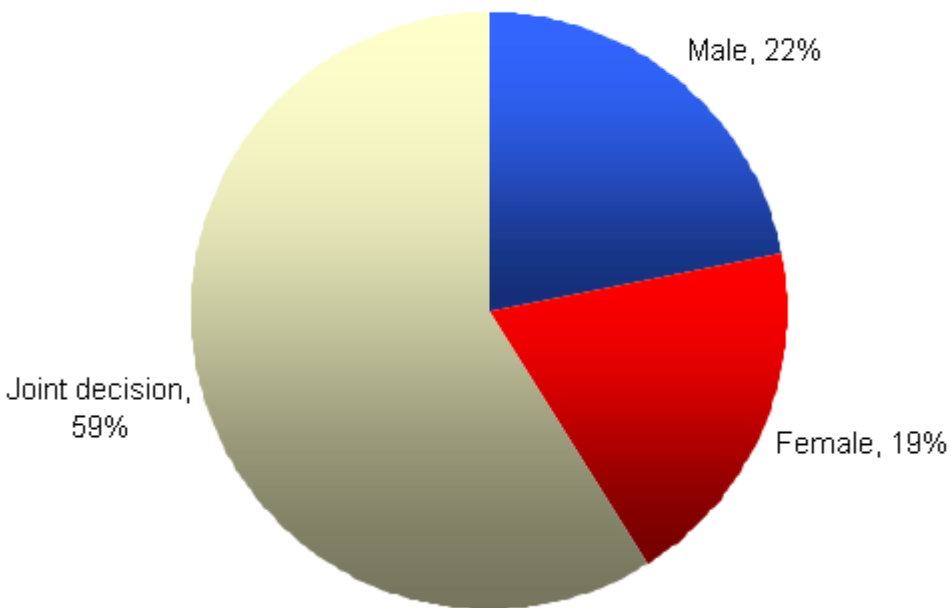


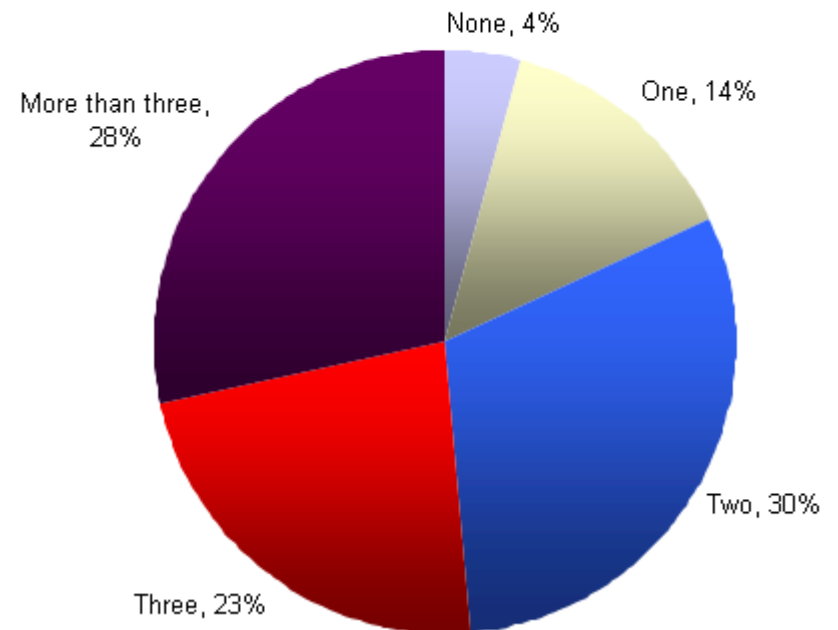
Travel Habits
The Sophisticated Traveller
Reader Survey November 2009

Travel Habits Holiday Overview

Decision maker when planning holidays



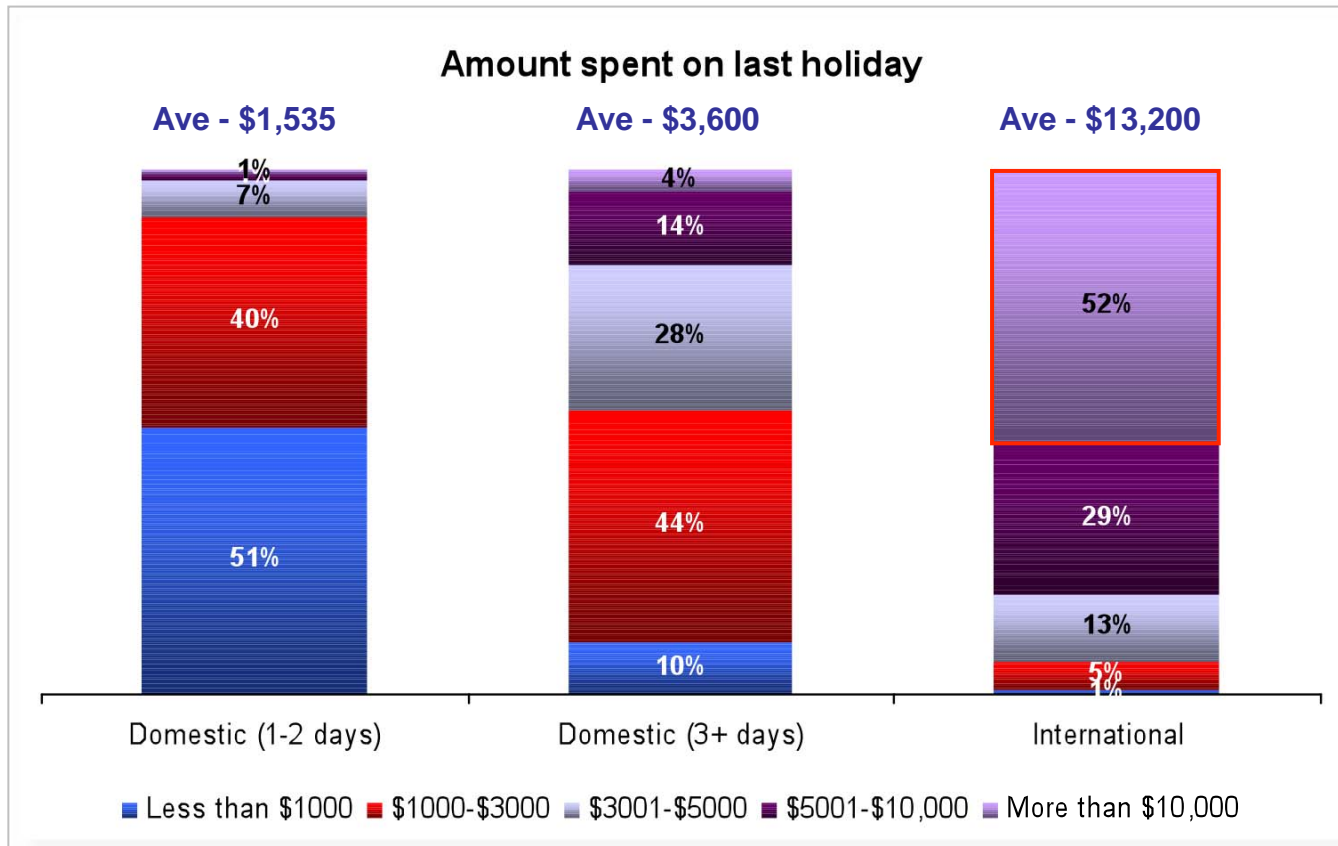
Number of holidays taken in last 12 months



