

ASEAN Overseas Travel Awareness Survey Report <Lao PDR>

March 2021



Survey conducted by:

Marketing Voice Ltd.

Tel: 03-3354-3085 Fax: 03-3354-3086

3th Floor, Baba-bldg, 3-17 Arakicho
Shinjuku-ku, Tokyo 160-0007



II By Country Version – Lao PDR—

- Summary
- Survey Results
 1. Visit experience (details)
 2. [People who have visited] Number/timing of visits
 3. [People who have visited] Purpose/companion
 4. [People who have visited] Deciding factor in choosing travel destination
 5. [People who have visited] Points of satisfaction
 6. [People who have visited] Points of dissatisfaction
 7. Impressions of country
 8. Intention to visit (Sightseeing)
 9. [People with intention to visit] What respondent wants to do at destination
 10. [People with intention to visit] Who respondent wants to go with (travel companion)
 11. [People with no intention to visit] Reason respondent doesn't want to visit
 12. Awareness of 5 tourism resources
 13. Photo preference

[Survey Overview]

Method	<ul style="list-style-type: none"> • Internet survey • Screening survey (preliminary survey) was first conducted by the Internet survey firm (Micromill, Inc.) utilizing survey monitor panel the firm maintains and actual survey conducted to qualified respondents.
Survey Period	<ul style="list-style-type: none"> • Friday, January 22 and Saturday, January 23, 2021
Sample Qualification	<ul style="list-style-type: none"> • Male/female 20 years old or older. Travels abroad at least once every 3 years and intends to travel abroad in the future. <p>*For each country, ensure to include at least 30 samples with experience of visiting the country.</p>



- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), **2.6% had visited Laos**. Of this, 1.4% had visited for sightseeing, and 0.6% had visited for business.
 - The group that had visited the most was males in their **20s (9.9%)**, with 3.5% having visited for both business and sightseeing respectively, and more people in this age group had visited Laos for long term stays or to visit family/acquaintances.

[Questions for people who have visited Laos]

- Regarding number of visits, the **highest percentage** of respondents (**50.4%**) had visited Laos once, followed by twice (19.0%)
- The highest purpose of visiting Laos was “Sightseeing/leisure” at 61.2%, followed by “Business trips” (12.4%), then “Visiting family/friends” (9.9%)
- In terms of points of satisfaction upon visiting Laos, **“History and culture” ranked highest (33.9%)**, followed by “Places of interest/historical sites” (33.1%), then “Natural scenery” (28.9%). **Overall, a higher percentage of females responded to this question, indicating a high satisfaction level.**
- As for points of dissatisfaction, 13.2% of respondents answered “Access” and “Interaction and contact with locals”, respectively, followed by “Good public security” (12.4%). **29.8% of respondents (male: 25.8%, female: 42.9%) answered that they were dissatisfied with “Nothing in particular.”** showing a major gap depending on gender.
 - A comparison of points of satisfaction and points of dissatisfaction showed that **while satisfaction with culture and history aspects is high, it can be said that the level of satisfaction toward other travel aspects**, such as interaction and contact with local residents, experience and activities, souvenirs and local products, is not high, and there is room for improvement.



[Questions for all respondents with intention to travel overseas]

- Regarding impression of Laos, **most respondents (38.8%)** answered **"I don't have any impression, I don't know"**, followed by "Beautiful nature and scenery" (17.7%). More females than males answered "I don't have any impression." **A high percentage of respondents who'd visited Laos before answered "Can relax," "Delicious food," "Pleasant climate," etc.**, indicating the importance of further communicating the appeal of Laos to people who haven't yet visited also.
- Regarding intention to travel to Laos for sightseeing, a high percentage of respondents answered **"I want to go" (40.8%)**. Many of those who had already visited wanted to visit again (66.1%). Age-wise, intention to travel to Laos was high for people in their 40s.
- As for what they'd like to do in Laos, 48.7% answered "See places of interest and historical sites," 48.0% answered "Enjoy nature and scenery," and 40.2% said "Enjoy cuisine unique to the country." **For all items, females expressed a greater desire than males.**
- When asked who they'd like to visit Laos with, **a high percentage of people who'd already visited answered "Alone" (41.3%) indicating that Laos appeals to repeat visitors as a good destination to visit alone.**
- As for the reason why people had no intention to travel to Laos, the highest percentage of people answered "I don't know what that country offers in the first place" (40.0%). By gender, **more females gave this response than males (Male: 32.8%, Female: 48.2%)**. Moreover, although the response rate was low, people who had visited Laos previously were quite concerned with the language barrier and public security.
- Of Laos's major five tourism resources, **the highest awareness was of Vientiane (16.5%)**. For the remaining four tourism resources, around 70% of respondents answered **"I've never heard of it, I don't know,"** indicating awareness is not high. **Moreover, for each of the tourism resources, the awareness in male respondents was higher, with the percentage of females who answered "I've never heard of it, I don't know," was 10 percentage points higher for all tourism resources compared to males.**



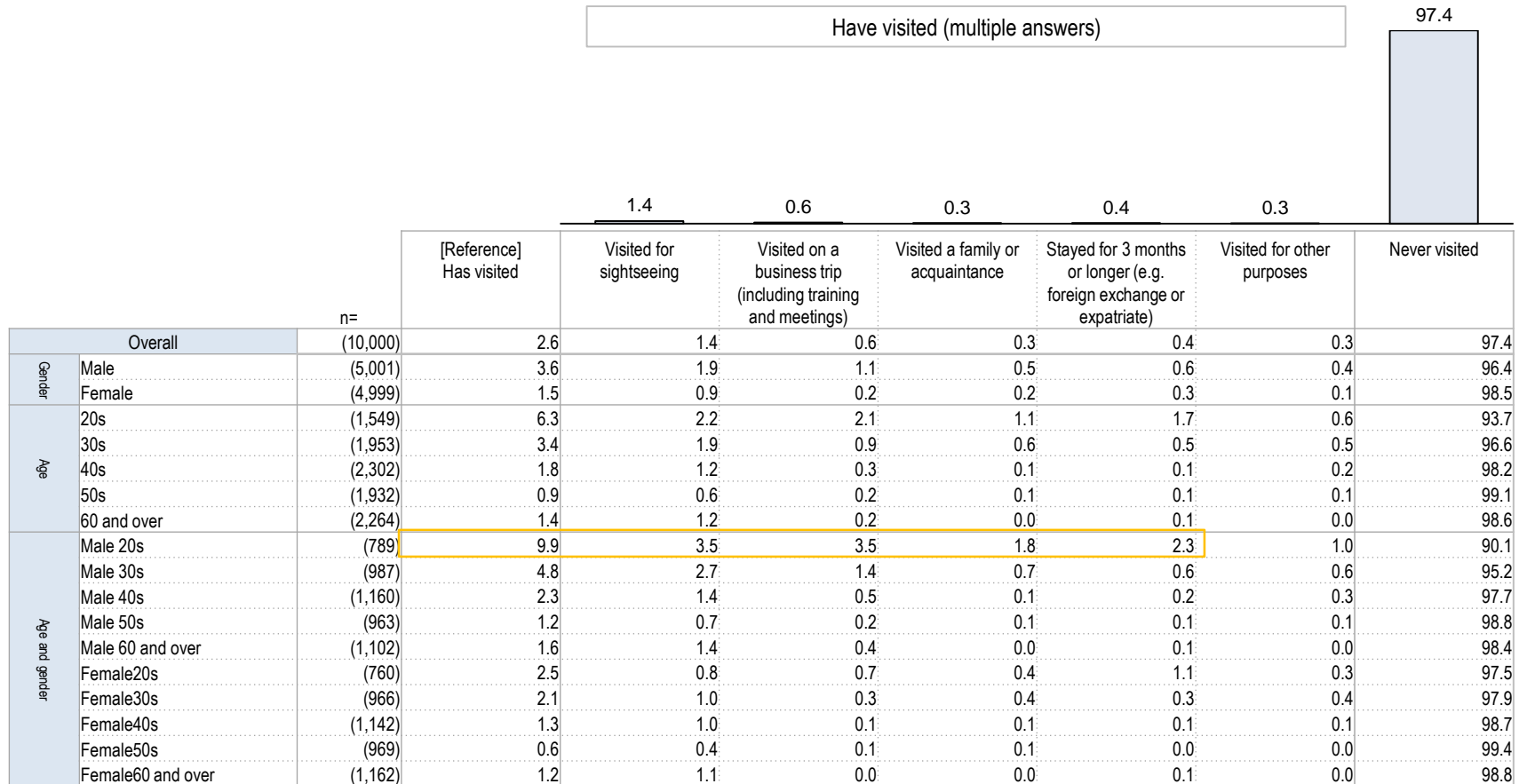
Survey Results

1. Visit experience (details)

- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), 2.6% had visited Laos. Of this, 1.4% had visited for sightseeing, and 0.6% had visited for business.
 - The group that had visited the most was males in their 20s (9.9%), with 3.5% having visited for both business and sightseeing respectively, and more people in this age group had visited Laos for long term stays or to visit family/acquaintances.

