

ASEAN Overseas Travel Awareness Survey Report <Cambodia>

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 — Cambodia —

- 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), **5.5% had visited Cambodia, with 3.9% stating their purpose as sightseeing, and 0.9% as business.**
 - The group that had visited Cambodia the most was **males in their 20s at 10.8%**, and purposes of visits varied significantly, including sightseeing, business, visiting friends/acquaintances, and long-term stays.

[Questions for people who have visited Cambodia]

- **62.6% of respondents had visited Cambodia once, and 19.4% had visited twice.** The most recent timing of visits to Cambodia was 2016 or earlier (44.6%) and a high number of young people had travelled there in 2017 or later.
- The highest purpose of visiting Cambodia was “Sightseeing/leisure” (74.3%), with the second highest purpose being “Business Trips” (9.0%), followed by “Visiting Family and Friends” (5.9%).
- The deciding factors to visiting Cambodia were **“Recommended by family, friends, acquaintances” (22.1%), “Online blogs and review sites (21.6%), and “The trip was low cost. (18.0%).** More females answered “Looked at magazines, newspapers, and books” and more males answered “Recommended by a travel agency.”
- In terms of points of satisfaction upon visiting Cambodia, **“Places of interest/historical sites” ranked highest (53.2%),** followed by “History and culture” (41.9%), then “Scenery and atmosphere.” (41.4%)
- **15.8% of respondents answered they were not satisfied with the aspect of “Good public security,”** while 13.1% answered “Food and ingredients,” and 10.4% answered “Access.” Around 40% of respondents answered “Nothing in particular,” however the percentage of people in their 20s and 30s who answered “Nothing in particular” was less than 30%.
 - While satisfaction with culture and history aspects is very high, it can be said that there is room for improvement in other travel aspects, such as souvenirs and public security, as well as interaction and contact with local residents.



[Questions for all respondents with intention to travel overseas]

Regarding impression of Cambodia, most respondents (31.5%) answered “Has attractive sightseeing spots such as places of interest and historical sites,” followed by “Rich in history and culture” (30.1%), then “Beautiful nature and scenery (20.2%). Of the people who had visited, 14.0% answered “Delicious food,” while only 3.4% of people who had never visited gave this answer, suggesting a possibility that Cambodia is not very strongly associated with food.

- Regarding intention to travel to Cambodia, **50.0% of respondents answered “I want to go.”** A comparison of those who’d visited Cambodia versus those who hadn’t yet visited showed that a **high percentage of those who had visited wanted to go again (69.8%)**. In terms of age group, people in their 30s and 40s expressed a strong intention to go.
- As for what they’d like to do in Cambodia, **61.9% answered “See places of interest and historical sites”, and 44.6% answered “Enjoy nature and scenery.”** These two items were particularly popular with older age groups. Of those who’d visited Cambodia, a high percentage also answered “Stay at a famous hotel.” (Overall: 15.6%, people who’d visited: 23.2%)
- As for the reason why people had no intention to travel to Cambodia, **the highest percentage of people answered “The level of public security concerns me.”** A significant gap was apparent depending on whether or not respondents had been to Cambodia (people who’d visited: 28.4%, people who hadn’t visited: 50.1%)
- Of Cambodia’s major five tourism resources, the highest percentage of respondents answered “I’ve heard of it and I know what kind of place it is” for **Angkor Wat at 67.5%**. Awareness of Siem Reap, Phnom Penh, and Angkor Wat increased the higher the age group.



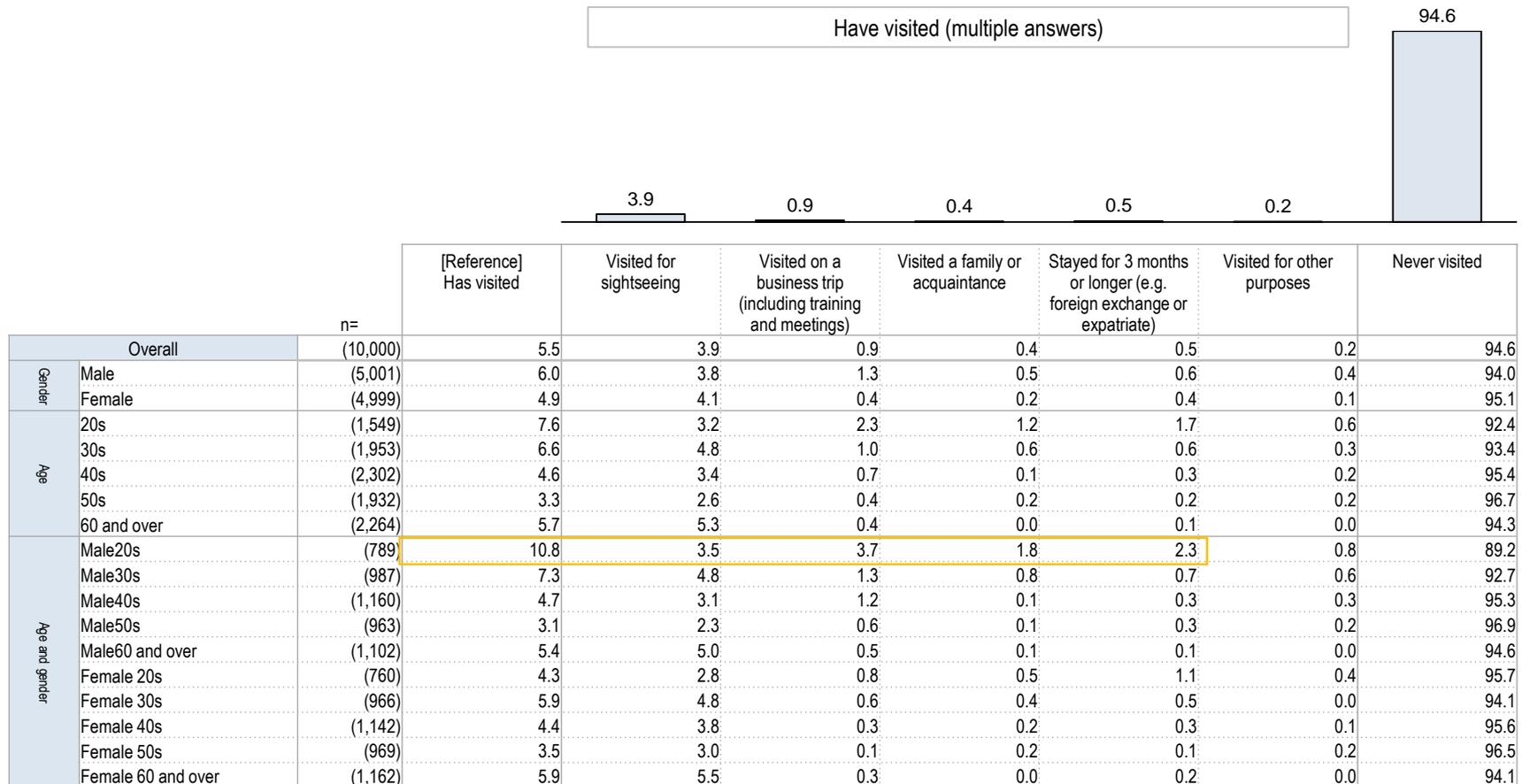
Survey Results [Screening survey]

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), 5.5% had visited Cambodia, with 3.9% stating their purpose as sightseeing, and 0.9% stating their purpose as business.
- The group that had visited Cambodia the most was males in their 20s at 10.8%, and purposes of visits varied significantly, including sightseeing, business, visiting friends/acquaintances, and long-term stays.

People who have visited Cambodia (Screening survey)

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





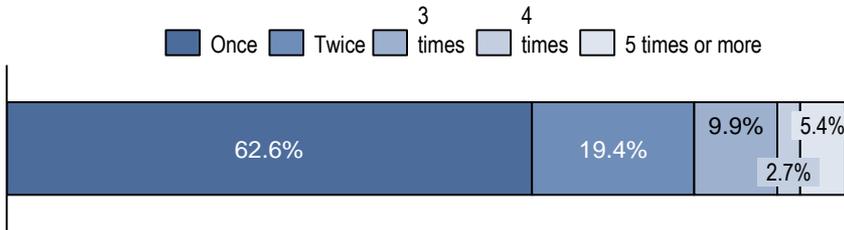
Survey Results

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

- 62.6% of respondents had visited Cambodia once, and 19.4% had visited twice.
- The most recent timing of visits to Cambodia was 2016 or earlier (44.6%) and a high number of respondents had travelled there in 2017 or later.