Ave. number of holidays taken in past 12 months
2.83

Travel Habits

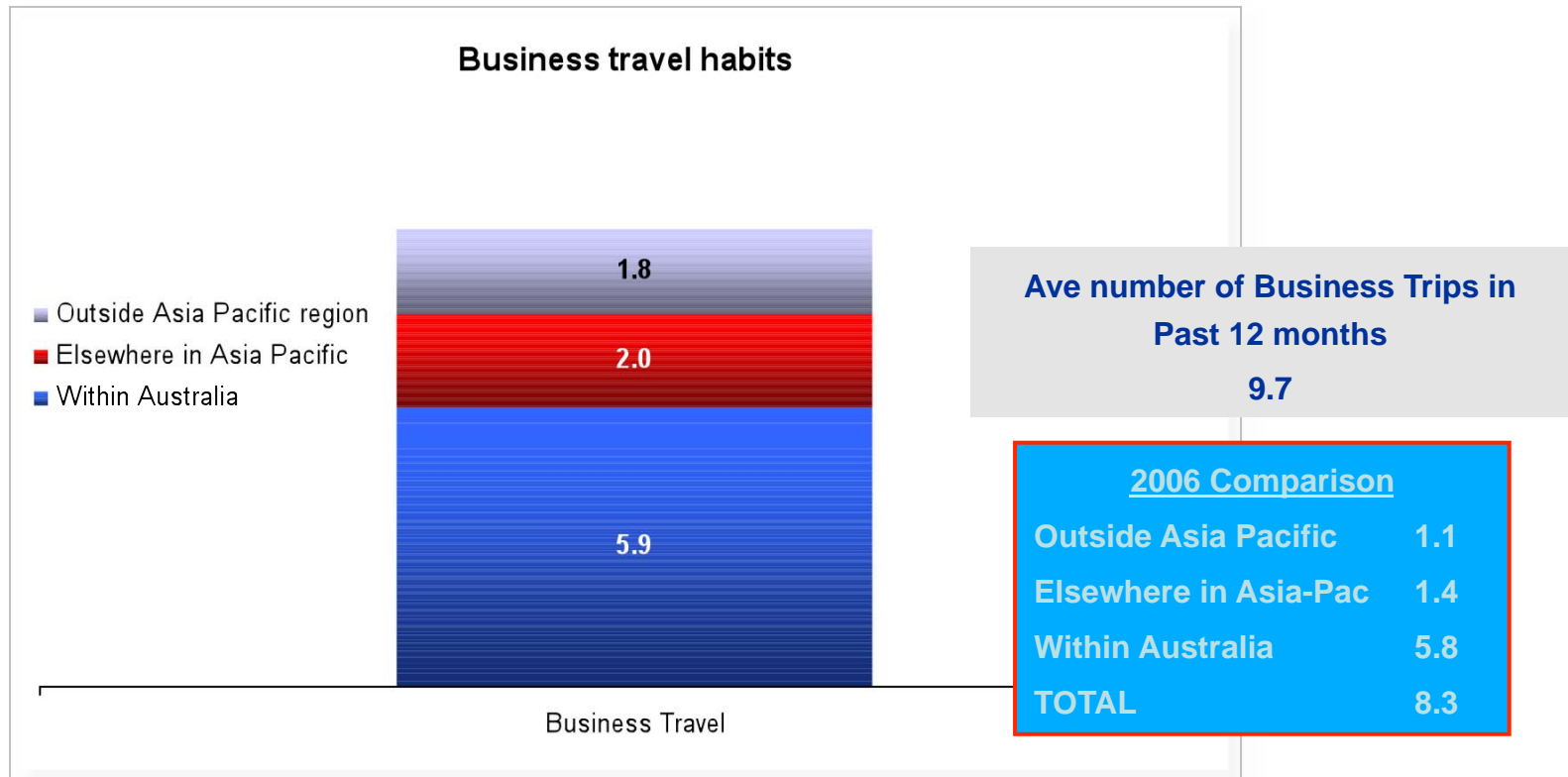
Amount Spent on Last Holiday



Over half of readers spent over \$10,000 on their last international holiday

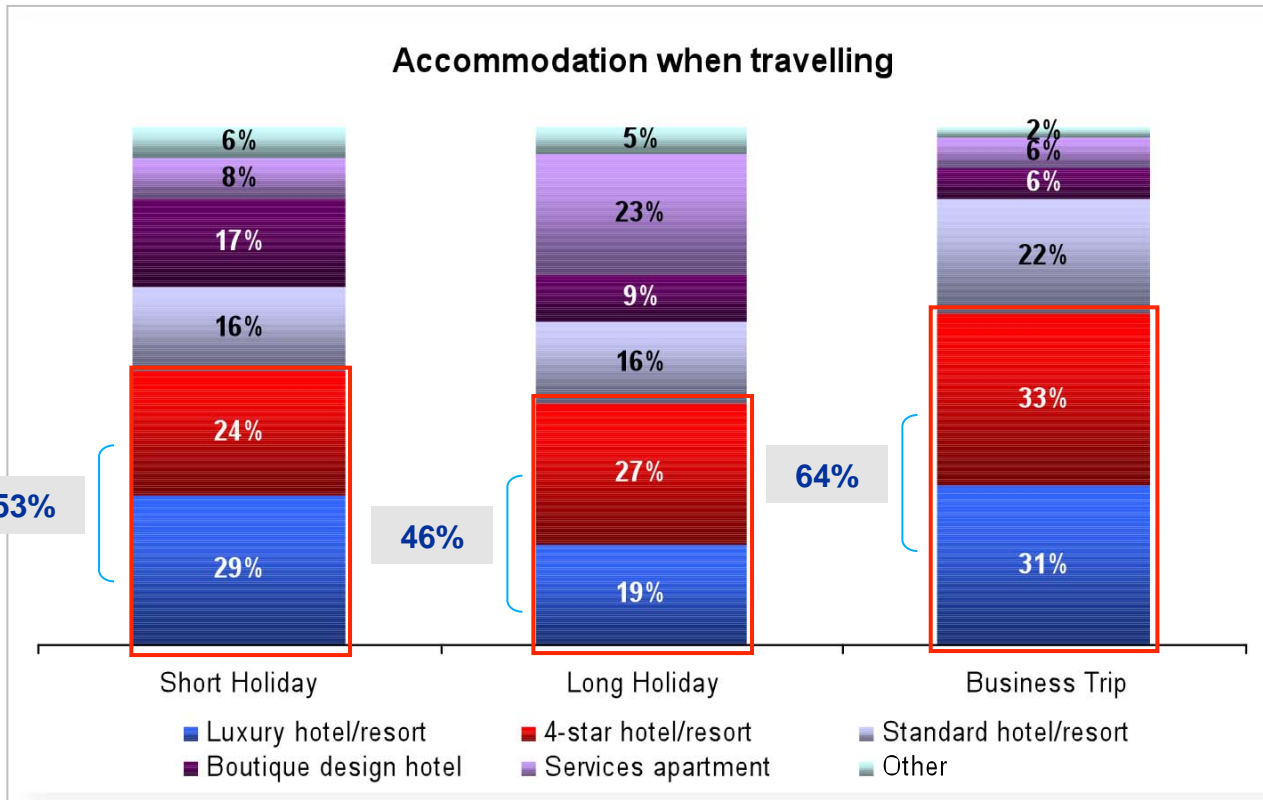
Travel Habits

Business Travel



Travel Habits

Accommodation Habits



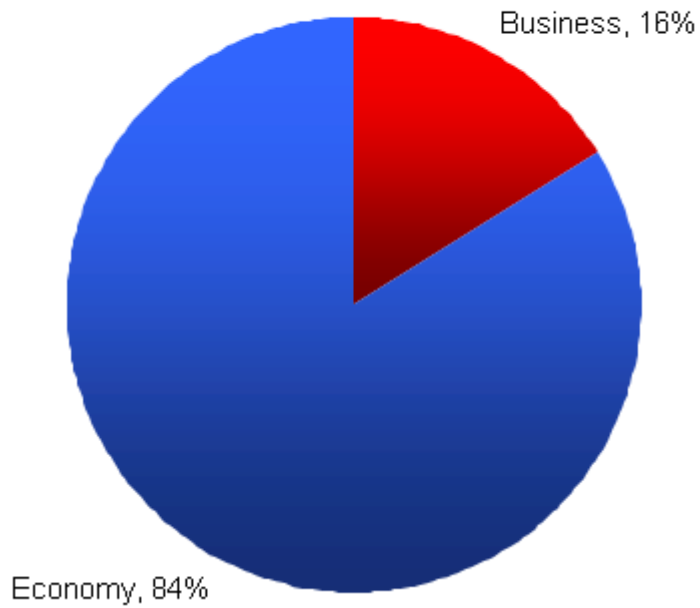
Readers of The Sophisticated Travellers are likely to stay in 4 or 5 star hotels/resorts when travelling.

