



Q&Me is online market research provided by Asia Plus Inc.

Vietnamese domestic trip destination

Asia Plus Inc.



# Overview

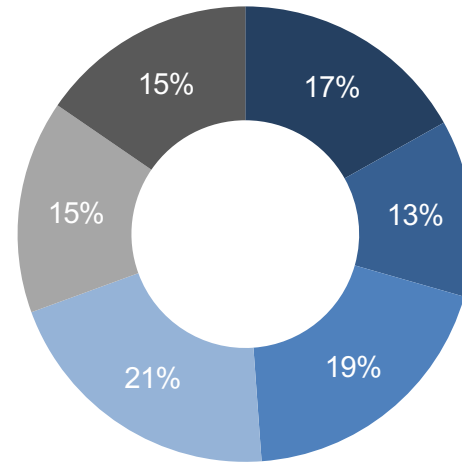
After Covid-19, the demand of trips among Vietnamese went up. Vietnamese enjoy both of the domestic and overseas trips to enjoy the freedom of the destination. This research was made to understand their favorite domestic destination and the destination images.

This survey was conducted among 350 audiences of 20-39 years old in HCM and Hanoi. The survey was conducted in June, 2023.



# Private domestic trip frequency

30% enjoy domestic Vietnam trip at least once / 3 month, including someone who enjoy the trip monthly

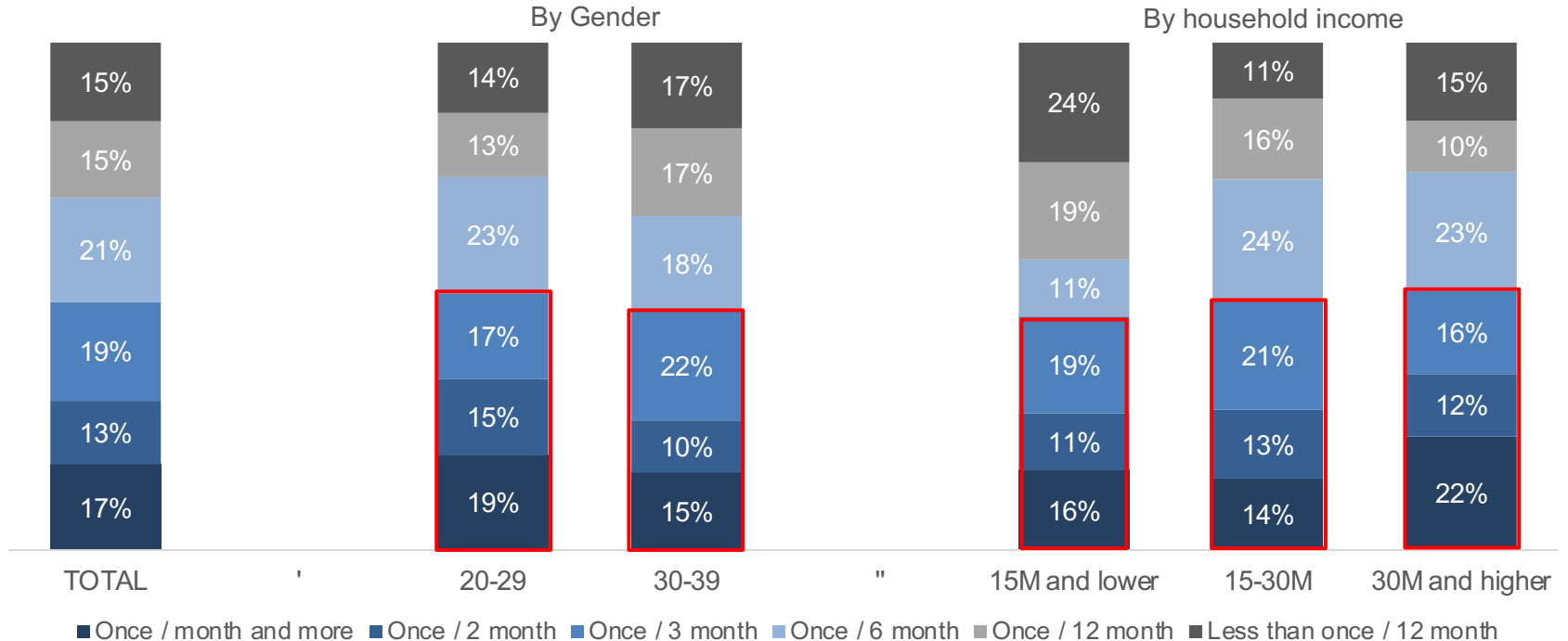


- Once / month and more
- Once / 2 month
- Once / 3 month
- Once / 6 month
- Once / 12 month
- Less than once / 12 month

Q. How often do you make domestic travel (except for business trip, hometown trip)?(N=350)

# Travel frequency by profile

Higher income personnel tend to have more frequent business trip opportunity. The youth makes trip more frequently than the elderly.



