

Unlocking the Power of Travel Affiliate in Southeast Asia

TRENDS,
INSIGHTS,
WINNING
STRATEGIES



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THE FUTURE OF TRAVEL MARKETING IN SEA STARTS HERE

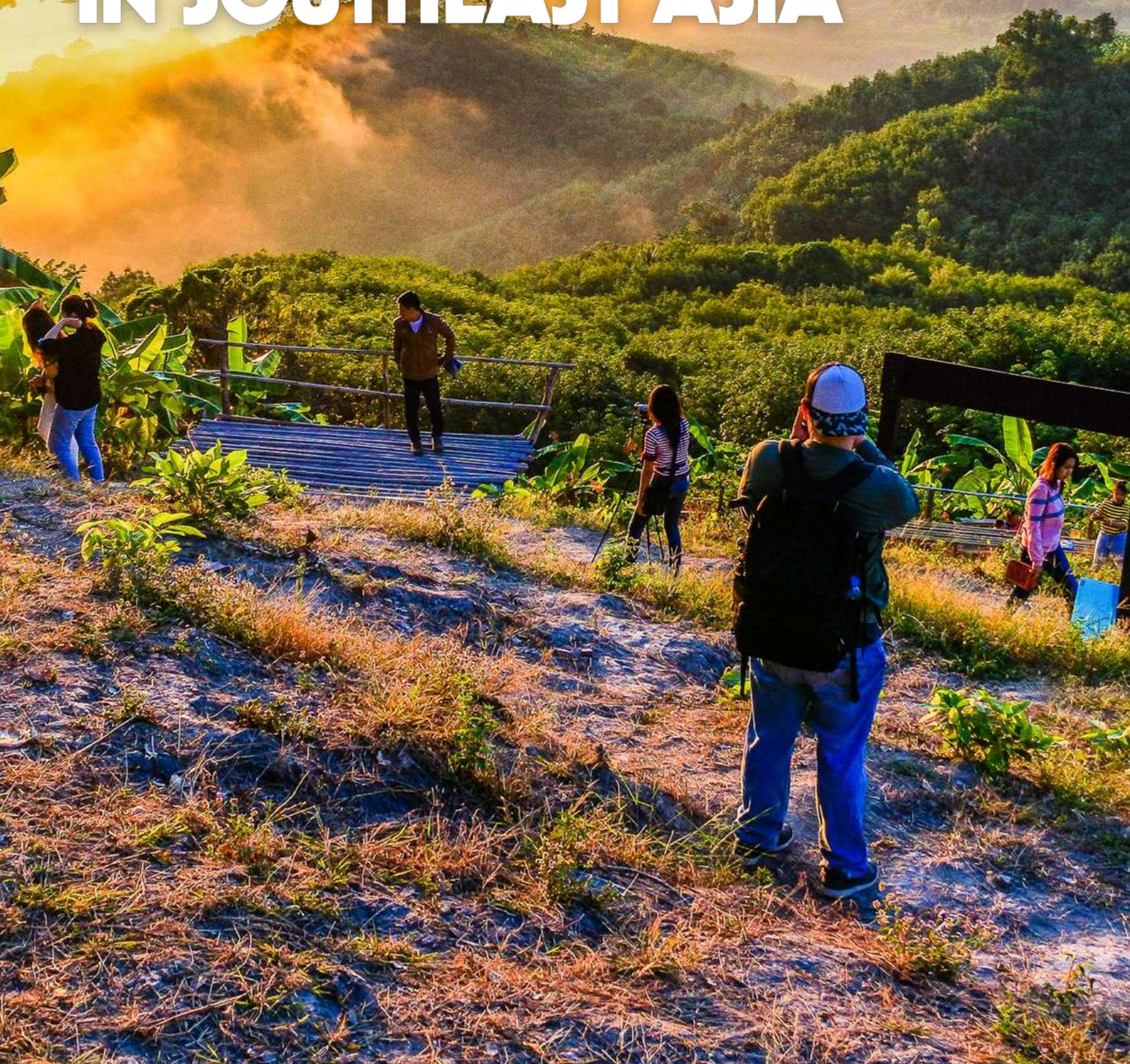
Southeast Asia is one of the fastest-growing and most diverse travel markets worldwide. From bustling Jakarta to vibrant Bangkok, millions of travelers in Indonesia, Thailand, the Philippines, Vietnam, and Singapore are embracing mobile-first, digital booking behaviors.