Luxury Hotel/Resorts are more likely to be used when travelling on short trips, or on business

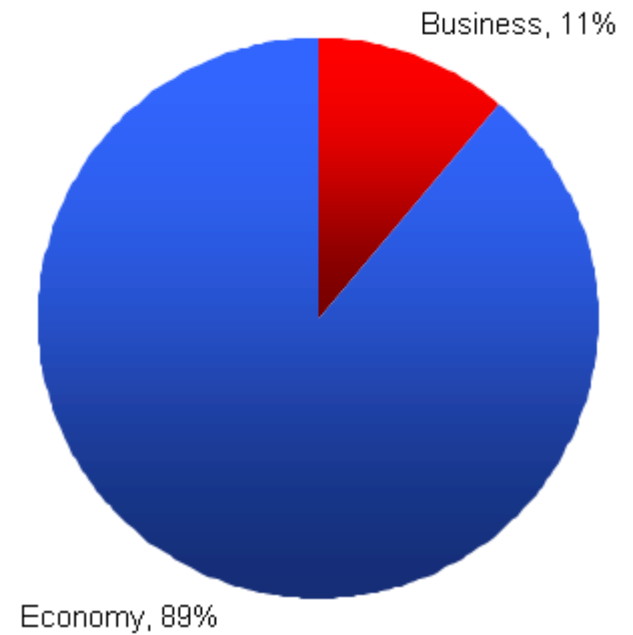
Travel Habits

Domestic Airline Travel Habits

Business Travel - Domestic Flights



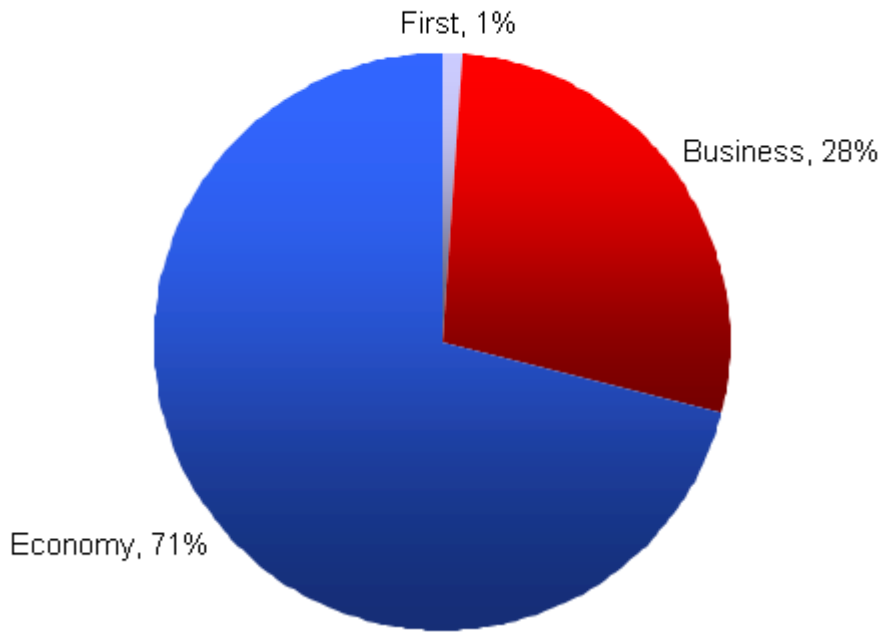
Personal Travel - Domestic



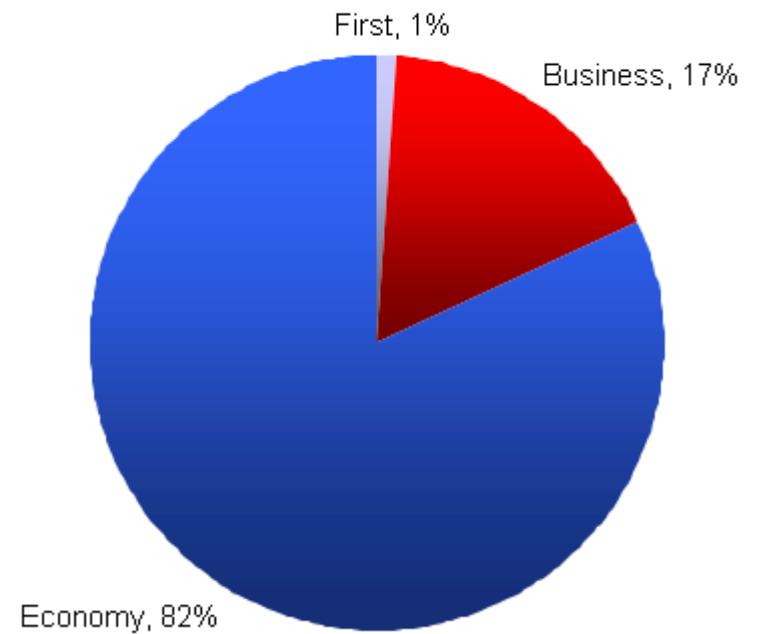
Travel Habits

Short Haul International Airline Travel Habits

Business Travel - Short Haul International



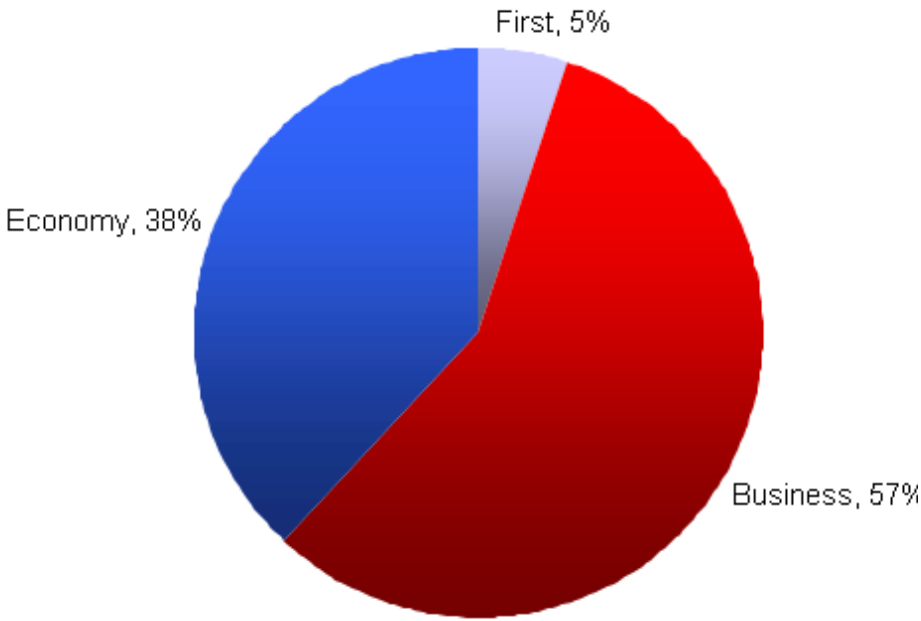
Personal Travel - Short Haul International