# Favorite domestic trip destination



Da Nang  
43%



Phu Quoc  
39%



Da Lat  
37%



Sapa  
29%



Hoi An  
27%



Hanoi  
25%



Nha Trang  
23%



Hochiminh  
22%

# Favorite domestic trip destination (HCM residents)



Phu Quoc  
45%



Da Nang  
45%



Da Lat  
37%



Sapa  
33%



Hoi An  
27%



Hanoi  
27%



Nha Trang  
27%



Can Tho  
16%

# Favorite domestic trip destination (Hanoi residents)



Da Nang  
40%



Phu Quoc  
34%



Da Lat  
37%



Sapa  
24%



Hoi An  
26%



Nha Trang  
18%



Ho Chi Minh  
23%



Can Tho  
12%

# Top 5 favorite location

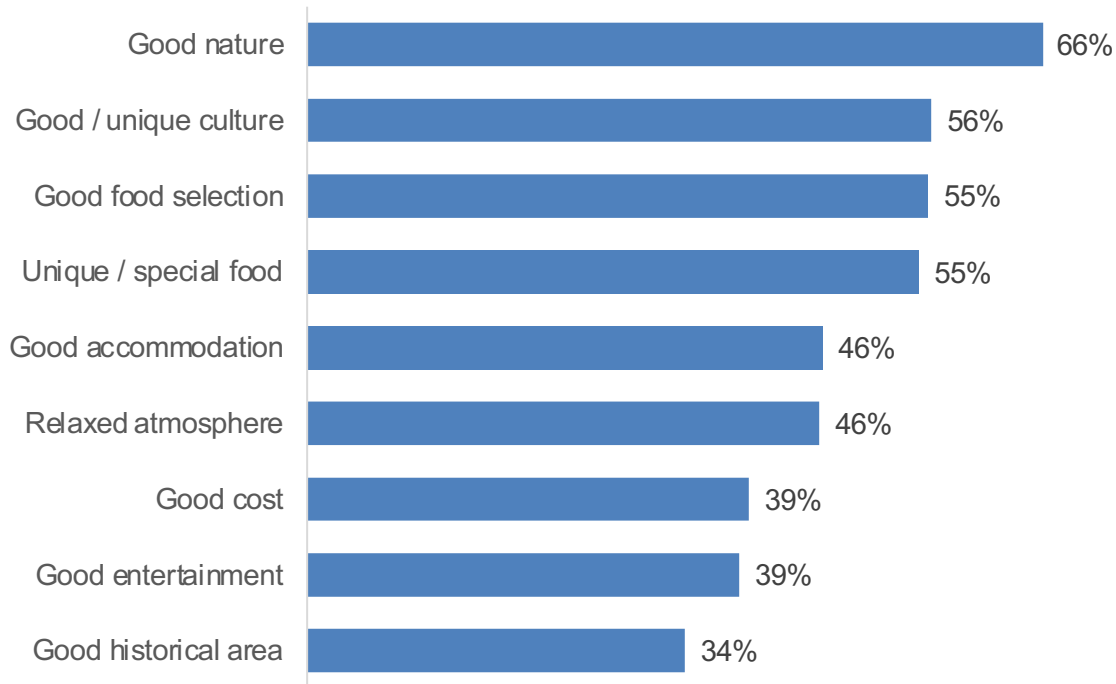
Phu Quoc and Sapa are picked up particularly by the wealthy group. Da Nang is a favorite location among the youth, while Phu Quoc is supported by the elderly more.

City	Total	Age		Area		Household income		
		20-29	30-39	Ha Noi	Ho Chi Minh	15M and lower	15-30M	30M and higher
Da Nang	43%	46%	39%	40%	45%	39%	39%	52%
Phu Quoc	39%	37%	41%	34%	45%	26%	40%	51%
Da Lat	37%	38%	36%	37%	37%	34%	35%	44%
Sapa	29%	28%	29%	24%	33%	21%	25%	42%
Hoi an	27%	27%	27%	26%	27%	25%	25%	32%



# Selection reason (Total)

Nature, culture and food are main reasons for choosing the destinations



Q. What are the reasons for the selections of these cities?(N=350)

# Selection reason at a glance

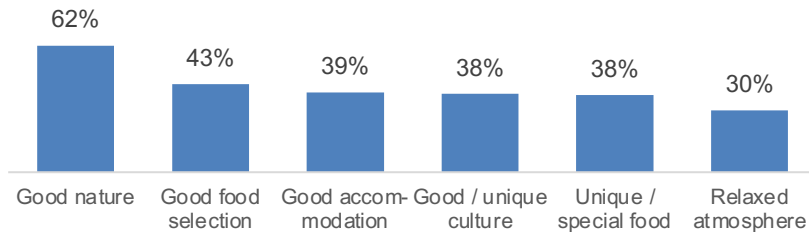
Most of the locations are selected due to good nature, while Hoi An has a unique perception as the city of good / unique culture

	Da Nang	Phu Quoc	Da Lat	Sapa	Hoi an	Hanoi	Nhat Trang	HCM
Popularity	43%	39%	37%	29%	27%	25%	23%	22%
Good nature (beach, mountain)	62%	67%	62%	64%	42%	25%	69%	30%
Good / unique culture	38%	25%	35%	42%	58%	45%	38%	33%
Good food selection	43%	41%	42%	36%	41%	40%	44%	45%
Unique / special food	38%	40%	32%	45%	47%	48%	43%	33%
Good accommodation	39%	33%	37%	27%	35%	21%	40%	34%
Relaxed atmosphere	30%	37%	52%	50%	39%	21%	31%	21%
Good entertainment	27%	37%	22%	16%	24%	21%	29%	37%
Good cost	30%	22%	28%	29%	29%	26%	25%	29%
Good historical area	17%	22%	15%	26%	34%	31%	20%	21%

