agoda

2027 Asia Travel Pulse



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Foreword

Travel rarely moves in a straight line. It is constantly evolving, shaped by changing economic conditions, global developments and shifting consumer preferences. Across Asia, 2026 has illustrated how these dynamics are influencing traveler priorities, from how people plan their trips to where they choose to go and what they value most along the way.

To understand what this means for the year ahead, we asked more than 3,300 travelers across 11 Asian markets about their plans for 2027. The picture that emerged was one of recalibration, not retreat. Travelers are becoming more intentional about how they spend their time and money. Fewer trips, perhaps, but longer ones. More international ambition, but with a tighter grip on value. They know what they want, and they are becoming more discerning about how they get it.

Then there is AI. Half the conversation about AI in travel right now is noise. The other half is genuinely important. What our research shows is that most Asian travelers have started using AI to plan their trips. That shift happened fast. But here is the part I find more interesting: the vast majority still want to make the final call themselves. They want AI to do the research, not make the decision.

That distinction matters, because it tells you where the real product opportunity lies. Not in replacing the traveler's judgment, but in earning their trust through accuracy and transparency, grounded in what real travelers have actually experienced.



Omri Morgenshtern
Chief Executive Officer, Agoda

Trust, in fact, is the thread that runs through this entire report. It shows up in how travelers choose where to book, what payment methods they expect, what language they want to be supported in, and whether they feel a platform truly understands where they are coming from. A traveler in Seoul and a traveler in Jakarta may both be searching for a hotel in Bangkok, but what makes each of them feel confident enough to book is different. The platforms that understand this will win. The ones that treat Asia as one market will not.

What excites me most about this report is the sheer variety of reasons people travel. The "why" behind a trip is becoming as important as the "where," and that creates enormous opportunity for the industry to connect with travelers in ways we never could before.

At Agoda, we have spent over two decades building a platform from inside Asia, not adapting one built somewhere else. That is not a marketing line; it is a structural advantage. It means we build for the complexity of this region from day one: the languages, the payment systems, the local nuances that turn a foreign booking experience into a familiar one.

The year ahead will bring its own unique challenges. But we are explorers at heart, and the travelers in this report are telling us something clear: they intend to go. Our job at Agoda is to make sure that planning and booking that trip is as personal, frictionless, and affordable as it can be.

Omri Morgenshtern

Chief Executive Officer, Agoda



Executive Summary

The 2027 Agoda Asia Travel Pulse provides an in-depth analysis of how Asian travelers are planning, booking, and experiencing travel, highlighting key trends and insights that are poised to shape the next year of travel in Asia.

Anchored in research conducted with 3,395 respondents from 11 markets in Asia, and as travelers become more confident, more connected, and more discerning, this report not only explores where Asia is heading next, but also underscores the pivotal role of technology, localization, and meaningful experiences in transforming the way the region travels.

Key Insights:

1. International wanderlust picks up:
After a year of staying closer to home, Asian travelers plan to look beyond their borders again in 2027. They plan to take fewer but longer trips. Value remains a deciding factor in where they go and where they stay.

2. AI becomes a trusted travel planner:
AI has moved firmly into the mainstream of trip planning. Travelers are embracing it for inspiration and itineraries, but most still want the final say when it comes to booking.

3. The connected trip, on the traveler's terms:
Travelers want a trip that works as a whole, from flights and hotels to activities. The opportunity lies not in fixed bundles, but in making it effortless to bring every part of the journey together in one place.

4. Localization becomes a driver of trust:
What makes a travel experience feel familiar varies from one market to another. From payment methods to language support, the platforms that get the local details right will earn travelers' confidence and loyalty.

5. Purpose over place:
Asian travelers have many reasons to travel. Culture and cuisine lead the way, while events, fitness, and faith are also pulling travelers across borders, giving the industry more ways than ever to inspire the next trip.

Together, these trends describe travelers who are more confident, more connected, and more discerning than ever. For the travel industry, the opportunity in 2027 is to meet them where they are: with great value, technology they can trust, and experiences that feel personal from the first search to the final check-in.

1

2027 Travel Trends in Asia



How Asian travelers are shaping global travel in 2027

“

In 2027, the world is back on the wish list for Asian travelers. They’re setting their sights beyond their borders, planning with AI, chasing great food and culture, and never settling for anything less than a great deal.

”

Ittai Chorev

Chief Operating Officer, Agoda



Passports at the ready: appetite for international travel makes a comeback

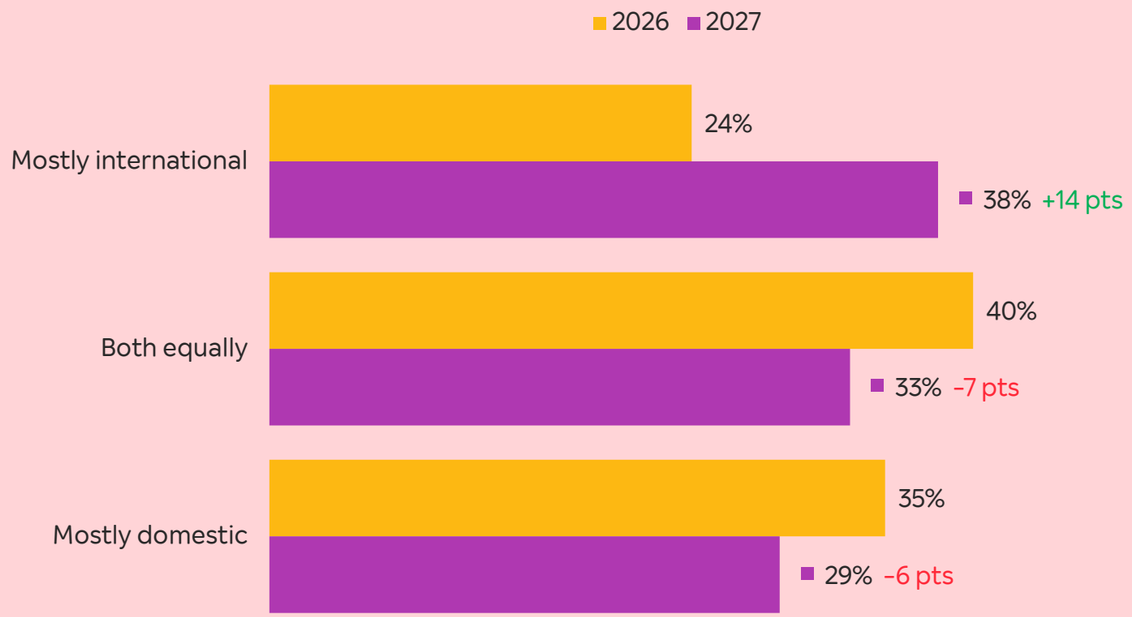
After a year of staying close to home, more Asian travelers are eyeing adventures abroad.