To succeed, travel marketers need **deep insights** into how these users search, compare, and convert—plus what they want when visiting SEA destinations.

This guide dives into user profiles by country and generation, platform preferences, and practical digital marketing strategies for SEM publishers, Google Ads managers, media buyers, and travel websites. Unlock the keys to reach and engage SEA's next wave of travelers with campaigns built for mobile, localized, and intent-driven journeys.

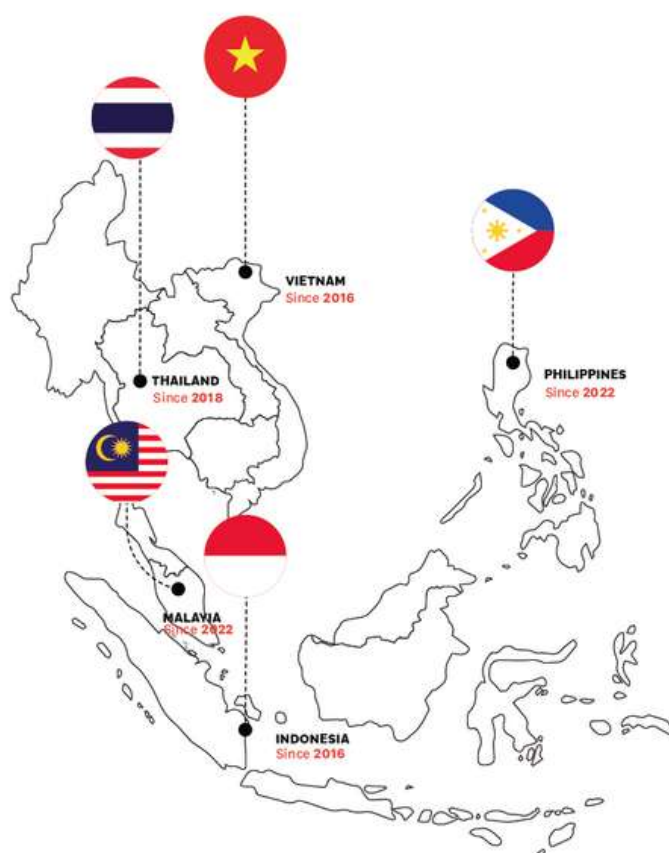


THE RISE OF TRAVEL AFFILIATE IN SOUTHEAST ASIA

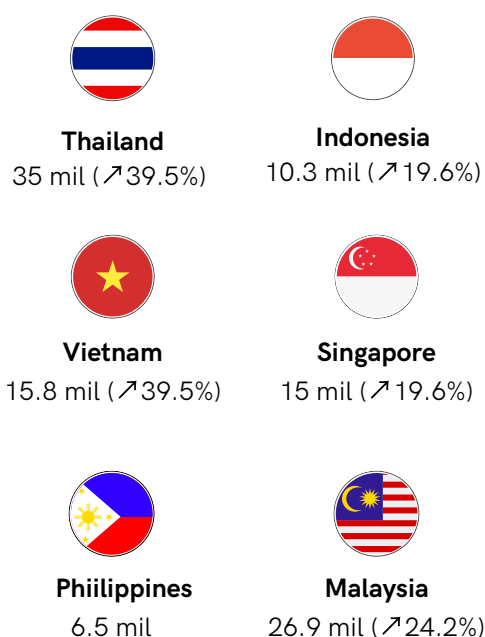


ASIAN TRAVEL MARKET IS A BRIGHT SPOT ON THE MAP

Southeast Asia is rapidly reclaiming its position as one of the world's most vibrant and lucrative tourism markets. With the global travel industry bouncing back strongly post-pandemic, this region offers unparalleled opportunities for travel affiliates looking to capitalize on booming tourism growth, rising profits, and evolving consumer trends. This chapter dives deep into the latest data and insights to help you understand why Southeast Asia is a goldmine for travel affiliate marketing.