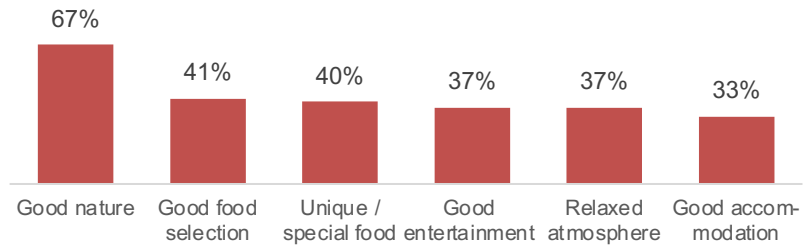
# Destination selection reason (by top destinations)

Good nature and good food selection are the main reason for choosing Danang, Phu Quoc while Dalat and Sapa is chosen for its nature and relaxing atmosphere

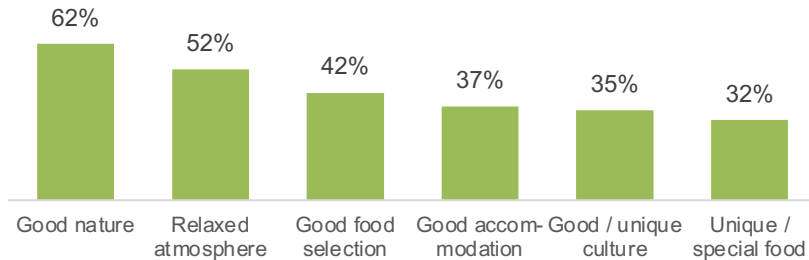
Da Nang (N=149)



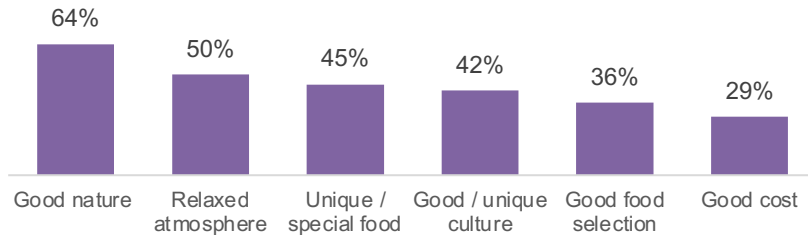
Phu quoc (N=138)



Da lat (N=130)



Sapa (N=101)

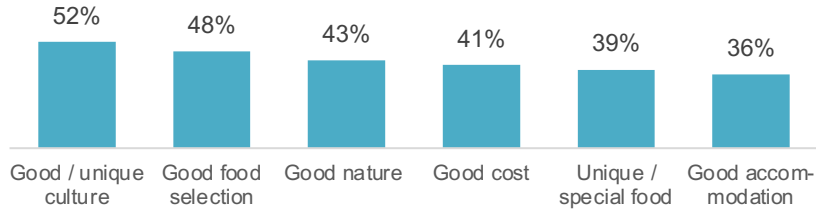


Q. What are the reasons for the selections of these cities?(N=350)

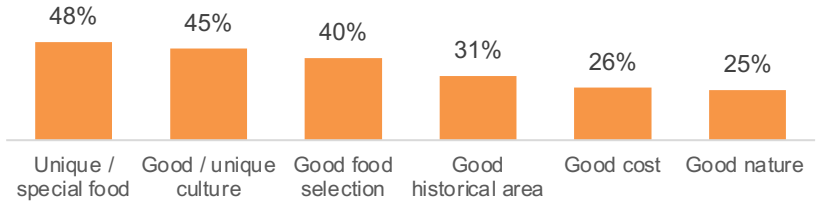
# Destination selection reason (by top destinations)

The main reason for choosing those destinations are quite different. When Hoi An is chosen for its culture, Hanoi is famous for its unique food and culture while Nha Trang is chosen for its nature and people choose HCM for its food selection

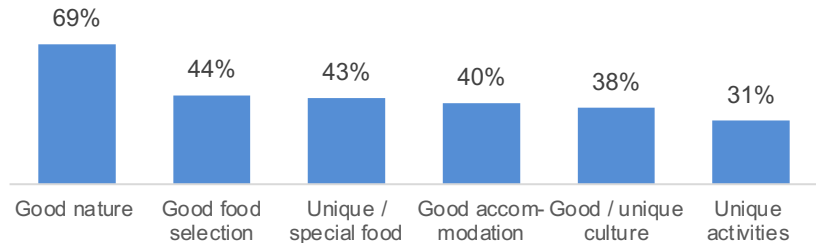
Hoi An (N=93)