People who have visited Laos (Screening survey)

Q. Have you ever visited the below country or region? Please give all applicable answers for each country/region. [Lao PDR]





Survey Results

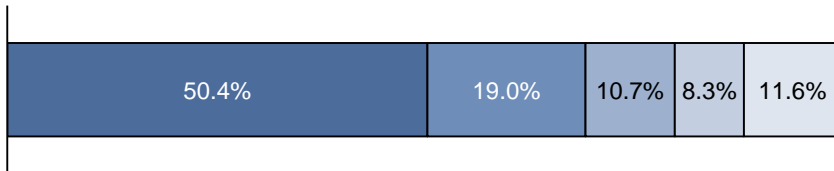
2. [People who have visited] Number/timing of visits

- Regarding number of visits, the highest percentage of respondents (50.4%) had visited Laos once, followed by twice (19.0%)
- The most recent timing of visits to Laos was 2016 or earlier (29.8%), however half of respondents had visited in the last 3 years (around 2018 onwards)

[People who have visited] Number of visits

Q. How many times have you visited each country? Please only give one applicable answer for each country.
*Regardless of purpose – e.g. sightseeing, business, etc. [Lao PDR]

Once Twice 3 times 4 times 5 times or more

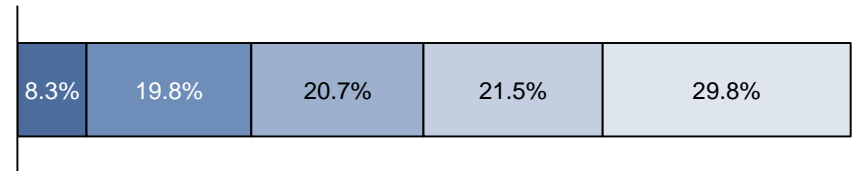


		n=	Once	Twice	3 times	4 times	5 times or more
Overall		(121)	50.4	19.0	10.7	8.3	11.6
Gender	Male	(93)	51.6	18.3	9.7	8.6	11.8
	Female	(28)	46.4	21.4	14.3	7.1	10.7
Age	20s	(24)	41.7	25.0	16.7	12.5	4.2
	30s	(33)	45.5	9.1	15.2	15.2	15.2
	40s	(18)	61.1	16.7	5.6	5.6	11.1
	50s	(19)	47.4	31.6	5.3	5.3	10.5
	60 and over	(27)	59.3	18.5	7.4	0.0	14.8
	Age and gender	Male 20s	(21)	42.9	23.8	14.3	14.3
Male 30s		(26)	53.8	7.7	11.5	11.5	15.4
Male 40s		(14)	64.3	21.4	0.0	7.1	7.1
Male 50s		(13)	46.2	30.8	7.7	7.7	7.7
Male 60 and over		(19)	52.6	15.8	10.5	0.0	21.1
Female 20s		(3)	33.3	33.3	33.3	0.0	0.0
Female 30s		(7)	14.3	14.3	28.6	28.6	14.3
Female 40s		(4)	50.0	0.0	25.0	0.0	25.0
Female 50s		(6)	50.0	33.3	0.0	0.0	16.7
Female 60 and over		(8)	75.0	25.0	0.0	0.0	0.0

[People who have visited] Timing of visit

Q. When did you take the trip? Please only give one applicable answer for each country.
*If you have visited a country more than once, please tell us the purpose of your most recent trip. [Lao PDR]

2020 or later Around 2019 Around 2018 Around 2017 2016 or earlier



		n=	2020 or later	Around 2019	Around 2018	Around 2017	2016 or earlier
Overall		(121)	8.3	19.8	20.7	21.5	29.8
Gender	Male	(93)	6.5	21.5	20.4	23.7	28.0
	Female	(28)	14.3	14.3	21.4	14.3	35.7
Age	20s	(24)	16.7	20.8	33.3	20.8	8.3
	30s	(33)	12.1	30.3	15.2	18.2	24.2
	40s	(18)	5.6	11.1	27.8	27.8	27.8
	50s	(19)	0.0	26.3	15.8	26.3	31.6
	60 and over	(27)	3.7	7.4	14.8	18.5	55.6
	Age and gender	Male 20s	(21)	14.3	23.8	28.6	23.8
Male 30s		(26)	7.7	26.9	15.4	23.1	26.9
Male 40s		(14)	0.0	14.3	28.6	35.7	21.4
Male 50s		(13)	0.0	30.8	15.4	23.1	30.8
Male 60 and over		(19)	5.3	10.5	15.8	15.8	52.6
Female 20s		(3)	33.3	0.0	66.7	0.0	0.0
Female 30s		(7)	28.6	42.9	14.3	0.0	14.3
Female 40s		(4)	25.0	0.0	25.0	0.0	50.0
Female 50s		(6)	0.0	16.7	16.7	33.3	33.3
Female 60 and over		(8)	0.0	0.0	12.5	25.0	62.5



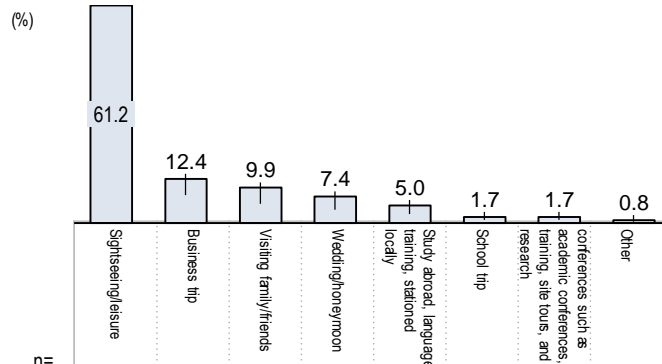
Survey Results

3. [People who have visited] Purpose/companion

- The highest purpose of visiting Laos was “Sightseeing/leisure” at 61.2%, followed by “Business Trips” (12.4%), then “Visiting family/friends” (9.9%)
- Regarding travel companion, “Spouse/partner” ranked highest (29.8%), followed by “Alone” (26.4%), “Friends and acquaintances” (24.0%), and “Family and relatives” (23.1%).

[People who have visited] Purpose of visit

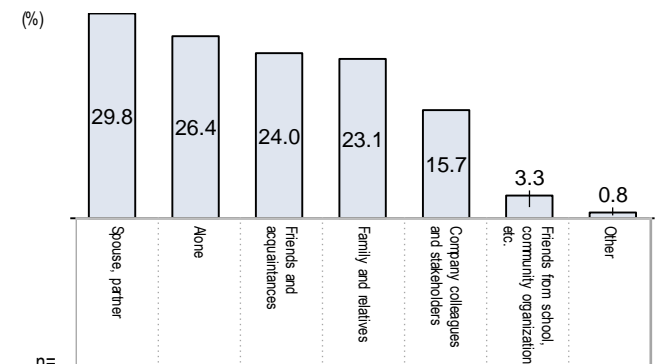
Q. What was the main purpose of the trip? Please only give one applicable answer as the purpose of visiting each country. *If you have visited a country more than once, please tell us the purpose of your most recent trip. [Lao PDR]



	n=	Sightseeing/leisure	Business trip	Visiting family/friends	Wedding/honeymoon	Study abroad, language training, stationed locally	School trip	conferences such as academic conferences, training, site tours, and research	Other	
Overall	(121)	61.2	12.4	9.9	7.4	5.0	1.7	1.7	0.8	
Gender	Male	(93)	61.3	11.8	11.8	6.5	5.4	1.1	1.1	1.1
	Female	(28)	60.7	14.3	3.6	10.7	3.6	3.6	0.0	
Age	20s	(24)	45.8	8.3	12.5	16.7	16.7	0.0	0.0	0.0
	30s	(33)	51.5	9.1	18.2	12.1	0.0	6.1	3.0	0.0
	40s	(18)	77.8	5.6	0.0	5.6	5.6	0.0	5.6	0.0
	50s	(19)	63.2	21.1	10.5	0.0	5.3	0.0	0.0	0.0
	60 and over	(27)	74.1	18.5	3.7	0.0	0.0	0.0	0.0	3.7
Age and gender	Male 20s	(21)	47.6	4.8	14.3	14.3	19.0	0.0	0.0	0.0
	Male 30s	(26)	57.7	7.7	19.2	7.7	0.0	3.8	3.8	0.0
	Male 40s	(14)	78.6	7.1	0.0	7.1	7.1	0.0	0.0	0.0
	Male 50s	(13)	61.5	23.1	15.4	0.0	0.0	0.0	0.0	0.0
	Male 60 and over	(19)	68.4	21.1	5.3	0.0	0.0	0.0	0.0	5.3
	Female 20s	(3)	33.3	33.3	0.0	33.3	0.0	0.0	0.0	0.0
	Female 30s	(7)	28.6	14.3	14.3	28.6	0.0	14.3	0.0	0.0
	Female 40s	(4)	75.0	0.0	0.0	0.0	0.0	0.0	25.0	0.0
	Female 50s	(6)	66.7	16.7	0.0	0.0	16.7	0.0	0.0	0.0
	Female 60 and over	(8)	87.5	12.5	0.0	0.0	0.0	0.0	0.0	0.0