[People who have visited] Number of visits

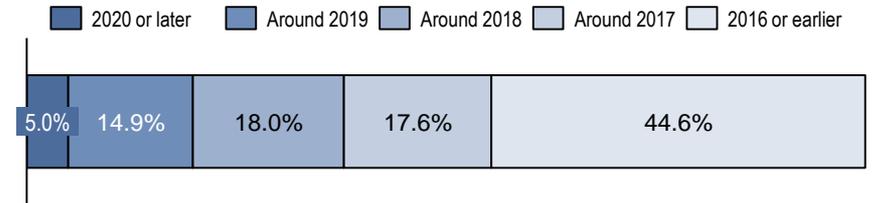
Q. How many times have you visited each country? Please only give one applicable answer for each country. *Regardless of purpose – e.g. sightseeing, business, etc. [Cambodia]



		n=	Once	Twice	3 times	4 times	5 times or more
Overall		(222)	62.6	19.4	9.9	2.7	5.4
Gender	Male	(143)	57.3	21.0	13.3	2.1	6.3
	Female	(79)	72.2	16.5	3.8	3.8	3.8
Age	20s	(34)	44.1	20.6	23.5	5.9	5.9
	30s	(55)	52.7	20.0	16.4	3.6	7.3
	40s	(34)	61.8	26.5	2.9	2.9	5.9
	50s	(39)	66.7	20.5	5.1	2.6	5.1
	60 and over	(60)	80.0	13.3	3.3	0.0	3.3
Age and gender	Male20s	(25)	40.0	24.0	28.0	0.0	8.0
	Male30s	(39)	53.8	12.8	17.9	5.1	10.3
	Male40s	(20)	60.0	30.0	5.0	5.0	0.0
	Male50s	(26)	61.5	26.9	7.7	0.0	3.8
	Male60 and over	(33)	69.7	18.2	6.1	0.0	6.1
	Female 20s	(9)	55.6	11.1	11.1	22.2	0.0
	Female 30s	(16)	50.0	37.5	12.5	0.0	0.0
	Female 40s	(14)	64.3	21.4	0.0	0.0	14.3
	Female 50s	(13)	76.9	7.7	0.0	7.7	7.7
	Female 60 and over	(27)	92.6	7.4	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. [Cambodia]



		n=	2020 or later	Around 2019	Around 2018	Around 2017	2016 or earlier
Overall		(222)	5.0	14.9	18.0	17.6	44.6
Gender	Male	(143)	5.6	18.9	18.9	17.5	39.2
	Female	(79)	3.8	7.6	16.5	17.7	54.4
Age	20s	(34)	8.8	17.6	26.5	20.6	26.5
	30s	(55)	7.3	14.5	25.5	20.0	32.7
	40s	(34)	2.9	17.6	8.8	14.7	55.9
	50s	(39)	5.1	15.4	12.8	12.8	53.8
	60 and over	(60)	1.7	11.7	15.0	18.3	53.3
Age and gender	Male20s	(25)	8.0	24.0	24.0	28.0	16.0
	Male30s	(39)	10.3	17.9	23.1	20.5	28.2
	Male40s	(20)	0.0	25.0	10.0	20.0	45.0
	Male50s	(26)	3.8	19.2	15.4	7.7	53.8
	Male60 and over	(33)	3.0	12.1	18.2	12.1	54.5
	Female 20s	(9)	11.1	0.0	33.3	0.0	55.6
	Female 30s	(16)	0.0	6.3	31.3	18.8	43.8
	Female 40s	(14)	7.1	7.1	7.1	7.1	71.4
	Female 50s	(13)	7.7	7.7	7.7	23.1	53.8
	Female 60 and over	(27)	0.0	11.1	11.1	25.9	51.9



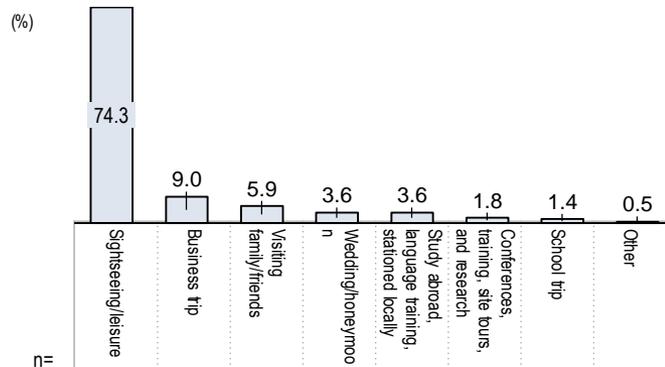
Survey Results

3. [People who have visited] Purpose/companion

- The highest purpose of visiting Cambodia was sightseeing/leisure (74.3%), with the second highest purpose being business trips (9.0%), followed by visiting family and friends (5.9%).
- In terms of travel companion, the highest was “Spouse/partner” (30.6%), followed by “Alone” (26.1%), then by “Friends and acquaintances” (23.0%) .

[People who have visited] Purpose of visit

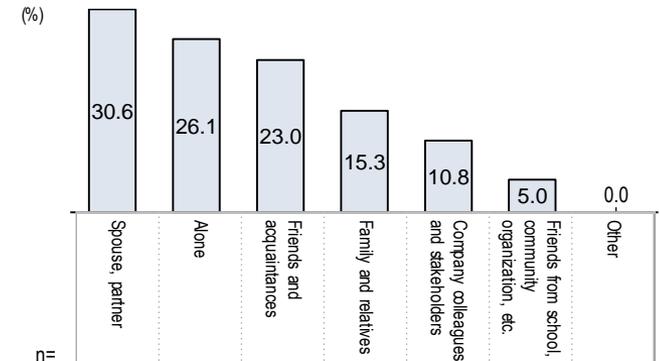
Q. What was the main purpose of the trip? Please only give one applicable answer as the purpose of visiting each country. *If you have visited a country more than once, please tell us the purpose of your most recent trip. [Cambodia]



	n=	Sightseeing/leisure	Business trip	Visiting family/friends	Wedding/honeymoon	Study abroad, language training, stationed locally	Conferences, training, site tours, and research	School trip	Other
Overall	(222)	74.3	9.0	5.9	3.6	3.6	1.8	1.4	0.5
Gender	Male (143)	70.6	11.2	7.0	4.2	3.5	0.7	2.1	0.7
	Female (79)	81.0	5.1	3.8	2.5	3.8	3.8	0.0	0.0
Age	20s (34)	52.9	2.9	8.8	14.7	8.8	5.9	2.9	2.9
	30s (55)	65.5	7.3	12.7	5.5	7.3	0.0	1.8	0.0
	40s (34)	76.5	14.7	5.9	0.0	0.0	2.9	0.0	0.0
	50s (39)	79.5	10.3	2.6	0.0	2.6	2.6	2.6	0.0
	60 and over (60)	90.0	10.0	0.0	0.0	0.0	0.0	0.0	0.0
Age and gender	Male20s (25)	52.0	4.0	8.0	20.0	8.0	0.0	4.0	4.0
	Male30s (39)	66.7	7.7	12.8	2.6	7.7	0.0	2.6	0.0
	Male40s (20)	70.0	20.0	10.0	0.0	0.0	0.0	0.0	0.0
	Male50s (26)	76.9	11.5	3.8	0.0	0.0	3.8	3.8	0.0
	Male60 and over (33)	84.8	15.2	0.0	0.0	0.0	0.0	0.0	0.0
	Female 20s (9)	55.6	0.0	11.1	0.0	11.1	22.2	0.0	0.0
	Female 30s (16)	62.5	6.3	12.5	12.5	6.3	0.0	0.0	0.0
	Female 40s (14)	85.7	7.1	0.0	0.0	0.0	7.1	0.0	0.0
	Female 50s (13)	84.6	7.7	0.0	0.0	7.7	0.0	0.0	0.0
	Female 60 and over (27)	96.3	3.7	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. [Cambodia]



	n=	Spouse, partner	Alone	Friends and acquaintances	Family and relatives	Company colleagues and stakeholders	Friends from school, community organization, etc.	Other
Overall	(222)	30.6	26.1	23.0	15.3	10.8	5.0	0.0
Gender	Male (143)	29.4	30.8	19.6	14.7	11.9	5.6	0.0
	Female (79)	32.9	17.7	29.1	16.5	8.9	3.8	0.0
Age	20s (34)	17.6	26.5	32.4	17.6	5.9	8.8	0.0
	30s (55)	18.2	29.1	27.3	14.5	14.5	7.3	0.0
	40s (34)	20.6	35.3	26.5	14.7	5.9	0.0	0.0
	50s (39)	35.9	25.6	17.9	15.4	15.4	10.3	0.0
	60 and over (60)	51.7	18.3	15.0	15.0	10.0	0.0	0.0
Age and gender	Male20s (25)	20.0	32.0	28.0	20.0	8.0	4.0	0.0
	Male30s (39)	17.9	28.2	28.2	15.4	12.8	10.3	0.0
	Male40s (20)	25.0	35.0	15.0	20.0	10.0	0.0	0.0
	Male50s (26)	30.8	34.6	11.5	11.5	11.5	11.5	0.0
	Male60 and over (33)	51.5	27.3	12.1	9.1	15.2	0.0	0.0
	Female 20s (9)	11.1	11.1	44.4	11.1	0.0	22.2	0.0
	Female 30s (16)	18.8	31.3	25.0	12.5	18.8	0.0	0.0
	Female 40s (14)	14.3	35.7	42.9	7.1	0.0	0.0	0.0
	Female 50s (13)	46.2	7.7	30.8	23.1	23.1	7.7	0.0
	Female 60 and over (27)	51.9	7.4	18.5	22.2	3.7	0.0	0.0



