

Global Advisor: Global Travel Confidence Index

AAG1.Are you planning to travel for [vacation/holiday] this summer? If so, to which destinations? - Country by Country

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	United States	Great Britain	Netherlands	France	Italy	Spain	Germany	Switzerland	China	India
	A	B	C	D	E	F	G	H	I	J	
Base: All Respondents (unwtd)	11010	2001	1001	1001	1001	1001	1001	1001	1001	1001	1001
Base: All Respondents (wtd)	10000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
Within my home country, to the seaside, mountain or countryside	3058 30.6%	355 35.5%	303 30.3%	207 20.7%	378 37.8%	324 32.4%	382 38.2%	205 20.5%	196 19.6%	315 31.5%	391 39.1%
Within my home country, to a city	1889 18.9%	274 27.4%	127 12.7%	100 10.0%	72 7.2%	136 13.6%	164 16.4%	104 10.4%	108 10.8%	443 44.3%	360 36.0%
Abroad, in a neighbouring country	1439 14.4%	51 5.1%	123 12.3%	196 19.6%	57 5.7%	116 11.6%	77 7.7%	187 18.7%	282 28.2%	175 17.5%	175 17.5%
Abroad, in my region / continent	1554 15.5%	22 2.2%	240 24.0%	330 33.0%	96 9.6%	54 5.4%	119 11.9%	158 15.8%	292 29.2%	100 10.0%	143 14.3%
Abroad, in Middle East or Africa	466 4.7%	19 1.9%	44 4.4%	32 3.2%	22 2.2%	31 3.1%	25 2.5%	35 3.5%	52 5.2%	51 5.1%	155 15.5%
Abroad, in Asia	256 2.6%	25 2.5%	37 3.7%	53 5.3%	15 1.5%	16 1.6%	12 1.2%	38 3.8%	60 6.0%	-	-
Abroad, in Europe	404 4.0%	78 7.8%	-	-	-	-	-	-	-	138 13.8%	187 18.7%
Abroad in North America	331 3.3%	-	31 3.1%	33 3.3%	19 1.9%	11 1.1%	10 1.0%	24 2.4%	37 3.7%	66 6.6%	100 10.0%
Abroad in South America	206 2.1%	23 2.3%	11 1.1%	16 1.6%	6 0.6%	4 0.4%	26 2.6%	9 0.9%	23 2.3%	26 2.6%	62 6.2%
Abroad in Oceania	138 1.4%	10 1.0%	7 0.7%	12 1.2%	4 0.4%	3 0.3%	2 0.2%	2 0.2%	14 1.4%	36 3.6%	49 4.9%
I will travel but I don't know where yet	1093 10.9%	129 12.9%	130 13.0%	134 13.4%	50 5.0%	145 14.5%	68 6.8%	111 11.1%	105 10.5%	135 13.5%	88 8.8%
I do not plan on traveling, and I will stay at home	2594 25.9%	302 30.2%	228 22.8%	204 20.4%	414 41.4%	329 32.9%	321 32.1%	311 31.1%	164 16.4%	193 19.3%	128 12.8%
Sigma	13428 134.3%	1289 128.9%	1280 128.0%	1319 131.9%	1132 113.2%	1171 117.1%	1207 120.7%	1185 118.5%	1330 133.0%	1679 167.9%	1837 183.7%
Summary											
Domestic (Net)	4188 41.9%	511 51.1%	363 36.3%	277 27.7%	414 41.4%	412 41.2%	491 49.1%	263 26.3%	265 26.5%	588 58.8%	604 60.4%
Abroad (Net)	3588 35.9%	189 18.9%	424 42.4%	551 55.1%	179 17.9%	205 20.5%	208 20.8%	407 40.7%	612 61.2%	335 33.5%	476 47.6%
I will traveling but I don't know where yet (Net)	1093 10.9%	129 12.9%	130 13.0%	134 13.4%	50 5.0%	145 14.5%	68 6.8%	111 11.1%	105 10.5%	135 13.5%	88 8.8%
Plan to Travel (Net)	7406 74.1%	698 69.8%	772 77.2%	796 79.6%	586 58.6%	671 67.1%	679 67.9%	689 68.9%	836 83.6%	807 80.7%	872 87.2%