[People who have visited] Travel companion

Q. Who accompanied you on the trip? Please give all the answers that are applicable for each country. *If you have visited a country more than once, please tell us about your companion on your most recent trip. [Lao PDR]



	n=	Spouse/partner	Alone	Friends and acquaintances	Family and relatives	Company colleagues and stakeholders	Friends from school, community organization, etc.	Other	
Overall	(121)	29.8	26.4	24.0	23.1	15.7	3.3	0.8	
Gender	Male	(93)	30.1	26.9	24.7	22.6	15.1	3.2	1.1
	Female	(28)	28.6	25.0	21.4	25.0	17.9	3.6	0.0
Age	20s	(24)	16.7	25.0	33.3	33.3	4.2	8.3	0.0
	30s	(33)	21.2	21.2	24.2	33.3	18.2	3.0	0.0
	40s	(18)	44.4	33.3	16.7	11.1	16.7	0.0	0.0
	50s	(19)	42.1	36.8	15.8	21.1	10.5	5.3	0.0
	60 and over	(27)	33.3	22.2	25.9	11.1	25.9	0.0	3.7
Age and gender	Male 20s	(21)	14.3	28.6	38.1	33.3	0.0	9.5	0.0
	Male 30s	(26)	23.1	23.1	23.1	34.6	19.2	3.8	0.0
	Male 40s	(14)	42.9	28.6	21.4	14.3	21.4	0.0	0.0
	Male 50s	(13)	53.8	38.5	7.7	7.7	0.0	0.0	0.0
	Male 60 and over	(19)	31.6	21.1	26.3	10.5	31.6	0.0	5.3
	Female 20s	(3)	33.3	0.0	0.0	33.3	33.3	0.0	0.0
	Female 30s	(7)	14.3	14.3	28.6	28.6	14.3	0.0	0.0
	Female 40s	(4)	50.0	50.0	0.0	0.0	0.0	0.0	0.0
	Female 50s	(6)	16.7	33.3	33.3	50.0	33.3	16.7	0.0
	Female 60 and over	(8)	37.5	25.0	25.0	12.5	12.5	0.0	0.0



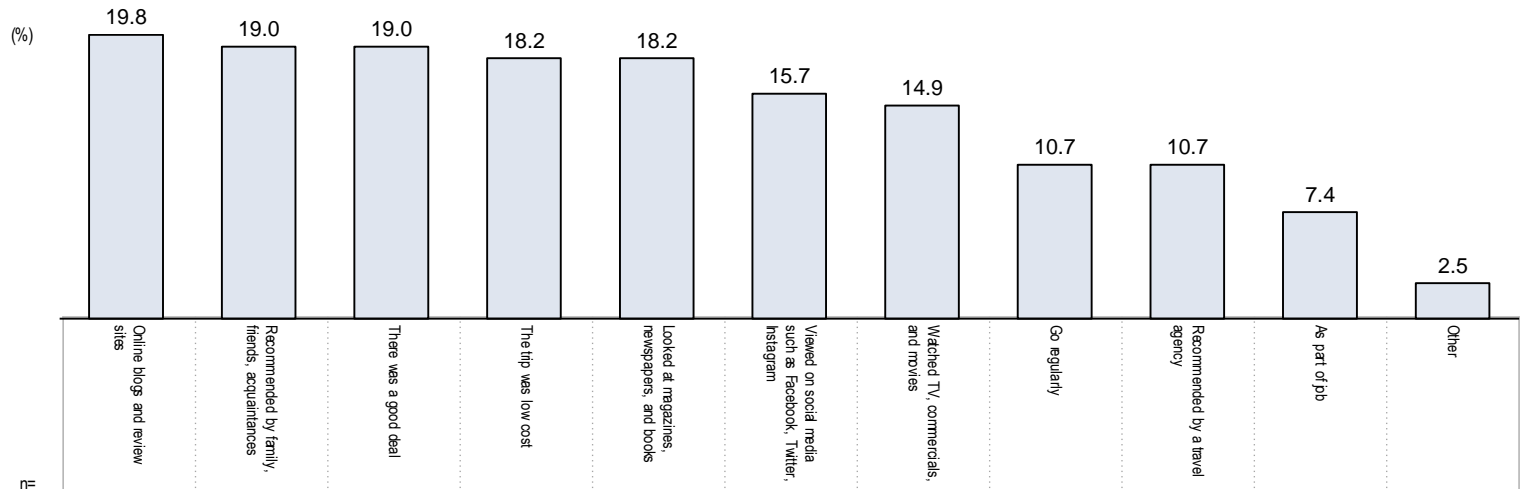
Survey Results

4. [People who have visited] Deciding factor in choosing travel destination

- Regarding deciding factor in choosing travel destination, responses were “Online blogs and review sites” (19.8%), “Recommended by family, friends, acquaintances,” “There was a good deal” (both 19.0%) and “The trip was low cost,” “Looked at magazines, newspapers, and books” (both 18.2%).

[People who have visited] Deciding factor in choosing travel destination

Q. What was the deciding factor in choosing your travel destination? Please give all the answers that are applicable. *If you have visited a country more than once, please tell us about your most recent trip. **[Lao PDR]**



		n	19.8	19.0	19.0	18.2	18.2	15.7	14.9	10.7	10.7	7.4	2.5
Gender	Overall	(121)	19.8	19.0	19.0	18.2	18.2	15.7	14.9	10.7	10.7	7.4	2.5
	Male	(93)	21.5	20.4	16.1	14.0	18.3	16.1	14.0	9.7	9.7	6.5	3.2
	Female	(28)	14.3	14.3	28.6	32.1	17.9	14.3	17.9	14.3	14.3	10.7	0.0
Age	20s	(24)	33.3	12.5	12.5	8.3	25.0	20.8	12.5	8.3	8.3	0.0	0.0
	30s	(33)	9.1	18.2	9.1	12.1	9.1	21.2	21.2	15.2	15.2	6.1	0.0
	40s	(18)	33.3	33.3	33.3	27.8	27.8	11.1	11.1	16.7	16.7	5.6	5.6
	50s	(19)	31.6	10.5	31.6	31.6	26.3	21.1	26.3	5.3	5.3	10.5	0.0
	60 and over	(27)	3.7	22.2	18.5	18.5	11.1	3.7	3.7	7.4	7.4	14.8	7.4
	Age and gender	Male 20s	(21)	38.1	14.3	14.3	4.8	28.6	19.0	9.5	9.5	4.8	0.0
	Male 30s	(26)	11.5	23.1	7.7	11.5	7.7	23.1	19.2	11.5	15.4	3.8	0.0
	Male 40s	(14)	35.7	28.6	35.7	28.6	21.4	7.1	7.1	14.3	14.3	0.0	7.1
	Male 50s	(13)	30.8	7.7	30.8	23.1	23.1	23.1	30.8	0.0	0.0	7.7	0.0
	Male 60 and over	(19)	0.0	26.3	5.3	10.5	15.8	5.3	5.3	10.5	10.5	21.1	10.5
	Female 20s	(3)	0.0	0.0	0.0	33.3	0.0	33.3	33.3	0.0	33.3	0.0	0.0
	Female 30s	(7)	0.0	0.0	14.3	14.3	14.3	14.3	28.6	28.6	14.3	14.3	0.0
	Female 40s	(4)	25.0	50.0	25.0	25.0	50.0	25.0	25.0	25.0	25.0	25.0	0.0
	Female 50s	(6)	33.3	16.7	33.3	50.0	33.3	16.7	16.7	16.7	16.7	16.7	0.0
	Female 60 and over	(8)	12.5	12.5	50.0	37.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0



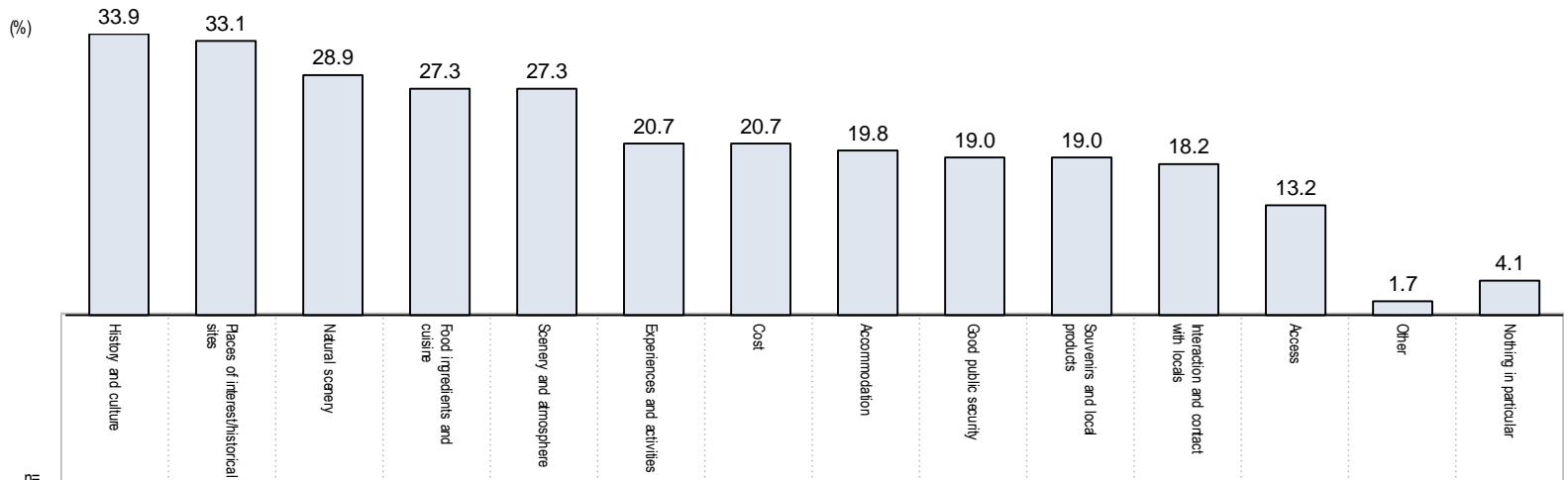
Survey Results

5. [People who have visited] Points of satisfaction

- In terms of points of satisfaction upon visiting Laos, “History and culture” ranked highest (33.9%), followed by “Places of interest/historical sites” (33.1%), then “Natural scenery” (28.9%).
- Overall, a higher percentage of females responded to this question, indicating a high satisfaction level.