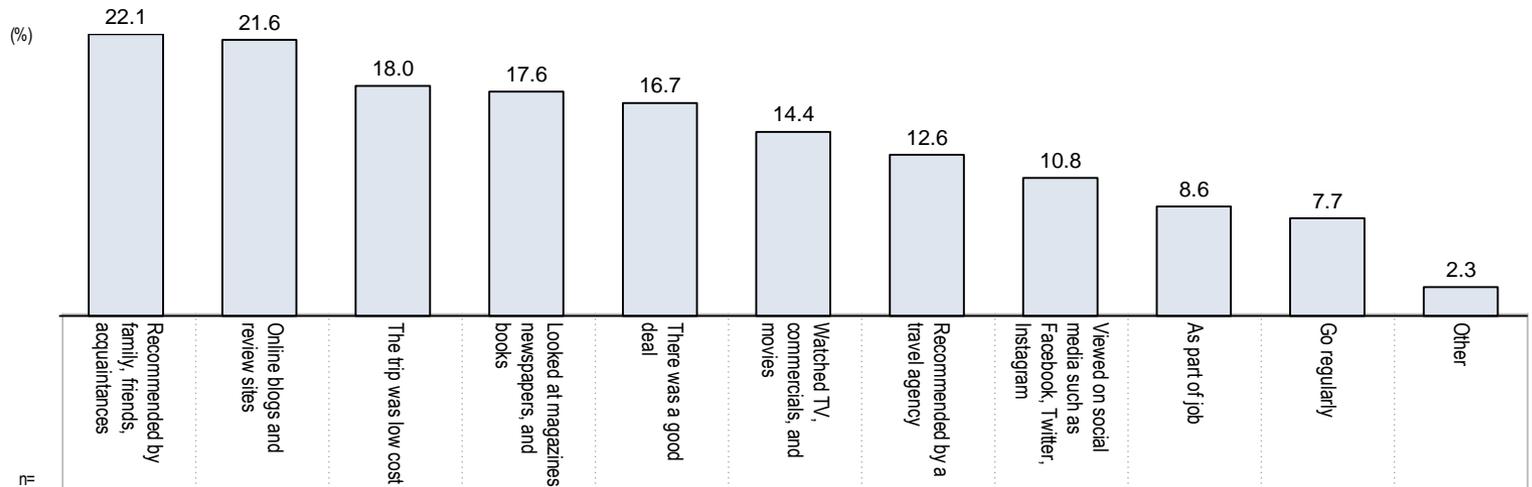
Survey Results

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

- Regarding deciding factor in choosing travel destination, 22.1% responded “Recommended by family, friends, acquaintances,” 21.6% responded “Online blogs and review sites,” and 18.0% responded “The trip was low cost.”
- More females answered “Looked at magazines, newspapers, and books” and more males answered “Recommended by a travel agency.”

[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. [Cambodia]



		N	22.1	21.6	18.0	17.6	16.7	14.4	12.6	10.8	8.6	7.7	2.3
Overall		(222)	22.1	21.6	18.0	17.6	16.7	14.4	12.6	10.8	8.6	7.7	2.3
Gender	Male	(143)	21.7	22.4	19.6	14.0	11.9	13.3	15.4	11.2	10.5	8.4	1.4
	Female	(79)	22.8	20.3	15.2	24.1	25.3	16.5	7.6	10.1	5.1	6.3	3.8
Age	20s	(34)	17.6	14.7	14.7	14.7	23.5	8.8	14.7	17.6	0.0	8.8	2.9
	30s	(55)	25.5	21.8	18.2	10.9	3.6	10.9	14.5	18.2	5.5	12.7	1.8
	40s	(34)	17.6	32.4	20.6	23.5	20.6	20.6	14.7	8.8	14.7	8.8	5.9
	50s	(39)	23.1	25.6	23.1	20.5	23.1	20.5	10.3	7.7	12.8	2.6	0.0
	60 and over	(60)	23.3	16.7	15.0	20.0	18.3	13.3	10.0	3.3	10.0	5.0	1.7
	Age and gender	Male20s	(25)	20.0	16.0	12.0	16.0	24.0	8.0	20.0	16.0	0.0	8.0
Male30s		(39)	23.1	23.1	23.1	5.1	2.6	10.3	17.9	17.9	5.1	12.8	0.0
Male40s		(20)	20.0	35.0	30.0	25.0	20.0	20.0	15.0	10.0	15.0	10.0	5.0
Male50s		(26)	19.2	30.8	23.1	15.4	11.5	19.2	7.7	3.8	15.4	0.0	0.0
Male60 and over		(33)	24.2	12.1	12.1	15.2	9.1	12.1	15.2	6.1	18.2	9.1	3.0
Female 20s		(9)	11.1	11.1	22.2	11.1	22.2	11.1	0.0	22.2	0.0	11.1	11.1
Female 30s		(16)	31.3	18.8	6.3	25.0	6.3	12.5	6.3	18.8	6.3	12.5	6.3
Female 40s		(14)	14.3	28.6	7.1	21.4	21.4	21.4	14.3	7.1	14.3	7.1	7.1
Female 50s		(13)	30.8	15.4	23.1	30.8	46.2	23.1	15.4	15.4	7.7	7.7	0.0
Female 60 and over		(27)	22.2	22.2	18.5	25.9	29.6	14.8	3.7	0.0	0.0	0.0	0.0



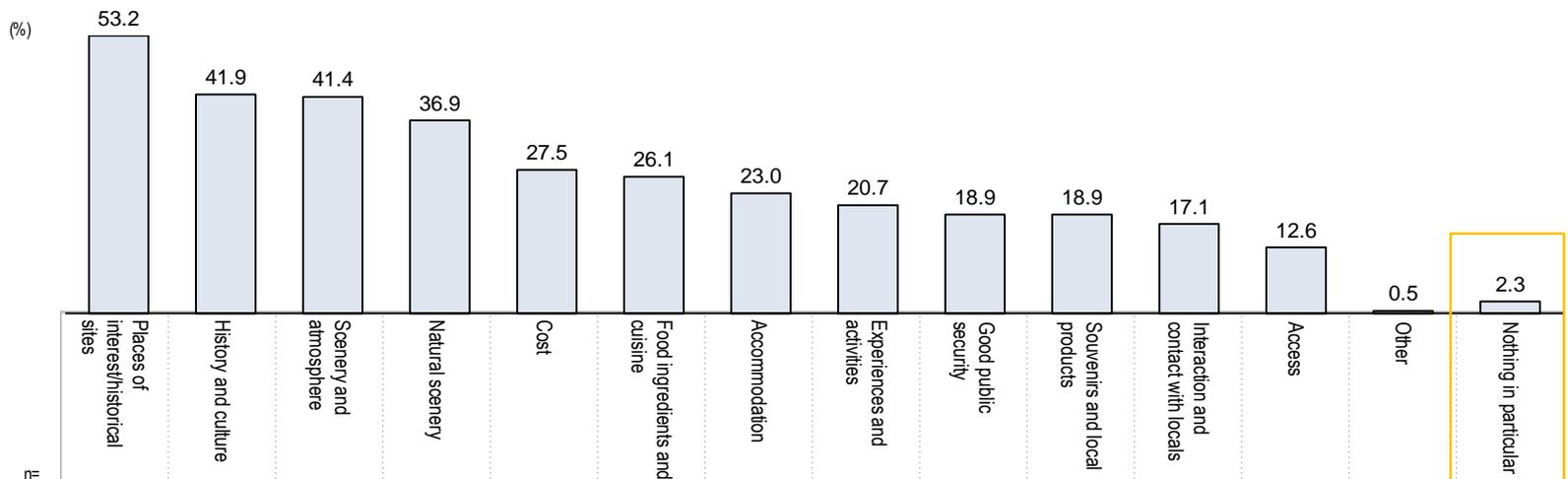
Survey Results

5. [People who have visited] Points of satisfaction

- In terms of points of satisfaction upon visiting Cambodia, “Places of interest/historical sites” ranked highest (53.2%), followed by “History and culture” (41.9%), then “Scenery and atmosphere.” (41.4%)
- Only 2.3% of respondents answered that they were satisfied by “Nothing in particular.”

