Fi access. Having a hot tub and laundry facilities wrapped up the five most sought-after features.



Source: HomeAway holiday home rental demand for October 1, 2017 - September 30, 2018 vs. October 1, 2018 - September 30, 2019.



Best value-for-money holiday home destinations\*



Da Nang  
**70%**  
price drop

Hokkaido  
**35%**  
price drop



Ho Chi Minh City  
**30%**  
price drop

\*Holiday home destinations that saw the most significant price drop based on the biggest year-over-year % drop in Average Daily Rate.

Source: HomeAway holiday home rental demand for October 1, 2017 - September 30, 2018 vs. October 1, 2018 - September 30, 2019.





Long weekends are hot with Singaporeans to fit in a quick holiday, with Christmas Day in 2018 and New Year's Day in 2019 being the most popular.

Source: HomeAway holiday home rental demand for October 1, 2017 - September 30, 2018 vs. October 1, 2018 - September 30, 2019.



## Flights

Book at least three weeks ahead of travel, the sweet spot for fare savings

Book on a Sunday, and avoid booking on Fridays



## Hotels

Book on a Friday night, and avoid booking on Sundays

Source: ARC - Expedia 2019 Travel Pricing Outlook Report



## Top Activities

- 1 **Tours and Sightseeing**
- 2 **Attractions**
- 3 **Water Activities and Cruises**
- 4 **Theme Parks**
- 5 **Events and Shows**
- 6 **Air and Land Adventures**
- 7 **Culinary Experiences**
- 8 **Overnight Excursions**
- 9 **Shopping**
- 10 **Restaurants and Nightlife**



## Top Attractions

From natural wonders to thrilling rides, sightseeing attractions and amusement parks grabbed the attention of Singaporeans over the past year.

- 1 **Great Ocean Road Day Tour**
- 2 **Disneyland Paris**
- 3 **Disneyland Hong Kong**
- 4 **Tokyo Skytree**
- 5 **Small Group Tour of Temples of Angkor Wat**
- 6 **Mount Fuji and Hakone by Bullet Train**
- 7 **Burj Khalifa**
- 8 **Ocean Park**
- 9 **Phuket Introductions Tour**
- 10 **Movie World & Sea World**







Surabaya

## Destinations to watch in 2020

- 1 Surabaya (+126%)
- 2 Perth (+123%)
- 3 New York (+108%)
- 4 Terengganu (+102%)
- 5 Busan (+96%)
- 6 Cebu (+82%)
- 7 Ulan Bator (+74%)
- 8 Nadi (+70%)
- 9 Semarang (+62%)
- 10 Hobart (+59%)