38% of Asian travelers now expect to travel mostly outside their own country in 2027, making international travel the top plan for the next year.

In comparison, last year saw higher interest in domestic travel (35%) compared to outbound journeys (24%).

International travel overtakes domestic as the top plan for 2027

Which statement best describes your travel plans for the year? (% of travelers)



Plan mostly international travel in 2027



82%
Hong Kong



81%
Singapore



51%
South Korea

Plan mostly domestic travel in 2027



65%
Japan



54%
Thailand

But cost remains the biggest hurdle: **45% say lower travel costs would most enable them to travel more**, well ahead of more vacation days (26%).





AI has gone mainstream, but travelers keep the final say

AI has become an everyday tool for Asian travelers. **More than half (53%) now use AI to plan their trips**, up from 33% last year, and usage rose in every market surveyed.

But when it comes to booking, travelers still want to be in control: **57% would rather book a hotel themselves than hand the task to an AI agent**.

AI planning more than doubled in Vietnam and Japan



63%

Vietnam

Up from 30%



48%

Japan

Up from 20%

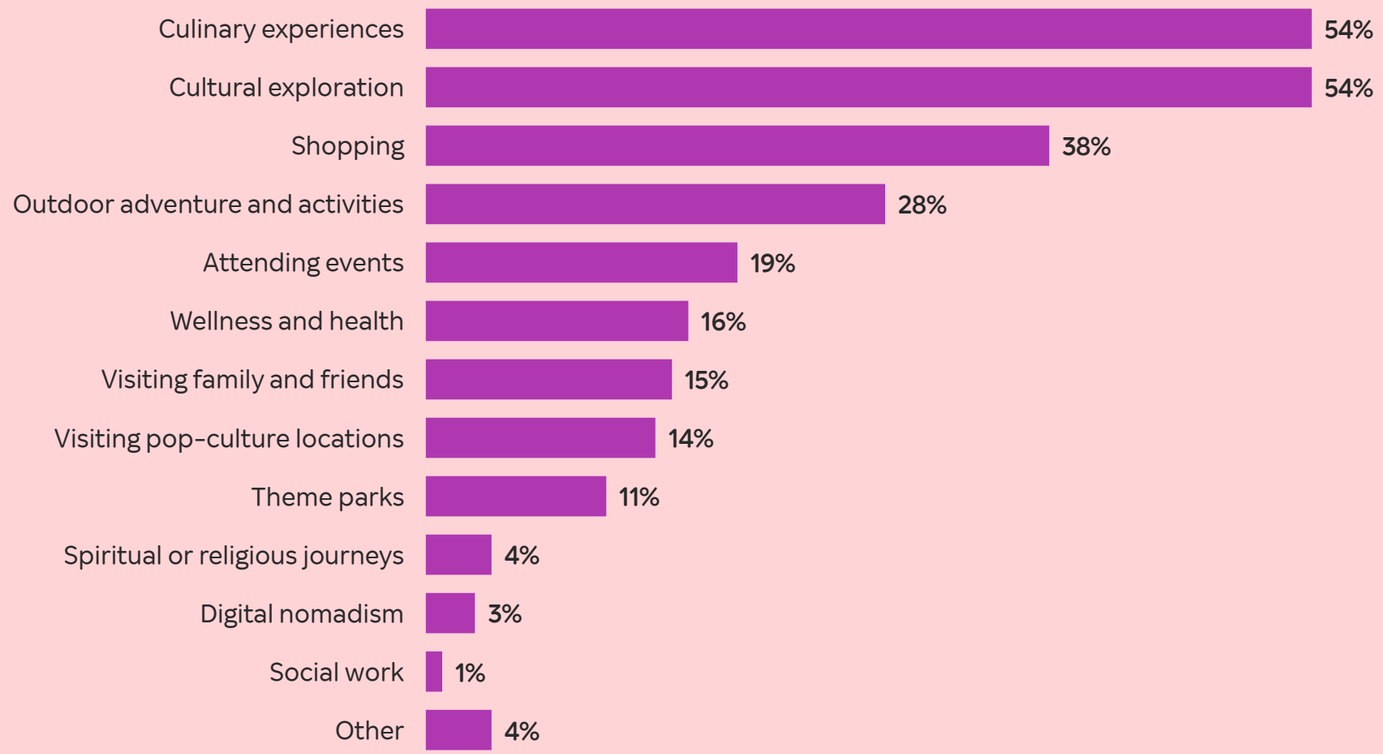
% of respondents that currently use AI for travel planning, 2027 vs 2026

Culture and cuisine top the menu, served up by social media

Culinary experiences (54%) and cultural exploration (54%) are the top reasons Asians plan to travel in 2027, followed by shopping (38%) and outdoor adventure (28%).

Travelers want to taste, see and experience what makes a destination unique.

Top reasons Asian travelers expect to travel in 2027



Respondents could select up to 3 options, so percentages add up to more than 100%.

What sparks those trips is changing fast. Personal interests and hobbies remain the biggest influence on travel choices (63%), but **social media has surged to second place**: 47% now cite it, up from 18% last year.

Screens are shaping itineraries in other ways too, with 14% planning to visit locations from movies, TV and pop culture in 2027, up from just 3% last year.



Most likely to travel for food in 2027



75%
Taiwan



74%
Hong Kong



71%
South Korea

Name culinary experiences as a top reason to travel

Most influenced by social media for travel in 2027



73%
Indonesia



67%
Thailand



62%
Philippines

Say social media influences their travel choices

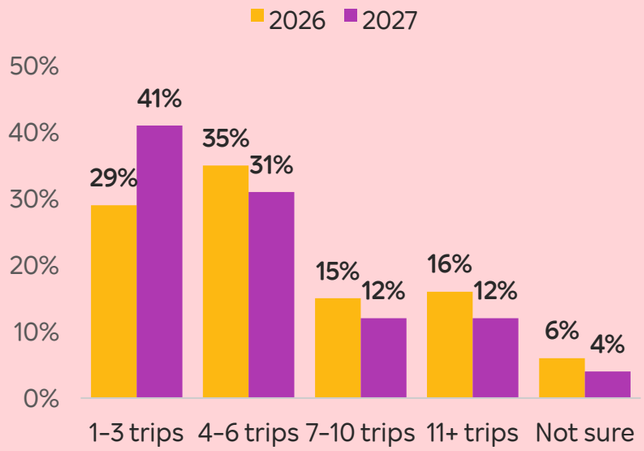
> See Section 5 for more on how passions and events are shaping travel across Asia.