[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. [Cambodia]



		n	Places of interest/historical sites	History and culture	Scenery and atmosphere	Natural scenery	Cost	Food ingredients and cuisine	Accommodation	Experiences and activities	Good public security	Souvenirs and local products	Interaction and contact with locals	Access	Other	Nothing in particular
	Overall	(222)	53.2	41.9	41.4	36.9	27.5	26.1	23.0	20.7	18.9	18.9	17.1	12.6	0.5	2.3
Gender	Male	(143)	42.0	33.6	37.1	28.0	27.3	20.3	18.2	21.7	16.1	18.2	17.5	12.6	0.7	2.8
	Female	(79)	73.4	57.0	49.4	53.2	27.8	36.7	31.6	19.0	24.1	20.3	16.5	12.7	0.0	1.3
Age	20s	(34)	29.4	38.2	20.6	14.7	23.5	5.9	26.5	11.8	11.8	14.7	14.7	11.8	0.0	2.9
	30s	(55)	41.8	30.9	38.2	29.1	32.7	29.1	25.5	20.0	25.5	14.5	21.8	14.5	0.0	0.0
	40s	(34)	61.8	41.2	50.0	44.1	20.6	32.4	26.5	23.5	20.6	23.5	29.4	20.6	0.0	5.9
	50s	(39)	59.0	53.8	51.3	46.2	38.5	38.5	25.6	30.8	25.6	20.5	12.8	12.8	2.6	2.6
	60 and over	(60)	68.3	46.7	45.0	46.7	21.7	23.3	15.0	18.3	11.7	21.7	10.0	6.7	0.0	1.7
Age and gender	Male20s	(25)	24.0	32.0	20.0	16.0	24.0	0.0	24.0	12.0	8.0	12.0	12.0	8.0	0.0	4.0
	Male30s	(39)	30.8	25.6	28.2	17.9	35.9	25.6	17.9	15.4	25.6	15.4	23.1	15.4	0.0	0.0
	Male40s	(20)	50.0	35.0	50.0	35.0	25.0	20.0	25.0	25.0	20.0	25.0	25.0	25.0	0.0	5.0
	Male50s	(26)	53.8	46.2	50.0	38.5	38.5	34.6	19.2	34.6	15.4	19.2	11.5	7.7	3.8	3.8
	Male60 and over	(33)	54.5	33.3	42.4	36.4	12.1	18.2	9.1	24.2	9.1	21.2	15.2	9.1	0.0	3.0
	Female 20s	(9)	44.4	55.6	22.2	11.1	22.2	22.2	33.3	11.1	22.2	22.2	22.2	22.2	0.0	0.0
	Female 30s	(16)	68.8	43.8	62.5	56.3	25.0	37.5	31.3	31.3	25.0	12.5	18.8	12.5	0.0	0.0
	Female 40s	(14)	78.6	50.0	50.0	57.1	14.3	50.0	28.6	21.4	21.4	21.4	35.7	14.3	0.0	7.1
	Female 50s	(13)	69.2	69.2	53.8	61.5	38.5	46.2	38.5	23.1	46.2	23.1	15.4	23.1	0.0	0.0
	Female 60 and over	(27)	85.2	63.0	48.1	59.3	33.3	29.6	22.2	11.1	14.8	22.2	3.7	3.7	0.0	0.0

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



Survey Results

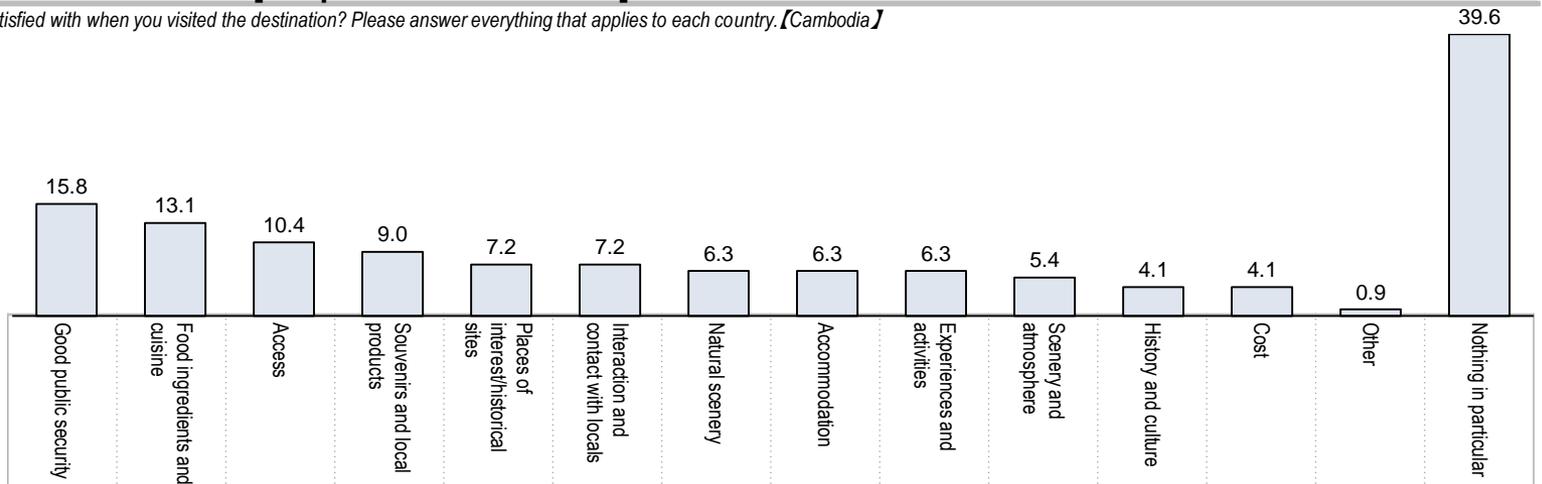
6. [People who have visited] Points of dissatisfaction

- As opposed to the previous page, when asked what they were dissatisfied with upon visiting Cambodia, the highest percentage of respondents answered “public security” (15.8%), with “Food ingredients and cuisine” ranking second (13.1%), and “Access” ranking third (10.4%).
- Around 40% of respondents answered “Nothing in particular,” however the percentage of people in their 20s and 30s who answered “Nothing in particular” was less than 30%.

[People who have visited] Points of dissatisfaction

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

(%)



		n	Good public security	Food ingredients and cuisine	Access	Souvenirs and local products	Places of interest/historical sites	Interaction and contact with locals	Natural scenery	Accommodation	Experiences and activities	Scenery and atmosphere	History and culture	Cost	Other	Nothing in particular
Overall		(222)	15.8	13.1	10.4	9.0	7.2	7.2	6.3	6.3	6.3	5.4	4.1	4.1	0.9	39.6
Gender	Male	(143)	15.4	12.6	11.2	10.5	8.4	7.7	7.7	8.4	7.7	6.3	4.9	4.9	0.7	35.0
	Female	(79)	16.5	13.9	8.9	6.3	5.1	6.3	3.8	2.5	3.8	3.8	2.5	2.5	1.3	48.1
Age	20s	(34)	23.5	14.7	8.8	11.8	8.8	5.9	14.7	2.9	8.8	5.9	5.9	5.9	0.0	26.5
	30s	(55)	12.7	10.9	9.1	10.9	9.1	7.3	9.1	3.6	5.5	12.7	7.3	9.1	1.8	29.1
	40s	(34)	11.8	17.6	8.8	14.7	2.9	2.9	2.9	2.9	8.8	5.9	2.9	0.0	0.0	52.9
	50s	(39)	23.1	12.8	7.7	5.1	5.1	7.7	5.1	7.7	7.7	0.0	2.6	5.1	2.6	41.0
	60 and over	(60)	11.7	11.7	15.0	5.0	8.3	10.0	1.7	11.7	3.3	1.7	1.7	0.0	0.0	48.3
Age and gender	Male 20s	(25)	28.0	16.0	8.0	16.0	4.0	8.0	12.0	4.0	4.0	8.0	4.0	8.0	0.0	20.0
	Male 30s	(39)	12.8	5.1	12.8	10.3	12.8	10.3	12.8	5.1	7.7	10.3	10.3	10.3	0.0	23.1
	Male 40s	(20)	5.0	20.0	5.0	20.0	5.0	5.0	5.0	5.0	15.0	10.0	5.0	0.0	0.0	50.0
	Male 50s	(26)	26.9	15.4	3.8	3.8	3.8	3.8	7.7	11.5	11.5	0.0	0.0	3.8	3.8	42.3
	Male 60 and over	(33)	6.1	12.1	21.2	6.1	12.1	9.1	0.0	15.2	3.0	3.0	3.0	0.0	0.0	45.5
	Female 20s	(9)	11.1	11.1	11.1	0.0	22.2	0.0	22.2	0.0	22.2	0.0	11.1	0.0	0.0	44.4
	Female 30s	(16)	12.5	25.0	0.0	12.5	0.0	0.0	0.0	0.0	0.0	18.8	0.0	6.3	6.3	43.8
	Female 40s	(14)	21.4	14.3	14.3	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	57.1
	Female 50s	(13)	15.4	7.7	15.4	7.7	7.7	15.4	0.0	0.0	0.0	0.0	7.7	7.7	0.0	38.5
	Female 60 and over	(27)	18.5	11.1	7.4	3.7	3.7	11.1	3.7	7.4	3.7	0.0	0.0	0.0	0.0	51.9