[People who have visited] Points of satisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Lao PDR]



		n	History and culture	Places of interest/historical sites	Natural scenery	Food ingredients and cuisine	Scenery and atmosphere	Experiences and activities	Cost	Accommodation	Good public security	Souvenirs and local products	Interaction and contact with locals	Access	Other	Nothing in particular
Overall		(121)	33.9	33.1	28.9	27.3	27.3	20.7	20.7	19.8	19.0	19.0	18.2	13.2	1.7	4.1
Gender	Male	(93)	30.1	32.3	23.7	26.9	23.7	20.4	18.3	19.4	17.2	18.3	16.1	12.9	2.2	4.3
	Female	(28)	46.4	35.7	46.4	28.6	39.3	21.4	28.6	21.4	25.0	21.4	25.0	14.3	0.0	3.6
	Age															
20s		(24)	8.3	25.0	8.3	25.0	16.7	25.0	8.3	25.0	12.5	16.7	16.7	4.2	0.0	4.2
30s		(33)	27.3	24.2	18.2	30.3	18.2	27.3	21.2	15.2	12.1	27.3	21.2	6.1	0.0	0.0
40s		(18)	44.4	55.6	27.8	38.9	27.8	16.7	22.2	16.7	16.7	33.3	33.3	27.8	0.0	0.0
50s		(19)	52.6	36.8	57.9	21.1	47.4	21.1	21.1	36.8	36.8	10.5	10.5	36.8	5.3	0.0
60 and over		(27)	44.4	33.3	40.7	22.2	33.3	11.1	29.6	11.1	22.2	7.4	11.1	3.7	3.7	14.8
Age and gender																
Male 20s		(21)	9.5	28.6	4.8	23.8	19.0	23.8	9.5	28.6	14.3	19.0	19.0	4.8	0.0	4.8
Male 30s		(26)	26.9	19.2	19.2	26.9	11.5	26.9	19.2	15.4	7.7	30.8	19.2	7.7	0.0	0.0
Male 40s		(14)	50.0	57.1	21.4	35.7	14.3	14.3	21.4	7.1	14.3	28.6	21.4	28.6	0.0	0.0
Male 50s		(13)	53.8	46.2	38.5	23.1	46.2	23.1	23.1	46.2	38.5	7.7	7.7	30.8	7.7	0.0
Male 60 and over		(19)	26.3	26.3	42.1	26.3	36.8	10.5	21.1	5.3	21.1	0.0	10.5	5.3	5.3	15.8
Female 20s		(3)	0.0	0.0	33.3	33.3	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Female 30s		(7)	28.6	42.9	14.3	42.9	4.9	28.6	28.6	14.3	28.6	14.3	28.6	0.0	0.0	0.0
Female 40s		(4)	25.0	50.0	50.0	50.0	75.0	25.0	25.0	50.0	25.0	50.0	75.0	25.0	0.0	0.0
Female 50s		(6)	50.0	16.7	100.0	16.7	50.0	16.7	16.7	16.7	33.3	16.7	16.7	50.0	0.0	0.0
Female 60 and over		(8)	87.5	50.0	37.5	12.5	25.0	12.5	50.0	25.0	25.0	25.0	12.5	0.0	0.0	12.5

Respondents: Have visited Laos, travel abroad at least once every 3 years, and intend to travel abroad in the future



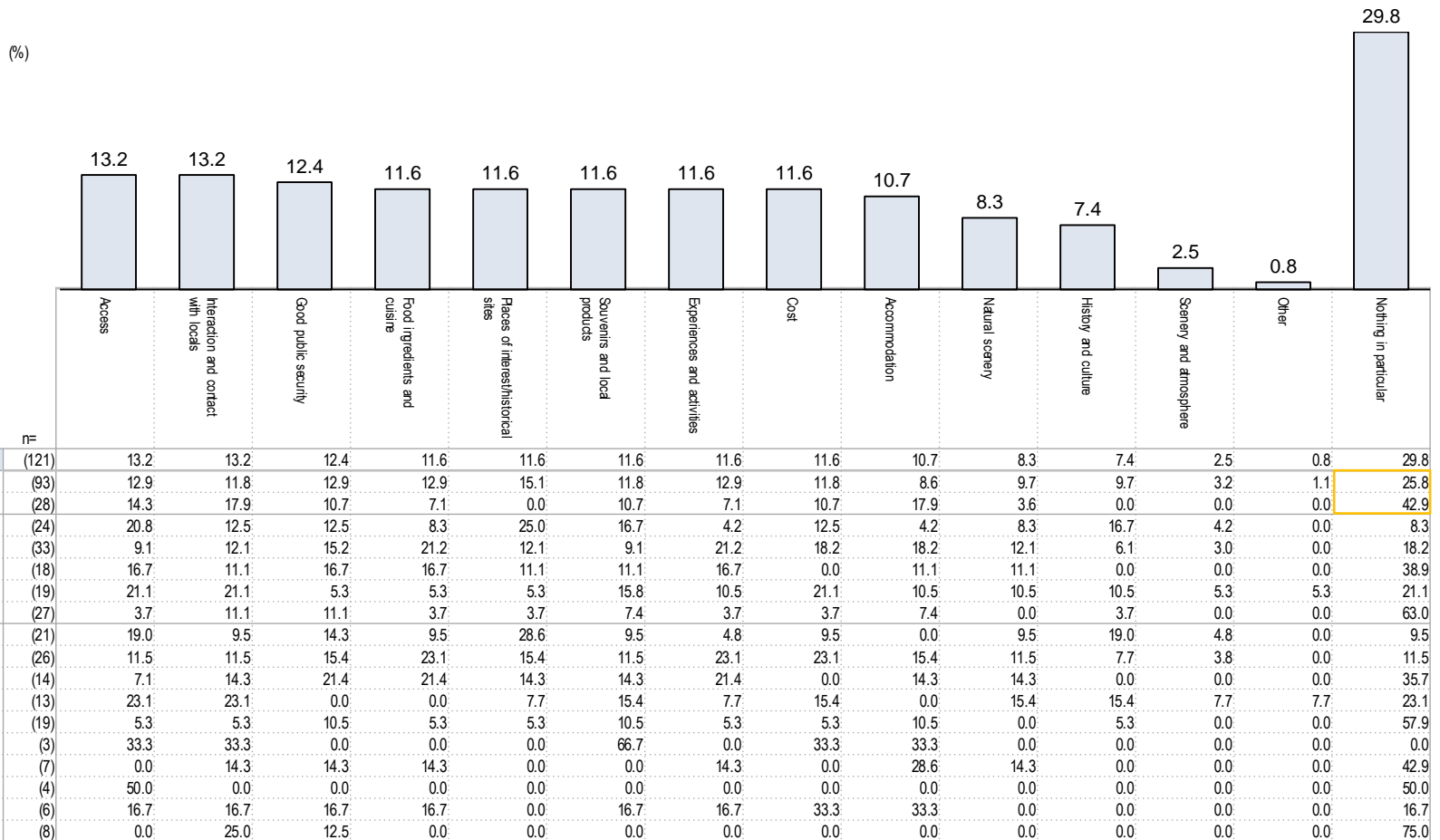
Survey Results

6. [People who have visited] Points of dissatisfaction

- As opposed to the previous page, when asked what they were dissatisfied with upon visiting Laos, the highest percentage of people responded “Access,” and “Interaction and contact with locals” (both 13.2%), followed by “Good public security” (12.4%).
- 29.8% of respondents (male: 25.8%, female: 42.9%) answered that they were dissatisfied with “Nothing in particular,” showing a major gap depending on gender.