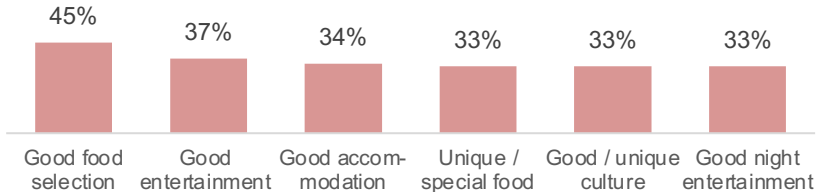
Ha Noi (N=89)



Nha Trang (N=80)



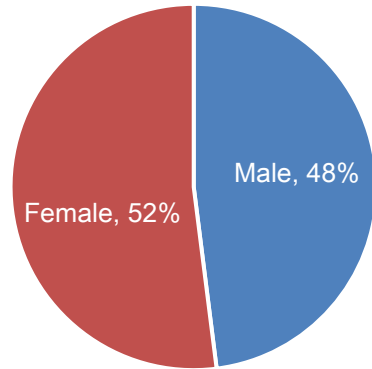
Ho chi minh (N=76)



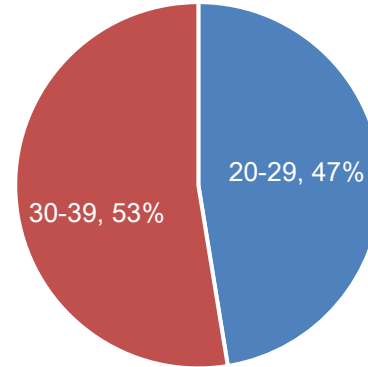
Q. What are the reasons for the selections of these cities?(N=350)