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



Survey Results

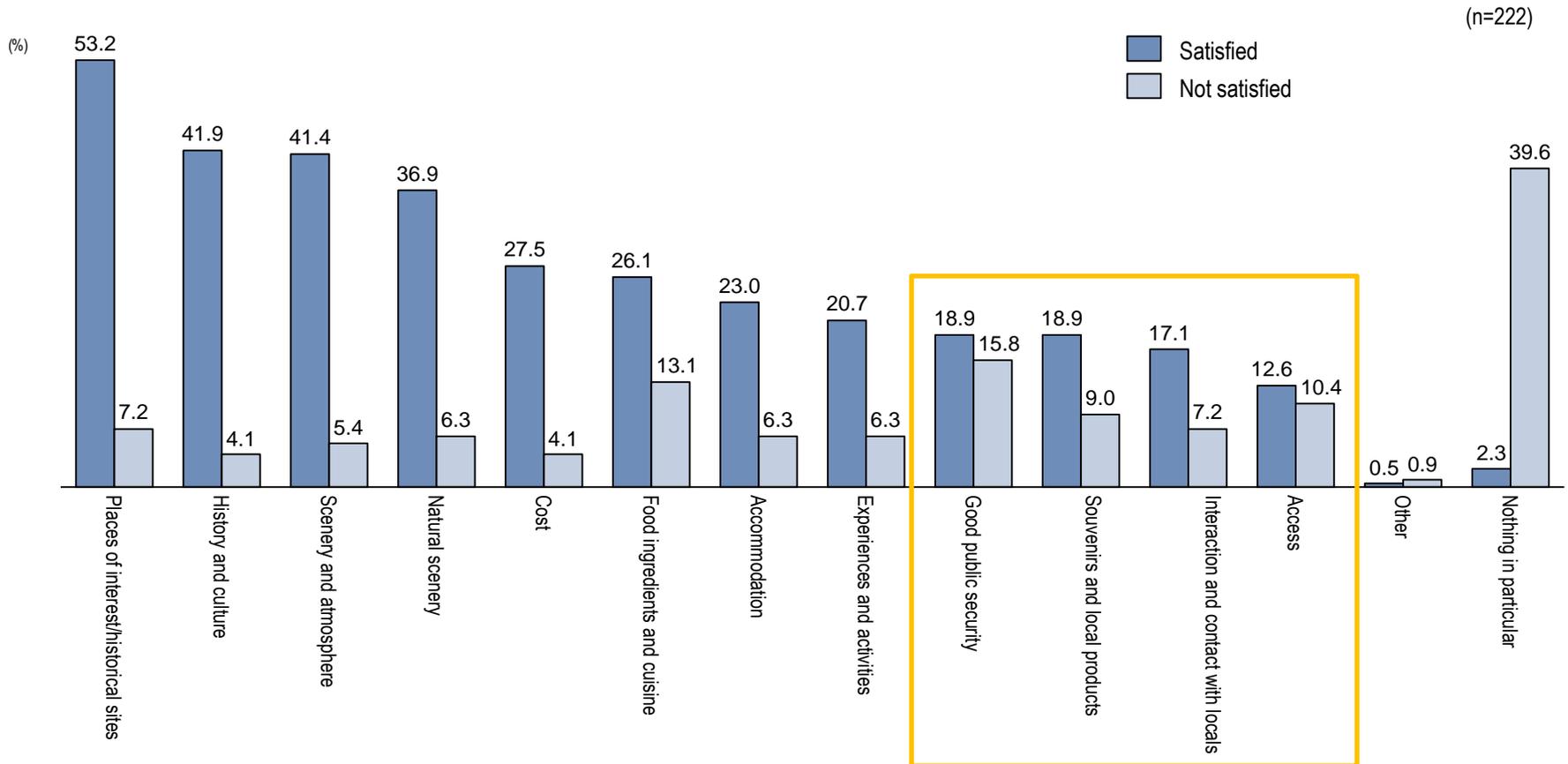
[Reference] Comparison of points of satisfaction/dissatisfaction

- A comparison of points of satisfaction/dissatisfaction showed that while satisfaction with culture and history related aspects (e.g. “Places of interest/historical sites,” “Scenery and atmosphere,”), is very high, it can be said that there is room for improvement in other travel aspects, such as souvenirs and local products, as well as interaction and contact with local residents.

[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. [Cambodia]

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





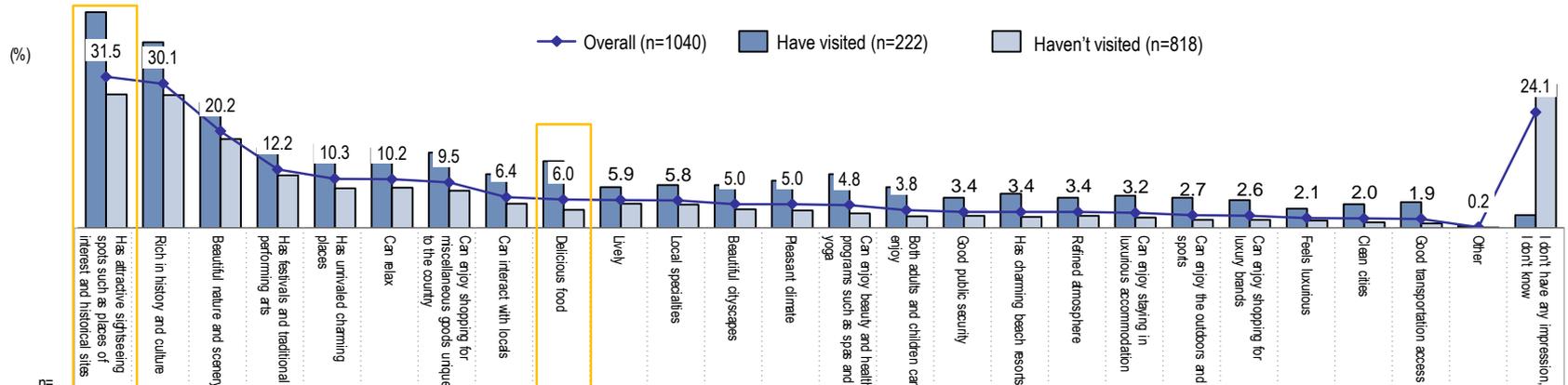
Survey Results

7. Impression of Cambodia

- When all respondents were asked their impression of Cambodia, most (31.5%) answered “Has attractive sightseeing spots such as places of interest and historical sites,” followed by “Rich in history and culture” (30.1%), then “Beautiful nature and scenery (20.2%). Of the people who had visited, 45% answered “Places of interest/historic sites,” compared to 27.9% of people who hadn’t visited before giving the same answer, making for a gap of over 17 percentage points. 14% of people who had visited before answered “Delicious food”, compared to 3.4% of people who had never visited, suggesting a possibility that Cambodia is not very strongly associated with food.

