

# COVID-19 RECOVERY: TREND WATCH

Insights on the current impacts and opportunities for the travel and hospitality industry

October 2022

## Tapping into the Digital Nomad Market

Now that borders have reopened, many cities across Southeast Asia are becoming hotspots for overseas digital nomads once more.

Governments are rapidly turning to new visa schemes in anticipation of the boost to the local economy expected by these typically high-spending digital nomads.

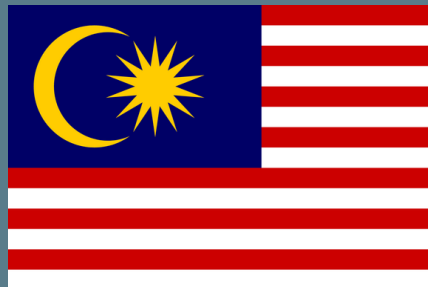


# SUMMARY

Southeast Asian countries, such as Indonesia, Malaysia, and Thailand, are looking to tap into the digital nomad market, including launching special long-stay visas targeted toward digital nomads. They see this as a vital strategy to boost tourism spending through long stays in the region.

Vacation rental platform, Airbnb, is also a key player vested in attracting digital nomads to the region.

## COUNTRIES IMPACTED



# Government

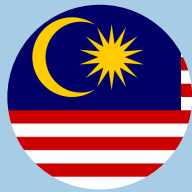
## New Visas Available for Remote Workers from Overseas



### Long-Term Resident Visa

up to 10 years

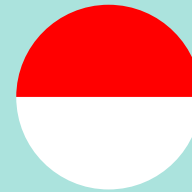
- Thailand aims to attract **1 million** foreigners with this visa over the next 5 years
- The scheme is expected to generate **1 trillion THB annually**



### DE Rantau Programme

up to 2 years

- **Penang, Langkawi, Kedah,** and **Kuala Lumpur** have been selected as pioneer locations for the first phase of the programme
- The initiative is projected to contribute **RM 4.8 billion** to the economy by 2025

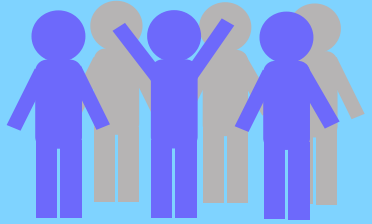


### B211a Socio-Cultural Visa

up to 6 months

- **3,017** people used the B211a Social-Cultural Visa from Jan-Aug 2022, with **Russia, the US,** and **the UK** as the top three countries
- A specific **5-10 year Digital Nomad Visa** is under development

# Economy



**35 million**

Digital Nomads (DN) worldwide



**US\$787 billion**

annual global economic value



**+49% YoY**

DN movement growth in 2020



**Nomad List**

Fastest growing remote  
work hubs in 2022

**#1**



**Singapore**

**#3**



**Bangkok**

**#4**



**Canggu, Bali**

**#5**



**Chiang Mai**

**#6**



**Ko Samui**

**#7**



**Ko Pha Ngan**

**#10**



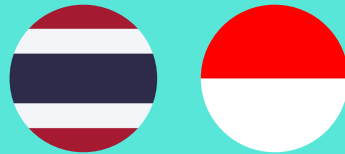
**Phuket**

# Corporates



"Live and Work Anywhere"

Partners with 20 destinations  
- **including Thailand and Bali** -  
to support them in becoming  
more remote-worker friendly



Partnering with **TAT** to build a  
hub to showcase long-term  
stays, as well as entry and visa  
requirements for remote  
workers



