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Flying cross: most of each airline's website visitors also check out one (or more) of their competitors

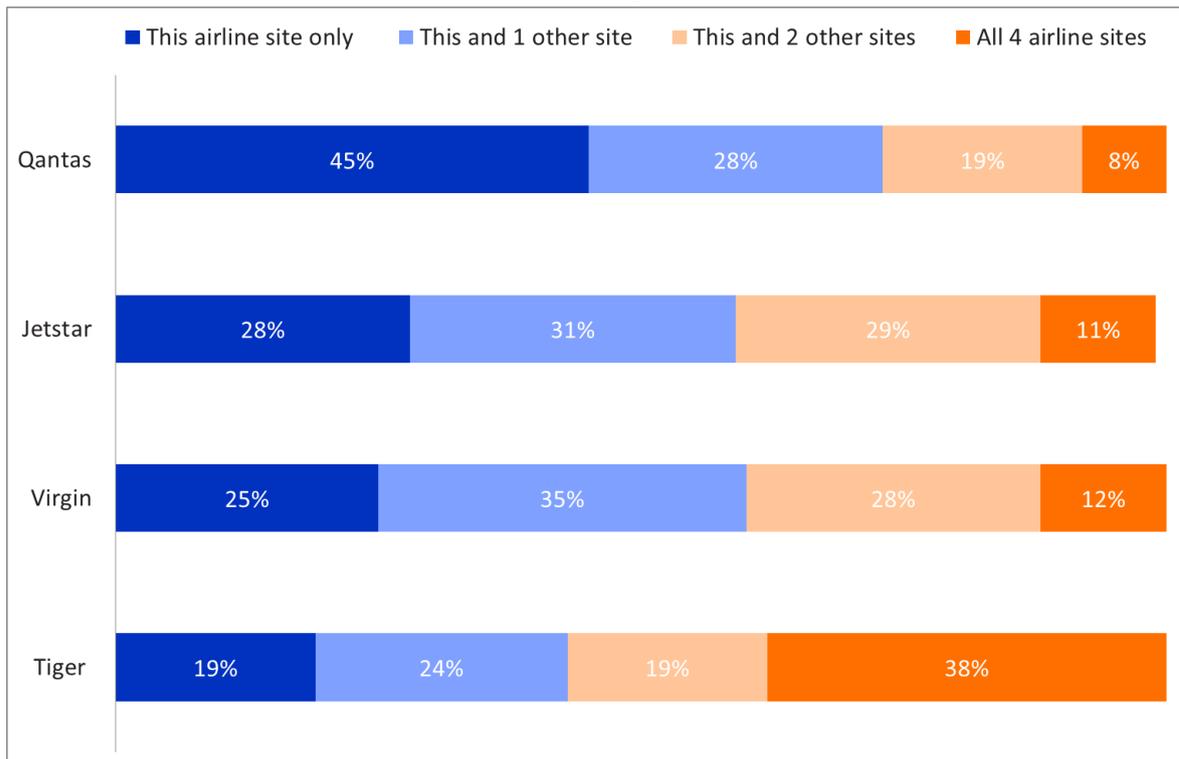
4.23 million Australians 14+ (22%) visit one or more of airline websites in an average four weeks, including Qantas (2.73m), Jetstar (1.93m), Virgin Australia (1.87m) and Tiger (572,000), Roy Morgan Research shows. Despite all the flight comparison websites available, from 55% to 81% of these airline's website visitors also compare directly with the alternatives.

Visitors to the Qantas website are the most loyal: 45% aren't going to any of the other three airlines' sites during the same four-week period as clicking on Qantas. 28% will check out one *other* airline's website, 19% will also go to two of the other three, and the remaining 8% visit all four.

Jetstar and Virgin share similar cross-over rates, however slightly more of Jetstar's website visitors go to only its website (28% compared with 25% of Virgin's), while more of Virgin's visit one other airline (35% compared with 31% of Jetstar)— and in over two-thirds of cases, that other website is Qantas.

Tiger, however, has almost a reverse cross-over profile to Qantas: less than one in five visitors to the Tiger website (19%) are loyal. 24% also go to one other site (around 77% of the time, that's Jetstar), 19% visit two others, and a massive 38% of all visitors to Tiger's website also check out every single one of its domestic competitors.

% of airline's website visitors who go to other airlines' sites too



Source: Roy Morgan Single Source, January - December 2015, sample n = 2,970 Australians 14+ who visited one of more of these airlines' websites in the last four weeks. Total does not equal 100% for Jetstar due to rounding.

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Michele Levine, CEO, Roy Morgan Research, says:

“Qantas is the most popular airline website, with 2.7 million unique visitors in an average four weeks—45% of whom don’t even look at its competitors’ sites. However 81% of visitors to the Tiger website are also visiting one or more of the others.

“Both ends of the spectrum represent a certain type of electivity, but with different aims: people going to only one airline’s website are clearly more particular about whom they fly with, while those going to all four in the same period want to leave no stone unturned when it comes to getting the ideal price, flight time, inclusions or points.

“A key goal for each airline should be to understand which of their website visitors will be (or have already been) comparing flights on the other sites, and what drives this cross-visitation to and from their own site.

“Interestingly, cross-visitation is also an important area of concern for commercial sites designed to provide a one-stop service: 1.2 million Australians visit Webjet, the most popular flight comparison website, in an average four weeks—but 70% of them nevertheless also visit one or more airline sites.”

To learn more about Roy Morgan’s website visitation and travel data call +61 (3) 9224 5309 or email askroymorgan@roymorgan.com

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Related Research

View our ready-to-download profiles of Australians who have visited the websites for [Qantas](#), [Jetstar](#), [Virgin Australia](#), or [Tiger](#).

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices throughout Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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