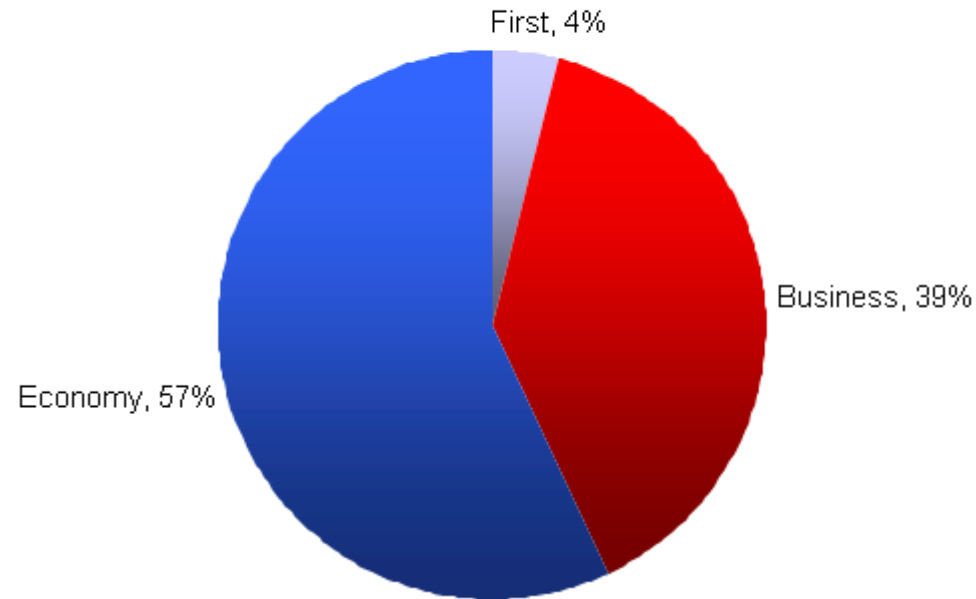
Travel Habits

Long Haul International Airline Travel Habits

Business Travel - Long Haul International

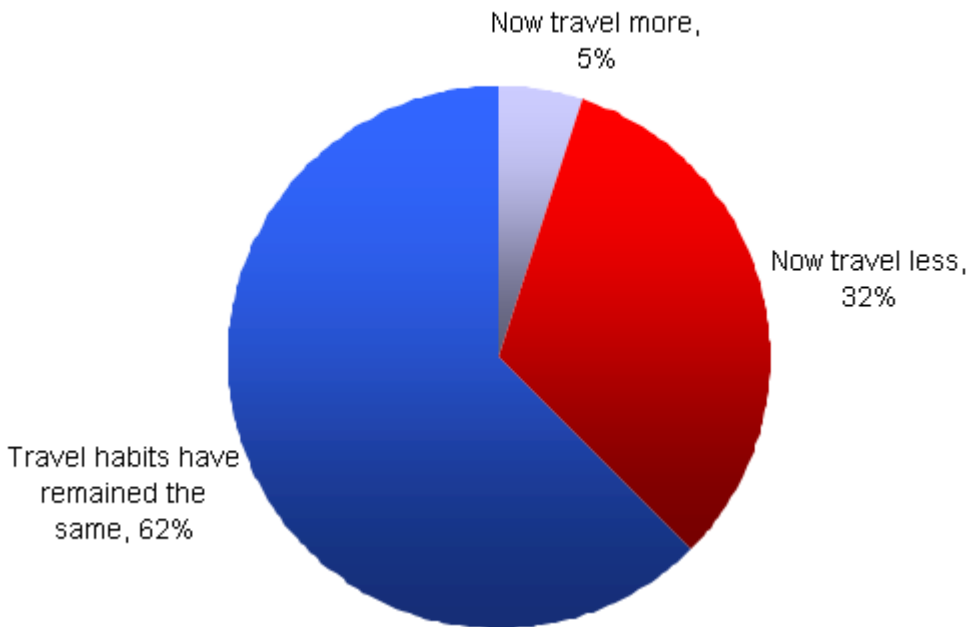


Personal Travel - Long Haul International

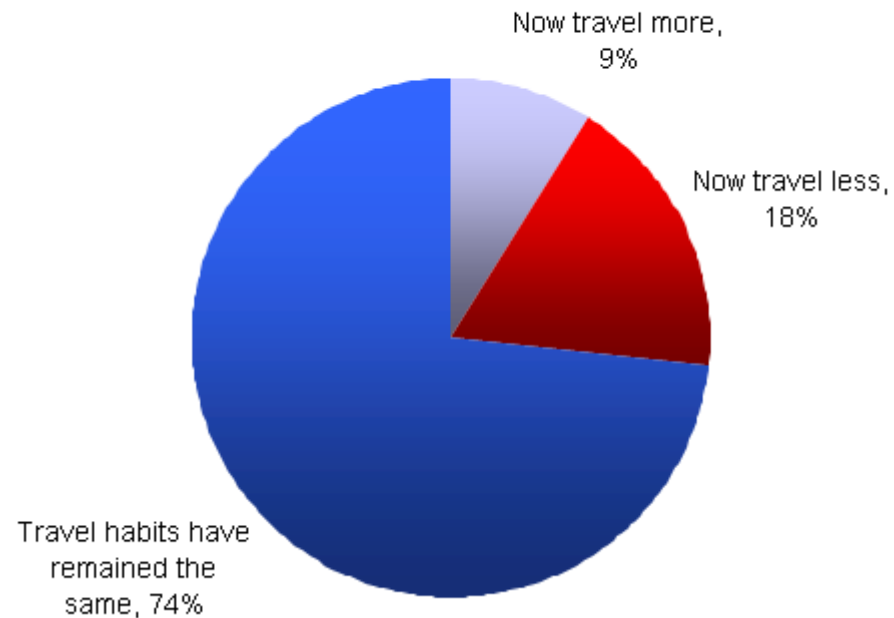


Travel Habits Habits During GFC

Business travel habits during Global Financial Crisis



Personal travel habits during Global Financial Crisis

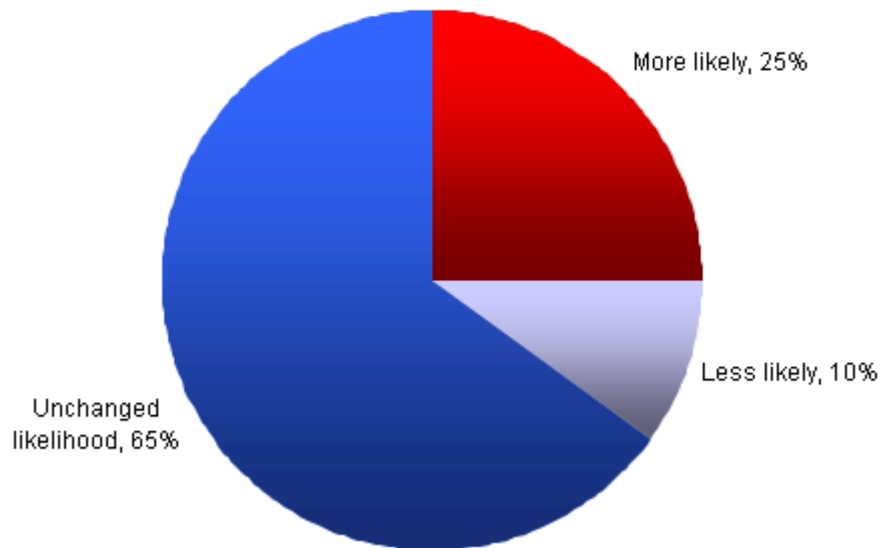


The Global Financial Crisis saw travel habits of readers largely remain the same, though nearly one third of business travellers say they travel less in the wake of the GFC.

