

Sojern Travel Trends

Market Insight - South East Asia and China

Who we are



Empowering travel marketers through data.

Built on over a decade of expertise analysing the complete traveller path to purchase, Sojern offers data-driven Advertising solutions that moves travellers from dream to destination.

350 Mio	10,000	\$13B
Traveller Profiles	Global Customers	Bookings

Sojern works across hotel, airline, attractions, tourism, cruise, transportation, and more.



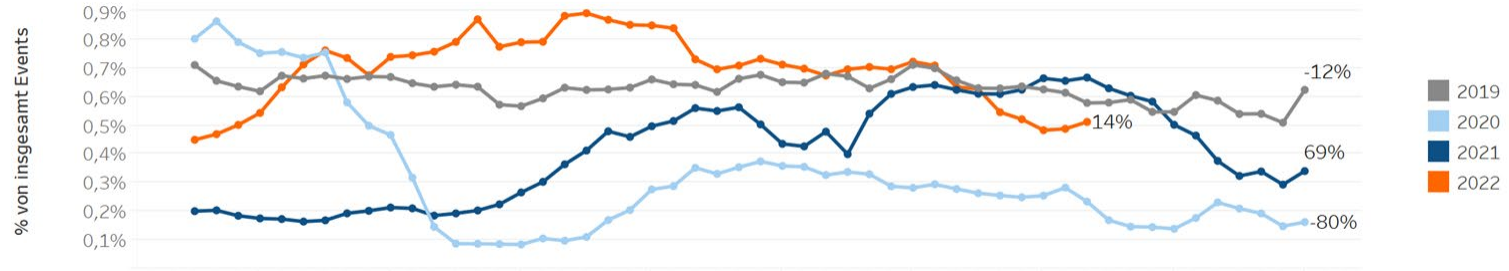
Travel Trends Nordics



Flight Search Europe and Nordics

Growth in 2022 similar, Seasonality differences, dropping in Sept & Oct

Flight Searches to Europe, Origin worldwide



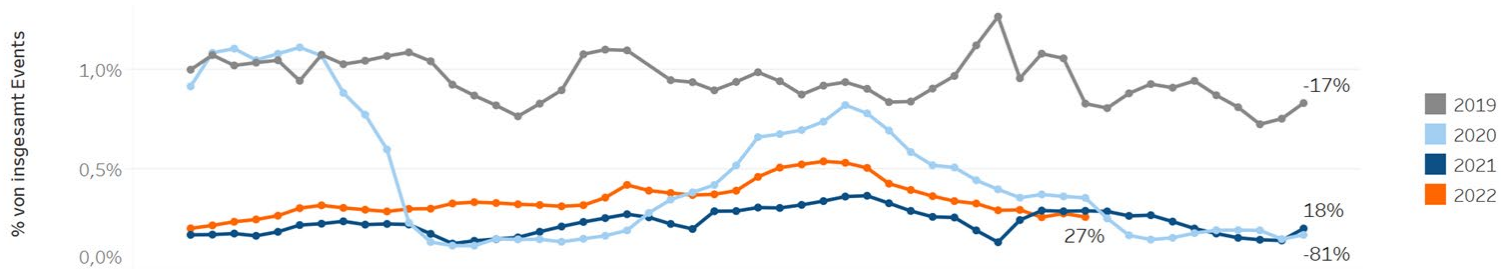
Flight Searches to Nordics, Origin worldwide