Impression of Cambodia

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



	n	Has attractive sightseeing spots such as places of interest and historical sites	Rich in history and culture	Beautiful nature and scenery	Has festivals and traditional performing arts	Has unrivaled charming places	Can relax	Can enjoy shopping for miscellaneous goods unique to the country	Can interact with locals	Delicious food	Lively	Local specialties	Beautiful cityscapes	Pleasant climate	Can enjoy healthy and health programs such as spas and yoga	Can enjoy beauty and health	Both adults and children can enjoy	Good public security	Has charming beach resorts	Refined atmosphere	Can enjoy staying in luxurious accommodation	Can enjoy the outdoors and spots	Can enjoy shopping for luxury brands	Feels luxurious	Clean cities	Good transportation access	Other	I don't have any impression, I don't know	
Overall	(1,040)	31.5	30.1	20.2	12.2	10.3	10.2	9.5	6.4	6.0	5.9	5.8	5.0	5.0	4.8	3.8	3.4	3.4	3.4	3.4	3.2	2.7	2.6	2.1	2.0	1.9	0.2	24.1	
Gender																													
Male	(577)	28.8	27.2	18.7	13.0	10.2	11.1	9.7	6.8	5.7	4.7	5.2	5.9	5.0	5.9	4.9	4.2	4.5	4.3	3.3	3.3	3.5	2.4	3.1	2.6	3.1	2.6	0.3	21.8
Female	(463)	35.0	33.7	22.0	11.2	10.4	9.1	9.3	6.0	6.3	7.3	6.5	3.9	5.0	3.5	2.4	2.4	1.9	2.2	3.0	1.9	1.5	1.7	0.6	1.1	0.0	0.0	27.0	
Age																													
20s	(162)	24.1	21.6	14.8	13.6	11.1	8.6	8.6	10.5	5.6	6.2	5.6	5.6	8.0	9.3	3.7	4.3	5.6	6.2	4.9	2.5	3.1	4.3	2.5	1.9	0.0	0.0	21.6	
30s	(192)	28.6	28.6	23.4	10.4	9.4	9.4	14.6	8.9	5.2	7.3	9.4	8.9	5.2	7.3	6.3	5.2	4.2	5.7	4.7	4.2	4.7	3.6	1.6	3.6	0.0	0.0	16.7	
40s	(192)	33.3	31.3	22.9	15.1	8.9	11.5	10.9	5.7	8.9	8.3	4.7	4.7	7.8	4.2	4.7	3.1	4.2	3.1	1.0	4.2	3.1	2.1	4.7	2.6	0.5	0.0	21.9	
50s	(212)	34.9	32.5	20.3	10.8	13.2	12.3	10.4	6.1	6.1	5.2	7.5	3.3	2.8	3.3	3.3	2.8	2.4	2.8	3.8	2.8	2.4	1.4	1.4	1.4	0.5	0.0	25.0	
60 and over	(282)	34.0	33.3	19.1	11.7	9.2	9.2	5.0	3.2	4.6	3.5	2.8	3.5	2.8	2.1	1.8	2.1	1.8	0.7	2.1	0.7	0.7	0.4	0.7	0.7	0.0	0.0	31.6	
Age and gender																													
Male 20s	(81)	21.0	16.0	12.3	12.3	12.3	11.1	8.6	8.6	8.6	4.9	6.2	8.6	8.6	16.0	6.2	7.4	8.6	9.9	6.2	3.7	4.9	3.7	4.9	3.7	4.9	3.7	0.0	14.8
Male 30s	(112)	21.4	22.3	18.8	7.1	6.3	9.8	13.4	10.7	7.1	7.1	9.8	8.9	5.4	9.8	9.8	5.4	5.4	8.0	4.5	6.3	6.3	5.4	2.7	4.5	0.0	0.0	12.5	
Male 40s	(102)	31.4	27.5	22.5	18.6	6.9	10.8	15.7	6.9	6.9	8.8	5.9	6.9	5.9	4.9	4.9	4.9	6.9	3.9	1.0	6.9	4.9	2.0	7.8	3.9	1.0	0.0	17.6	
Male 50s	(123)	33.3	30.1	17.1	13.0	12.2	12.2	8.9	4.9	4.9	1.6	3.3	2.4	3.3	2.4	3.3	1.6	0.8	2.4	4.1	1.6	2.4	1.6	0.8	1.6	0.8	0.8	26.8	
Male 60 and over	(159)	32.7	34.0	20.8	13.8	12.6	11.3	4.4	4.4	3.1	2.5	2.5	4.4	3.8	1.3	1.9	3.1	3.1	0.6	1.9	0.0	0.6	0.6	1.3	0.6	0.0	0.0	30.8	
Female 20s	(81)	27.2	27.2	17.3	14.8	9.9	6.2	8.6	12.3	2.5	7.4	4.9	2.5	7.4	2.5	1.2	1.2	2.5	2.5	3.7	1.2	1.2	4.9	0.0	0.0	0.0	0.0	28.4	
Female 30s	(80)	38.8	37.5	30.0	15.0	13.8	8.8	16.3	6.3	2.5	7.5	8.8	8.8	5.0	3.8	1.3	5.0	2.5	2.5	5.0	1.3	2.5	1.3	0.0	2.5	0.0	0.0	22.5	
Female 40s	(90)	35.6	35.6	23.3	11.1	11.1	12.2	5.6	4.4	11.1	7.8	3.3	2.2	10.0	3.3	4.4	1.1	1.1	2.2	1.1	1.1	1.1	2.2	1.1	1.1	0.0	0.0	26.7	
Female 50s	(89)	37.1	36.0	24.7	7.9	14.6	12.4	12.4	7.9	7.9	10.1	13.5	4.5	2.2	4.5	3.4	4.5	4.5	3.4	3.4	4.5	2.2	1.1	2.2	1.1	0.0	0.0	22.5	
Female 60 and over	(123)	35.8	32.5	17.1	8.9	4.9	6.5	5.7	1.6	6.5	4.9	3.3	2.4	1.6	3.3	1.6	0.8	0.0	0.8	2.4	1.6	0.8	0.0	0.0	0.0	0.8	0.0	32.5	
Visited/n																													
Have visited	(222)	45.0	38.7	26.1	16.7	17.6	16.7	15.8	11.3	14.0	8.6	9.0	9.0	9.9	11.3	8.6	6.3	7.2	6.3	6.8	6.3	5.9	4.1	5.0	5.4	0.5	0.5	27	
Haven't visited	(818)	27.9	27.8	18.6	11.0	8.3	8.4	7.8	5.1	3.8	5.1	4.9	3.9	3.7	3.1	2.4	2.6	2.3	2.6	2.2	1.7	1.7	1.6	1.2	1.0	0.1	0.1	30.0	



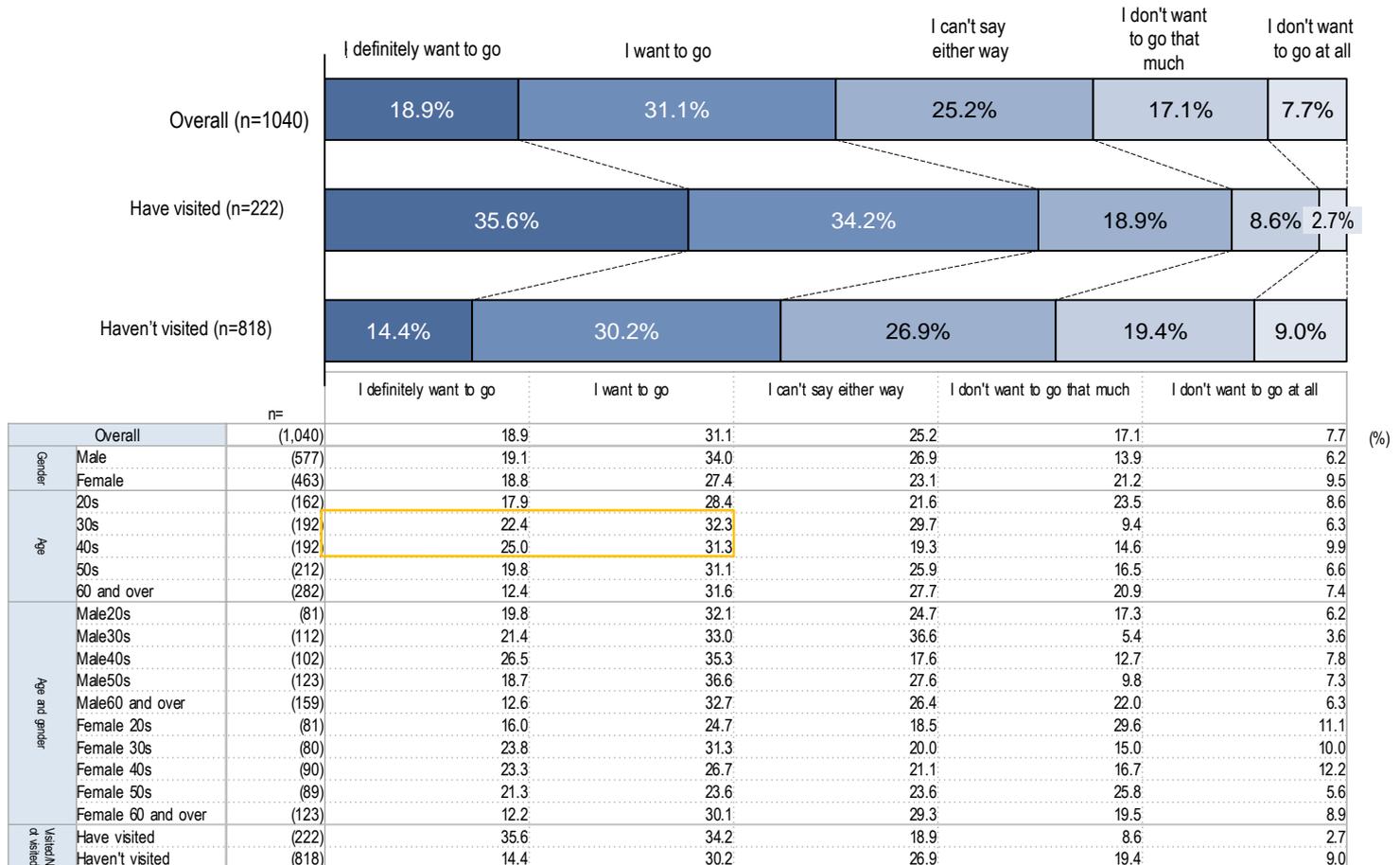
Survey Results

8. Intention to visit (sightseeing)

- Regarding intention to travel to Cambodia, 50.0% of respondents answered “I want to go.” (“Definitely want to go” & “I want to go”)
- A comparison of those who’d visited Cambodia versus those who hadn’t yet visited showed that a high percentage of those who had visited wanted to go again (69.8%). In terms of age group, a high number of people in their 30s and 40s expressed intention to go.