Travel Habits

Habits During GFC

Travel within Australia during the Global Financial Crisis

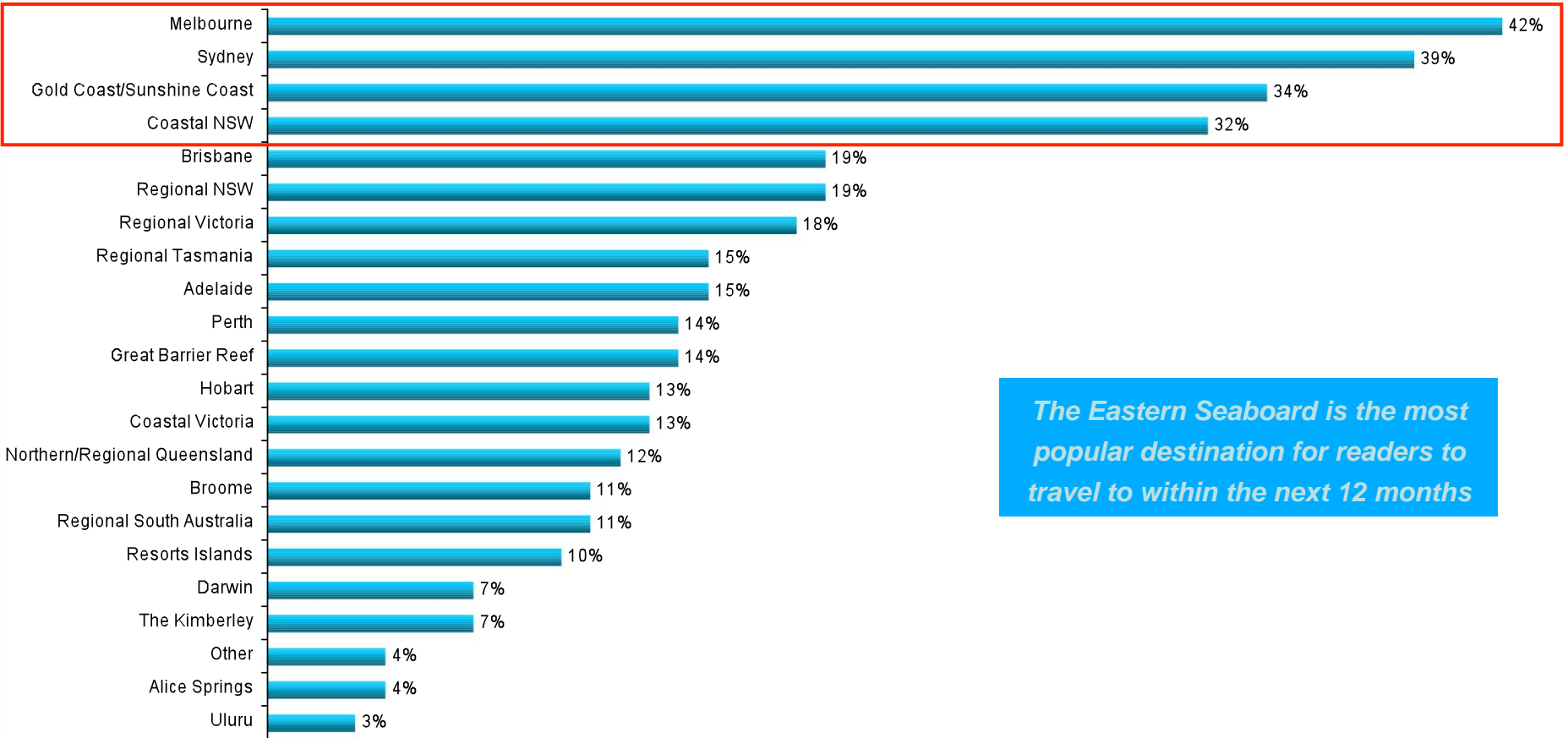


While the majority of readers did not change their local travel habits, one quarter were more likely to travel within Australia during the Global Financial Crisis

Travel Habits

Holiday Intentions within Australia the Next 12 months

Holiday intentions within the next 12 months - in Australia

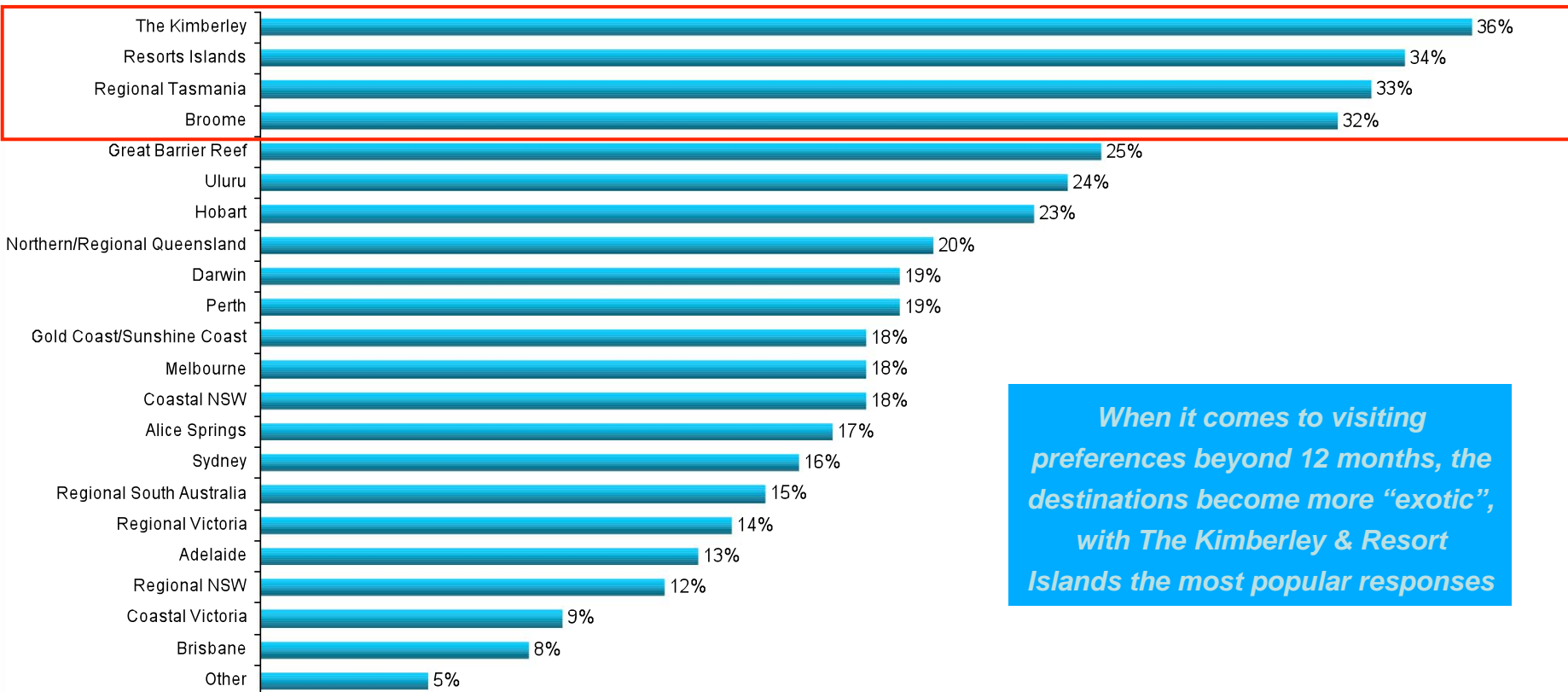


The Eastern Seaboard is the most popular destination for readers to travel to within the next 12 months

Travel Habits

Australian Destinations Interested in Visiting in Future (beyond 12 months)

Australian destinations interested in travelling in the future

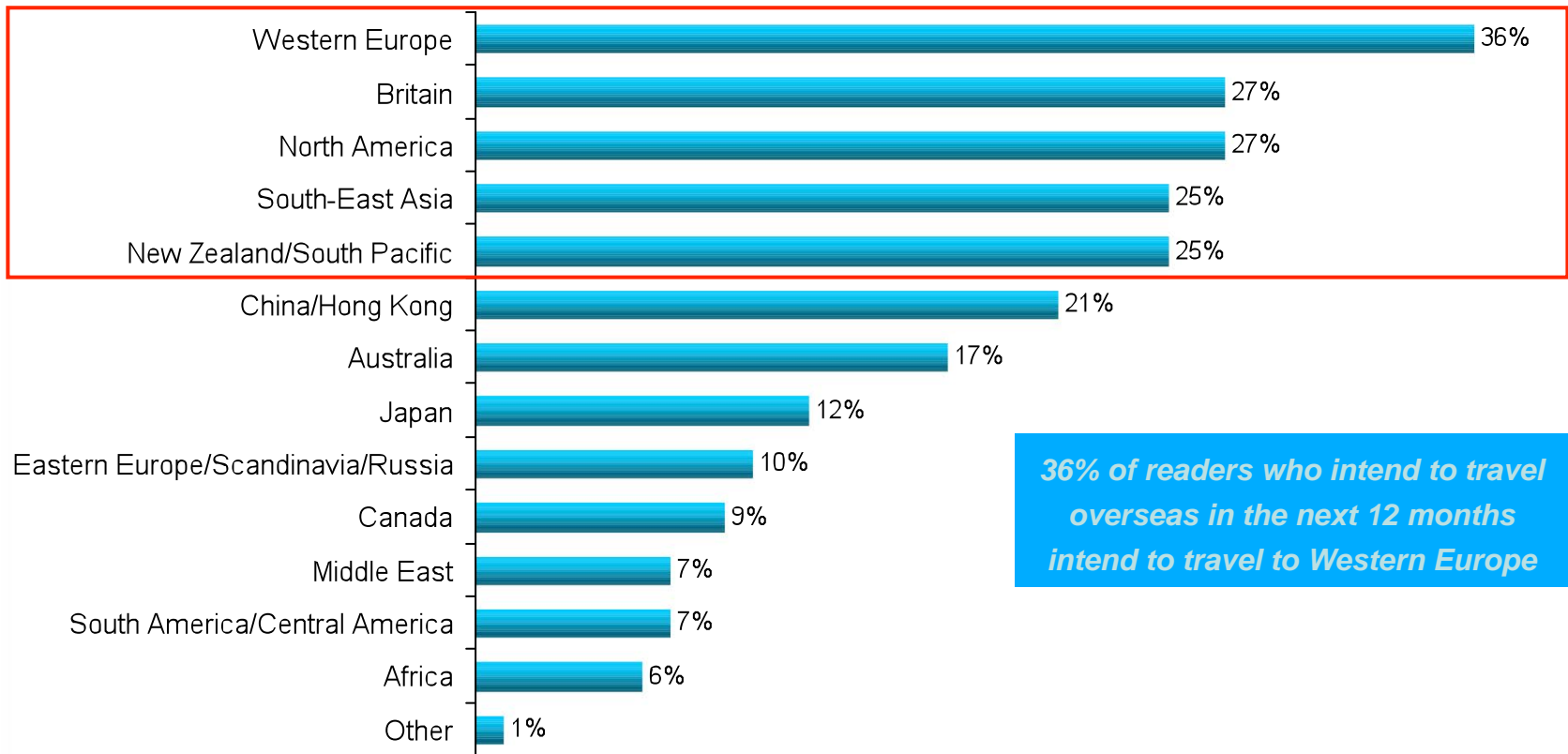


When it comes to visiting preferences beyond 12 months, the destinations become more “exotic”, with The Kimberley & Resort Islands the most popular responses