hotel nikko bali  
benoa beach

**1st Beachfront Resort  
Coworking Space in Bali**

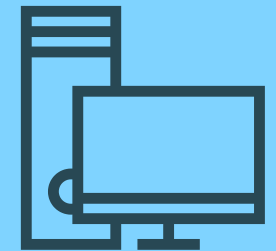


INTERCONTINENTAL®  
PATTAYA RESORT

**Digital Nomad  
Day Pass**



Wi-Fi Access



Work Stations



Pool Access



Complimentary F&B

# Consumers

34%

rate SEA as the best region for Digital Nomads

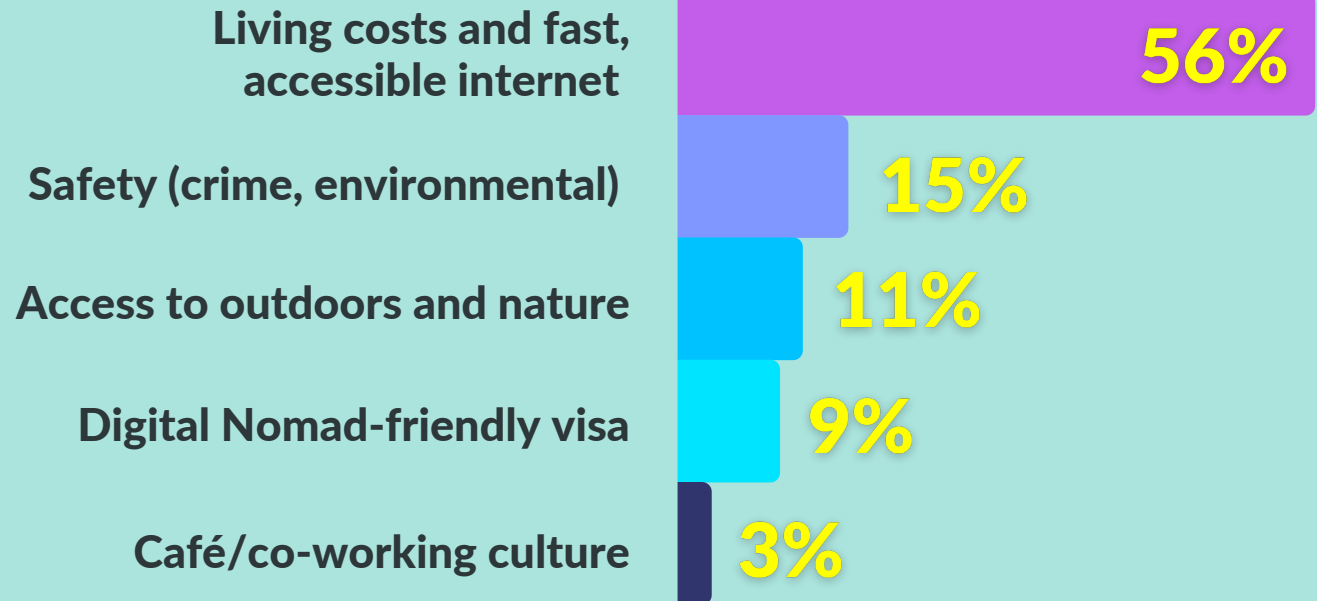
66%

prefer to stay in a single place for 3-6 months

80%

prefer to stay in a single place for 3-9 months

## Top factors in choosing a location



Source: A Brother Abroad Survey

## Most Popular Countries for Digital Nomads

#2



#3



#5



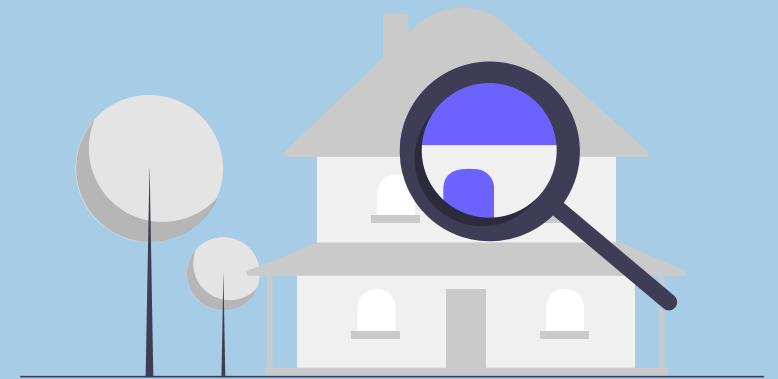
#10



Source: TwoTicketsAnywhere.com Survey

# Regional Impact

- Digital nomads are typically high-spenders, which can help boost the local economy
- Demand for long-term rentals will increase across the region. The conversion of properties into long-term rentals on platforms like Airbnb could affect the housing market in the long term and drive up prices