2024 Visitors (Million)



Tourism Growth in Southeast Asia

Southeast Asia has solidified its position as a global tourism leader. In 2023, the six largest ASEAN countries—Indonesia, Thailand, Singapore, Malaysia, Vietnam, and the Philippines—welcomed 91 million international tourists, a significant recovery from 39 million in 2022. Forecasts indicate arrivals will reach **121.3 million** international arrivals by 2024, returning to pre-pandemic levels.

Regional Growth Trends

The ASEAN region recorded a 7.7% CAGR in international arrivals from 2016 to 2019, reaching 136.9 million before the pandemic. In 2022, ASEAN was the fastest-growing destination globally, according to the Pacific Asia Travel Association (PATA). The Travel & Tourism market is projected to grow at a 5.23% CAGR from 2025 to 2029, reaching \$39.97 billion.

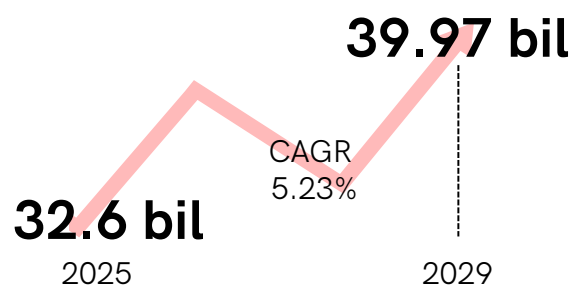


The Rise of Travel Affiliate in SEA

Travel & Tourism market revenue in SEA

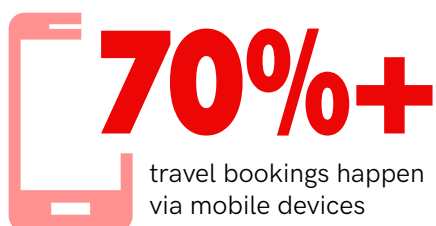
The Southeast Asian tourism market is projected to reach \$32.60 billion in 2025, with package holidays contributing \$13.52 billion

Main cause: "Revenge COVID" and domestic tourism are fueling this growth, especially in countries like



(Statista, 2025)

SEA Digital Travel Trends



- Users typically consult multiple platforms before purchase.
- Price sensitivity is high - flash sales and bundle deals convert best.
- Peak booking periods align with local holidays and salary cycles.

The travel affiliate model is built upon a simple, yet effective idea: promoting travel-related products and services on various online platforms, and earning commissions for each successful referral or sale. However, to excel in such a competitive market, a deep understanding of both the global digital trends and the local nuances that define consumer behavior in Southeast Asia is essential. This guide provides step-by-step instructions for identifying and partnering with the best affiliate networks, optimizing campaigns for maximum return on investment, and leveraging local cultural insights for a competitive advantage.



This offers a wealth of opportunities for affiliate marketers looking to capitalize on the growing demand for travel-related products and services.

Understanding Travel User Behaviors in SEA

What SEA Travelers Look For When Visiting Their Own and Neighboring Countries

Insight & Strategy



Despite rising living costs, 36% of consumers **plan to travel more** in 2025 compared to 2024, with the 25-34 age group driving this trend.



Nostalgication is popular among the older generation
47% revisiting destinations they enjoyed as children with their own kids
51% taking their children to places they had always dreamed of exploring.



34% of SEA holidaymakers planning **solo trips** focused on personal interests and self discovery.

Capitalise on the increase in travel among this group by promoting off-peak travel **deals tailored to their flexible schedules**, and featuring creatives that inspire them to explore unique, less-traveled destinations.

Engage the older generation by promoting **family or group travel packages** that highlight nostalgia and adventure, especially **focused on staycation locations**.

Target solo travelers using **Nano's Activity Seekers** and travel **Intent Personas**, with creatives highlighting personal growth, unique experiences, and the safety provided by trusted solo holiday providers.

General Traveler Behavior

SEA travelers are digitally savvy, with behaviors shaped by mobile dominance and social influence:



70%+ search on smartphone's apps like Traveloka, Klook,...

