

Information Sources & Booking Methods

Year ended December 2006

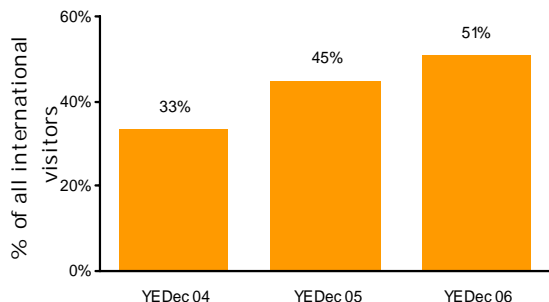
National Overview

- Eighty-seven percent (87%) of the international visitors to Australia sought information about their trip. Of these, 39% obtained information from the Internet.
- Among holiday visitors, the Internet was a commonly used information source, while friends and relatives living in Australia were consulted by 44% of all VFR visitors to Australia.

Top Information Sources	% of all international visitors	% of international holiday visitors	% of international VFR visitors
Internet	39%	44%	32%
Travel agent	27%	32%	21%
Previous visit	26%	20%	34%
Friend/Relative living in Australia	22%	19%	44%
Travel book/guide	17%	24%	10%
Friend relative who has visited Australia	11%	14%	9%

How many used the Internet before their trip to find out about Australia?

- The proportion of international visitors to Australia who sourced information about Australia on the Internet increased from 33% in the year ended December 2004 to 51% two years later. Of these, holiday visitors were most likely to source information on the Internet.



- Visitors from New Zealand, the United Kingdom and Japan were most likely to source information about Australia on the Internet prior to their trip (18%, 15% and 13%, respectively).

Why did they use the Internet to source information?

Reasons for using the Internet	% of all international visitors
To find out more about Australia after deciding to visit	47%
To help plan the Australian trip itinerary	41%
To look for airfares or air schedules – for travel to Australia	40%
To find out about accommodation in Australia	35%
To find out about events or activities in Australia	26%
To help plan other transport options within Australia	18%
To look for airfares or air schedules – for travel within Australia	14%
To help decide whether or not to visit Australia	10%
To find a travel agent for Australia	7%

- Of the international visitors who sourced information about Australia on the internet, 47% were finding out more about Australia after they had decided to visit.

- Compared to the year ended December 2005, a greater proportion of inbound visitors used the Internet to look for airfares or air schedules (for travel to Australia), while a smaller proportion used the Internet to find out about events or activities in Australia.

- Thirty five percent (35%) of all inbound visitors to Australia used the Internet to assist with accommodation.

What parts of their trip did they book on the Internet?

- International air travel to Australia (65%).
- Accommodation in Australia (48%).
- Air travel within Australia (20%).
- Rental or leasing of cars or campervans in Australia (14%).
- Over half (55%) of all holiday visitors used the Internet to book accommodation in Australia, with 58% booking international air travel to Australia.
- A large number of VFR visitors booked international air travel to Australia via the Internet (74%), with 33% booking accommodation in Australia online.

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International Visitors to Queensland

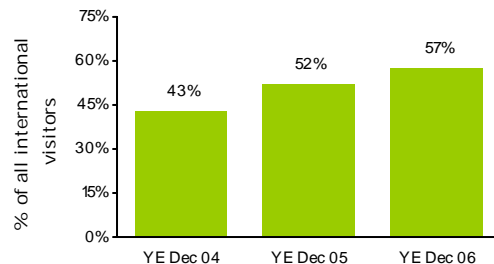
- Ninety percent (90%) of the international visitors to Queensland sought information about their trip, commonly obtaining information from the Internet (42%) and travel agents (35%).
- While 36% of VFR visitors obtained information from the internet, they were also likely to rely on a previous visit (39%), or consult friends/relatives living in Australia (35%).

Top Information Sources	% of all International Visitors	% of International Holiday visitors	% of International VFR visitors
Internet	42%	44%	36%
Travel agent	35%	38%	26%
Travel book/guide	23%	27%	10%
Previous visit (s)	23%	18%	39%
Friend/relative living in Australia	18%	16%	35%
Friend/relative who has visited Australia	14%	16%	10%

Base: Visitors who obtained information about their trip.

How many used the Internet before their trip to find out about Australia?

- 57% of the international visitors to Queensland (1,242,800 visitors) used the Internet to obtain information about Australia before departing their country of residence, with holiday visitors most likely to go online to source information.



- Visitors to Queensland from Japan, New Zealand and the United Kingdom were most likely to source information about Australia on the Internet prior to their trip (19%, 18% and 15% respectively).