# Respondent profile (N=350)

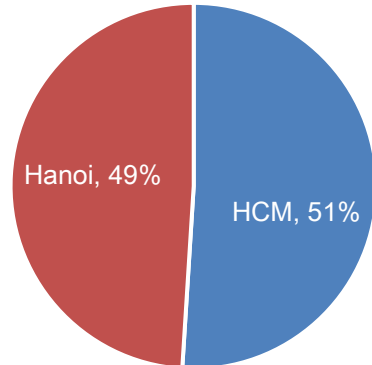
Gender



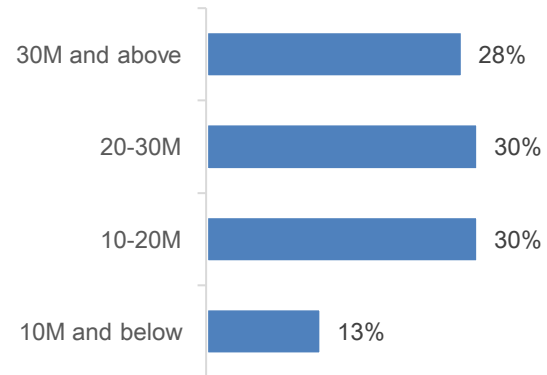
Age

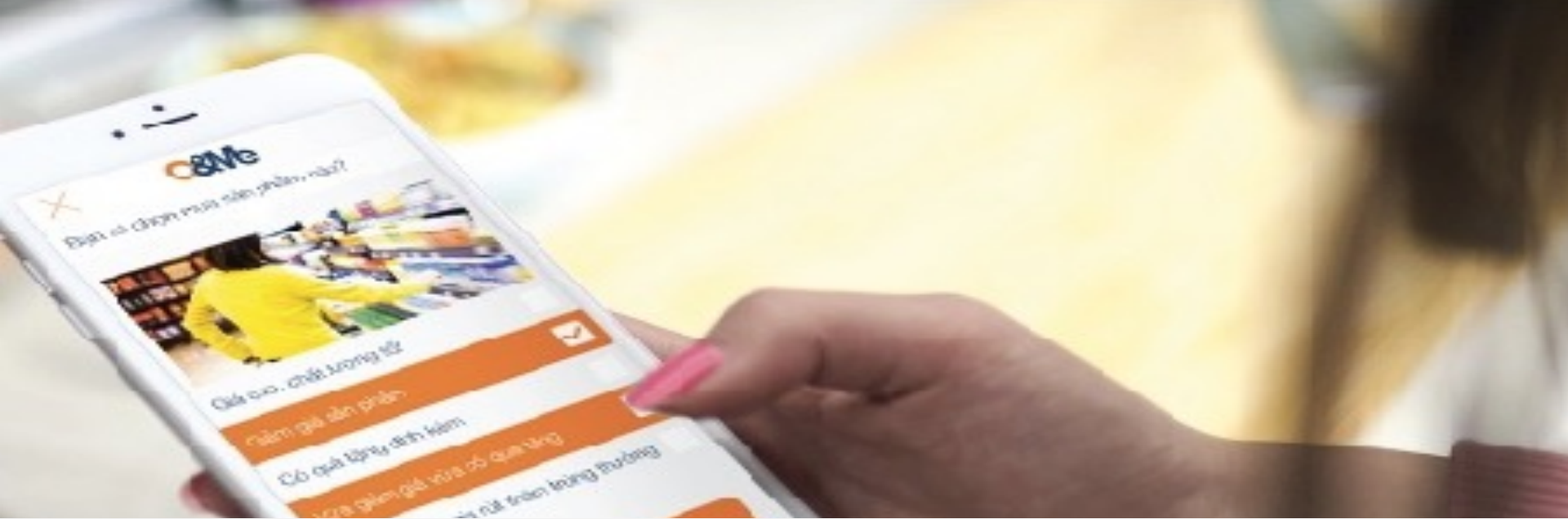


City



Household income

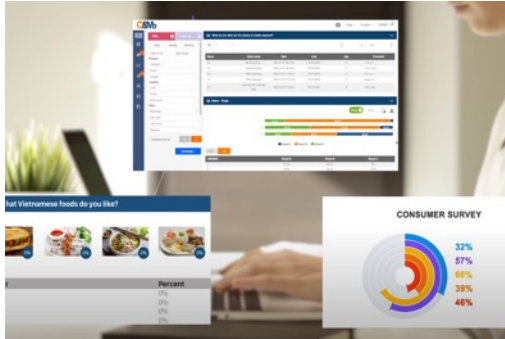




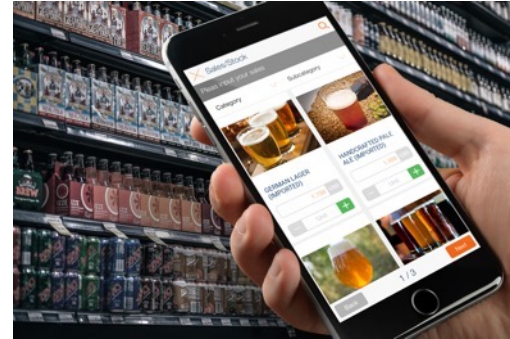
## Q&Me – About Online Market Research Services

# About Asia Plus Inc.

Asia Plus Inc. provides the **marketing technology solutions** with the aim to help you **understand the market better** for the business growth. We are the specialist in data collection management and its analysis.



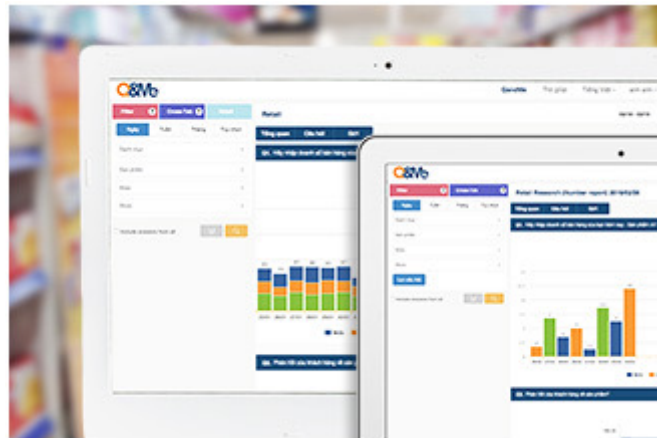
Technology-oriented market research services to better the market finding with speed and high quality



Field staff management SaaS to digitalize your field operation for better market understanding and the performance



Understand market better and easier





# Key highlight - Who we are

Q&Me is the tech-oriented market research company

We manage all the projects of both online and offline **through one dedicated platform** to provide the valuable hints to your business promptly with high quality



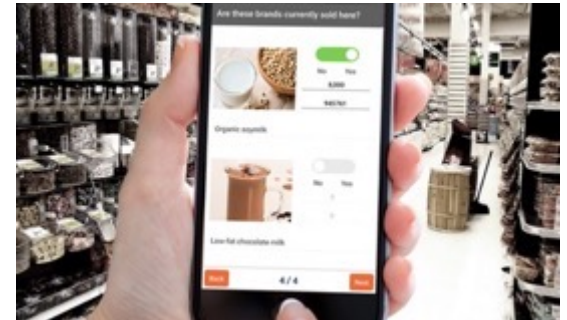
Q&Me is biggest online research service provider

We own **over 600,000 Vietnamese panelist with the variety of the profiles**. With the proprietary reward and quality scheme, we deliver the research results soonest



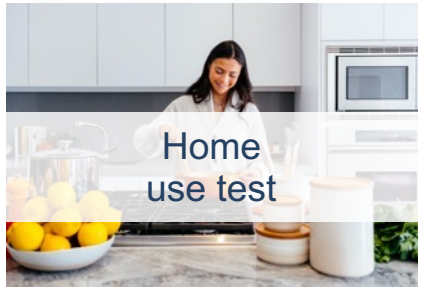
Proprietary research platform for superb quality

We have **300 well-trained fieldworkers nation-wide**, who are connected real-time through **our dedicated app**. All the tasks they conduct are monitored real-time with automation



