

2018/19 Voice of Industry Series Australia and
New Zealand

TRAVEL

**Insights on consumer preferences in researching and
choosing trips and accommodation.**



dynata™
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Marketing

ABOUT THESE REPORTS

Marketing and Dynata (formerly Research Now SS) have teamed up to bring you industry-specific Voice-of-Customer survey results. We'll look at retail, automotive and more. Each survey samples 1000 people in Australia and 600 in New Zealand, adjusted to be representative of the age, gender and location make-up of each country.

This white paper contains key results and selected insights on preferred methods of researching and booking travel and accommodation.

With thanks to Geoff Turner, general manager, marketing strategy at Tourism Australia, for providing guest survey questions.

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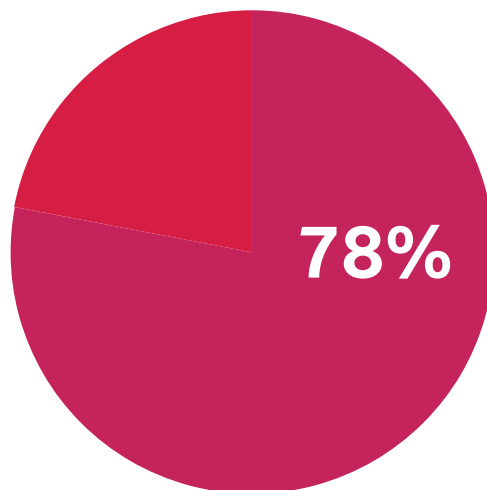
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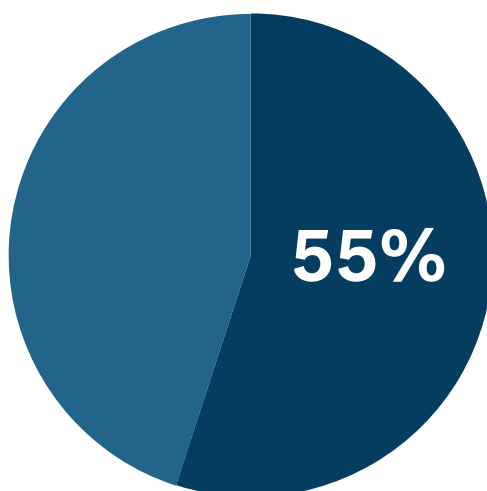
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AUSTRALIA

In the last five years



78%
have taken a domestic trip.

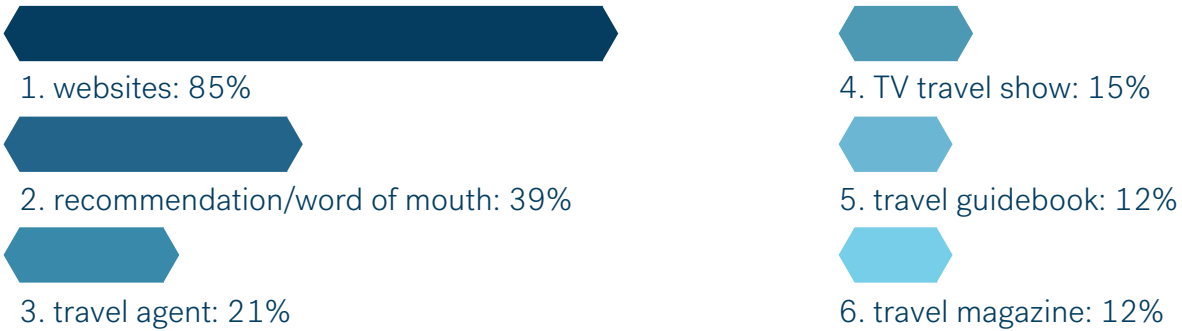


55%
have taken an international
holiday trip.

AUSTRALIA

Domestic

Which of the following did you use to look for inspiration and ideas on places to go for your last holiday?



Insight: Booking sites were the most popular option for participants aged 18 to 34, used by 47 percent in the segment. Travel agents were the second most popular option for those aged 45+.

How did you book flights for your last domestic holiday?



How did you book accommodation?



Insight: 'Direct to host' (41 percent) was the most popular method for those aged 45 and older. Accommodation apps (24 percent) were the second most popular method for those aged 18 to 34.

What do you find most appealing in going on a domestic holiday trip?