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AAG2.How much do you anticipate spending on [vacation/holiday] this summer per person? - Country by Country

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	United States	Great Britain	Netherlands	France	Italy	Spain	Germany	Switzerland	China	India
		A	B	C	D	E	F	G	H	I	J
Base: Plan to travel (unwtd)	8368	1341	785	788	674	748	761	723	845	812	891
Base: Plan to travel (wtd)	7406	698	772	796	586	671	679	689	836	807	872
Summary											
Under 500 Euro (Net)	2129	179	219	102	174	171	261	90	67	316	549
	28.8%	25.6%	28.4%	12.9%	29.7%	25.5%	38.4%	13.1%	8.0%	39.2%	63.0%
		CGH	CGH	H	CGH	CGH	ABCDEGH	H		ABCDEGH	ABCDEFGHI
500 to 999 Euro (Net)	1698	148	181	165	159	219	162	185	157	173	149
	22.9%	21.3%	23.4%	20.8%	27.1%	32.6%	23.8%	26.8%	18.7%	21.4%	17.1%
			HJ		CHJ	ABCFHIJ	J	CHIJ		J	
1,000 to 1,999 Euro (Net)	1839	141	194	270	157	185	147	245	269	140	92
	24.8%	20.3%	25.1%	33.9%	26.7%	27.7%	21.6%	35.5%	32.1%	17.4%	10.5%
		J	IJ	ABDFIJ	IJ	AIJ	J	ABDEFIJ	ABFIJ	J	
2,000 and over Euro (Net)	1740	229	178	258	96	96	110	169	344	177	82
	23.5%	32.8%	23.1%	32.5%	16.4%	14.3%	16.2%	24.5%	41.2%	21.9%	9.4%
		BDEFGIJ	DEFJ	BDEFGIJ	J	J	J	DEFJ	ABCDEFGIJ	EFJ	
Summary											
Mean	1572.31	2261.1	1489.24	1751.69	991.45	986.06	951.79	1430.78	2580.15	2221.39	799.64
		BCDEFGJ	DEFJ	BDEFGJ	J	J		DEFJ	BCDEFGJ	BDEFGJ	
Median	911.46	1272.78	919.13	1106.69	700	700	600	1000	1635.61	622.32	364.59

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AAG3. [SUMMARY - Top2Box (Agree)] To what extent do you agree or disagree with the following? - Country by Country

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	United States	Great Britain	Netherlands	France	Italy	Spain	Germany	Switzerland	China	India
		A	B	C	D	E	F	G	H	I	J
Base: Plan to travel (unwtd)	8368	1341	785	788	674	748	761	723	845	812	891
Base: Plan to travel (wtd)	7406	698	772	796	586	671	679	689	836	807	872
Taking an annual vacation is important to me	6363	601	667	678	501	570	515	592	725	742	773
	85.9%	86.2%	86.3%	85.2%	85.5%	85.0%	75.8%	85.8%	86.7%	92.0%	88.7%
		F	F	F	F	F		F	F	ABCDEFGHJ	F
I desperately need a [vacation/holiday] this year	6044	594	634	618	471	545	475	589	692	689	737
	81.6%	85.1%	82.1%	77.6%	80.4%	81.3%	70.0%	85.5%	82.7%	85.4%	84.5%
		CF	CF	F	F	F		CF	CF	CF	CF
I am reducing non-essential spending to afford travel	4534	413	473	383	359	422	428	362	502	527	664
	61.2%	59.2%	61.2%	48.2%	61.3%	62.9%	63.1%	52.5%	60.0%	65.3%	76.2%
		CG	CG		CG	CG	CG		CG	CGH	ABCDEFGHI
Stricter border controls in several countries will change my choice of destination (travel advisories have been making me nervous)	3762	347	348	232	199	324	325	239	341	688	719
	50.8%	49.7%	45.1%	29.2%	33.9%	48.3%	47.9%	34.6%	40.7%	85.3%	82.5%
		CDGH	CDG			CDGH	CDGH	C	CG	ABCDEFGH	ABCDEFGH
I'll be scaling back my [vacation/holiday] plans this year	3471	345	351	290	276	371	327	256	289	336	631
	46.9%	49.4%	45.4%	36.5%	47.0%	55.3%	48.2%	37.2%	34.5%	41.7%	72.4%
		CGHI	CGH		CGH	BCGHI	CGH			CH	ABCDEFGHI