[People who have visited] Points of dissatisfaction

Q. . Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Lao PDR]





Survey Results

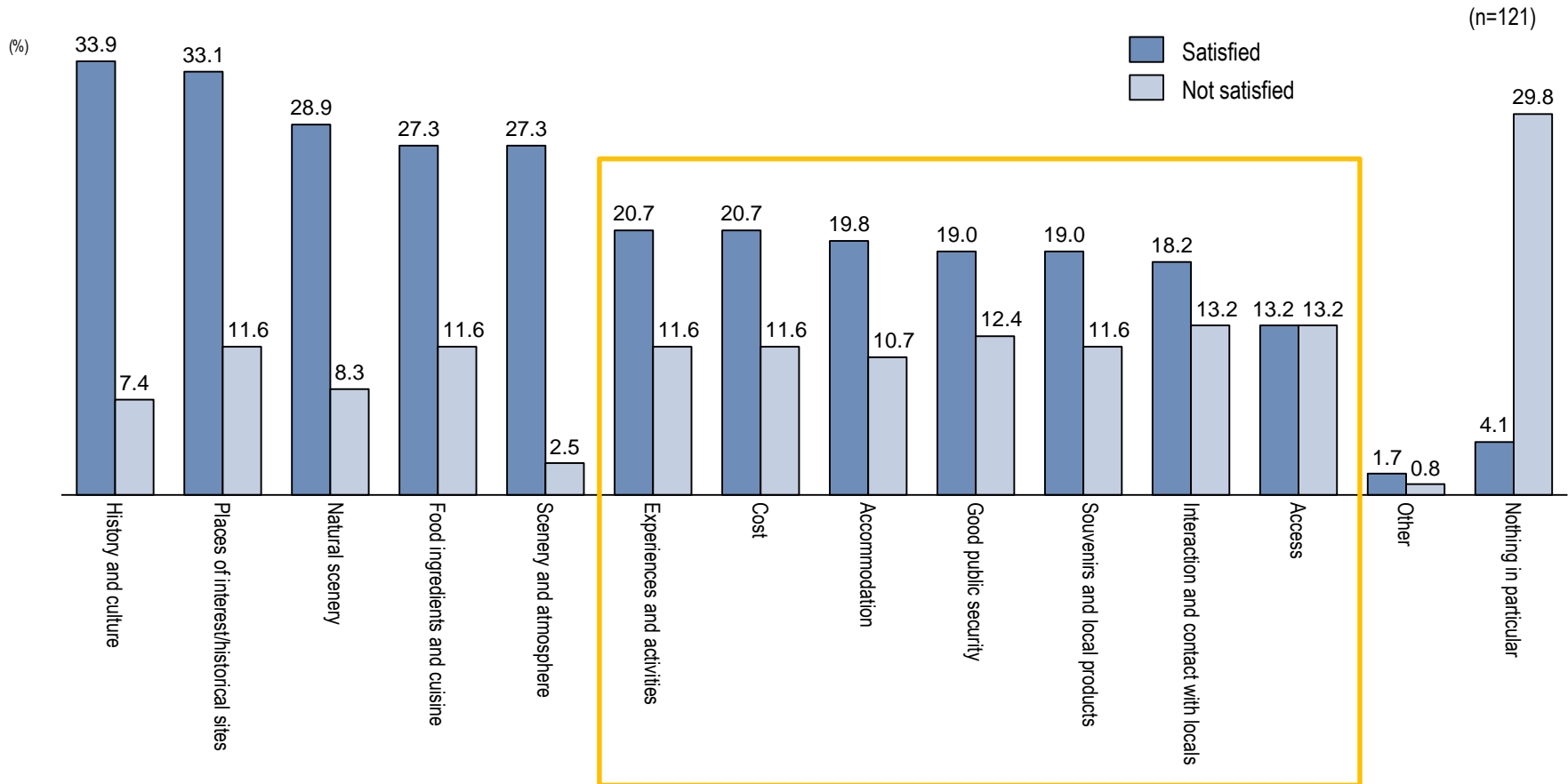
[Reference] Comparison of points of satisfaction/dissatisfaction

- A comparison of points of satisfaction and points of dissatisfaction showed that while satisfaction with culture and history aspects is high, it can be said that the level of satisfaction toward other travel aspects, such as interaction and contact with local residents, experience and activities, souvenirs and local products, is not high, and there is room for improvement.

[People who have visited] Points of satisfaction/dissatisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Laos]

Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Lao PDR]





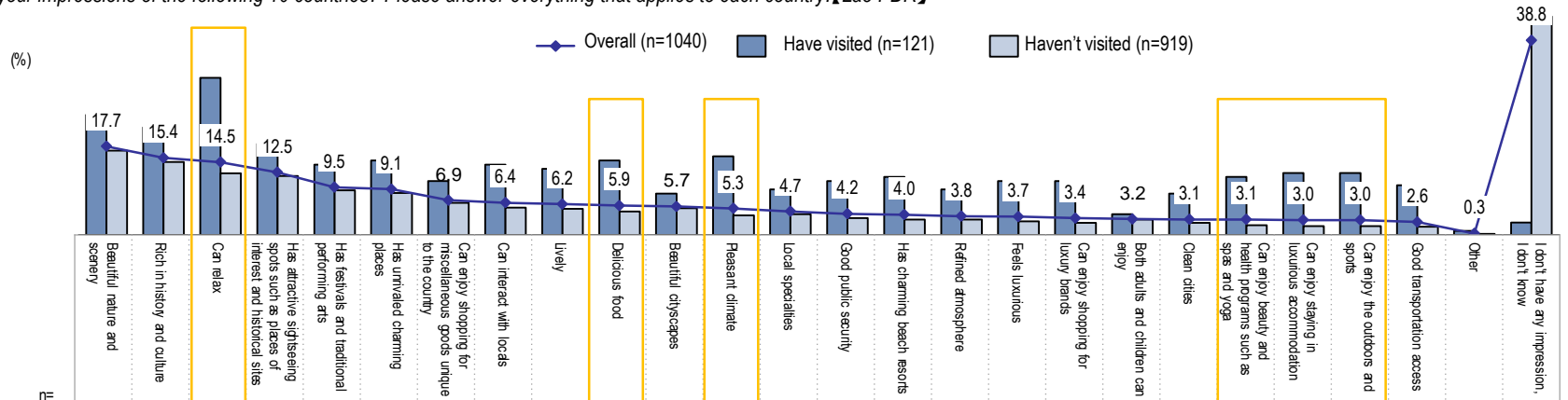
Survey Results

7. Impression of Laos

- Regardless of if they'd visited previously or not, when all respondents were asked their impression of Laos, most respondents (38.8%) answered "I don't have any impression, I don't know", followed by "Beautiful nature and scenery" (17.7%). More females than males answered "I don't have any impression."
- A high percentage of respondents who'd visited Laos before answered "Can relax," "Delicious food," "Pleasant climate," etc., indicating the importance of further communicating the appeal of Laos to people who haven't yet visited also.

Impression of Laos

Q. What are your impressions of the following 10 countries? Please answer everything that applies to each country. [Lao PDR]