Travelers plan to take fewer trips, stay longer, and spend smarter

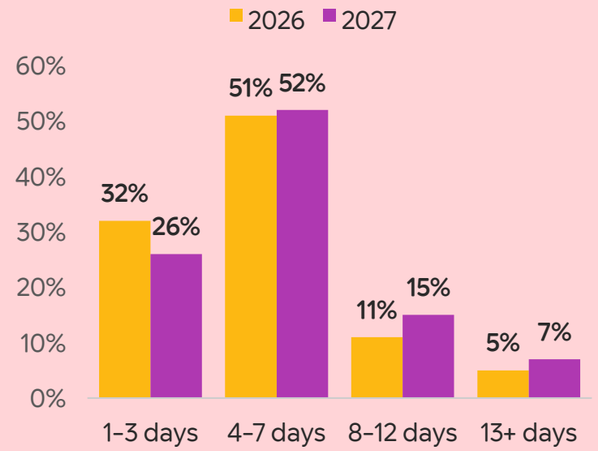
Asian travelers are planning to trade frequency for value in 2027. **41% of travelers report the most common plan is now 1-3 trips** (up from 29% last year), overtaking 4-6 trips (31%).

When they do go, they are planning to stay a little longer: across the markets surveyed in both years, **21% plan typical trips of eight days or more**, up from 16% last year.

Trips expected in the year



Typical trip duration



Asia's most frequent travelers



24%

Thailand

Plan 11+ trips in 2027, up from 14%

The hunt for bargains



69%

Philippines

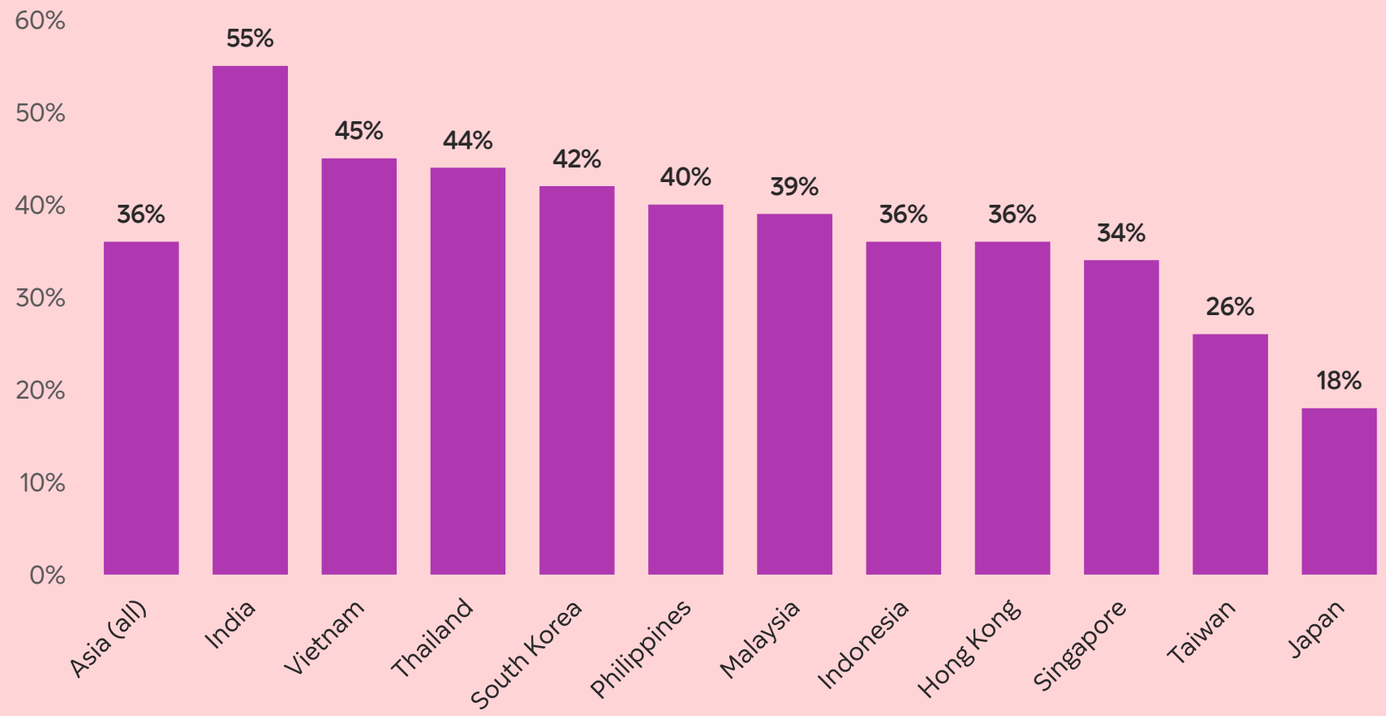
Look for stays at US$50 or less a night, up from 39%

Hidden gems are on the radar, if the price is right

Lesser-known destinations are winning over a sizable group of curious travelers.

More than a third of Asians (36%) say they are likely to visit an emerging destination, small town or less-crowded spot in 2027, rating their likelihood 7 or higher out of 10. The regional average sits at 5.3.

Likelihood of traveling to a lesser-known destination in 2027, by market



Share likely to visit a lesser-known destination in 2027

Value is the key that unlocks these trips. Lower travel cost is the top encourager (33%), followed by better safety and security (23%) and direct flight connections (13%).