(1)

Mobile-First Search



82% read 5+ reviews
Vlogs and influencer posts increase CVR by 18%

(3)

(4)

Review-Driven Decisions



44% skip vacations due to cost

(7)

Price Sensitivity



70% of Gen Z and Millennials use TikTok, Instagram, and YouTube for inspiration

(2)

Social Media Influence



60% 1-3 months ahead
40% Gen Z within a week (due o flash sale)
Peak booking align with local holidays & salary cycles

(5)

(6)

Booking Timelines

(1) Nano Interactive, 2025

(2) GWI, 2023

(3) Booking.com, 2024

(4) Ecomobi, 2024

(5) Google Travel Insights, 2024

(6) Nano Interactive, 2025

(7) GWI, 2022

Understanding Travel User Behaviors in SEA

By Generation & Destination

	Gen Z	Gen Y	Gen X	Baby Boomers
Priority	Trendy experiences, peer reviews	Value + freedom	Comfort, clarity, trust	Safety, familiarity, guided plans
Discovery Habit	TikTok, YouTube, Instagram	Google Search, Meta, blogs	Google, brand websites	Traditional + search hybrid
Booking Habit	Mobile-first, spontaneous	Bundle deals, flexible booking options	Desktop + call/chat support	Prefer offline but learning digital

Top 5 highest indexes for factors influencing choice of destination

Night life
Activities/sport
Fun/excitement
Time difference
Reviews/
recommendations

Fine dining
Being pet-friendly
Time difference
Nightlife
Family-friendly options

Sights/attractions to visit
Quiet/secluded areas
Ease of getting there
Time to get there
Cost/value-for-money

Ease of getting there
Cost/value-for-money
Time to get there
Sights/attractions to visit
Security/safety

“

Tailor marketing strategy for
different generations based on
intent for travelling



01 . Baby Boomers

(1946–1964)

Comfort & Culinary-Focused
Explorers

Motivation

Luxury

Food tours ⁽¹⁾

Visiting family ⁽²⁾

Spending ⁽³⁾
\$6,600/year

Marketing Strategy

- Email marketing & Blogs for affiliate links
- Promote trusted brands, guided tours
- Promote food-focused travel experiences.

⁽¹⁾ Rustic Pathways, 2024

⁽²⁾ Afar, 2025

⁽³⁾ Condor Ferries, 2024



02 . Gen X

(1965–1980)

Practical, Family-Oriented
Travelers

Motivation

Relaxation

Cultural experiences

Multigenerational travel ⁽⁴⁾

Spending ⁽⁵⁾
\$2,628/summer
17.9 days/year

Marketing Strategy

- Focus on value and easy booking experiences
- Promote family packages
- Use affiliate content like “Top Family Hotels in Thailand”

⁽⁴⁾ Rustic Pathways, 2024

⁽⁵⁾ Condor Ferries, 2024



03 . Millennials

(1980–1994)

Experience-Driven Planners

Motivation

⁽⁶⁾
Stress relief 60%

Exploration 52%

⁽⁷⁾
Family time 58%

Spending
\$1,373/trip
> \$5,000/year ⁽⁸⁾

Marketing Strategy

- Promote convenience, and family-friendly packages
- Target via YouTube, blogs, and Instagram
- Create family-oriented content, like “Best Attractions for Kids”

⁽⁶⁾ Hilton, 2023

⁽⁷⁾ American Express, 2025

⁽⁸⁾ Condor Ferries, 2024



04 . Gen Z

(1997–2012)

Adventure Seekers with a
Digital-First Mindset

Motivation

⁽⁹⁾
Wellness 61%

Cultural immersion 86%

⁽¹⁰⁾
Eco-consciousness 56%

Spending
\$11,766/year

Marketing Strategy

- Target Eco/adventure keywords
- Short-form video, TikTok SEO to promote affiliate links
- Highlight budget options and last-minute deals

⁽⁹⁾ TravelPerk, 2024

⁽¹⁰⁾ Virtuoso, 2023

Tailor marketing strategy for **families** based on intent for travelling

- 1
- Cost/value-for-money
- 2
- Good facilities for kids
- 3
- Sights/attractions to visit
- 4
- Reviews/ recommendations
- 5
- Ease of getting there

To target parents planning family trips, focus on cost-effective deals, family-friendly hotels with key amenities, and attractions that cater to all ages. Highlight positive reviews, recommendations, and destinations with easy access to reduce planning stress. Creative assets should feature families enjoying affordable, fun, and convenient holidays. Nano Interactive’s Parents Persona ensures precise targeting that can be applied during seasonal peaks, delivering tailored content that aligns with parents’ top priorities