Intention to visit Cambodia (sightseeing)

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





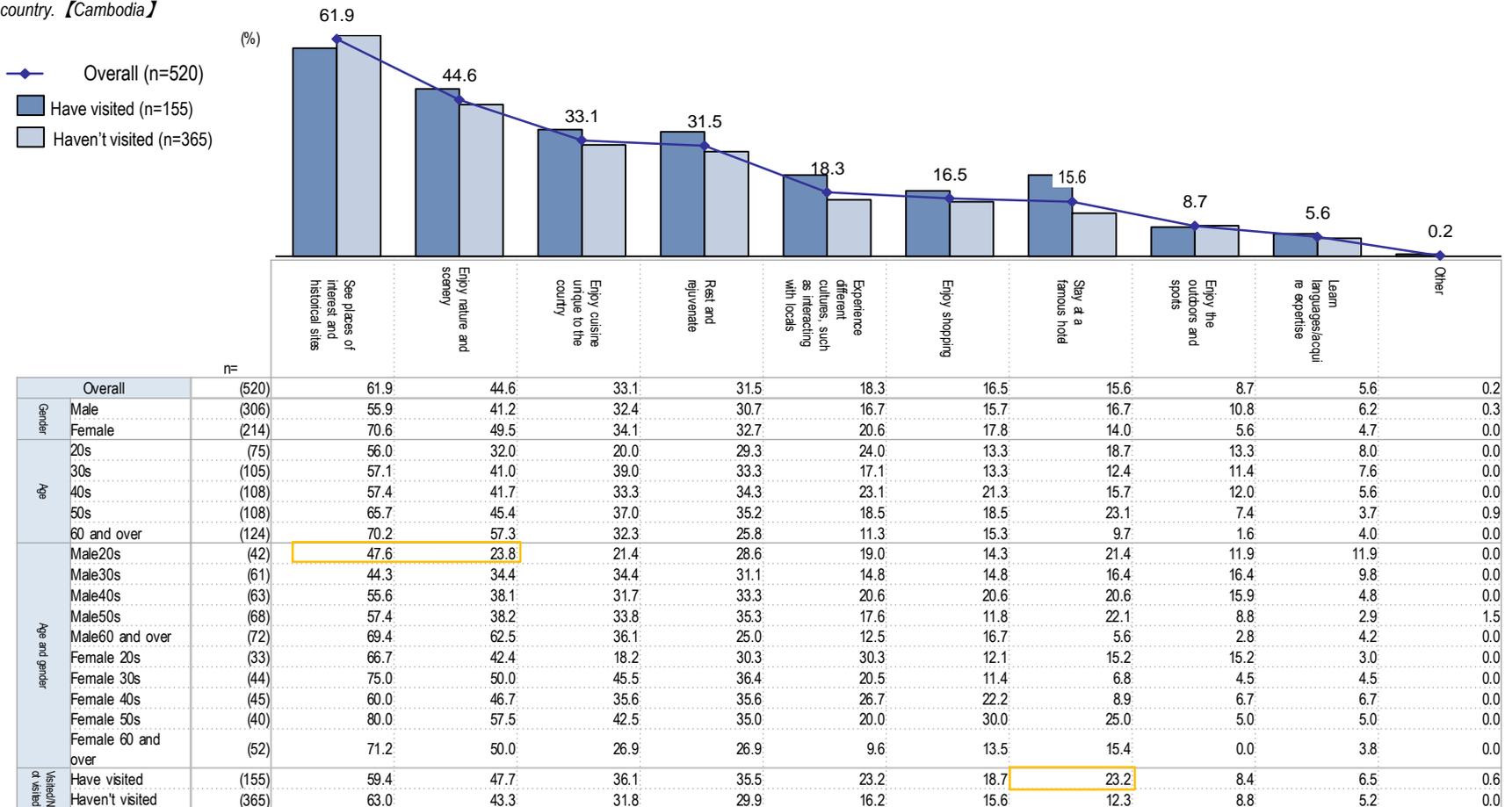
Survey Results

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 Cambodia, most answered "See places of interest/historic sites" (61.9%), followed by "Enjoy nature and scenery" (44.6%). These two items were particularly popular with older age groups.
- Of those who'd visited Cambodia, a high percentage also answered "Stay at a famous hotel." (Overall: 15.6%, Have visited: 23.2%)

[People with intention to visit] What respondent wants to do in Cambodia

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. [Cambodia]





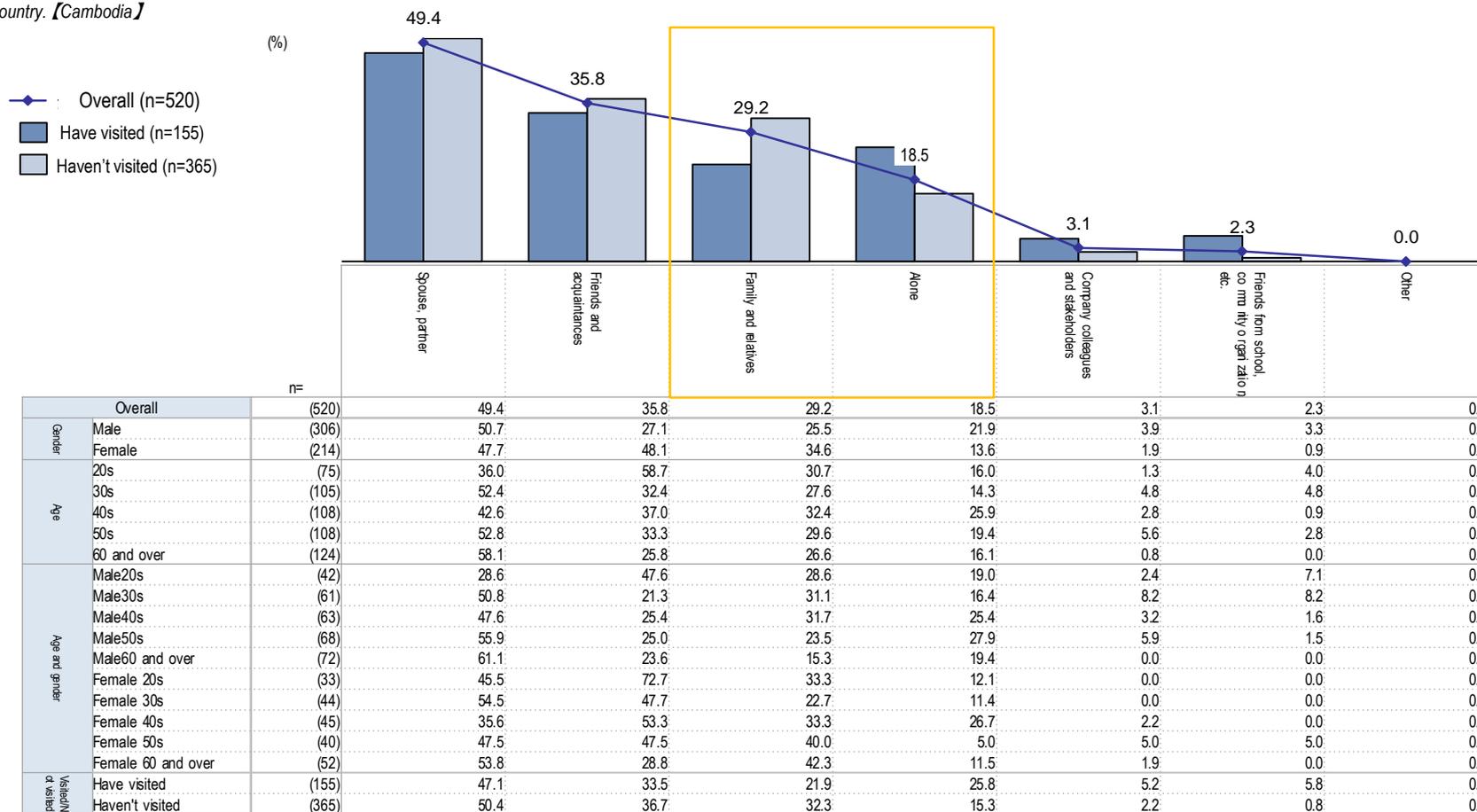
Survey Results

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

- When asked who they'd like to travel to Cambodia with, the highest percentage of respondents answered "Spouse/partner" (49.4%), followed by "Friend/acquaintance" at 35.8%.
- Compared to overall, a higher percentage of people who'd visited Cambodia responded "Alone," while those who had never been responded "Family and relatives." (32.3%)

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

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. [Cambodia]



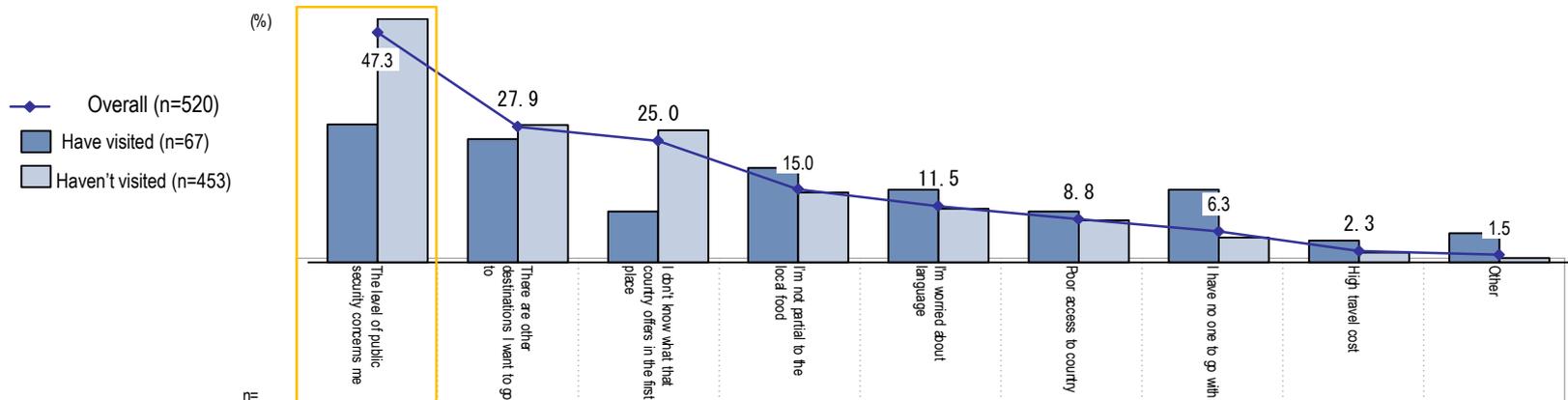


11. [People with no intention to visit] Reasons for having no intention to visit

- 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 Cambodia were asked the reason why, the highest percentage answered “The level of public security concerns me” (47.3%). There is a major gap in this response depending on whether or not the respondent has already visited Cambodia (Have visited: 28.4%, Haven’t visited: 50.1%)