Asia's most adventurous travelers



55%

India

Likely to choose a lesser-known destination

Safety seals the deal for hidden gems



33%

Japan



31%

Taiwan



31%

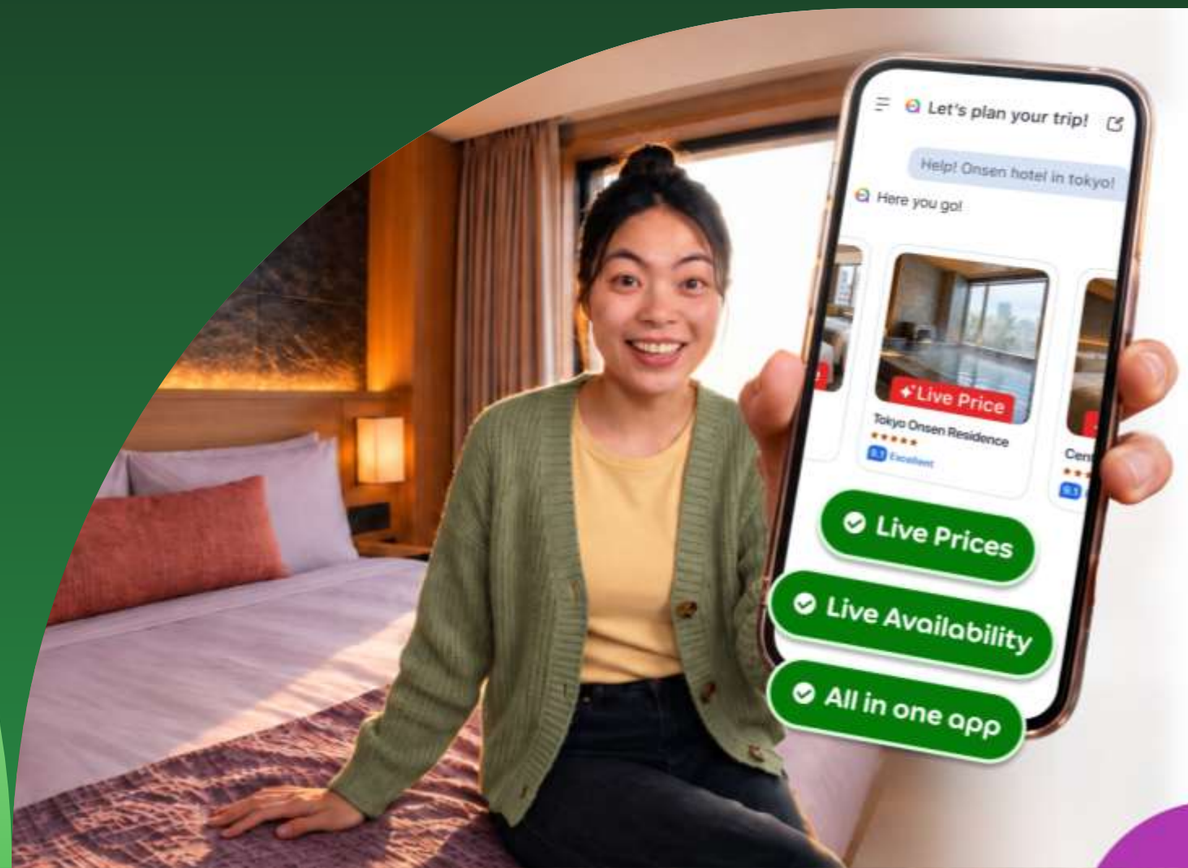
Hong Kong

% saying better safety and security would most encourage travel to a lesser-known destination



Up next, we'll look at how AI is reshaping the way Asia plans its travels, and what it will take for travelers to hand over more of the journey.

2 The Age of AI-Assisted Travel



Agoda's AI Assistant

More than half of Asian travelers now plan with AI, but most still want the final say

“

AI is changing how people plan their trips. Questions that used to take hours of research now take a single conversation.

”

Idan Zalzberg

Chief Technology Officer, Agoda



In last year's report, we predicted that 2026 would mark the industry's move from AI that responds to AI that acts. A year on, AI is no longer something travelers are thinking about trying. For many, it is already part of how they plan.

Asia's AI trip-planning leaders



63%
Taiwan



63%
Vietnam

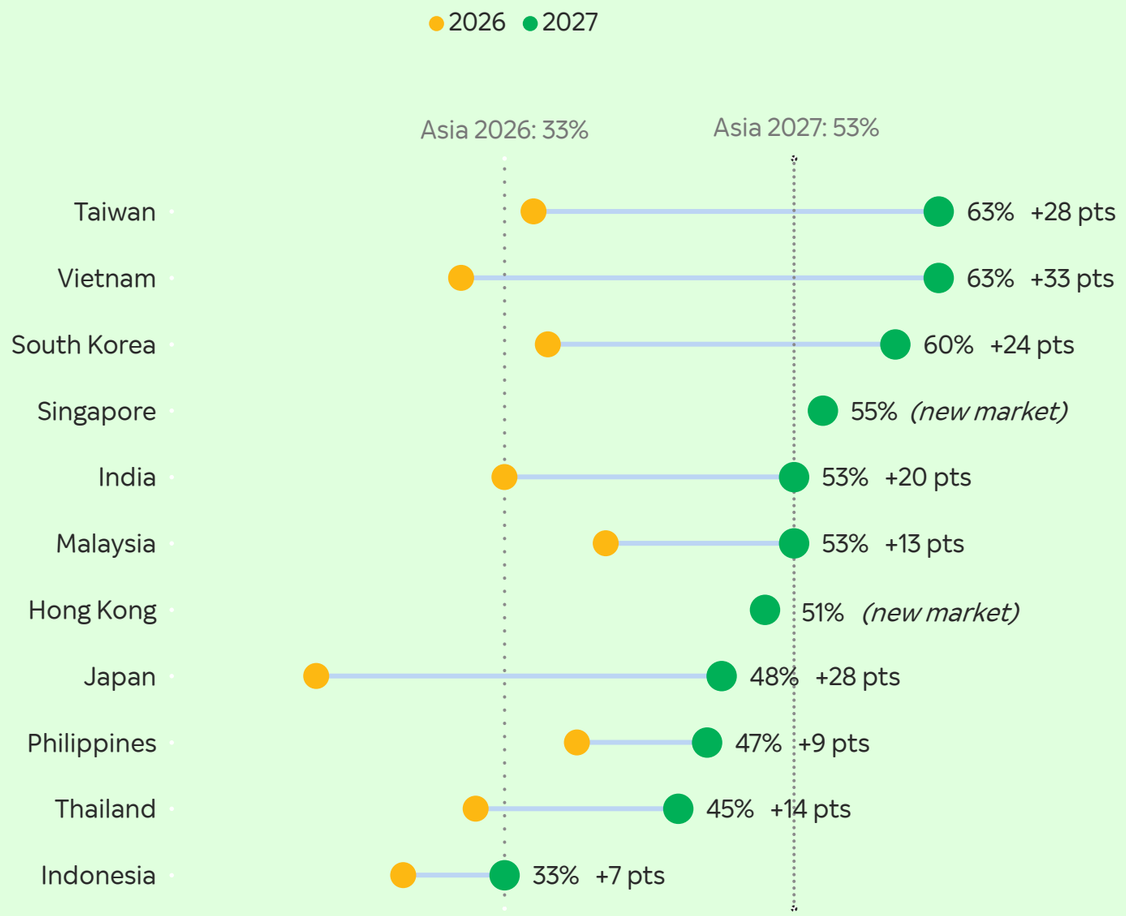


60%
South Korea

% who currently use AI to plan their travels (Asia: 53%)

More than half of Asian travelers (53%) currently use AI to plan their travels, up from 33% last year.