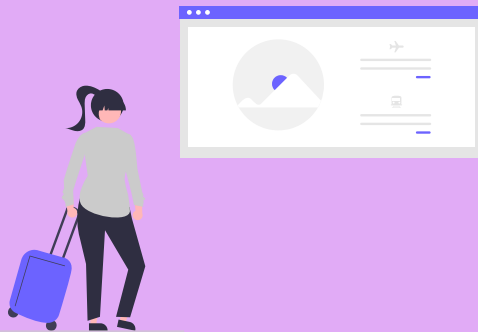
# TECH OPPORTUNITIES



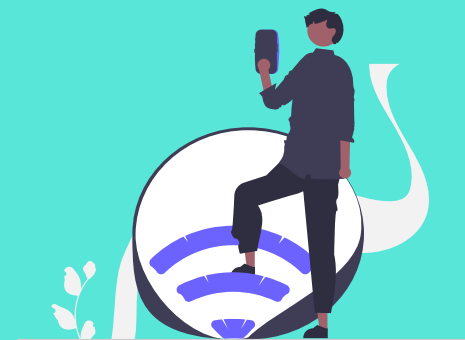
**Long-stay accommodation  
booking platforms**



**Digital nomad social media with  
user-generated content and reviews**



**Short-stay accommodation management  
platforms integrated with IoT**



**Telcos/roaming**



# COVID-19 RECOVERY:



# TREND WATCH

Insights on the current impacts and opportunities for the travel and hospitality industry

**Sign up to receive Velocity Ventures'  
newsletter**

**[www.velocityventures.vc](http://www.velocityventures.vc)**

**Disclaimer:** The content is a general description of informative nature only and is accurate at time of publication. Velocity Ventures and Pear Anderson assume no responsibility for completeness, errors or omissions in the information and makes no warranty as to the accuracy, completeness or suitability of the information. This collection of content is created by Velocity Ventures and Pear Anderson.

# REFERENCES

- <https://www.bangkokpost.com/thailand/general/2383188/new-long-visa-favours-expats>
- [https://www.thestar.com.my/tech/tech-news/2022/09/13/penang-langkawi-kedah-kl-part-of-de-rantau-to-turn-malaysia-into-digital-nomad-hub?utm\\_source=pocket\\_mylist](https://www.thestar.com.my/tech/tech-news/2022/09/13/penang-langkawi-kedah-kl-part-of-de-rantau-to-turn-malaysia-into-digital-nomad-hub?utm_source=pocket_mylist)
- [https://thebalisun.com/tourism-minister-encourages-bali-digital-nomads-to-use-socio-cultural-visa/?utm\\_source=pocket\\_mylist](https://thebalisun.com/tourism-minister-encourages-bali-digital-nomads-to-use-socio-cultural-visa/?utm_source=pocket_mylist)
- [https://coconuts.co/bali/news/theyre-calling-it-workcation-tourism-minister-sandiaga-uno-fast-tracks-digital-nomad-visa-plan/?utm\\_source=pocket\\_mylist](https://coconuts.co/bali/news/theyre-calling-it-workcation-tourism-minister-sandiaga-uno-fast-tracks-digital-nomad-visa-plan/?utm_source=pocket_mylist)
- <https://www.twoticketsanywhere.com/digital-nomad-statistics/#:~:text=Digital%20nomads%20contribute%20a%20global%20economic%20value%20of%20%24787%20billion%20per%20year>
- <https://nomadlist.com/fastest-growing-remote-work-hubs>
- <https://www.traveldailynews.asia/airbnb-partners-with-tourism-authority-of-thailand-to-attract-digital-nomads>
- <https://hotelnikkobali-benoabeach.com/hotel-nikko-bali-welcomes-digital-nomad-to-experience-beachfront-resort-coworking-space/>
- <https://pattaya.intercontinental.com/offers/digital-nomad>
- <https://abrotherabroad.com/digital-nomad-statistics/>