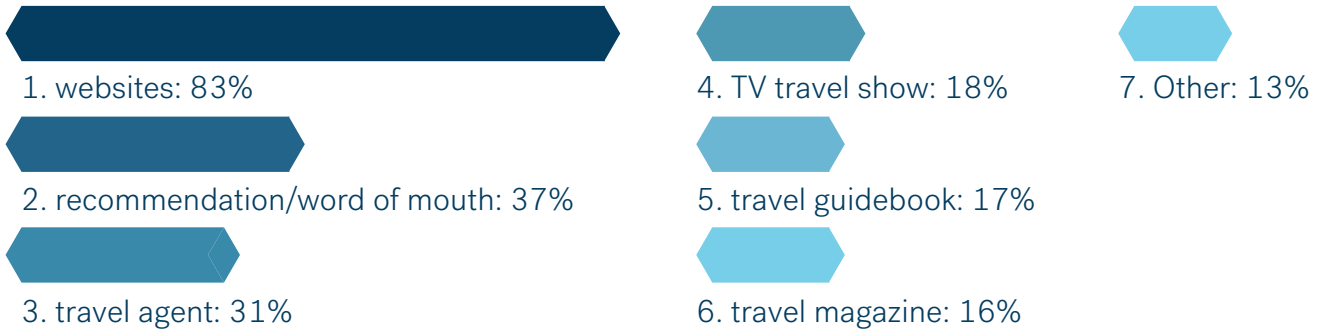


Insight: For those aged 35 to 44, recreational activities (20 percent) and a more relaxing experience (20 percent) were more appealing reasons for domestic travel, pushing visiting family and friends to third place in the segment.

AUSTRALIA

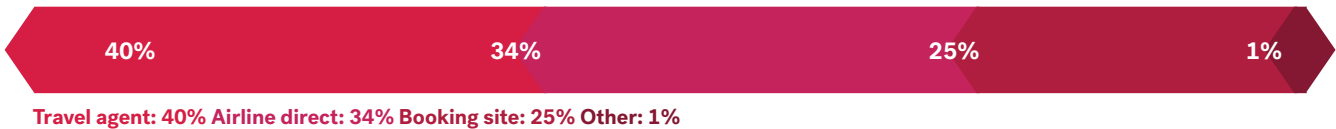
International

Which of the following did you use to look for inspiration and ideas on places to go for your last holiday?



Insight: Booking sites were the most popular option for 18- to 34-year-olds, used by 38 percent of the segment. For those aged 35 to 44, the preferred method was 'airline direct', with 32 percent in the segment preferring booking with travel agent.

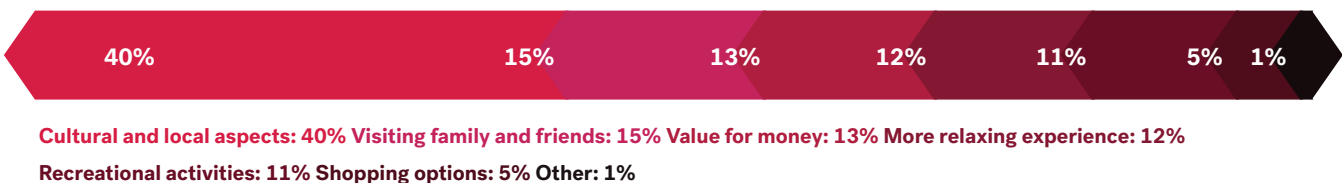
How did you book flights?



How did you book accommodation?



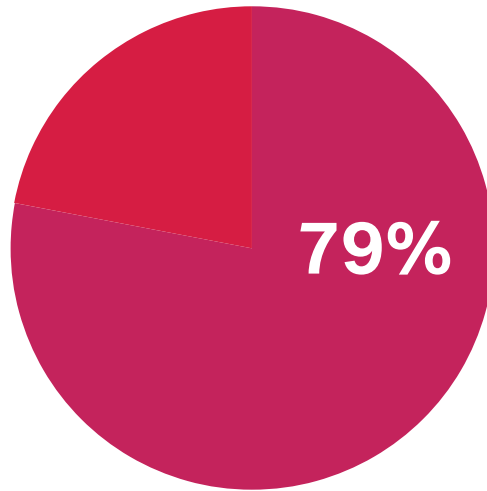
What do you find most appealing in taking an international holiday?



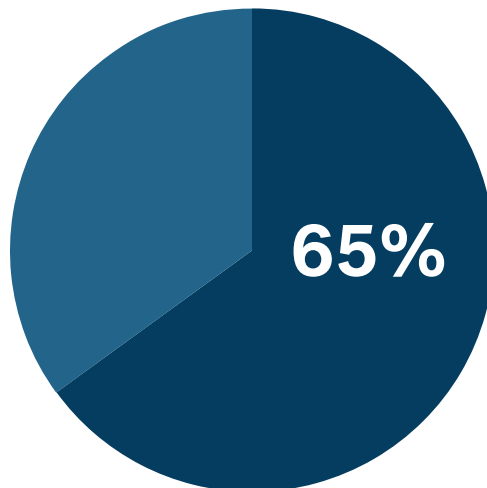
Insight: Those aged 45 and older favoured travel agents (37 percent) to booking sites (28 percent).