Current use of AI for travel planning among Asian travelers



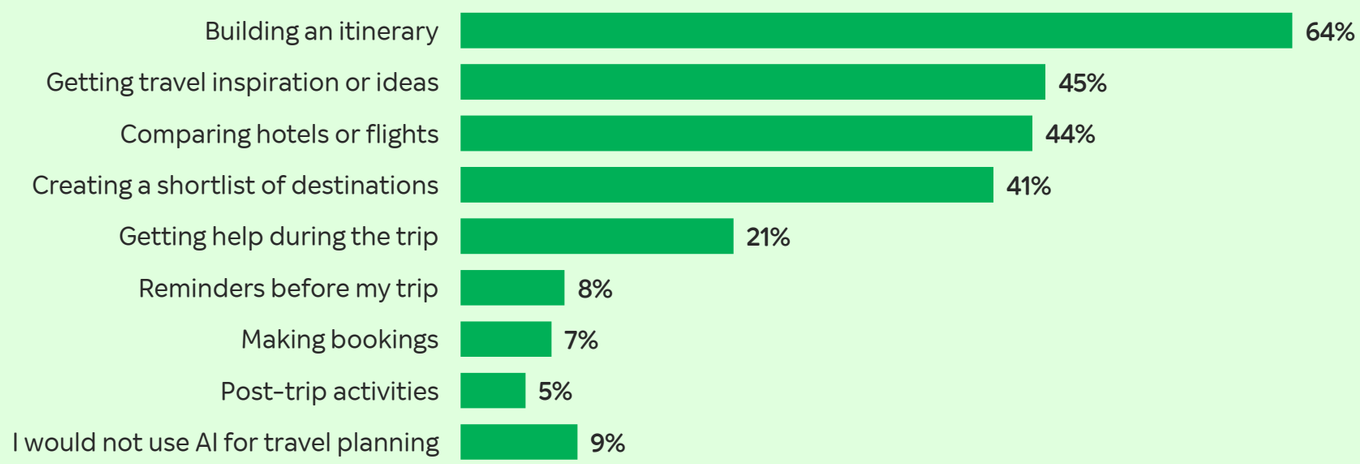


AI moves across the entire journey

Travelers are no longer using AI only for inspiration. The top three ways travelers would use AI in trip planning are **building an itinerary (64%),** getting travel inspiration or ideas (45%), and comparing hotels or flights (44%).

Travelers say they would be most comfortable using AI at the start of the journey, where the stakes are lower and the payoff is saving hours of research. The further a task moves toward making a booking or adjusting plans during the trip, the more cautious travelers become.

How Asian travelers would use AI when planning a trip

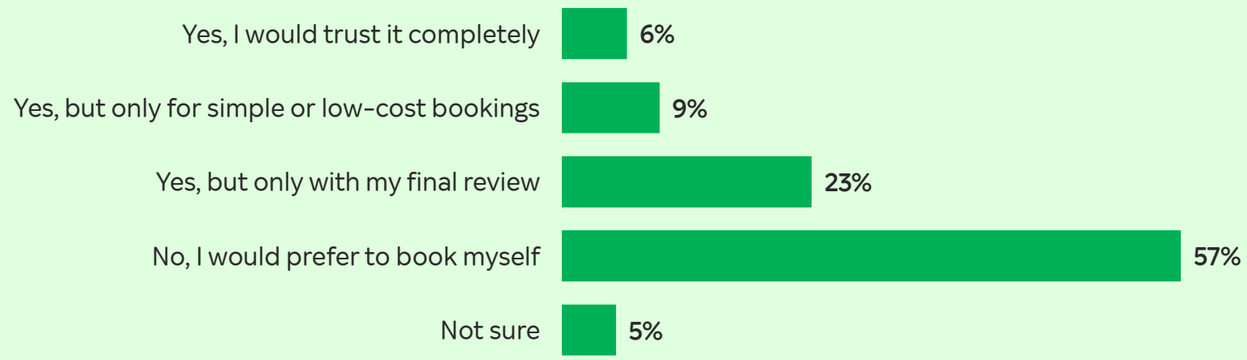


Respondents could select up to 3 options, so percentages add up to more than 100%.

Would travelers let AI book for them?

Agentic AI, systems that can complete tasks on a traveler's behalf, is the industry's next frontier. **But how ready are travelers to hand over the booking?**

Asia's most adventurous travelers



When asked what would increase their trust in an AI travel assistant, **real reviews from other travelers came out on top (25%)**, closely followed by showing where its information comes from (24%) and being able to contact a real person for help (18%).

While only 6% of Asian travelers said they would trust an AI agent completely, a combined **32% would let AI book on their behalf with conditions attached**, whether that means keeping it to simpler bookings or having the final say before confirming.

Travelers want AI to do the heavy lifting while they stay in control of the decision.

Open to AI booking, with a final say

23%

of Asian travelers would let an AI agent book a hotel with their final review

What builds trust in AI

AI adoption is not moving at the same speed everywhere.



63%
Taiwan



63%
Vietnam

lead the region in current AI use



33%
Indonesia

has the lowest adoption rate

What would increase trust in an AI travel assistant



Travelers trust AI more when it draws on real experiences, with **1 in 4 respondents saying reviews from other guests would make them more confident in an AI travel assistant**.

Agoda's multimodal content system, powered by AI, pairs hotel photos with the guest reviews that describe them, across more than 700 million images in over 40 languages.[1]

[1] Agoda, "Agoda Makes It Easier for Travelers to See Relevant Photos in Reviews," 7 May 2026, Agoda Press.

One place to plan and manage the entire trip

27% of Asian travelers say they would prefer to book flights and hotels on the same platform, and a further 16% say it depends on the trip.

> See Section 3 for more on booking preferences among Asian travelers.

When an AI assistant can see the full itinerary, it can help travelers plan, compare, and manage the whole trip in one place, and step in when plans change.

Agoda's AI Assistant, launched in September 2026, brings this to life. Built into the Agoda app, it gives travelers one place to plan and manage their entire trip through conversation, drawing on real options and real prices.

Looking ahead to 2027

If 2026 was the year travelers started using AI, 2027 will be the year they start relying on it. The travel companies that win will be the ones that treat accuracy as the product and build AI travelers can trust.



Spotlight:

From AI assistants to autonomous AI: how developers in Asia are navigating the next AI shift

Travelers are not the only ones adjusting to agentic AI. Agoda's second annual **AI Developer Report** surveyed software developers and technology leaders across Southeast Asia and India on the move from AI assistants to AI agents.

53% of developers have AI agents in production or broad use, and 55% save at least seven hours a week using AI. Yet 79% still require human approval before an AI-led production deployment.

Just as travelers want the final review before AI books for them, developers want to sign off before AI ships.

The full report is available **here**.



Up next, we'll look at how Asian travelers are planning and booking their trips in 2027.

3 From Booking a Trip to Building It



Travelers want a connected trip experience, booked their own way

“A trip is made up of a hundred small decisions that all need to agree with each other, from the first search to the last check-in. The real opportunity is in the space between those decisions, making sure nothing gets lost moving from one to the next.”