Travel Habits

Overseas Holiday Intentions in Next 12 Months

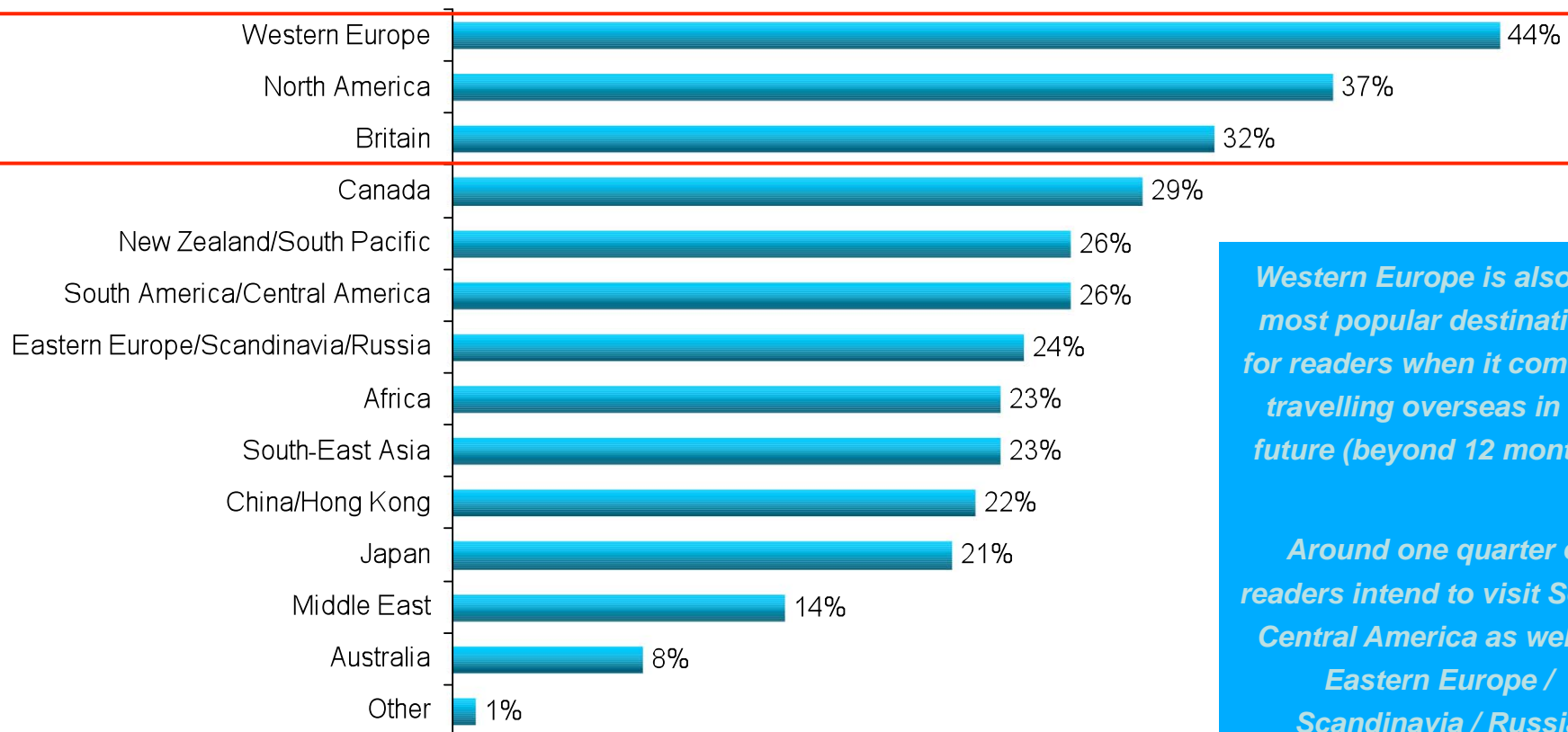
International destinations intend to travel in next 12 months



Travel Habits

Overseas Holiday Intentions in the Future (beyond 12 Months)

International destinations intend to visit in the future (beyond 12 months)



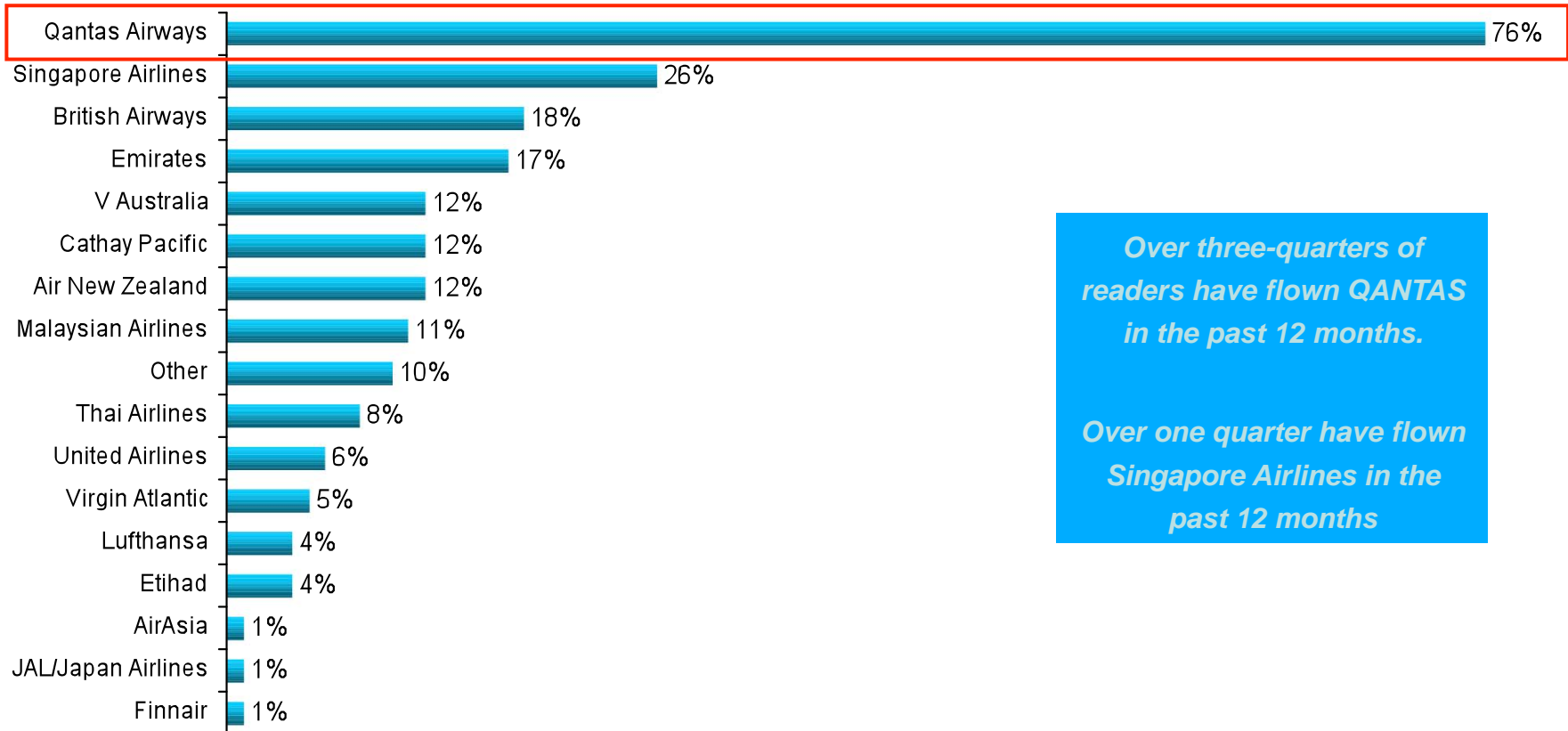
Western Europe is also the most popular destinations for readers when it comes to travelling overseas in the future (beyond 12 months).