Insights by Travel Segment

Leisure Travel	Adventure Travel	Wellness Tourism	Eco-Tourism
60% domestic 30% regional trips focus on beaches and cultural experiences (1) Gen Z & Y: unique activities Baby Boomers: sightseeing (2)	31% beach/lake trips 30% "explorers" Gen Z leads (3) Popular with island tours in   (4)	20% come from Thailand 61% Gen Z 70% Gen Y (5) Spa retreat for Baby Boomers (6)	56% Gen Z support this trend   (7)

Understanding Travel User Behaviors in SEA

(1) Klook, 2023
(2) Expedia, 2023
(3) ResearchGate, 2024
(4) Klook, 2023
(5) TravelPerk, 2024
(6) Secretariat, 2024
(7) Virtuoso, 2023





TOOLS TECHNIQUE

Winning travel campaign in SEA

For website owners (publishers) in Southeast Asia, building a successful travel affiliate campaign requires strategic planning, leveraging data-driven insights, and utilizing the right tools to engage diverse generational audiences.

With the region's travel market valued at \$451 billion in 2025 and 70% of bookings made via mobile devices, publishers must align their strategies with consumer behaviors and seasonal trends. This chapter provides actionable tools, techniques, a key travel and promo calendar, emerging tourism keywords, and tailored strategies based on insights from Chapter 1.

Key Travel & Promo calendar for SEA



INDONESIA



THAILAND



PHILIPPINES



VIETNAM



SINGAPORE

JUN	6th: Eid al-Adha 9th: Idul Adha Holiday 27th: Islamic New Year	2nd: Bridge Holiday 3rd: Queen Suthida's Birthday	6th: Eid al-Adha 12th: Independence Day	No major holidays	7th: Hari Raya Haji
JUL	No major holidays	10th: Asarnha Bucha Day 11th: Khao Phansa Day	No major holidays	No major holidays	No major holidays
AUG	17th: Independence Day	12th: Mother's Day	21st: Ninoy Aquino Day 25th: National Heroes Day	No major holidays	9th: National Day
SEP	5th: Prophet Muhammad's Birthday	No major holidays	No major holidays	2nd: National Day	No major holidays
OCT	No major holidays	23rd: Chulalongkorn Day	31st: All Saints' Day Holiday	No major holidays	20th: Deepavali
NOV	No major holidays	No major holidays	1st: All Saints' Day 30th: Bonifacio Day	No major holidays	No major holidays
DEC	25th&26th: Christmas Holiday	5th: King Bhumibol's Birthday/ National Day 10th: Constitution Day 31st: New Year's Eve	8th: Immaculate Conception Day 25th: Christmas Day 30th: Rizal Day 31st: New Year's Eve	No major holidays	25th: Christmas Day

Emerging Tourism Keywords

Search engine optimization (SEO) is vital for publishers to drive traffic to their websites. Based on generational search trends from Chapter 1 and regional data (Google, 2024; ClickInsights, 2020), the following emerging keywords reflect Southeast Asia's travel preferences in 2025:

Country	Trending tourism keywords	What generations want most
 Indonesia	• Digital Nomad Tourism (Bali remote work hubs) • Culinary Pilgrimage (Ubud cafes) • Slow Travel	• Gen Z: Insta-worthy & unique spots • Millennials: Culture + cafes • Gen X: Wellness + simplicity • Boomers: Peaceful, guided travel
 Malaysia	• Health & Wellness tourism (Penang, KL) • Islamic/Halal Tourism • Rainforest Eco Lodges	• Gen Z: New urban lifestyle • Millennials: Affordable care + retreat • Gen X/Boomers: Safe, accessible healing travel
 Singapore	• Bleisure Travel • Shopping & Event tourism • Cultural Modernism (art galleries, street tours)	• Gen Z: Modern museums, nightlife • Gen X/Boomers: Efficient + clean city adventures
 Thailand	• Wellness & Detox Tourism • Nightlife Tourism • Spiritual Retreats	• Gen Z: Nightlife + beaches • Millennials: Yoga/spa culture • Boomers: Buddhist heritage sites
 Philippines	• Wellness & Detox Tourism • Nightlife Tourism • Spiritual Retreats	• Gen Z: Nightlife + beaches • Millennials: Yoga/spa culture • Boomers: Buddhist heritage sites
 Vietnam	• Cafe Hopping • Heritage + Culinary Trails • River Cruises & Scenic Trains	• Gen Z: Urban culture • Boomers: Easy-paced cultural tourism