Perth



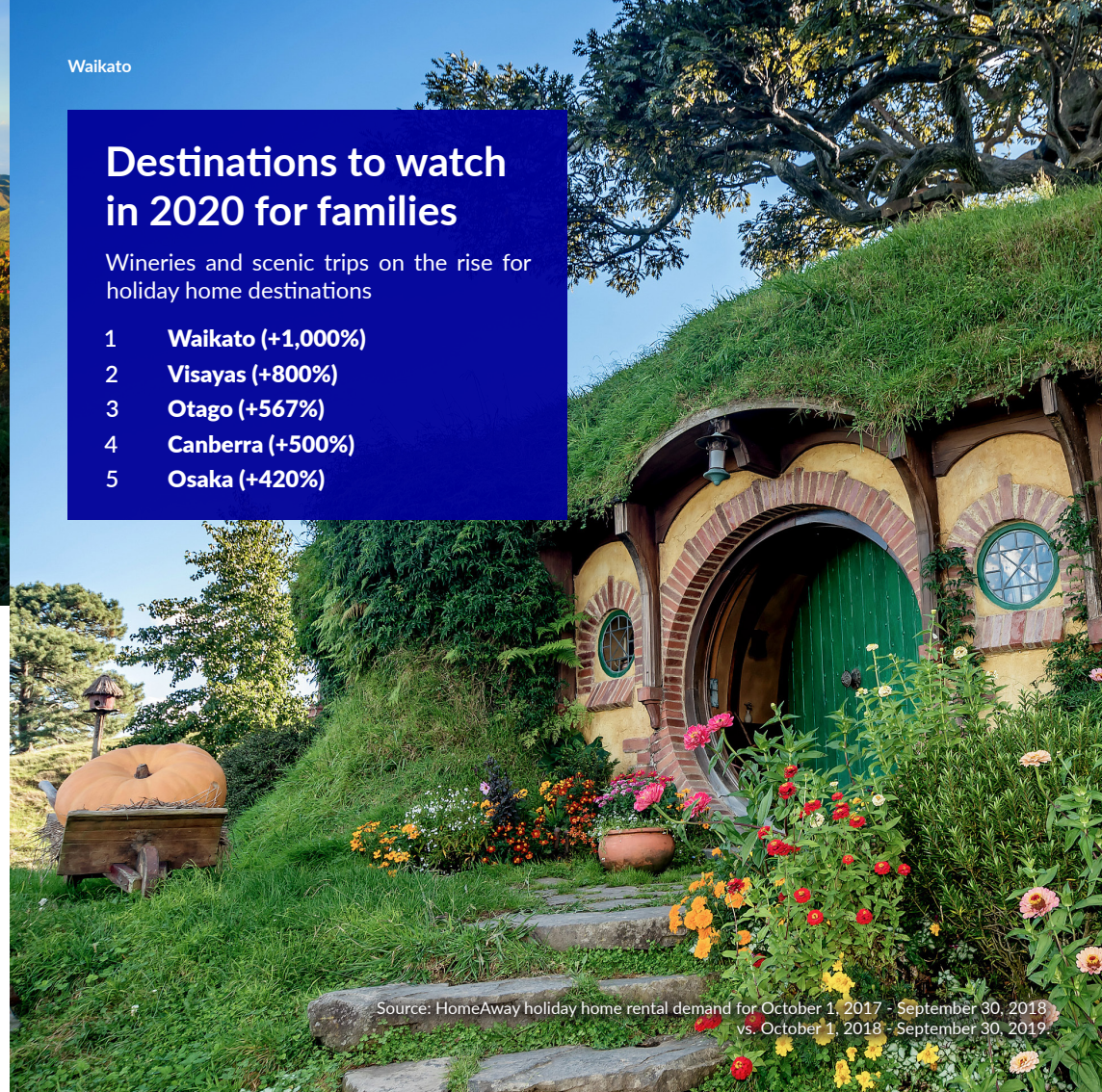
New York

Waikato

## Destinations to watch in 2020 for families

Wineries and scenic trips on the rise for holiday home destinations

- 1 Waikato (+1,000%)
- 2 Visayas (+800%)
- 3 Otago (+567%)
- 4 Canberra (+500%)
- 5 Osaka (+420%)



Source: HomeAway holiday home rental demand for October 1, 2017 - September 30, 2018 vs. October 1, 2018 - September 30, 2019.



## About Expedia.com.sg

Expedia.com.sg offers travellers a wide selection of hotels, activities and travel services at attractive rates. With hundreds of thousands of hotel partners worldwide and comprehensive choices of flight inventory made readily available on Expedia.com.sg, travellers can book everything they need for a holiday – rooms to meet every budget, activities of every kind and travel services to complement.

## About HomeAway

HomeAway, a world leader in the vacation rental industry, is the place to book villas, apartments and holiday homes with more than two million places to stay. The site makes it easy to find and book the perfect holiday home rental for any getaway, often for less than the cost of traditional hotel accommodations. Founded in 2005, HomeAway is part of Vrbo, the vacation rental division of Expedia Group. For more information about HomeAway, please visit [www.homeaway.com.sg](http://www.homeaway.com.sg).







[expedia.com.sg](https://expedia.com.sg) | [homeaway.com.sg](https://homeaway.com.sg)