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AAG4. [SUMMARY - Top2Box (Likely) + Already planned] How likely is it that you do the following activities while traveling this summer? - Country by Country

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	United States	Great Britain	Netherlands	France	Italy	Spain	Germany	Switzerland	China	India
		A	B	C	D	E	F	G	H	I	J
Base: Plan to travel (unwtd)	8368	1341	785	788	674	748	761	723	845	812	891
Base: Plan to travel (wtd)	7406	698	772	796	586	671	679	689	836	807	872
Attend a ticketed concert or festival, performing arts event, etc.	3981	399	329	373	243	343	371	300	363	608	652
	53.8%	57.2%	42.6%	46.8%	41.5%	51.1%	54.6%	43.6%	43.4%	75.3%	74.9%
		BCDGH				BDGH	BCDGH			ABCDEFGH	ABCDEFGH
Attend a ticketed sporting event	3016	325	261	232	126	229	235	182	270	539	617
	40.7%	46.6%	33.8%	29.2%	21.5%	34.2%	34.6%	26.4%	32.3%	66.8%	70.7%
		BCDEFGH	DG	D		DG	DG		DG	ABCDEFGH	ABCDEFGH
Take a cruise, riverboat or expedition voyage	2652	268	205	146	96	223	175	131	222	541	645
	35.8%	38.4%	26.5%	18.4%	16.4%	33.3%	25.8%	19.0%	26.5%	67.1%	74.0%
		BCDFGH	CDG			BCDGH	CDG		CDG	ABCDEFGH	ABCDEFGH

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AAG6. [SUMMARY - Top2Box (Concerned)] Regarding your summer [vacation/holiday], how concerned are you about each of the following? - Country by Country