Strategic for SEM Publishers, Media Buyers, Websites

Insight

Strategy

Mobile search dominates early travel discovery

- Google Ads campaigns with mobile-first sitelinks and local language targeting
- Programmatic mobile ads on platforms
- Geo-targeted SEM ads

Younger users **trust platform bundles**

- Offer custom bundle pages or trackable redirects on travel platforms

Consumers rely on **influencers** for travel inspiration
Gen Z use **TikTok/Instagram** for travel discovery

- Partner with micro-influencers
- Allocate budgets to hybrid influencer models (flat fee + commissions) on Instagram/YouTube
- Embed influencer content with travel affiliate link

Boomers need **assurance & info clarity**

- Build FAQ - driven content and support-focused landing pages

Different platforms lead per country

- Use travel trend keywords in your content and targeting (e.g., "health tourism Malaysia", "digital nomad Bali")

Trending travel themes influence booking

- Offer custom bundle pages or trackable redirects on travel platforms

Travelers book 1-3 months ahead & Gen Z book last-minute during **flash sales**

- Time SEM campaigns for travel affiliate
- Align paid spend with affiliate calendar promotions.
- Create seasonal guides

Southeast Asia's Affiliate Marketing leader

In the dynamic landscape of Southeast Asia's digital economy, Ecomobi stands out as the region's leading affiliate marketing platform, bridging the gap between top-tier brands and millions of content creators, influencers, and publishers.

Founded with a vision to democratize online monetization, Ecomobi has empowered over 1.2 million affiliates across Vietnam, Philippines, Indonesia, Thailand, Malaysia, and beyond - helping them earn sustainable income by promoting products and services they trust.

The platform leverages cutting-edge technology, real-time analytics, and transparent operations to empower affiliates with data-driven decision-making capabilities and maximize earning potential.

Since its inception, Ecomobi has redefined performance marketing, processing over 17 million orders and generating a staggering \$170 million in GMV in 2021 alone, remarkable milestone of 2.2 million orders in just 30 days, setting new performance standards for the industry.

Ecomobi's reputation for excellence is underscored by multiple accolades, including being named "Best Partner of the Year" by Shopee Thailand, shortlisted in Forbes Asia 100 to Watch 2024 and recognized as "Affiliate of The Year" by Lazada. Its client portfolio includes some of the world's most influential brands, such as L'Oréal, Unilever,...who trust Ecomobi to drive impactful campaigns.

The platform also collaborates closely with leading global and regional e-commerce giants, including Temu, Alibaba, Air Asia, Traveloka, Trip.com, Booking.com,... further cementing its position as a trusted growth engine in Southeast Asia's digital economy.



INDONESIA TRAVELOKA AFFILIATE: HIGH COMMISSION IN SEA

As the #1 online travel platform in Indonesia and one of Southeast Asia's most recognized tech brands, Traveloka has launched an ambitious affiliate campaign in partnership with Ecomobi, designed to drive high-value bookings and reward creators with some of the **highest commissions** in the region.



ACCOMMODATION

Hotels, Villas, Apartments

- 60.000+ direct-contract accommodations in Southeast Asia
- 1 million+ accommodations worldwide



FLIGHT

Domestic Airlines,
International Airlines

- 100.000 routes
- 150+ Airlines
- 950 airport destinations worldwide



XPERIENCE

Attractions, Tour, Classes &
Workshops, Events,...

- 18.000+ things to do SKUs
- 1.000+ merchant partners across SEA
- 1 booking created every 5 seconds

According to campaign data from Traveloka Q4 2024 in Indonesia, content creators in Indonesia using TikTok and Instagram Reels saw a 3x higher click-through rate (CTR) and 20% increase in completed bookings compared to traditional link placements.

The campaign's strength lies in Traveloka's established market presence and brand recognition throughout Southeast Asia, offering affiliates the advantage of promoting a trusted platform with proven conversion rates. This partnership exemplifies how Ecomobi creates mutually beneficial ecosystems that drive success for brands, affiliates, and consumers alike.