Matteo Frigerio

Chief Product Officer, Agoda



One journey, fewer moving parts

A trip may start with a destination, but it quickly grows around something specific: a local exclusive item, a hole-in-the-wall restaurant, a theme park, a family holiday, or a short getaway nearby. With an idea in mind, the work begins. They find flights, compare accommodation, look for activities, and stitch it all into a plan that fits their dates and their budget.

In 2027, the more meaningful shift in travel booking will be from bringing products into a single checkout to carrying an idea all the way through to a trip that works as a whole.

More than six in ten (61%) Asian travelers say they are open to booking on one platform, whether they already prefer it, say it depends on the trip, or say it does not matter.

The opportunity is not to force a bundle, but to make booking together the easier choice even as accommodation, flights, activities, ground transport, payments, loyalty benefits, customer support, and in-trip updates may come from different suppliers.

A connected trip, then, is not a one-time purchase. One traveler may want to compare flights widely, settle on a hotel later, and add an activity once the itinerary takes shape.

Another may prefer to arrange everything at once. The opportunity for travel platforms is to build a product flexible enough to identify and bridge these gaps however they appear, reducing friction and fragmentation from early planning through booking and into the trip itself.

The direction is clear: fewer separate checkouts, fewer disconnected confirmations, and less manual coordination across the journey.

One platform or two?



42%
Indonesia



38%
Taiwan

Prefer flights and hotels on one platform



AI as the connector

Increasingly, AI is becoming the thread that closes those gaps, a connective layer that helps travelers compare options and move from idea to booking with more confidence

> See Section 2 for how this plays out in practice

What makes AI valuable now is how much effort and headspace it can save the traveler with its memory and judgment.

A tool that remembers what kind of trip the traveler is building, compares hotels and flights in context to recommend the best combination, explains why one option fits better than another, and stays useful after booking in case plans change or new questions come up.

It turns a one-time search into a perpetual planning relationship.

Looking ahead to 2027

The connected trip will be judged by how little gaps a traveler has to fill on their own. Platforms that let flights, hotels, and activities move together, so one choice informs the next instead of resetting it, will make planning feel less like a series of separate tasks and more like a single, continuous one. AI's growing role in bridging those gaps means the smoothest journey, not the largest inventory, becomes the real competitive edge.

Up next, we'll look at how localization turns a global platform into one that feels local to every traveler who uses it.



4 Making Global Travel Feel Local



Why the details that build trust differ from market to market

“

Travel may be global, but confidence is local. Speaking to millions of travelers while ensuring the experience feels personalized to them requires much more than just translation. But when done well, it builds a crucial value: trust!

”

Andrew Smith

Senior Vice President, Supply, Agoda





In 2027, travelers are not simply choosing where to go; they are seeking journeys that feel relevant, understandable, and easy to navigate from the first search to the final check-in. This expectation will only sharpen.

A traveler planning around street food in Bangkok, a concert in Seoul, or a family escape in Bali may be crossing borders, but they will still expect the confidence and familiarity of home: **clear language, recognizable payment options, relevant recommendations, and support that understands their needs.**

To be locally relevant to travelers, travel platforms and providers need to do much more beyond just translation.

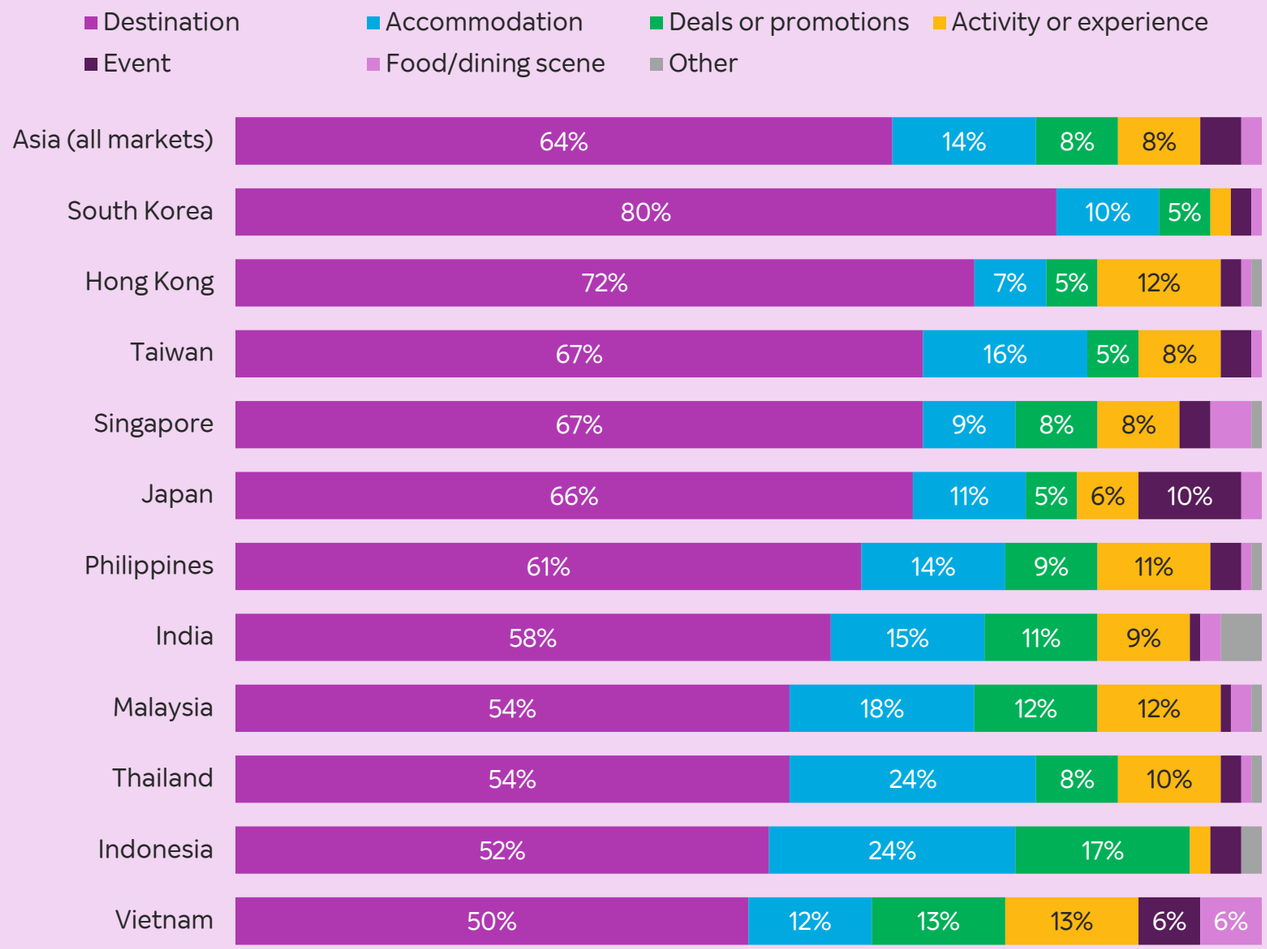
It's about adapting the entire travel journey to the traveler's market, culture, and habits, while retaining the discovery and excitement of a new destination. It means recognizing that what earns trust, inspires a booking, or makes a stay feel welcoming can vary considerably from one market to another.