N		Overall	Beautiful nature and scenery	Rich in history and culture	Can relax	Has attractive sightseeing spots such as places of interest and historical sites	Has festivals and traditional performing arts	Has unvisited charming places	Has miscellaneous goods unique to the country	Can interact with locals	Lively	Delicious food	Beautiful cityscapes	Pleasant climate	Local specialties	Good public security	Has charming beach resorts	Refined atmosphere	Feels luxurious	Can enjoy shopping for luxury brands	Both adults and children can enjoy	Clean cities	Can enjoy beauty and health programs such as spas and yoga	Can enjoy staying in luxurious accommodation	Can enjoy the outdoors and sports	God transportation access	Other	I don't have any impression, I don't know	
Overall	(1,040)	17.7	15.4	14.5	12.5	9.5	9.1	6.9	6.4	6.2	5.9	5.7	5.3	4.7	4.2	4.0	3.8	3.7	3.4	3.2	3.1	3.1	3.0	3.0	2.6	0.3	38.8		
Gender	Male	(577)	17.7	15.6	14.7	13.3	9.4	9.0	6.9	7.3	5.9	6.8	5.5	6.4	5.4	4.5	5.0	4.2	4.5	4.0	3.5	3.3	4.2	3.5	4.2	4.0	0.3	33.8	
	Female	(463)	17.7	15.1	14.3	11.4	9.7	9.3	6.9	5.4	6.5	4.8	5.8	3.9	3.9	2.8	3.2	2.6	2.6	2.6	2.8	2.8	1.7	2.4	1.5	0.9	0.2	45.1	
Age	20s	(162)	13.0	12.3	15.4	8.6	12.3	8.6	6.2	10.5	9.3	6.8	8.6	4.3	1.9	4.9	5.6	6.8	4.9	2.5	4.3	3.7	6.8	4.9	5.6	0.0	0.0	35.2	
	30s	(192)	19.3	15.6	17.2	12.5	11.5	9.4	9.4	6.8	8.3	5.2	7.3	7.8	9.4	6.3	5.7	5.7	4.2	5.2	4.2	4.7	5.7	2.6	4.7	5.2	0.0	0.0	28.6
	40s	(192)	20.3	17.2	14.6	13.0	8.3	9.4	8.9	8.3	8.3	9.4	6.8	7.3	4.7	6.8	4.7	4.7	6.3	3.6	6.3	5.2	3.6	4.2	2.6	2.1	0.0	0.0	35.4
	50s	(212)	19.8	16.0	12.3	16.5	10.4	9.4	4.2	6.1	3.8	5.2	2.8	3.8	4.7	1.9	4.7	3.8	2.8	3.8	1.9	1.9	1.9	2.4	2.4	0.9	0.9	0.0	38.7
	60 and over	(282)	16.0	15.2	13.8	11.3	6.7	8.9	6.4	2.8	3.2	3.9	4.3	3.9	3.2	2.5	1.4	0.7	0.4	0.7	1.8	0.7	1.4	0.7	1.4	0.7	0.4	0.0	50.4
	Age and gender	Male 20s	(81)	16.0	14.8	22.2	7.4	12.3	11.1	6.2	14.8	8.6	11.1	13.6	7.4	3.7	6.2	8.6	8.6	8.6	6.2	3.7	4.9	6.2	8.6	8.6	11.1	0.0	17.3
Male 30s	(112)	19.6	10.7	18.8	11.6	11.6	6.3	10.7	9.8	8.9	7.1	4.5	8.9	9.8	6.3	8.0	6.3	5.4	7.1	6.3	5.4	8.9	3.6	6.3	8.0	0.0	0.0	20.5	
Male 40s	(102)	17.6	17.6	13.7	15.7	7.8	6.9	9.8	6.9	8.8	10.8	4.9	9.8	5.9	6.9	5.9	5.9	7.8	3.9	6.9	5.9	4.9	3.9	3.9	2.9	0.0	0.0	29.4	
Male 50s	(123)	20.3	14.6	10.6	17.1	8.9	10.6	4.1	5.7	3.3	5.7	3.3	4.1	4.1	0.8	4.1	2.4	3.3	4.1	1.6	0.8	1.6	2.4	1.6	0.8	0.8	0.0	37.4	
Male 60 and over	(159)	15.1	18.9	11.9	13.2	7.5	10.1	5.0	3.1	2.5	2.5	4.4	3.8	3.8	3.8	1.3	0.6	0.6	0.6	0.6	0.6	1.3	1.3	2.5	0.6	0.6	0.0	51.6	
Female 20s	(81)	9.9	9.9	8.6	9.9	12.3	6.2	6.2	6.2	9.9	2.5	3.7	1.2	0.0	3.7	1.2	2.5	4.9	3.7	1.2	3.7	1.2	4.9	1.2	0.0	0.0	0.0	53.1	
Female 30s	(80)	18.8	22.5	15.0	13.8	11.3	13.8	7.5	2.5	7.5	2.5	11.3	6.3	8.8	6.3	2.5	5.0	2.5	2.5	1.3	3.8	1.3	1.3	2.5	1.3	0.0	0.0	40.0	
Female 40s	(90)	23.3	16.7	15.6	10.0	8.9	12.2	7.8	10.0	7.8	7.8	8.9	4.4	3.3	6.7	3.3	3.3	4.4	3.3	5.6	4.4	2.2	4.4	1.1	1.1	0.0	0.0	42.2	
Female 50s	(89)	19.1	18.0	14.6	15.7	12.4	7.9	4.5	6.7	4.5	4.5	2.2	3.4	5.6	3.4	5.6	5.6	2.2	3.4	2.2	3.4	2.2	2.2	3.4	1.1	1.1	0.0	40.4	
Female 60 and over	(123)	17.1	10.6	16.3	8.9	5.7	7.3	8.1	2.4	4.1	5.7	4.1	4.1	2.4	0.8	1.6	0.8	0.0	0.8	3.3	0.0	1.6	0.0	0.0	0.8	0.0	0.0	48.8	
Visited/N of visited	Have visited	(121)	24.0	21.5	31.4	18.2	14.0	14.9	10.7	14.0	13.2	14.9	8.3	15.7	9.1	10.7	11.6	9.1	10.7	10.7	4.1	8.3	11.6	12.4	12.4	9.9	0.8	2.5	
	Haven't visited	(919)	16.9	14.6	12.3	11.8	8.9	8.4	6.4	5.4	5.2	4.7	5.3	3.9	4.1	3.4	3.0	3.0	2.7	2.4	3.0	2.4	2.0	1.7	1.7	1.6	0.2	43.6	



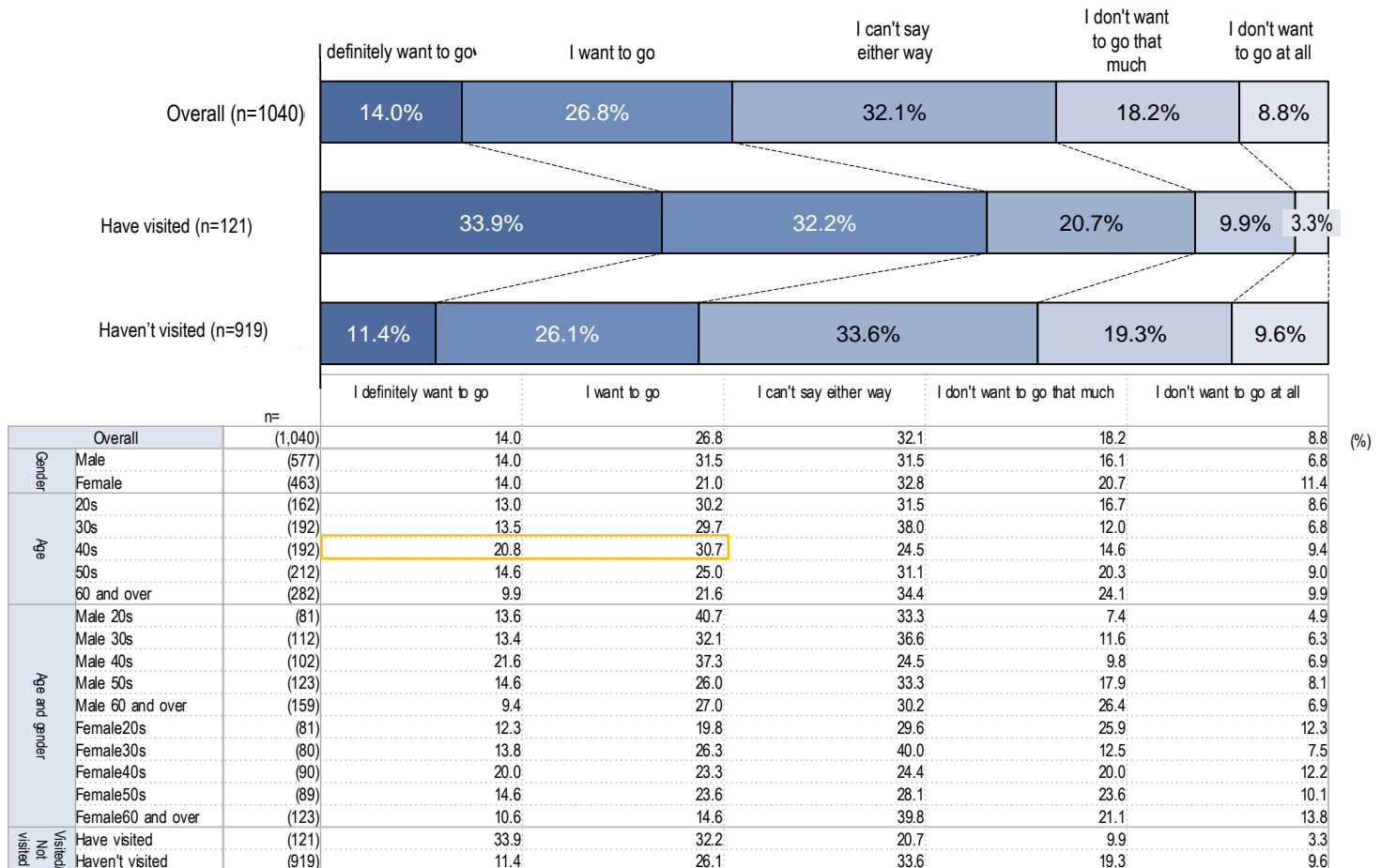
Survey Results

8. Intention to visit (sightseeing)

- Regarding intention to travel to Laos, 40.8% of all respondents answered that they wanted to go. (“Definitely want to go” & “I want to go.”)
- A comparison of people who’d visited before with those who had not showed that people who had visited before had a strong desire to visit again at 66.1% and in particular, this trend was high for people in their 40s.

Intention to visit Laos (sightseeing)

Q. Would you like to travel to the following countries for sightseeing? Please give one applicable answer for each country. [Lao PDR]