Around one quarter of readers intend to visit South/Central America as well as Eastern Europe / Scandinavia / Russia

Travel Habits

Airlines Flown in Last 12 Months

Airlines flown with in past 12 months

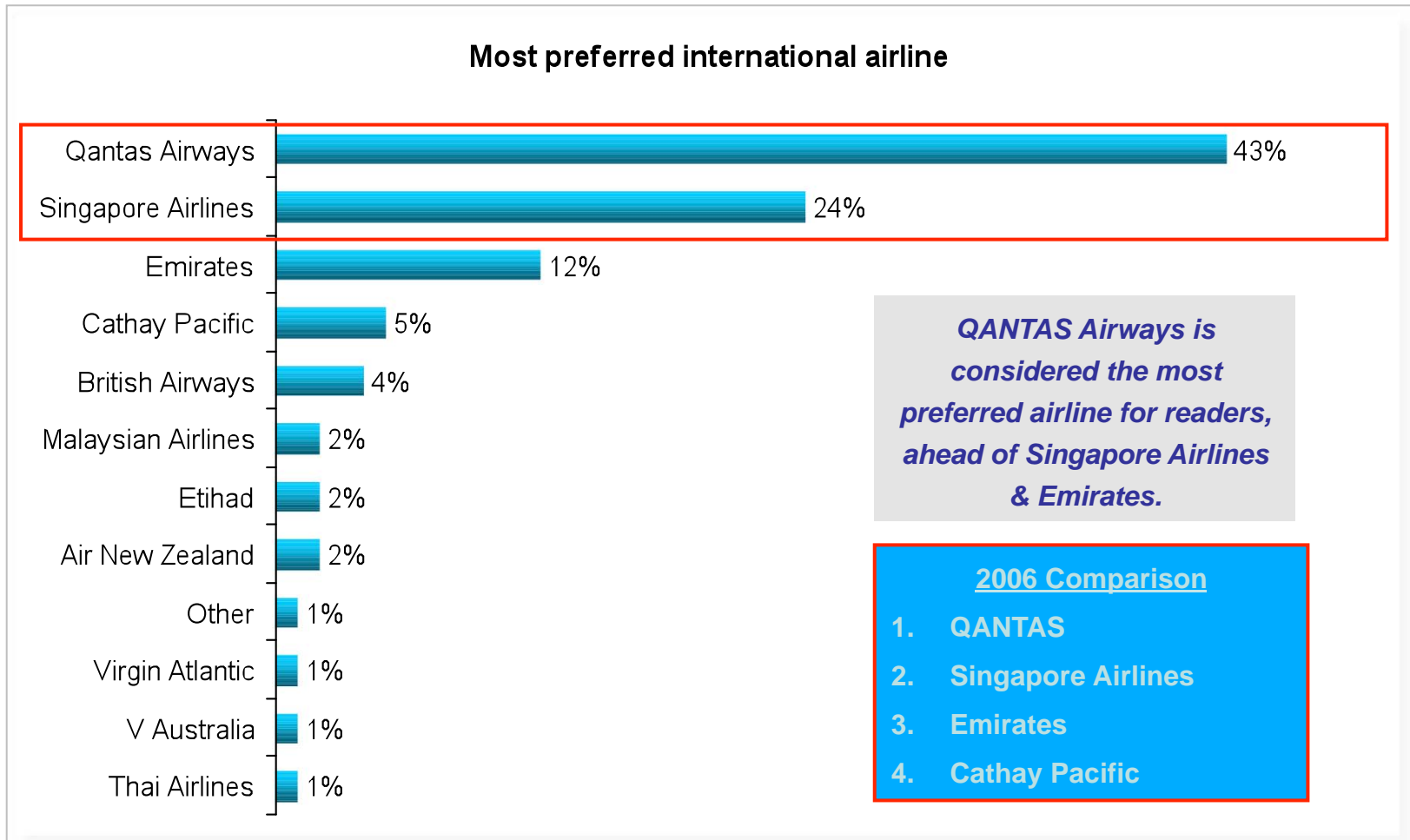


Over three-quarters of readers have flown QANTAS in the past 12 months.

Over one quarter have flown Singapore Airlines in the past 12 months

Travel Habits

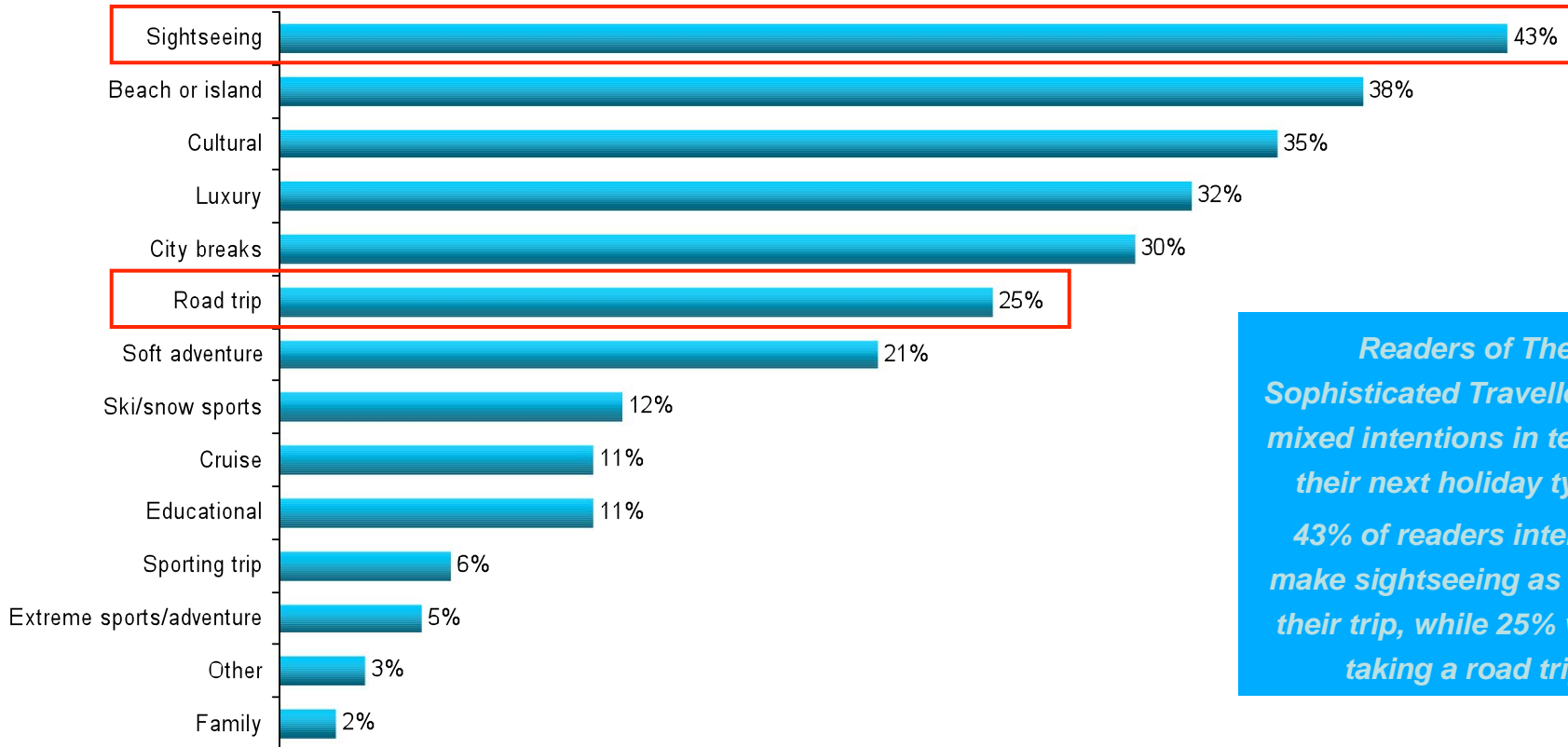
Most Preferred International Airline



Travel Habits

Next Holiday Type

Next holiday type



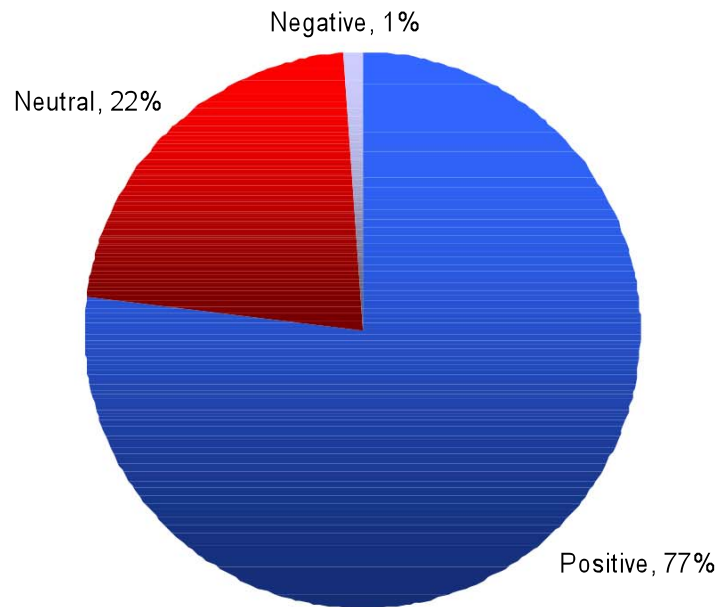
Readers of The Sophisticated Traveller have mixed intentions in terms of their next holiday types. 43% of readers intend to make sightseeing as part of their trip, while 25% will be taking a road trip