NEW ZEALAND

In the last five years



79%
have taken a domestic trip.

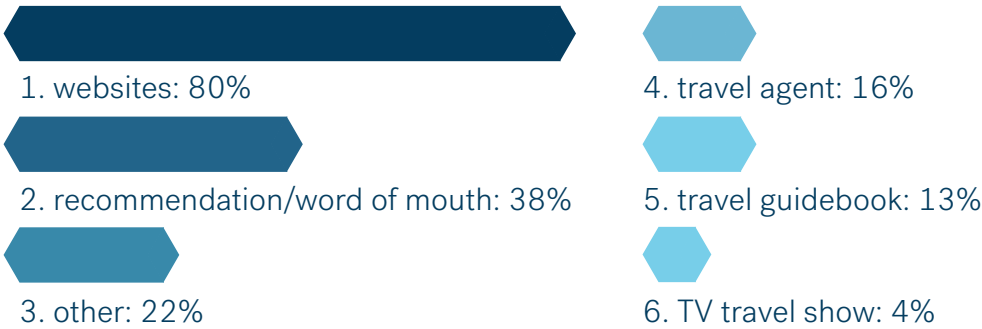


65%
have taken an international
holiday trip.

NEW ZEALAND

Domestic

Which of the following did you use to look for inspiration and ideas on places to go for your last holiday?



How did you book flights for your last domestic holiday?



How did you book accommodation?



What do you find most appealing in going on a domestic holiday trip?

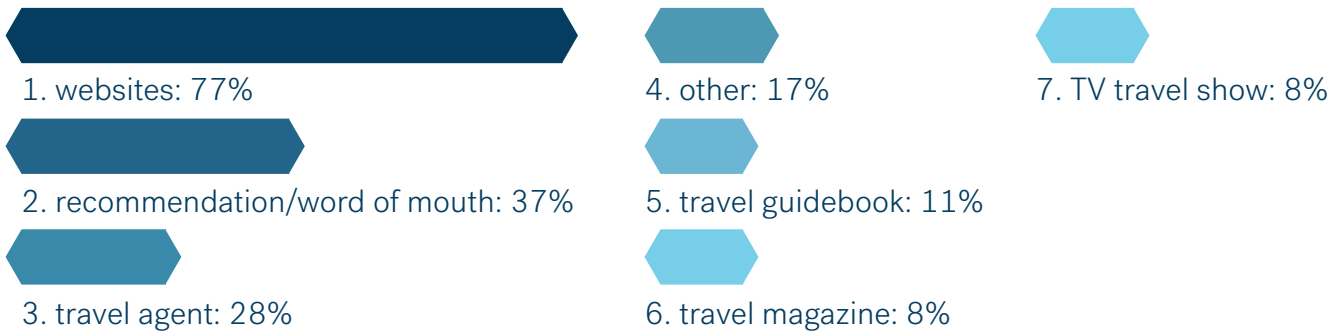


Insight: For those aged 45 and older, booking direct to host (41 percent) was more popular than booking sites (31 percent).

NEW ZEALAND

International

Which of the following did you use to look for inspiration and ideas on places to go for your last holiday?



Insight: Recommendation/word of mouth was most popular among those aged 18 to 34, used by 43 percent in the group for inspiration; compared to 38 percent of those aged 35 to 44 and 34 percent of those aged 45+. It is also much more heavily favoured by females in the study, with 47 percent of all female participants using recommendations and only 27 percent of males.

How did you book flights?



How did you book accommodation?



What do you find most appealing in going on a international holiday?



Insight: For travellers in the 18 to 34 and 35 to 44 age groups, cultural and local aspects (31 percent and 29 percent respectively) were more popular than visiting family and friends (21 percent and 24 percent respectively). Those aged 45 and older favoured visiting family and friends (43 percent) much more than cultural and local aspects (26 percent) and other appeals.



Dynata is one of the world's leading single providers of first-party data contributed by people who opt-in to member-based panels that the company manages and maintains. With a reach that encompasses 60+ million people globally and an extensive library of individual profile attributes collected through surveys, Dynata is the cornerstone for precise, trustworthy quality data.

The company has built innovative data services and solutions around this core asset to bring the voice of the individual to the entire marketing spectrum, from market research to marketing and advertising. For more information, go to [Dynata.com](https://www.dynata.com).

Marketing

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