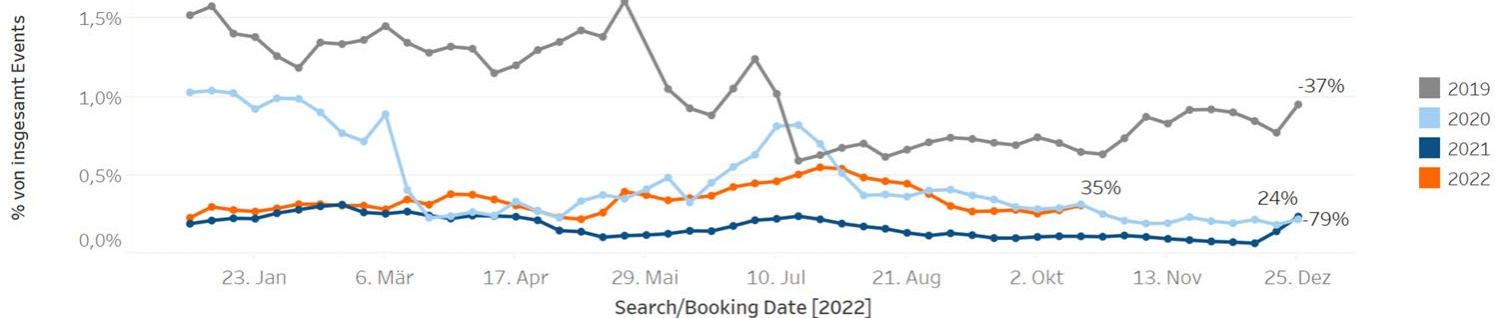
Hotel Search Europe and Nordics

Decent YoY Growth, but still below 2019; Nordics slightly better

Hotel Searches to Europe, Origin worldwide



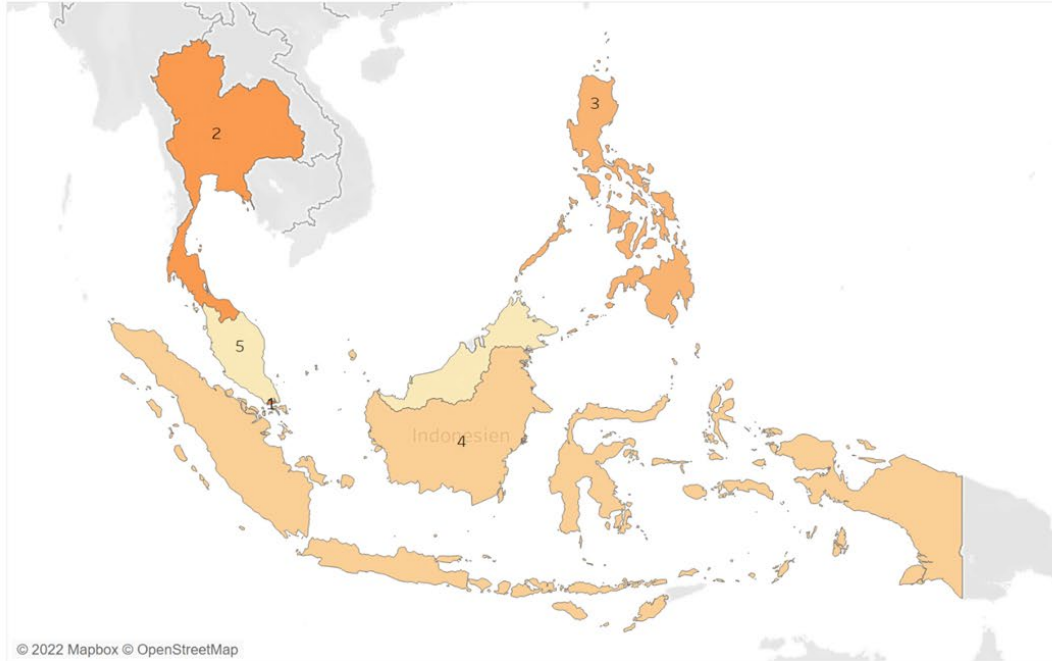
Hotel Searches to Nordics, Origin worldwide



Flight Searches by Market

Top Origins to Denmark, Finland, Iceland und 2 mehr: Flight SEARCH volume

Date Range: 02.01.2022 - 24.10.2022



	% of Total	L7D vs L14D	L14D vs L28D	L30D vs L60D
Singapore	52,3%	-8,4%	-10,1%	-6,7%
Thailand	22,7%	-9,3%	-23,0%	-0,1%
Philippines	12,1%	-1,4%	7,0%	-6,8%
Indonesia	6,6%	-3,9%	46,8%	-9,8%
Malaysia	6,4%	0,0%	5,3%	26,2%

How to read this chart?

*% of Total shows the portion of volume originating in one market.
L7D vs. L14D shows % change in event volume last 7 days vs. the 7 days prior (ie: this week vs. last week.)*

L14D vs. L28D shows % change last 2 weeks vs. 2-4 weeks ago

L30D vs. L60D shows % change this last ~month vs. prior ~month

Confidential

Hotel Searches by Market

Top Origins to Denmark, Finland, Iceland und 2 mehr: Hotel SEARCH volume

Date Range: 02.01.2022 - 23.10.2022



	% of Total	L7D vs L14D	L14D vs L28D	L30D vs L60D
Indonesia	37,0%	730,3%	223,2%	-57,9%
Philippines	22,5%	458,3%	347,2%	-49,1%
Thailand	18,8%	496,4%	59,8%	-61,5%
Singapore	12,8%	57,9%	-22,9%	29,9%
Malaysia	8,9%	566,7%	130,0%	-63,7%

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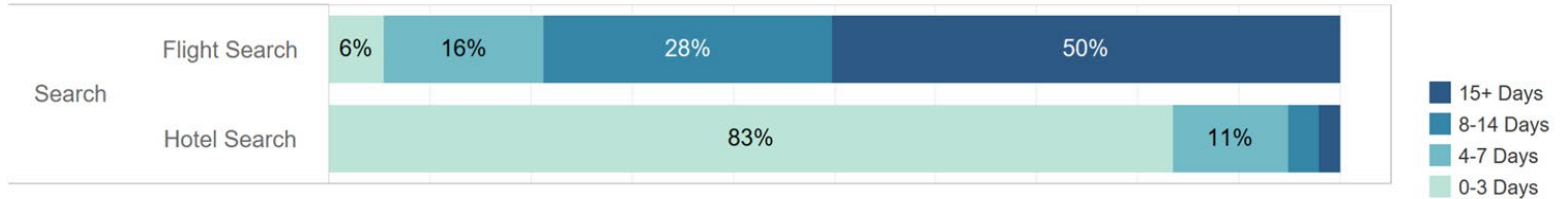
Lead Time & Duration

62% of Flights are 60+ days before start & 78% stay longer the 8 days

Lead Time: How far in advance do travellers plan and book before they depart?



Duration: How long do travellers stay in a destination?



Thank you