Where the trip begins

Most travelers **(64%) choose the destination first**, but 14% start with the accommodation, 8% with a specific activity or experience, and 8% let a deal decide where they go.



What travelers decide first when planning a leisure trip





Where a trip begins matters because it shapes everything that follows.

A traveler who starts with a destination needs inspiration and easy comparison. One who starts with a specific accommodation needs rich, trustworthy property content and details. One with a specific activity in mind needs that experience and the stay around it to come together seamlessly, and one led by a deal needs to be able to easily compare the best deals.

The mix of starting points also differs by market, so platforms and travel suppliers that recognize where each traveler begins can meet them with relevant content, offers, and reassurance at the right moment.

Indonesia and Thailand are Asia's most hotel-led planners: 24% start with the accommodation, versus 14% across Asia. Indonesians are also the most deal-led (17%). In these markets, property content and promotions are not just conversion tools; they can be what sparks the trip in the first place.

When the hotel is the trip



24%
Indonesia



24%
Thailand

% of respondents that start with accommodation

One region, many travelers

The Asian traveler is not one archetype. To effectively speak to such a diverse international audience, suppliers must tailor their approach.

A ‘one-size-fits-all’ experience can miss the details that determine whether a traveler feels ready to book. These can include preferred payment methods, being available on trusted platforms, communicating in the traveler’s language, meet customer service expectations, and more.

A traveler may have different needs at different moments, but inspiration while searching, reassurance while paying, and timely, understandable support while traveling matter always.

Agoda’s survey data shows how much these priorities vary. The option to book using local payment methods tops the list of features that would make a booking app feel local (33%), followed by customer support in their native language (21%).

What ‘local’ means depends on where you’re from

Local payment methods



46% Malaysia



41% Indonesia



39% Philippines

Customer support in my native language



40% South Korea



31% Japan



28% Taiwan

% naming each as the feature that would make a travel booking app feel most local

Features that would make a travel booking app feel most local, by market

	Local payment methods	Native-language support	Prices in local currency	Local maps	Trusted local brands	Native-language content	Domestic destinations highlighted	Local holidays	Local phone & contact
Asia (all markets)	33%	21%	16%	7%	6%	5%	5%	4%	2%
Malaysia	46%	7%	22%	5%	5%	1%	7%	6%	3%
Indonesia	41%	14%	22%	3%	6%	1%	5%	5%	1%
Philippines	39%	4%	29%	7%	6%	1%	6%	4%	2%
Thailand	36%	13%	13%	5%	7%	8%	9%	5%	3%
India	35%	11%	19%	10%	5%	2%	10%	5%	3%
Japan	33%	31%	7%	14%	6%	4%	4%	1%	0%
Vietnam	32%	21%	12%	3%	11%	6%	7%	3%	3%
Singapore	30%	13%	31%	6%	7%	2%	3%	5%	2%
South Korea	28%	40%	10%	3%	6%	8%	2%	1%	2%
Taiwan	24%	28%	9%	9%	5%	11%	4%	8%	2%
Hong Kong	20%	27%	10%	12%	6%	13%	2%	9%	2%

Just in Asia, Agoda has

~100
Payment options

20+
Ways to log-in

39
Major languages

45+
Currencies

30+
Social media and messaging platforms

Agoda currently supports close to 100 alternative payment options and is available in 39 languages, with most of those being Asian languages. This allows travelers to search, compare, pay, book, and manage their trip in ways that feel familiar to them.

Turning local understanding into traveler trust

For travel providers and accommodation partners, delivering a local experience should not be seen as a marketing expense.

It works best when it is considered throughout the traveler journey – from the content that inspires a trip to the payment options, property details and support that help travelers feel confident enough to book.

Start with understanding what matters most to travelers in each market. The signals that build trust vary considerably: familiar ways to pay, content available in preferred language, clear information about a property, or recommendations that reflect local interests and travel patterns.

Flexibility looks different market to market

Book now, pay later



25%
Philippines



22%
Indonesia



21%
Malaysia

Free cancellation or refundable bookings



90%
Hong Kong



85%
Taiwan



80%
Japan

% of respondents naming each as their most important flexible booking feature

Localization in Action: Adapting the booking journey for local booking behaviors in Japan

1. Discover

Familiar regional navigation makes trip discovery intuitive



2. Choose the right room

Age-specific child options built around family booking needs

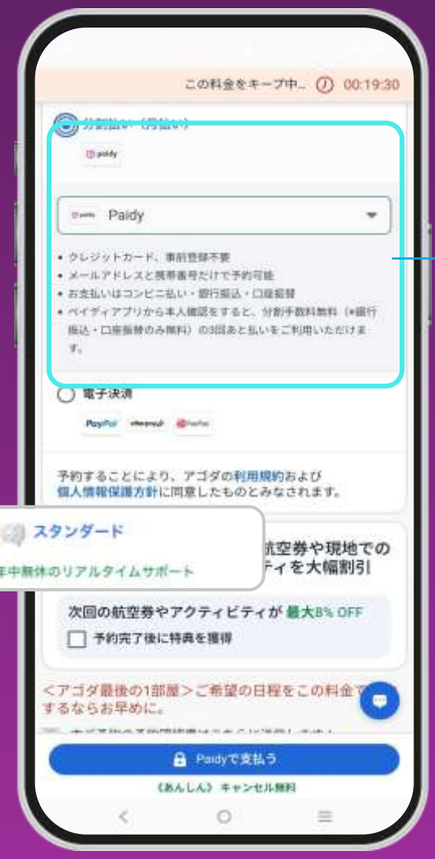


Clear meal and room options help travelers



3. Book with confidence

Local payment terms and options reduce checkout friction



24x7 customer support in Japanese



For hoteliers, **understanding and speaking to a wide variety of travelers** can be a practical route to broader demand.

A property does not need to be everything to every guest. It needs to highlight the details that matter to the specific audiences, whether that's payment acceptance, breakfast preferences, room configurations, transport connections, or nearby dining, events and experiences.

Localization is not simply a way to reduce friction at the point of booking. Done well, it **helps hoteliers stand out**, improve the guest experience, build loyalty, and create commercial value. More importantly, it helps guests feel understood. That confidence can lead to a smoother booking journey, a more satisfying stay, and a stronger reason to return.