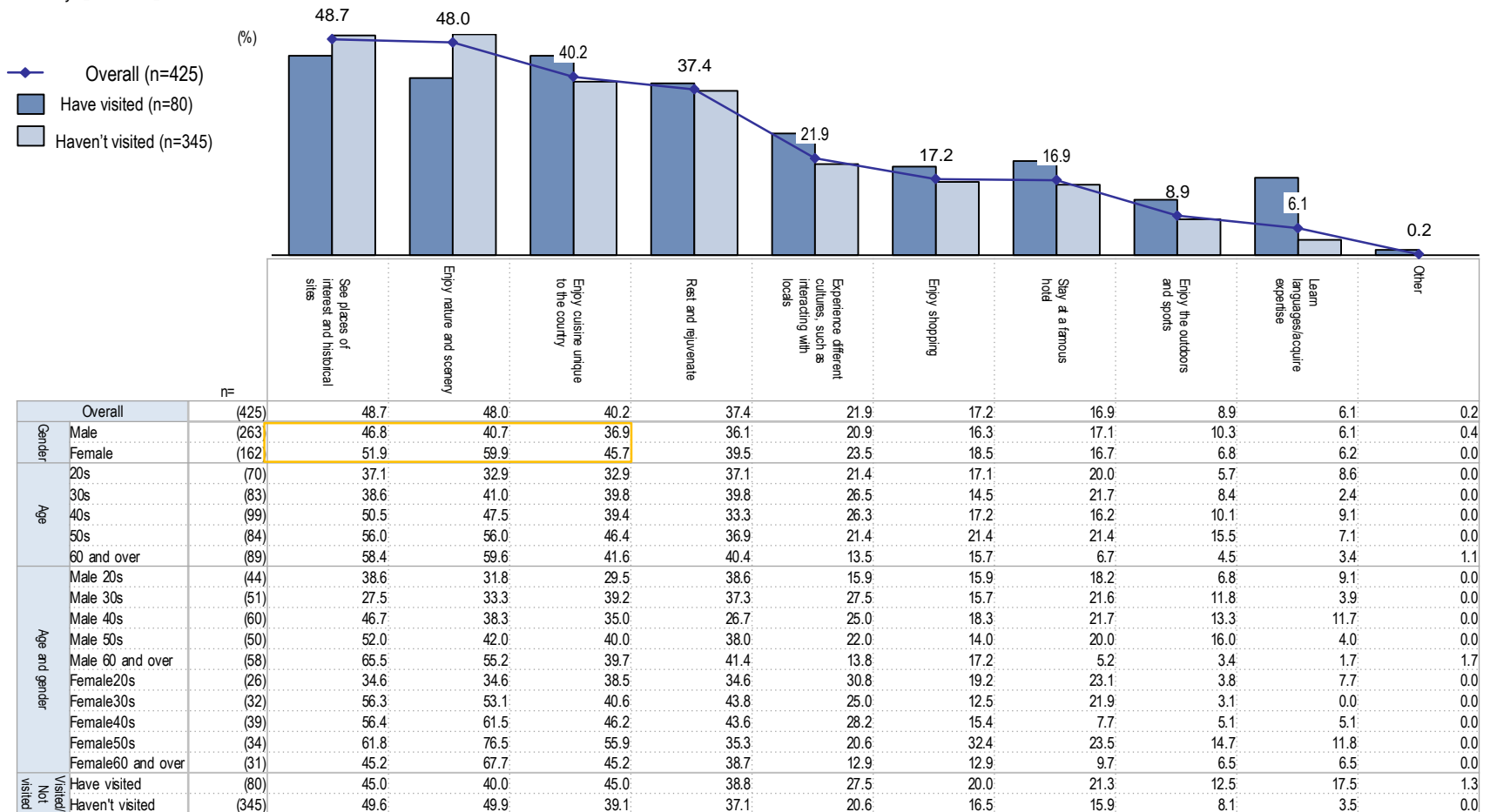


9. [People with intention to visit] What respondent wants to do at destination

- When those respondents who answered "I definitely want to go" or "I want to go" in the previous question were asked what they want to do in Laos, most answered "See places of interest and historical sites" (48.7%), followed by "Enjoy nature and scenery" (48.0%), then "Enjoy cuisine unique to the country" (40.2%). For all items, females expressed a greater desire than males.

[People with intention to visit] What respondent wants to do at destination

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. What would you like to do if you take a sightseeing trip to the country? Please give all applicable answers for each country. [Lao PDR]





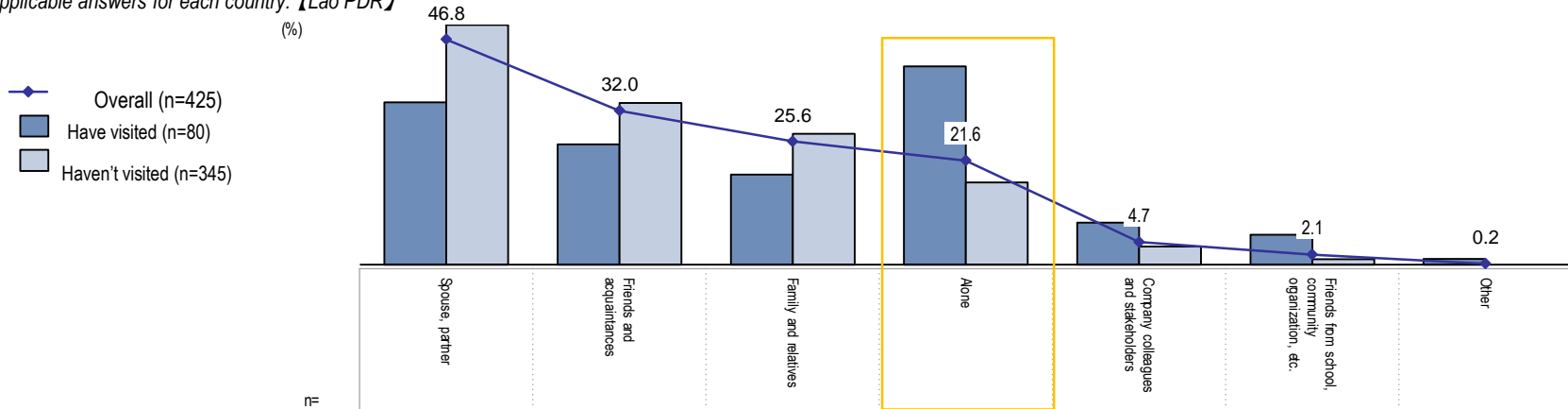
Survey Results

10. [People with intention to visit] Who respondent wants to go with (Travel companion)

- When asked who they'd like to travel to Laos with, the highest percentage of respondents answered "Spouse/partner" (46.8%), followed by "Friends and acquaintances" at 32.0%.
- When asked who they'd like to visit Laos with, a high percentage of people who'd already visited answered "Alone" (41.3%) indicating that Laos appeals to repeat visitors as a good destination to visit alone, rather than with family or in a group.

[People with intention to visit] Preferred travel companion to Laos

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. If you were to make the trip, who would you like to travel with? Please give all applicable answers for each country. [Lao PDR]



		n=	Spouse, partner	Friends and acquaintances	Family and relatives	Alone	Company, colleagues and stakeholders	Friends from school, community organization, etc.	Other
Overall		(425)	46.8	32.0	25.6	21.6	4.7	2.1	0.2
Gender	Male	(263)	47.1	24.7	21.3	25.5	4.6	3.0	0.4
	Female	(162)	46.3	43.8	32.7	15.4	4.9	0.6	0.0
Age	20s	(70)	34.3	57.1	21.4	21.4	1.4	2.9	0.0
	30s	(83)	42.2	26.5	28.9	19.3	9.6	3.6	0.0
	40s	(99)	43.4	30.3	27.3	29.3	5.1	1.0	0.0
	50s	(84)	53.6	32.1	28.6	20.2	6.0	2.4	0.0
	60 and over	(89)	58.4	19.1	21.3	16.9	1.1	1.1	1.1
Age and gender	Male 20s	(44)	36.4	47.7	20.5	29.5	0.0	4.5	0.0
	Male 30s	(51)	39.2	19.6	27.5	21.6	11.8	5.9	0.0
	Male 40s	(60)	45.0	21.7	23.3	30.0	6.7	1.7	0.0
	Male 50s	(50)	52.0	20.0	26.0	30.0	4.0	2.0	0.0
	Male 60 and over	(58)	60.3	19.0	10.3	17.2	0.0	1.7	1.7
	Female 20s	(26)	30.8	73.1	23.1	7.7	3.8	0.0	0.0
	Female 30s	(32)	46.9	37.5	31.3	15.6	6.3	0.0	0.0
	Female 40s	(39)	41.0	43.6	33.3	28.2	2.6	0.0	0.0
	Female 50s	(34)	55.9	50.0	32.4	5.9	8.8	2.9	0.0
	Female 60 and over	(31)	54.8	19.4	41.9	16.1	3.2	0.0	0.0
Visited/NOT visited	Have visited	(80)	33.8	25.0	18.8	41.3	8.8	6.3	1.3
	Haven't visited	(345)	49.9	33.6	27.2	17.1	3.8	1.2	0.0