Advertising Impact
The Sophisticated Traveller
Reader Survey November 2009

Advertising

Impact of Advertising in *The Sophisticated Traveller*

Impact advertising in ST has on brand

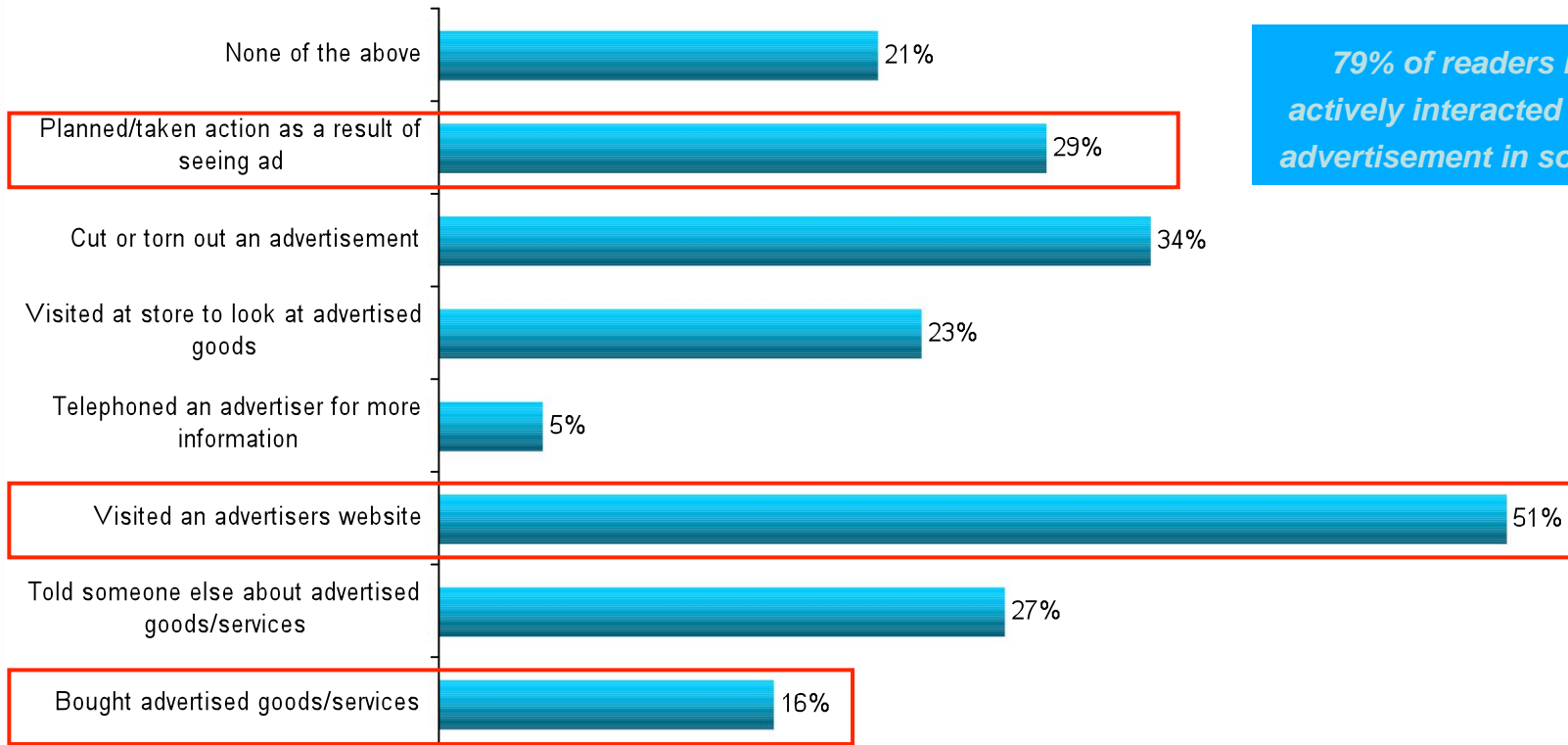


77% of readers believe that advertising in The Sophisticated Traveller has a positive impact on a brand

Advertising

Impact of Advertising in *The Sophisticated Traveller*

Actions as a result of seeing ST ads

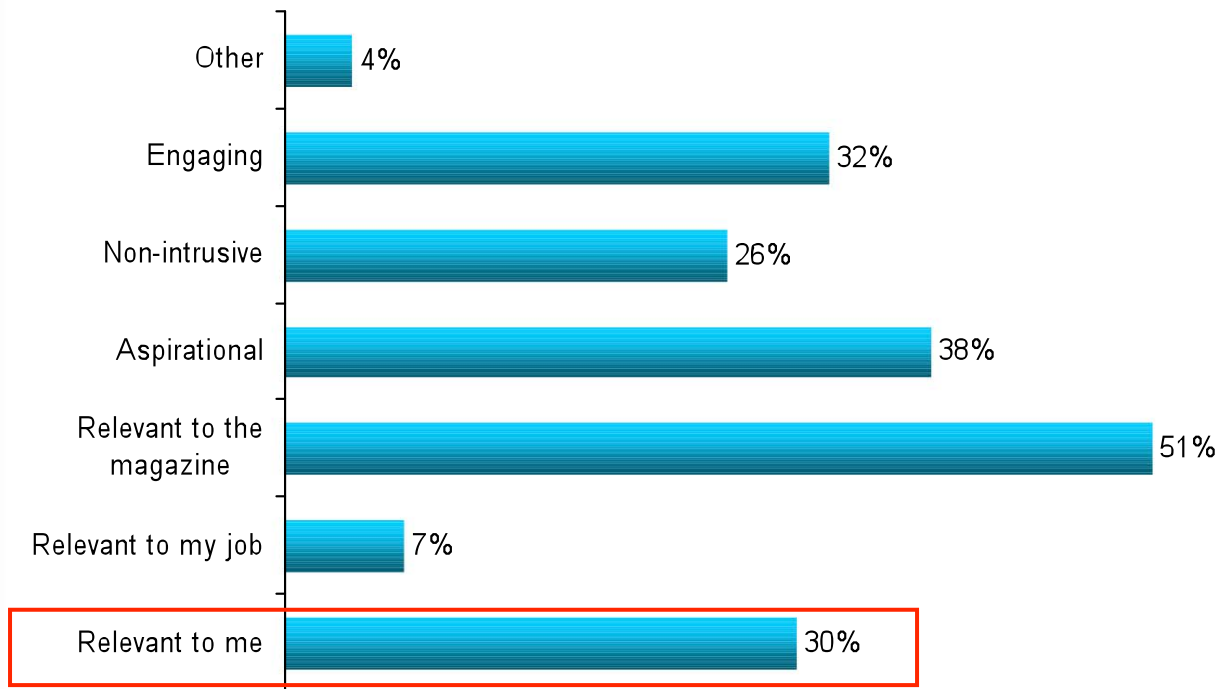


79% of readers have actively interacted with an advertisement in some way

Readers interact with advertisements within The Sophisticated Traveller. 51% have visited an advertiser's website upon seeing an advertisement, while 29% have planned/taken action as a result of seeing an advertisement

Advertising Advertising Perceptions

ST advertising description



30% of readers describe the advertisements in The Sophisticated Traveller as "Relevant to me"