

TTG Asia Reaches Subscribers In 24 Asia-Pacific Countries and Beyond

BY COUNTRY/TERRITORY

ASIA-PACIFIC	%	14,500 PRINT+	46,460 SUBSCRIBERS
Singapore	20.0%	2,900	9,292
Malaysia	19.8%	2,871	9,199
Hong Kong & Macau	13.7%	1,993	6,365
India	12.5%	1,806	5,808
Thailand	11.8%	1,712	5,482
Indonesia	8.9%	1,291	4,135
Philippines	3.4%	493	1,580
China	2.4%	346	1,115
Japan & South Korea	2.0%	290	929
Vietnam	2.0%	290	929
Australia & New Zealand	1.0%	143	465
Taiwan	0.3%	42	139
Bangladesh, Bhutan, Brunei, Cambodia, Laos, Myanmar, Nepal, Pakistan and Sri Lanka	2.2%	323	1022

ADDITIONAL GLOBAL TERRITORIES REACHED DIGITALLY (60 COUNTRIES)

Argentina • Austria • Azerbaijan • Bahrain • Belgium • Brazil • Bulgaria • Canada • Costa Rica • Croatia • Cyprus • Czech Republic • Denmark • Dominican Republic • East Timor • Egypt • Estonia • Fiji • Finland • France • Germany • Greece • Ireland • Italy • Israel • Kazakhstan • Kenya • Kuwait • Kyrgyzstan • Lebanon • Maldives • Malta • Mauritius • Mexico • Netherlands • Nigeria • Norway • Oman • Poland • Portugal • Qatar • Romania • Russia • Saudi Arabia • Slovakia • South Africa • Spain • Sweden • Switzerland • Tajikistan • Tanzania • Tunisia • Turkey • Turkmenistan • Ukraine • UAE • United Kingdom • Uruguay • Uzbekistan • USA

2,040 SUBSCRIBERS BASED OUTSIDE THE ASIA-PACIFIC

14,500
100% In Asia-Pacific



DIGITAL



40,000
Asia-Pacific + Global

BY INDUSTRY

80.7%
TRAVEL AGENCIES, OPERATORS & WHOLESALERS
11,701 Print copies
Corporate, Leisure and Online
39,140 subscribers

19.3%
TRAVEL SUPPLIERS
2,799 Print copies
Hotels & Their Representatives (13.9% | 2,016 copies)
Airlines & GDS (3.6% | 524 copies)
National Tourist Offices (NTOs) (1.2% | 175 copies)
Car Rental / Cruises (0.3% | 45 copies)
Others (0.3% | 39 copies)
9,360 subscribers

BY ROLE

38.1%
SENIOR MANAGEMENT
5,525 Print copies
General Manager • Director
CEO • COO • President •
Vice-President • Chairman
18,479 subscribers

38.7%
MIDDLE MANAGEMENT
5,611 Print copies
Department / Functional
Managers including Sales
& Marketing
18,770 subscribers

23.2%
JUNIOR EXECUTIVES
3,364 Print copies
Travel Consultant •
Reservation & Ticketing
Executive and Coordinator
• Sales Officer • Account
Executive • Marcoms
Executive
11,251 subscribers

BY RESPONSIBILITY

51.3%
INFLUENCE OR MAKE PURCHASE DECISIONS
7,439 Print copies
Why Is This Important?
Your brand/offering reaches the right professionals who can influence and make the decision to select you as a business partner.
24,880 subscribers

45.2%
MAKE RECOMMENDATIONS TO END CUSTOMER / CLIENT
6,555 Print copies
Why Is This Important?
A good understanding of your brand/offering allows our subscribers to promote it better to their end customers and clients.
21,923 subscribers