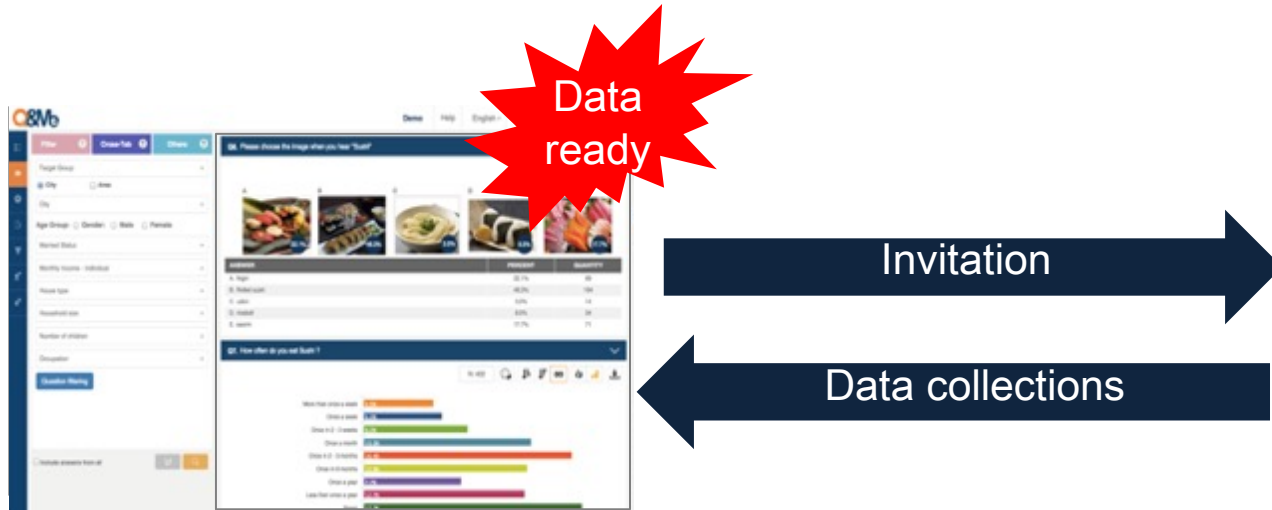
# About our market research

We provide a variety of market research to provide actionable hints to maximize your business in Asia



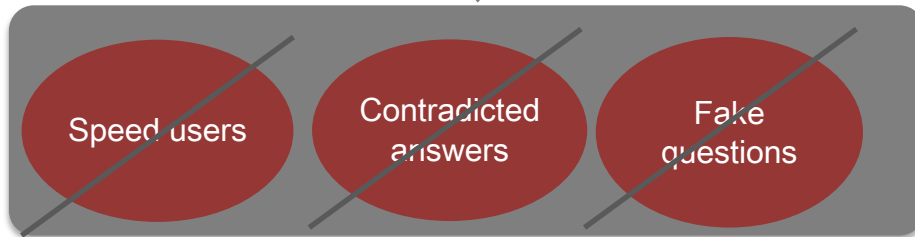
# Online market research - Overview

We provide **quickest research service with quality** through our research platform, with proprietary data filtering techniques



Our members receive points by answering survey

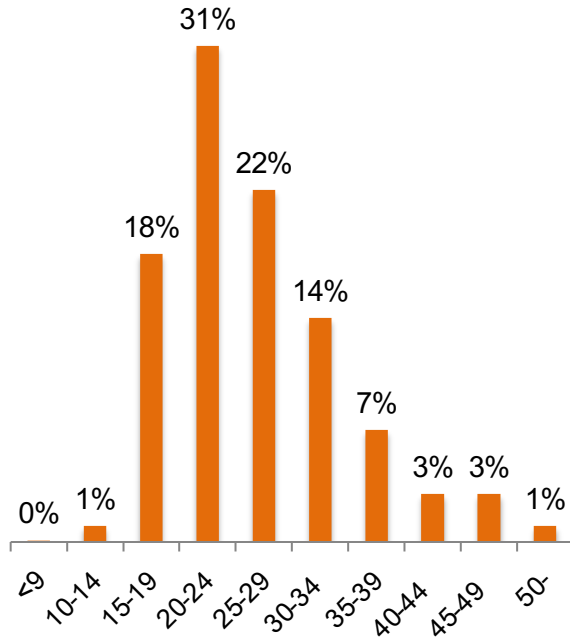
Bad answer filtering



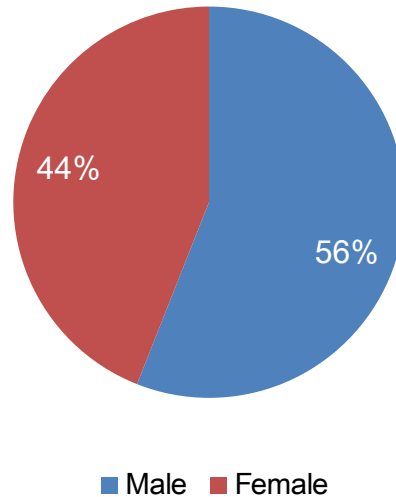
# Online market research - Audience

We have **over 600,000 members** nation-wide who are eager to share their opinions. Our data provisions are quickest due to this **vast direct panel system**.