For content creators and affiliate marketers, the Traveloka campaign through Ecomobi represents a strategic opportunity to participate in Southeast Asia's travel industry recovery while building sustainable, long-term revenue streams through the region's most professional and results-driven affiliate marketing platform.

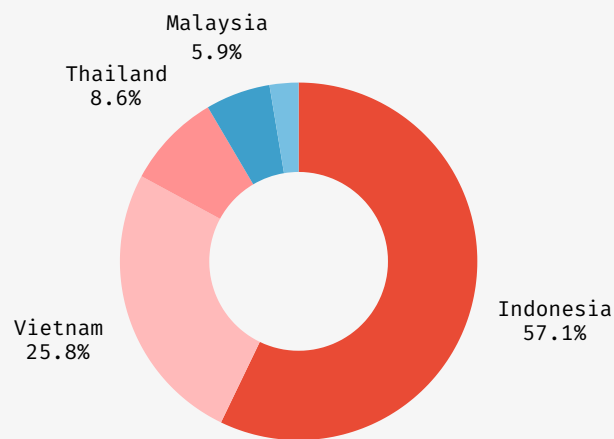
TRAVELOKA MARKETS

49 MIO+

Monthly Active User



Traveloka dominates Southeast Asia's travel market, boasting 49 million monthly active users across six key markets: Indonesia, Thailand, Malaysia, Vietnam, Singapore, and the Philippines. The two most prominent markets are Indonesia and Vietnam.



Its EPIC Sale 2024 campaign alone attracted over 35 million customers, driving a nearly twofold traffic surge in Indonesia and Malaysia, its fastest-growing market

Indonesia, Southeast Asia's largest travel market with 10.7 million airline seats (OAG, 2024), is Traveloka's stronghold, with **88% brand awareness**



#1



#2



#3

Top Selling Category

Top-selling categories include **flights** (e.g., Lion Air, capturing 22% of bookings), **hotels** (60,000+ properties), and **Xperience activities** like Bali tours and Singapore attractions. Audience insights reveal 79% of Indonesian users are Millennials, with 70% booking via mobile apps, making Traveloka a goldmine for affiliates targeting young, tech-savvy travelers

WINNING TRAVELOKA CAMPAIGN

Audience Profile & Segment Target



Indonesia

- Millennial & Genz Active in Social Media
- Loves Promo & Discount
- Installment Payment Option
- Domestic Travelers
- Business Travelers
- Event & Entertainment Enthusiast



Vietnam

- Young Traveler Active Looking for Promo
- Staycation & Nature Tourism
- Local Payment Method/ e-Wallet
- Domestic Tourist
- Gen-Z & Millenials
- Digital Nomad & Expatriat



Thailand

- International Visitors
- Local User Loves to Staycation
- Practical Experience Seekers
- Backpacker & International Tourist
- Urban Residents
- Activity & Entertainment Seekers



Malaysia

- Overseas Travel Packages Seekers
- Southeast Asia / Middle East Enthusiast
- Premium Services & Comfortable Travel Experience
- Muslim Travelers
- International Tourist
- Urban Resident & Expats

CONCLUSION

SEIZING THE TRAVEL AFFILIATE OPPORTUNITY IN SOUTHEAST ASIA

The travel industry in Southeast Asia is not just recovering - it is transforming. Driven by a surge in mobile-first bookings, a new generation of digital travelers, and the rise of creator-led commerce, affiliate marketing is emerging as one of the most effective ways to bridge consumer intent with brand action.

For affiliates, creators, SEM publishers, media buyers, and website owners, this is a moment of unprecedented opportunity. Whether through TikTok content, SEO-rich articles, or high-intent paid campaigns, travel affiliate marketing offers the tools, insights, and scalability needed to build long-term, performance-driven income streams

At the heart of this ecosystem stands Ecomobi—Southeast Asia's most trusted affiliate platform. With over 10 years of experience, a network of 700,000+ creators, and proven partnerships with major travel brands, Ecomobi is uniquely positioned to help affiliates win in this fast-growing vertical.



Look ahead to 2025 and beyond, the growth trajectory is clear: Southeast Asia's travel market is expanding, and affiliate marketing is leading the charge. Now is the time to take your place in the journey.

