

From clicks to check-ins:

How travel brands can win in Southeast Asia

Travel across the APAC region is booming, creating huge opportunities for marketers. Rising disposable income, stronger regional connectivity, and growing demand for international travel are all fueling the surge.

The Singapore Tourism Board is a great example.

- Tourism receipts for the **first nine months of 2025 reached S\$23.9 billion**, the highest on record.
- Looking ahead, Singapore is projected to attract **17–18 million visitors in 2026** - a clear signal that travel demand across Asia is accelerating.

But while visitation in SEA is strong, other macro-economic factors are influencing travel decisions:

60%

According to Skyscanner's 2025 Planning Trends report, flight costs top destination decisions for 60% of travellers, followed by accommodation, food, and exchange rates

26%

of travellers are considering less touristy destinations to reduce over-tourism.

Here are three trends travel marketers can follow to help boost bookings and drive campaign ROI.

1. AI is the new performance engine in travel

Travel planning is becoming AI-powered.



47%

of travellers already feel confident using AI tools to plan trips.



80%

StackAdapt's AI-powered Travel Audiences have **outperformed traditional third-party data in 80% of campaigns**, driving higher click-through rates and lower cost-per-click.



100M+

StackAdapt's Page Context AI can analyse **hundreds of millions of webpages** to place ads in highly relevant environments, meeting travellers at all points of the purchase journey.



220%

StackAdapt's Creative Studio data shows that **optimised creatives can drive a 220% lift in performance versus standard client creatives**.

3. Measuring what matters: real visits

Marketers need to be able to ascertain exactly what is driving bookings. These brands did just that by partnering with StackAdapt.



+43%

Hyatt Hotels used the Destination Visitation Measurement tool to track **62,000 real-world hotel visits across APAC**, delivering a **13x return on investment** and a **43% increase in brand consideration**.



786%

The Hong Kong Tourism Board used the Footfall Attribution tool to achieve **80% lower CPC**, **138% CTR above travel benchmarks**, and a **786% increase in attributed visits**.

The takeaway: In today's travel landscape, successful brands are combining AI tools, omnichannel strategy, and real-world measurement to turn online interest into actual check-ins.