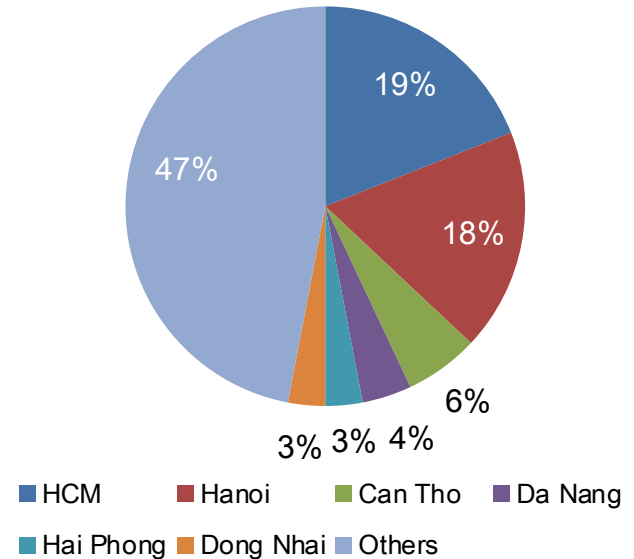
Age



Gender



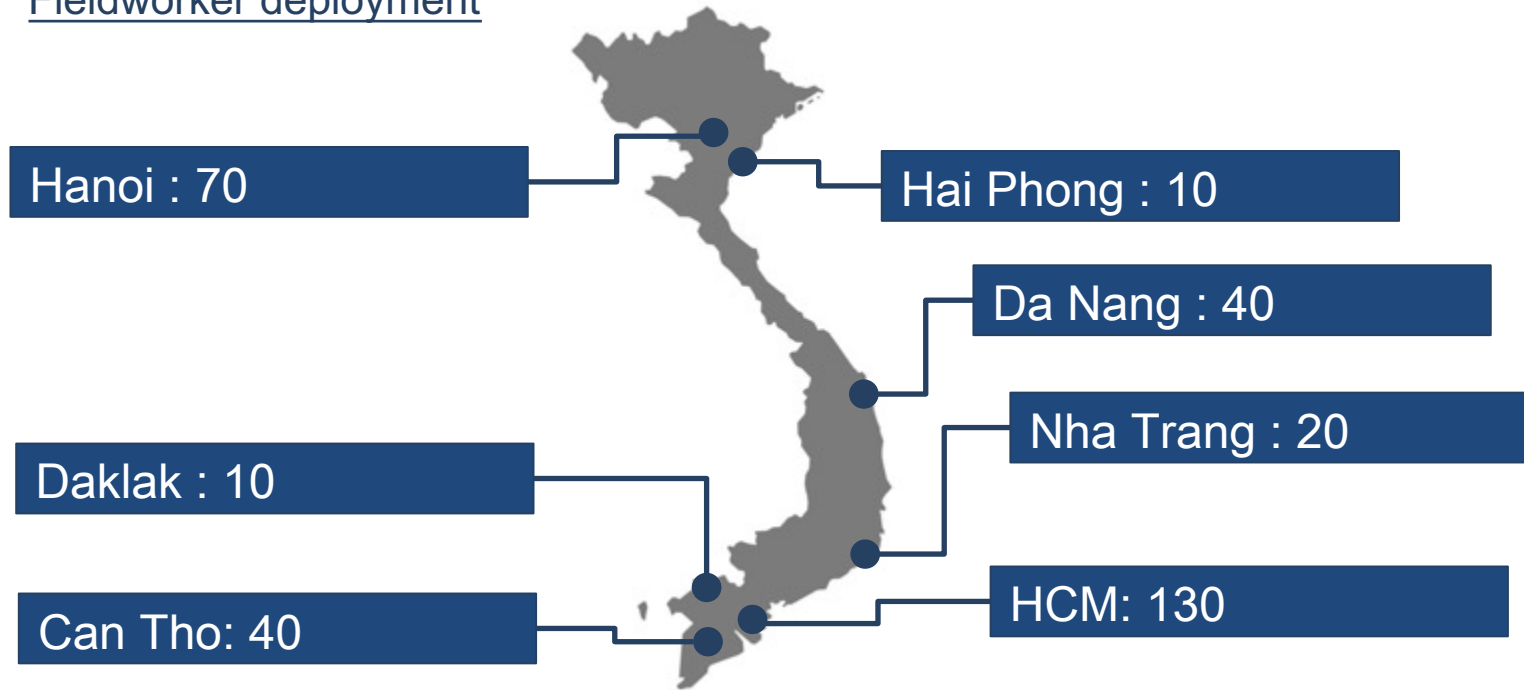
City



# Offline market research - Coverage

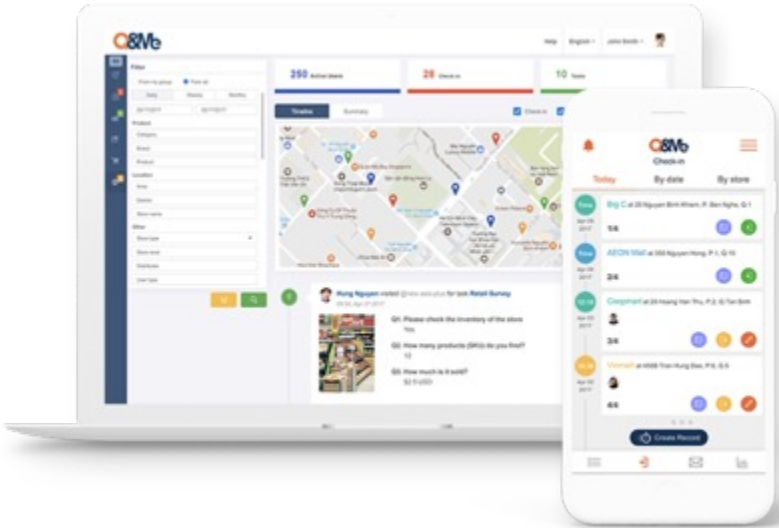
More than **300 well-educated fieldworkers nation-wide** with the real-time connections via our dedicated mobile app for higher quality data collections

## Fieldworker deployment



# Offline market research - Technology

We manage our fieldworkers with **our own app**, for the **better and more efficient data collections**.