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	United States	Great Britain	Netherlands	France	Italy	Spain	Germany	Switzerland	China	India
		A	B	C	D	E	F	G	H	I	J
Base: Plan to travel (unwtd)	8368	1341	785	788	674	748	761	723	845	812	891
Base: Plan to travel (wtd)	7406	698	772	796	586	671	679	689	836	807	872
The rising cost of travel	5675	548	599	525	432	532	589	533	530	674	714
	76.6%	78.6%	77.5%	65.9%	73.8%	79.3%	86.7%	77.3%	63.3%	83.6%	81.9%
		CH	CH		CH	CH	ABCDEGH	CH		ABCDGH	CDGH
The global geopolitical situation (ex: conflicts, tensions, political polarization...)	5302	436	538	529	389	513	508	476	502	673	737
	71.6%	62.6%	69.6%	66.5%	66.3%	76.5%	74.9%	69.1%	60.0%	83.5%	84.6%
			AH	H		ABCDGH	ACDH	AH		ABCEFGH	ABCEFGH
Safety and security concerns, including crime, terrorism, theft or scams	4849	431	450	386	333	430	532	399	456	709	722
	65.5%	61.8%	58.2%	48.5%	56.8%	64.1%	78.4%	57.9%	54.6%	87.8%	82.8%
		CH	C		C	CH	ABCDEGH	C	C	ABCEFGHJ	ABCEFGH
Delays and cancellations impacting my journey	4354	393	456	296	247	368	492	309	433	660	700
	58.8%	56.3%	59.1%	37.2%	42.1%	54.8%	72.5%	44.8%	51.8%	81.8%	80.3%
		CDG	CDGH			CDG	ABCDEGH	C	CDG	ABCEFGH	ABCEFGH
Myself or a travel companion becoming ill while on [vacation/holiday]	4203	319	360	290	281	333	518	340	380	700	683
	56.8%	45.7%	46.6%	36.4%	47.9%	49.6%	76.3%	49.3%	45.5%	86.7%	78.4%
		C	C		C	C	ABCDEGH	C	C	ABCEFGHJ	ABCEFGH
Medical emergencies	4151	294	346	292	272	351	502	336	385	676	695
	56.0%	42.2%	44.9%	36.7%	46.4%	52.4%	74.0%	48.7%	46.1%	83.8%	79.7%
			C		C	ABC	ABCDEGH	C	C	ABCEFGHJ	ABCEFGH
My luggage being lost or delayed	3844	308	349	225	233	334	473	251	375	643	653
	51.9%	44.2%	45.2%	28.2%	39.8%	49.8%	69.6%	36.4%	44.8%	79.7%	74.9%
		CG	CG		C	CDG	ABCDEGH	C	CG	ABCEFGHJ	ABCEFGH
Losing my travel documents	3697	222	296	245	235	299	483	231	387	652	646
	49.9%	31.8%	38.3%	30.7%	40.2%	44.6%	71.2%	33.6%	46.3%	80.8%	74.1%
			AC		AC	ACG	ABCDEGH		ABCG	ABCEFGHJ	ABCEFGH

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AAG7.Regarding your travel plans this summer, how likely are you to purchase travel insurance for your [vacation/holiday]? - Country by Country

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	United States	Great Britain	Netherlands	France	Italy	Spain	Germany	Switzerland	China	India
		A	B	C	D	E	F	G	H	I	J
Base: Plan to travel (unwtd)	8368	1341	785	788	674	748	761	723	845	812	891
Base: Plan to travel (wtd)	7406	698	772	796	586	671	679	689	836	807	872
I have already purchased a single policy for this summer [vacation/holiday]	624	60	91	43	26	36	41	48	59	129	89
	8.4%	8.6%	11.8%	5.4%	4.5%	5.4%	6.1%	7.0%	7.1%	16.0%	10.3%
		D	CDEFGH							ABCDEFGHJ	CDEFGH
I have an annual policy that covers this summer [vacation/holiday]	1397	30	169	465	38	21	35	112	261	140	126
	18.9%	4.2%	21.9%	58.4%	6.5%	3.1%	5.1%	16.3%	31.2%	17.4%	14.5%
			ADEFGJ	ABDEFGHIJ				ADEF	ABDEFGJI	ADEF	ADEF
I am covered already by my credit card or bank account	844	54	84	61	175	35	62	89	110	65	110
	11.4%	7.7%	10.9%	7.7%	29.8%	5.2%	9.1%	12.9%	13.2%	8.0%	12.7%
			CE		ABCEFGHIJ			ACEI	ACEI		ACEI
Very likely	1349	91	181	78	28	121	139	65	77	239	331
	18.2%	13.0%	23.5%	9.8%	4.7%	18.1%	20.4%	9.4%	9.2%	29.6%	37.9%
		D	ACDGH	D		CDGH	ACDGH	D	D	ABCDEFGH	ABCDEFGHI
Somewhat likely	761	58	66	33	43	119	111	50	55	141	86
	10.3%	8.3%	8.5%	4.1%	7.3%	17.8%	16.4%	7.3%	6.6%	17.4%	9.8%
		C	C			ABCDGHJ	ABCDGHJ	C	C	ABCDGHJ	CH
Not sure	976	120	71	53	111	132	121	115	120	54	78
	13.2%	17.2%	9.2%	6.6%	19.0%	19.7%	17.9%	16.7%	14.4%	6.7%	8.9%
		BCIJ			BCIJ	BCHIJ	BCIJ	BCIJ	BCIJ	BCIJ	
I will not purchase travel insurance this summer	1454	286	110	63	165	206	170	210	153	39	52
	19.6%	41.0%	14.3%	7.9%	28.2%	30.8%	25.0%	30.4%	18.3%	4.8%	5.9%
		BCDEFGHIJ	CIJ	I	BCHIJ	BCHIJ	BCHIJ	BCHIJ	BCIJ		
Sigma	7406	698	772	796	586	671	679	689	836	807	872
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Summary											
Have/likely to get insurance (Net)	4976	291	591	680	310	332	388	365	563	714	742
	67.2%	41.8%	76.5%	85.5%	52.9%	49.5%	57.1%	52.9%	67.3%	88.5%	85.1%
			ADEFGH	ABDEFGH	A			A	A	ADEFG	ABDEFGH