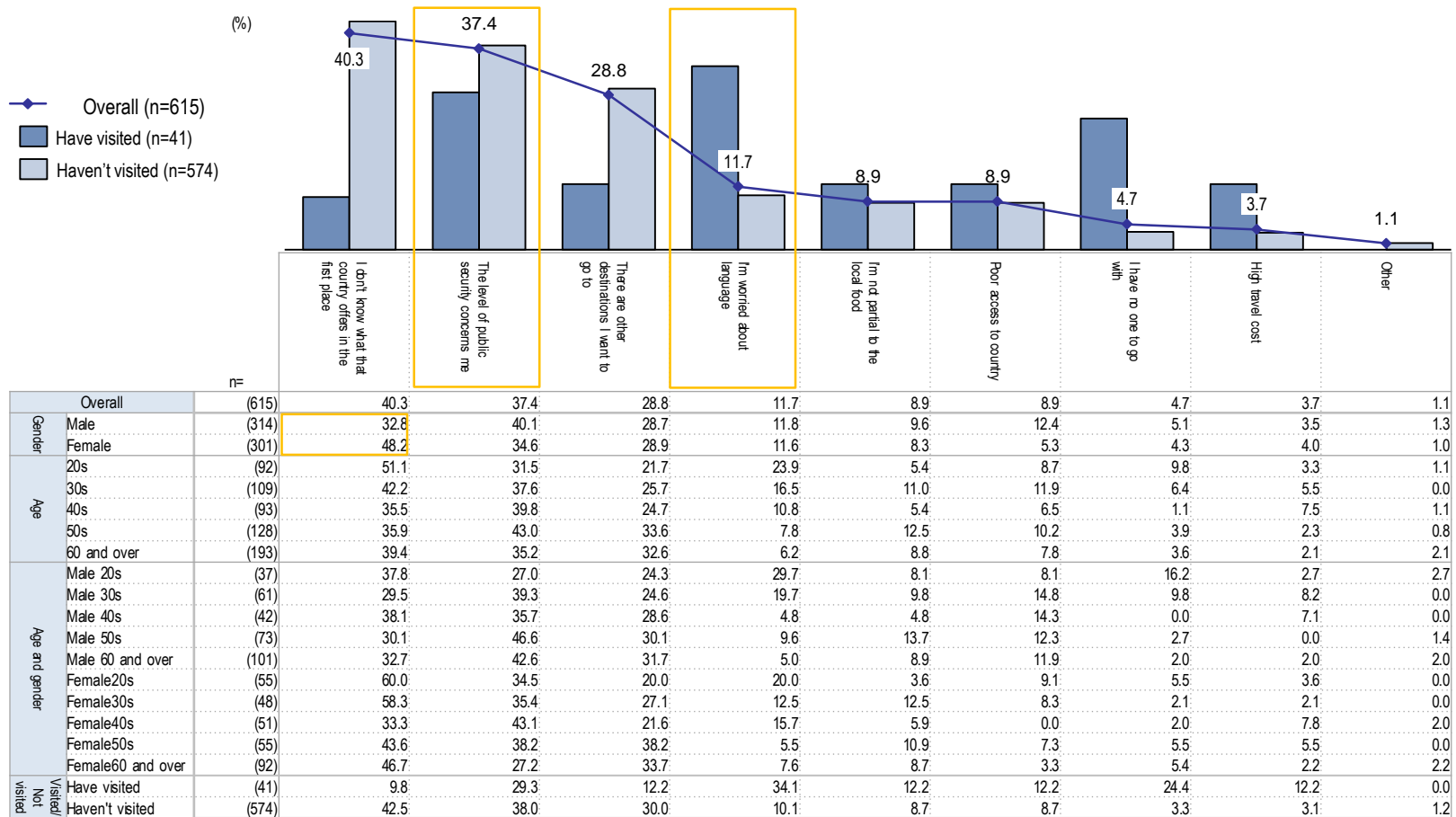
Survey Results

11. [People with no intention to visit] Reasons for having no intention to visit

- When respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" regarding their intention to visit Laos were asked the reason why, the highest percentage answered "I don't know what that country offers in the first place" (40.0%). Gender-wise, more females (48.2%) gave this response than males (32.8%).
- Although the response rate was low, people who had visited Laos previously were quite concerned with the language barrier and public security.

[People with no intention to visit] Reasons for having no intention to visit Laos

Q. This question is for respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" in the previous question. Why don't you want to take a sightseeing trip to that destination? Please give all applicable answers for each country. [Lao PDR]





Survey Results

12. Awareness of tourism resources

- When asked their level of awareness of Laos's major five tourism resources, the highest percentage of respondents (16.5%) answered "I've heard of it and I know what kind of place it is" for Vientiane. For the remaining four tourism resources, around 70% of respondents answered "I've never heard of it, I don't know," indicating awareness is not high. Moreover, for each of the tourism resources, the awareness in male respondents was higher, with the percentage of females who answered "I've never heard of it, I don't know," 10 percentage points or higher for all tourism resources compared to males.

Awareness of tourism resources

Q. Do you know the following places and tourist spots? Please give one applicable answer for each. [Lao PDR]

		Vientiane			Luang Prabang			Vang Vieng			Xiang Khouang (Plain of Jars)			Vat Phou (Champasak)			
		I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	
	Overall	(1,040)	16.5	34.2	49.2	11.4	16.4	72.1	8.8	16.6	74.5	7.2	15.0	77.8	9.4	21.6	68.9
Gender	Male	(577)	22.2	40.9	36.9	14.2	21.5	64.3	11.6	20.6	67.8	10.2	19.1	70.7	12.0	24.3	63.8
	Female	(463)	9.5	25.9	64.6	8.0	10.2	81.9	5.4	11.7	82.9	3.5	9.9	86.6	6.3	18.4	75.4
Age	20s	(162)	11.7	24.1	64.2	13.0	17.9	69.1	11.7	21.6	66.7	8.0	17.3	74.7	11.1	22.8	66.0
	30s	(192)	12.0	26.6	61.5	11.5	23.4	65.1	8.9	24.5	66.7	8.3	19.3	72.4	10.4	25.0	64.6
	40s	(192)	17.2	32.8	50.0	13.0	13.5	73.4	10.9	14.6	74.5	9.4	11.5	79.2	10.9	21.9	67.2
	50s	(212)	17.5	34.0	48.6	11.8	12.7	75.5	8.5	13.2	78.3	7.5	11.3	81.1	8.5	19.8	71.7
	60 and over	(282)	21.3	46.5	32.3	9.2	15.6	75.2	6.0	12.4	81.6	4.3	16.0	79.8	7.4	19.9	72.7
Age and gender	Male 20s	(81)	22.2	33.3	44.4	22.2	33.3	44.4	21.0	34.6	44.4	14.8	29.6	55.6	18.5	34.6	46.9
	Male 30s	(112)	17.9	30.4	51.8	14.3	28.6	57.1	12.5	27.7	59.8	9.8	25.0	65.2	13.4	30.4	56.3
	Male 40s	(102)	23.5	37.3	39.2	14.7	19.6	65.7	14.7	18.6	66.7	13.7	11.8	74.5	12.7	22.5	64.7
	Male 50s	(123)	20.3	41.5	38.2	12.2	13.8	74.0	8.1	15.4	76.4	9.8	13.0	77.2	10.6	17.1	72.4
	Male 60 and over	(159)	25.8	54.1	20.1	11.3	17.6	71.1	6.9	13.8	79.2	6.3	18.9	74.8	8.2	21.4	70.4
	Female 20s	(81)	1.2	14.8	84.0	3.7	2.5	93.8	2.5	8.6	88.9	1.2	4.9	93.8	3.7	11.1	85.2
	Female 30s	(80)	3.8	21.3	75.0	7.5	16.3	76.3	3.8	20.0	76.3	6.3	11.3	82.5	6.3	17.5	76.3
	Female 40s	(90)	10.0	27.8	62.2	11.1	6.7	82.2	6.7	10.0	83.3	4.4	11.1	84.4	8.9	21.1	70.0
	Female 50s	(89)	13.5	23.6	62.9	11.2	11.2	77.5	9.0	10.1	80.9	4.5	9.0	86.5	5.6	23.6	70.8
	Female 60 and over	(123)	15.4	36.6	48.0	6.5	13.0	80.5	4.9	10.6	84.6	1.6	12.2	86.2	6.5	17.9	75.6
Visited/Not visited	Have visited	(121)	55.4	31.4	13.2	51.2	33.1	15.7	39.7	38.0	22.3	31.4	34.7	33.9	33.9	38.0	28.1
	Haven't visited	(919)	11.4	34.6	54.0	6.2	14.3	79.5	4.8	13.8	81.4	4.0	12.4	83.6	6.2	19.5	74.3



Survey Results

13. Photo preference

- When we asked respondents to choose the photo of Laos they like the most out of three photos, ① Vientiane was the most popular overall at 59.0%, particularly amongst respondents aged 50 and older. ③ Light Boat Festival was most popular amongst females in their 20s (51.9%)
- ② Luang Prabang was particularly popular amongst males in their 20s/30s who had several experiences and interactions locally during previous visits.

Photo preference (Laos)

Q. There are 3 photos for each of the following 10 countries. Which photo do you like the most? Please tell us which photo you like the most for each country.
 [Lao PDR]

(%)

① Vientiane



② Luang Prabang



③ Light Boat Festival



If n > 30
 [Difference in ratio]
 Total -10 points
 Total +5 points
 Total -5 points
 Total -10 points

		n=	① Vientiane	② Luang Prabang	③ Light Boat Festival
Overall		(1,040)	59.0	16.6	24.3
Gender	Male	(577)	59.1	19.9	21.0
	Female	(463)	59.0	12.5	28.5
Age	20s	(162)	43.8	19.8	36.4
	30s	(192)	55.2	19.3	25.5
	40s	(192)	55.2	18.2	26.6
	50s	(212)	65.6	13.7	20.8
	60 and over	(282)	68.1	14.2	17.7
	Age and gender	Male 20s	(81)	46.9	32.1
Male 30s		(112)	52.7	24.1	23.2
Male 40s		(102)	53.9	19.6	26.5
Male 50s		(123)	65.0	13.8	21.1
Male 60 and over		(159)	68.6	15.7	15.7
Female 20s		(81)	40.7	7.4	51.9
Female 30s		(80)	58.8	12.5	28.8
Female 40s		(90)	56.7	16.7	26.7
Female 50s		(89)	66.3	13.5	20.2
Female 60 and over		(123)	67.5	12.2	20.3
Visited/ of visited	Have visited	(121)	50.4	35.5	14.0
	Haven't visited	(919)	60.2	14.1	25.7