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

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. [Cambodia]



	n	47.3	27.9	25.0	15.0	11.5	8.8	6.3	2.3	1.5	
Overall	(520)	47.3	27.9	25.0	15.0	11.5	8.8	6.3	2.3	1.5	
Gender	Male	(271)	49.1	28.4	23.2	12.2	13.3	11.8	4.8	3.3	0.7
	Female	(249)	45.4	27.3	26.9	18.1	9.6	5.6	8.0	1.2	2.4
Age	20s	(87)	48.3	19.5	35.6	17.2	17.2	11.5	8.0	2.3	2.3
	30s	(87)	47.1	24.1	25.3	20.7	17.2	8.0	8.0	4.6	2.3
	40s	(84)	50.0	25.0	22.6	15.5	10.7	6.0	4.8	1.2	0.0
	50s	(104)	48.1	29.8	25.0	13.5	13.5	8.7	6.7	1.0	1.0
	60 and over	(158)	44.9	34.8	20.3	11.4	4.4	9.5	5.1	2.5	1.9
Age and gender	Male20s	(39)	41.0	12.8	38.5	15.4	25.6	17.9	7.7	5.1	2.6
	Male30s	(51)	49.0	27.5	25.5	17.6	15.7	7.8	7.8	3.9	0.0
	Male40s	(39)	51.3	25.6	20.5	20.5	7.7	7.7	2.6	2.6	0.0
	Male50s	(55)	49.1	34.5	18.2	7.3	16.4	12.7	3.6	1.8	0.0
	Male60 and over	(87)	51.7	33.3	19.5	6.9	6.9	12.6	3.4	3.4	1.1
	Female 20s	(48)	54.2	25.0	33.3	18.8	10.4	6.3	8.3	0.0	2.1
	Female 30s	(36)	44.4	19.4	25.0	25.0	19.4	8.3	8.3	5.6	5.6
	Female 40s	(45)	48.9	24.4	24.4	11.1	13.3	4.4	6.7	0.0	0.0
	Female 50s	(49)	46.9	24.5	32.7	20.4	10.2	4.1	10.2	0.0	2.0
	Female 60 and over	(71)	36.6	36.6	21.1	16.9	1.4	5.6	7.0	1.4	2.8
Visited/Not visited	Have visited	(67)	28.4	25.4	10.4	19.4	14.9	10.4	14.9	4.5	6.0
	Haven't visited	(453)	50.1	28.3	27.2	14.3	11.0	8.6	5.1	2.0	0.9



Survey Results

12. Awareness of tourism resources

- Of Cambodia's major five tourism resources, the highest percentage of respondents answered "I've heard of it and I know what kind of place it is" for Angkor Wat at 67.5%.
- Awareness of Siem Reap, Phnom Penh, and Angkor Wat increased the higher the age group.

Awareness of tourism resources

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

(%)

		Siem Reap	Phnom Penh	Temple of Preah Vihear	Sihanoukville	Angkor Wat										
		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) 26.0	21.5	52.5	36.0	48.0	16.1	11.6	19.6	68.8	12.6	23.6	63.8	67.5	26.6	5.9
Gender	Male	(577) 26.7	25.1	48.2	41.4	45.1	13.5	14.9	22.9	62.2	17.3	27.6	55.1	64.5	28.4	7.1
	Female	(463) 25.1	17.1	57.9	29.2	51.6	19.2	7.6	15.6	76.9	6.7	18.6	74.7	71.3	24.4	4.3
Age	20s	(162) 17.9	23.5	58.6	23.5	43.8	32.7	13.0	22.2	64.8	12.3	20.4	67.3	59.3	29.6	11.1
	30s	(192) 24.5	29.2	46.4	25.0	47.9	27.1	12.5	22.4	65.1	12.0	24.0	64.1	60.9	31.3	7.8
	40s	(192) 29.7	22.4	47.9	43.2	43.8	13.0	15.6	16.1	68.2	13.0	23.4	63.5	70.8	22.9	6.3
	50s	(212) 27.8	17.9	54.2	45.8	44.8	9.4	10.4	20.8	68.9	14.2	22.6	63.2	71.7	24.1	4.2
	60 and over	(282) 27.7	17.4	55.0	38.3	55.7	6.0	8.5	17.7	73.8	11.7	25.9	62.4	71.3	26.2	2.5
Age and gender	Male 20s	(81) 18.5	37.0	44.4	29.6	43.2	27.2	22.2	38.3	39.5	22.2	34.6	43.2	54.3	28.4	17.3
	Male 30s	(112) 25.0	33.9	41.1	31.3	44.6	24.1	17.9	23.2	58.9	15.2	29.5	55.4	58.0	32.1	9.8
	Male 40s	(102) 35.3	20.6	44.1	52.0	39.2	8.8	17.6	18.6	63.7	19.6	27.5	52.9	70.6	23.5	5.9
	Male 50s	(123) 26.8	19.5	53.7	47.2	43.1	9.8	11.4	22.8	65.9	17.9	22.8	59.3	69.1	26.8	4.1
	Male 60 and over	(159) 26.4	20.1	53.5	43.4	51.6	5.0	10.1	17.6	72.3	14.5	26.4	59.1	66.7	30.2	3.1
	Female 20s	(81) 17.3	9.9	72.8	17.3	44.4	38.3	3.7	6.2	90.1	2.5	6.2	91.4	64.2	30.9	4.9
	Female 30s	(80) 23.8	22.5	53.8	16.3	52.5	31.3	5.0	21.3	73.8	7.5	16.3	76.3	65.0	30.0	5.0
	Female 40s	(90) 23.3	24.4	52.2	33.3	48.9	17.8	13.3	13.3	73.3	5.6	18.9	75.6	71.1	22.2	6.7
	Female 50s	(89) 29.2	15.7	55.1	43.8	47.2	9.0	9.0	18.0	73.0	9.0	22.5	68.5	75.3	20.2	4.5
	Female 60 and over	(123) 29.3	13.8	56.9	31.7	61.0	7.3	6.5	17.9	75.6	8.1	25.2	66.7	77.2	21.1	1.6
Visited/Not visited	Have visited	(222) 67.6	23.0	9.5	65.3	28.8	5.9	30.6	25.2	44.1	34.2	34.7	31.1	79.7	16.7	3.6
	Haven't visited	(818) 14.7	21.1	64.2	28.0	53.2	18.8	6.5	18.1	75.4	6.7	20.5	72.7	64.2	29.3	6.5



Survey Results

13. Photo preference

- When we asked respondents to choose the photo of Cambodia they like the most out of three photos, ① Angkor Wat was the most popular overall at 66.5%.
- More males than females chose the photo of ② Phnom Penh – in particular, 30.9% of males in their 20s chose the photo of Phnom Penh, which is more than any other age group.

Photo preference (Cambodia)

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. [Cambodia]

(%)

① Angkor Wat



② Phnom Penh



③ Sihanoukville



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

	n=	① Angkor Wat (%)	② Phnom Penh (%)	③ Sihanoukville (%)
Overall	(1,040)	66.5	18.8	14.7
Gender	Male (577)	62.7	23.1	14.2
	Female (463)	71.3	13.4	15.3
Age	20s (162)	62.3	23.5	14.2
	30s (192)	67.2	20.3	12.5
	40s (192)	70.3	18.2	11.5
	50s (212)	60.8	23.1	16.0
	60 and over (282)	70.2	12.1	17.7
	Age and gender	Male20s (81)	60.5	30.9
Male30s (112)		62.5	24.1	13.4
Male40s (102)		66.7	23.5	9.8
Male50s (123)		57.7	27.6	14.6
Male60 and over (159)		65.4	14.5	20.1
Female 20s (81)		64.2	16.0	19.8
Female 30s (80)		73.8	15.0	11.3
Female 40s (90)		74.4	12.2	13.3
Female 50s (89)		65.2	16.9	18.0
Female 60 and over (123)		76.4	8.9	14.6
Visited/N d visited	Have visited (222)	72.1	18.0	9.9
	Haven't visited (818)	65.0	18.9	16.0