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AAG8. When do you typically decide to purchase travel insurance? - Country by Country

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	United States	Great Britain	Netherlands	France	Italy	Spain	Germany	Switzerland	China	India
		A	B	C	D	E	F	G	H	I	J
Base: Plan to travel with travel insurance (unwtd)	6668	845	676	727	467	533	594	508	699	773	846
Base: Plan to travel with travel insurance (wtd)	5951	411	662	733	421	464	509	479	683	768	820
At the same time I book my trip	2511	199	280	302	130	159	266	188	272	356	359
	42.2%	48.4%	42.3%	41.2%	30.9%	34.2%	52.3%	39.3%	39.8%	46.4%	43.8%
		DEGH	D	D			BCDEGHJ		D	CDEGH	DE
Shortly after booking my trip	1304	84	222	123	36	85	93	92	104	176	290
	21.9%	20.5%	33.5%	16.7%	8.6%	18.2%	18.3%	19.2%	15.2%	22.9%	35.3%
		D	ACDEFGHI	D		D	D	D	D	CDH	ACDEFGHI
Right before departure	890	38	89	83	50	128	48	69	99	199	88
	15.0%	9.3%	13.5%	11.3%	11.9%	27.5%	9.4%	14.4%	14.5%	25.9%	10.7%
						ABCDGHIJ			J	ABCDGHIJ	
I do not usually buy travel insurance	1245	90	71	226	204	93	102	130	209	37	84
	20.9%	21.8%	10.7%	30.8%	48.6%	20.1%	20.0%	27.1%	30.6%	4.8%	10.2%
		BIJ	I	ABEFIJ	ABCEFGHIJ	BIJ	BIJ	BFIJ	ABEFIJ		I
Sigma	5951	411	662	733	421	464	509	479	683	768	820
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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AAG9. [SUMMARY - Top2Box (Important)] How important are each of the following reasons for purchasing travel insurance for your summer [vacation/holiday]? - Country by Country

Proportions/Means: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	United States	Great Britain	Netherlands	France	Italy	Spain	Germany	Switzerland	China	India
		A	B	C	D	E	F	G	H	I	J
Base: Plan to travel with travel insurance (unwtd)	6668	845	676	727	467	533	594	508	699	773	846
Base: Plan to travel with travel insurance (wtd)	5951	411	662	733	421	464	509	479	683	768	820
Peace of mind / general security	5085	362	610	629	334	385	450	350	521	717	726
	85.4%	88.1%	92.1%	85.8%	79.4%	82.8%	88.4%	73.1%	76.3%	93.4%	88.6%
For reimbursement in case I must cancel my trip		DGH	CDEGH	DGH		G	DGH			ACDEFGHJ	DEGH
	4998	345	550	589	370	394	420	415	573	635	708
	84.0%	83.9%	83.1%	80.4%	87.9%	84.9%	82.4%	86.4%	83.8%	82.7%	86.3%
					C			C			C