Looking ahead to 2027

The winners in 2027 will make international travel feel less foreign before the journey even begins. By **combining global reach with local understanding**, the industry can turn cultural difference from a point of friction into a source of confidence, relevance, and growth.

Up next, we'll explore the many motivations pulling Asian travelers across borders in 2027, from food and culture to finish lines, fandoms, and faith, and how the rest of the trip can follow.

5 Purpose Over Place



Asian travelers have many reasons to go

“

What matters beyond where people go is *why*. More and more Asians are traveling for a passion or a goal, which will increasingly define how Asia travels in 2027.

”

Kris Suebjaklap

Senior Vice President, Marketing, Agoda



Asian travelers are not traveling for a single reason, but for many. **Food and culture remain the strongest pull**, yet shopping, the outdoors, live events, wellness, and faith all shape where people choose to go, and most travelers name more than one motivation for their trips.

The balance between these motivations also shifts noticeably from one market to the next. In 2027, three stand out for how far they pull travelers across borders: a **physical challenge**, **a shared passion**, and a **sense of meaning**.

Top 5 reasons Asians plan to travel in 2027

- Cultural exploration
- Culinary experiences
- Shopping
- Outdoor adventure
- Attending events

Top 5 reasons Asians plan to travel in 2027

	Culinary experiences	Cultural exploration	Shopping	Outdoor adventure	Attending events
Asia (all markets)	54%	54%	38%	28%	19%
Taiwan	75%	54%	43%	16%	21%
Hong Kong	74%	43%	64%	9%	20%
South Korea	71%	69%	40%	34%	7%
Thailand	59%	46%	29%	22%	12%
Vietnam	58%	60%	24%	30%	16%
Japan	52%	44%	23%	17%	33%
Indonesia	48%	43%	29%	41%	14%
Philippines	41%	60%	41%	34%	23%
Singapore	39%	51%	58%	38%	15%
Malaysia	32%	51%	42%	32%	22%
India	26%	52%	20%	42%	17%

Respondents could select up to 3 options, so percentages add up to more than 100%.





India leads Asia in outdoor adventure and spiritual travel

42%

outdoor adventure (Asia: 28%)

14%

spiritual or religious journeys (Asia: 4%)

% naming each among their top reasons to travel in 2027



Japan leads Asia in traveling for events

33%

attending events (Asia: 19%)

% naming each among their top reasons to travel in 2027

Active travel: fitness as a destination



A finish line can be a strong motivator for travel. **In India, 42% of travelers name outdoor adventure and activities among their top reasons to travel** in 2027, well above the regional average (28%) and ahead of Thailand (22%) and Japan (17%).

An event pulling competitors across Asia for a weekend turns a one-off "race-cation" into a recurring calendar moment. Global fitness race HYROX added stops in Singapore, Mumbai, and Kuala Lumpur through 2026, with further Asian editions scheduled in Bangkok, Taipei, Nagoya and Seoul, as well as a World Championship set for Hong Kong SAR in 2027.

Agoda accommodation searches show that Thai traveler interest around certain marathon dates increased year-on-year.[2]

Running toward the finish line



▲ 73%
JTBC Seoul Marathon



▲ 41%
Mt. Fuji International Marathon



▲ 19%
Bangkok Amazing Thailand Marathon

[2] Data is based on Agoda accommodation searches for stays lining up with the Amazing Thailand Marathon Bangkok 2026 (27-30 November 2026), the Mt. Fuji International Marathon 2026 (11-14 December 2026), and the JTBC Seoul Marathon 2026 (31 October - 2 November 2026), with a 120-day search window period and a lead time of 180 days before the respective races, compared to the same period in 2025.

Fandom travel: following passions across borders

A shared passion pulls spectators as far as any personal goal, often to unexpected places.

Japanese travelers are Asia's top event-goers: 33% name attending events, from concerts and festivals to sports, among their top reasons to travel in 2027, well above the regional average (19%).

When Japan hosted the **Asian Games** across Aichi Prefecture, its smaller cities saw the largest growth in travel interest[3]; an early sign its busy 2027 calendar could draw travelers well beyond the host cities.

Asian Games interest spread beyond the host city

▲ 715%
Toyota City

▲ 504%
Ichinomiya

▲ 324%
Kariya



[3] Data is based on accommodation searches made between April and July 2026 for stays between September 18 and October 4, 2026. Search growth rates were calculated by comparing search volumes with those recorded three weeks prior to the sporting event.



Malaysia's **2027 SEA Games** will spread across four destinations: Sarawak, Kuala Lumpur, Penang, and Johor. If Aichi is any guide, interest could concentrate in the less obvious host regions, not just the gateway cities.

A single sport pulls fans across borders. South Korean curiosity about Formula 1 cities like Suzuka and Miami grew alongside the "F1: The Movie" and K-pop idols appearing trackside. The 2027 fan travels for the scene around an event, skews younger, and is less bound by geography. Singapore's Formula 1 season in October sits squarely in that culture-led audience's sights.

The inaugural **Eurovision Asia**, with Agoda as its official sponsor, set its Grand Final in Bangkok, and travel interest to the Thai capital was up 14% year-on-year, led by Vietnam (+105%) and India (+43%), with domestic Thai interest up 30%[4]. Any future Asian editions could extend that reach.

[4] Data is based on Agoda accommodation searches by Asian travelers between 1 Jul to 29 Sep 2026 for stays between 9 to 22 Nov 2026, compared to the same period in 2025.

Eurovision Asia puts Bangkok in the spotlight



▲ 14%
Bangkok overall



▲ 105%
from Vietnam



▲ 43%
from India



▲ 30%
domestic Thai interest

Year-on-year growth in travel interest to selected markets across Asia, in line with the Eurovision Song Contest Asia Grand Final period

Purpose-led travel: when meaning comes first

Faith shapes more journeys in India than anywhere else in Asia. **14% of Indian travelers name a spiritual or religious journey among their top reasons to travel in 2027**, the highest in Asia. The same purpose-led pull extends to different trip types, from trekking and high-altitude adventure to slower wellness retreats.

In 2027, Asia's travelers will be more confident, connected, and varied in what moves them, and the industry that understands why they travel will be best placed to welcome them.

Purpose-led journeys in India



▲ 233%

Prayagraj

host of the 2025 Maha Kumbh Mela



▲ 195%

Pushkar

famed for its Holi celebrations



▲ 154%

Dharamshala

Himalayan hub for slow travel



▲ 143%

Leh

gateway to Ladakh's high-altitude treks

agoda

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References and Methodology

Agoda surveyed 3,395 respondents from 11 markets in Asia (Hong Kong SAR, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam).
The survey was conducted in September and October 2026.

For more information, visit Agoda.com/press