Why did they use the Internet to source information?

Reasons for using the Internet	% of all International Visitors
To find out more about Australia after deciding to visit	52%
To help plan the Australian trip itinerary	44%
To look for airfares or air schedules – for travel to Australia	39%
To find out about accommodation in Australia	38%
To find out about events or activities in Australia	29%
To help plan other transport options within Australia	21%
To look for airfares or air schedules – for travel within Australia	17%
To help decide whether or not to visit Australia	11%
To find a travel agent for Australia	9%

Base: Visitors who sourced information about Australia on the Internet.

- Just over half of all inbound visitors to Queensland accessed the Internet to find out more about Australia after deciding to visit (52%).
- 62% of those travelling to Queensland to visit friends or relatives used the Internet to look for airfares or air schedules for travel to Australia.
- Twenty-one percent (21%) of all inbound visitors to Queensland used the Internet to make a trip booking.

What parts of their trip did they book on the Internet?

- International air travel to Australia (61%).
- Accommodation in Australia (48%).
- Air travel within Australia (27%).
- Rental or leasing of cars or campervans in Australia (18%).
- Organised tours in Australia (15%).
- More than half (57%) of the holiday visitors and three quarters of the VFR visitors (75%) to Queensland accessed the Internet to book international air travel to Australia.
- More than half of the holiday visitors (53%) used the internet to book accommodation.

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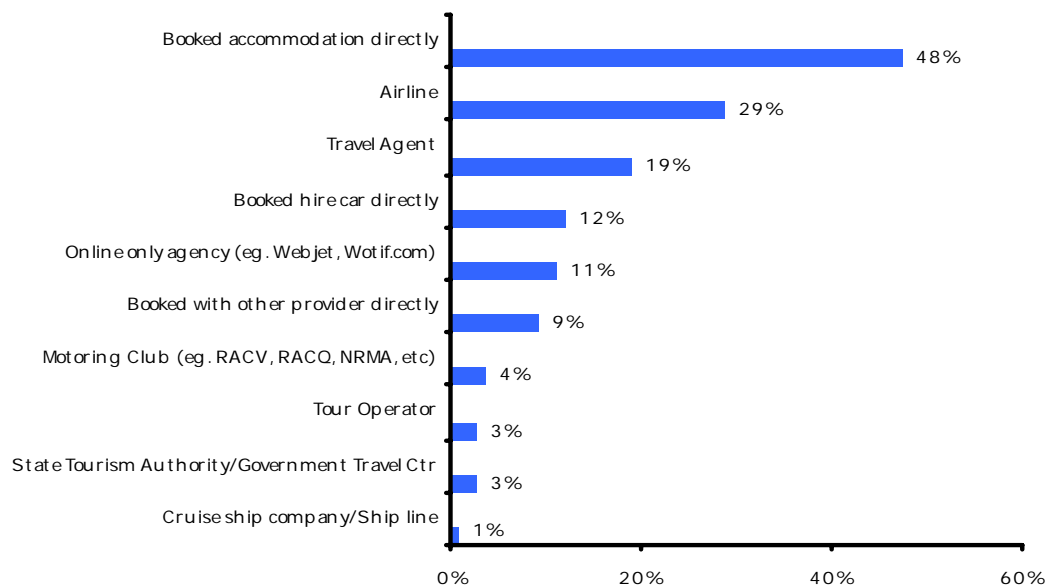
Year ended December 2006

Domestic Visitors

Source: Roy Morgan Research Single Source Australia

Booking Methods Used for Last Trip

- The most popular method of booking a trip was booking accommodation directly at 48%.
- Airline and travel agent were the next most popular methods of booking a trip (29% and 19% respectively).



Base: Travellers to Qld 14+, who booked trip, 6 months to December 2006 n = 1,186

Source: Roy Morgan Single Source Australia – January to December 2006.

Data Sources:

The **International Visitor Survey (IVS)** is conducted by Newton Wayman Chong Research on behalf of TRA. IVS information is collected by personal interviews with short-term international visitors to Australia in the departure lounges at eight Australian airports prior to departure. The IVS is weighted to total figures supplied by the Australian Bureau of Statistics' Overseas Arrivals and Departures data and does not include persons aged under 15 years.

Roy Morgan Research's **Holiday Tracking Survey (HTS)** has two components: a face to face interview and a self-completion survey. Surveys are conducted continuously throughout the year. Only one person aged 14 years and over is interviewed per dwelling. Approximately 25,000 questionnaires are processed in each 12 month period, and are weighted by age, sex and area to be representative of the Australian population.

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