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AAG11. Where do you most often purchase travel insurance? - Country by Country

Proportions/Mean: - Column Proportions:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B/C/D/E/F/G/H/I/J

Minimum Base: 30 (**), Small Base: 100 (*)

	Global Country Average	United States	Great Britain	Netherlands	France	Italy	Spain	Germany	Switzerland	China	India
		A	B	C	D	E	F	G	H	I	J
Base: Plan to travel with travel insurance (unwtd)	6668	845	676	727	467	533	594	508	699	773	846
Base: Plan to travel with travel insurance (wtd)	5951	411	662	733	421	464	509	479	683	768	820
Directly from an insurer	1871	108	196	374	79	103	140	175	300	244	152
	31.4%	26.2%	29.7%	51.0%	18.7%	22.2%	27.5%	36.5%	43.9%	31.8%	18.5%
		J	DJ	ABDEFGHIJ			DJ	ABDEFJ	ABDEFGIJ	DEJ	
Through an online travel site	798	60	60	37	32	70	85	58	47	116	233
	13.4%	14.5%	9.1%	5.1%	7.6%	15.1%	16.7%	12.2%	6.8%	15.0%	28.4%
		BCDH	C			BCDH	BCDH	CH		BCDH	ABCDEFGHI
Through a travel agency/tour operator	767	53	30	21	39	131	132	47	71	123	118
	12.9%	13.0%	4.6%	2.9%	9.3%	28.2%	26.0%	9.9%	10.5%	16.0%	14.4%
		BC			BC	ABCDGHIJ	ABCDGHIJ	BC	BC	BCDGH	BCGH
Already covered through my credit card or bank account	649	40	81	28	153	28	34	75	98	54	58
	10.9%	9.6%	12.2%	3.8%	36.5%	6.1%	6.6%	15.6%	14.4%	7.0%	7.1%
		C	CEFIJ		ABCEFGHIJ			ACEFIJ	CEFIJ	C	C
Through my bank	526	32	71	112	64	17	55	29	40	28	78
	8.8%	7.7%	10.7%	15.3%	15.2%	3.7%	10.8%	6.1%	5.8%	3.7%	9.6%
		I	EGHI	ABEGHIJ	AEGHIJ		EGHI				EGHI
Through an airline	362	64	26	16	15	24	23	13	34	71	77
	6.1%	15.6%	3.9%	2.2%	3.7%	5.2%	4.4%	2.6%	5.0%	9.3%	9.3%
		BCDEFGHIJ				C			C	BCDFGH	BCDFGH
From an insurance comparison website	357	13	148	36	7	37	10	45	18	21	22
	6.0%	3.1%	22.4%	4.9%	1.7%	7.9%	1.9%	9.4%	2.7%	2.7%	2.7%
			ACDEFGHIJ	DFHIJ		ADFHIJ		ACDFHIJ			
From an insurance agent/broker	330	16	27	77	3	28	18	17	33	52	58
	5.5%	4.0%	4.1%	10.5%	0.7%	6.1%	3.5%	3.5%	4.8%	6.7%	7.1%
		D	D	ABDFGHIJ		D		D	D	BDG	BDG
Other (please specify)	150	18	15	28	23	6	4	18	33	2	4
	2.5%	4.3%	2.2%	3.8%	5.6%	1.3%	0.9%	3.7%	4.9%	0.2%	0.5%
		FIJ	IJ	FIJ	BEFIJ			FIJ	BEFIJ		
Through a hotel website	97	8	8	3	5	20	8	3	8	13	20
	1.6%	2.0%	1.1%	0.5%	1.3%	4.3%	1.6%	0.6%	1.2%	1.7%	2.5%
						BCGH				C	CG
Through WeChat	44	-	-	-	-	-	-	-	-	44	-
	0.7%	-	-	-	-	-	-	-	-	5.8%	-
										ABCDEFGHIJ	
Sigma	5951	411	662	733	421	464	509	479	683	768	820
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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