## GPS control



Monitor the location and duration for the interview to watch whereabouts of the fieldworkers

## Silence audio + Speech-to-text



Record the interview voice silently and reflect the conversation into text automatically

## Real-time monitoring



Monitor the progress real-time per interviewers, quotas etc. to take the necessary action immediately

# Qualitative research - In-depth interview / FGIs

Get the insight and the industry information from consumers and the industry expert. We **recruit whomever you would like to hear from** our proprietary database and fieldwork connections



**Recruit the best candidate from 500K respondents**, with a clear profile background and behaviors, supporting both of **B2B and B2C demands**

**Experienced moderators and interviewers** who are familiar with your industry to get the insight and comprehensive market understandings

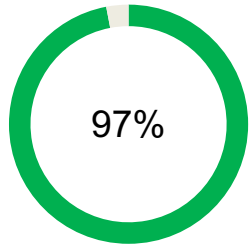


**High quality facilities** nationwide to conduct the interviews with comfort. Full facilities even for the attendance **from remote via online**

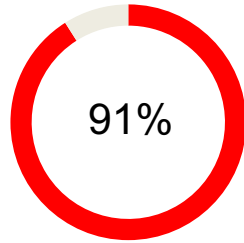
# Our advantage – Quick with quality

With combining the technology with the well-trained humane operations, Q&Me provides several methods providing data with quality

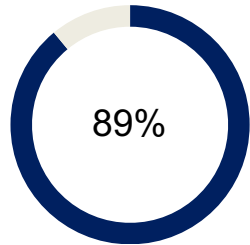
## Our quality score by SSI



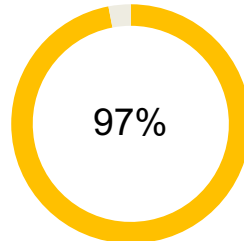
FACT CONSISTENCY SCORE



THOUGHT  
CONSISTENCY SCORE



STRAIGHT-LINER/ FLAT-  
LINER SCORE



SPEEDERS SCORE

## QUALITY CHECK SURVEY SPECIFICATION

N (Sample size)	300
IR (Incident rate)	100%
LOI (Length of Interview)	10 minutes
Success Criteria	Overall score of 80% or higher

## THE RESULTS

**Overall score** **93.5%**

Average score  
in the industry 73%



# Our representative customers

We support a variety of customers in the representative industries

- Quality: 100% data is validated via our dedicated QA team + Tech-based quality control
- Speed: Speedy data collection & analysis with no middlemen in the operation
- Cost: Competitive cost due to the lean operation

## Our representative customers







# Our solution - A variety of templates

A **versatile template** to support your fieldwork with easy-to-configure admin tool. No code solution for your speedy and flexible business management.

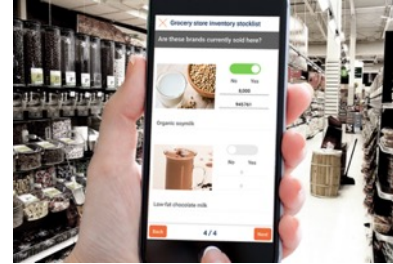
Sales / PO management



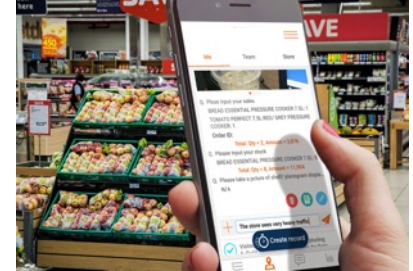
Location management



Retail audit



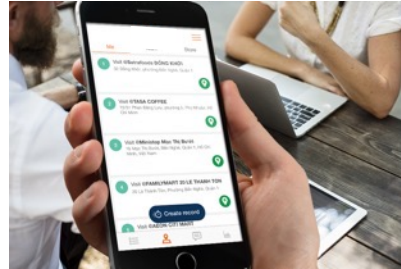
Merchandising management



Field report / incident report



Route management



Survey management



News / E-learning



# Use case - SaaS service

Proven track record. Ready for the regional launch for the bigger pies.



- Order management from meat agents
- Order, inventory management via one app
- To manage 1,000 agents



- Regional promoter management tool to manage 3,000 promoters in all of SEA countries
- Promoter to share sales, incentive and other store display information



- As a promoter tool to collect the consumer data (via phone verification) in product purchase
- Collected data is used for their CRM activities



- As the tool for supervisor to manage the store quality
- Visit the store to deal with the store quality checklist for the quality evaluation as common KPI



- As the promoter tool to update the display status and the sales reporting of the respective stores



- For the visual merchandiser to check the status of their asset placement (store banner etc.)
- Staff visit the shop to report the status as well as new partner acquisition reporting



Q&Me is provided by Asia Plus Inc.

<https://qandme.net>

Contact us:

Tel: 02839 100 043

Email: [info@qandme.net](mailto:info@qandme.net)