

Discover your *edge*

Tuesday, 21 June 2016

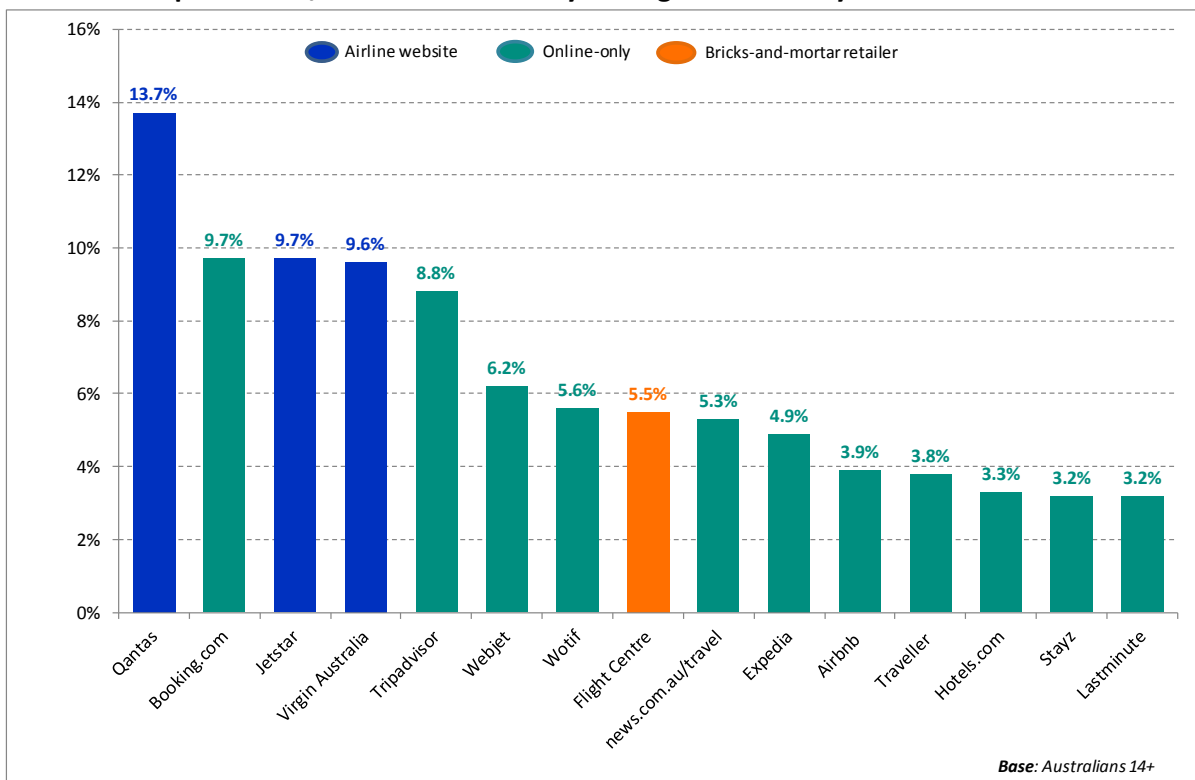
## Destination cyberspace: Australia's most popular travel and tourism websites

The rise of digital technology has transformed the travel and tourism industry to the point where cyberspace is practically a destination in its own right, complete with must-see attractions such as travel blogs, booking aggregator sites, user-review sites, the online offerings of airlines and traditional bricks-and-mortar travel agents, and more. The latest findings from Roy Morgan Research reveal which travel websites are most popular with Australians 14+.

In the 12 months to March 2016, 13.7% of the population (or 2.7 million people) visited the Qantas website in an average four weeks, making it Australia's most visited travel website—comfortably ahead of Booking.com and Jetstar's website, each of which attracts 9.7% of the population (1.9 million people) per four weeks.

Rounding out the top five are Virgin Australia's website (9.6%) and Tripadvisor (8.8%).

### Australia's top 15 travel/tourism websites by average four-weekly visitation



Source: Roy Morgan Single Source (Australia), May 2015–April 2016. Base: Australians 14+

Besides the airlines and the Flight Centre website, the Top 15 travel websites are dominated by online-only businesses: mainly booking sites, but also News Corp-owned news.com.au/travel (5.3%) and Fairfax-owned Traveller.com.au (3.8%).

FOR IMMEDIATE RELEASE

Surprisingly, some of the sites in the Top 15 have seen a decline in visitation since 2014, most notably Qantas (down from 15.2%), Virgin (down from 10.6%) and wotif.com (down from 7.5%). User-review site Trip Advisor is the most improved by far, increasing its average four-weekly visitation by almost 45% (from 6.1% to 8.8%), while Booking.com inched up from 9.0% to 9.7%.

**Norman Morris, Industry Communications Director, Roy Morgan Research, says:**

*“Travel and tourism websites have become an integral part of many Australians’ holiday-planning and booking process. With a click of the mouse, it’s possible to book flights, accommodation and travel insurance, read other travellers’ reviews of hotels and tourist attractions, read up on destinations and a whole lot more.*

*“But while the country’s busiest travel websites attract millions of visitors per year, our findings also reveal a very high rate of cross-visitation across all of the websites we measure. Take the two most popular non-airline sites, Booking.com and Tripadvisor, for example: 37.2% of Aussies who visit Tripadvisor in an average four weeks also visit Booking.com, and 33.6% of Booking.com users also visit Tripadvisor. This makes sense: Tripadvisor’s user reviews are a valuable resource for people considering their accommodation options on Booking.com, often providing information not included (sometimes for good reason!) in hotels’ official online blurbs. Mind you, Booking.com also features user reviews, so in theory, its visitors needn’t look elsewhere...*

*“So what can travel websites do to achieve a greater degree of ‘stickiness’ among their users and discourage them from being distracted by the competition? With Roy Morgan’s Holiday Tracker, they can discover not only which other websites their visitors are most likely to visit while planning/researching a holiday, but also gain an in-depth understanding of their demographics, holiday attitudes, and destination preference – thereby enabling them to ensure their web content ticks all the boxes...”*

**For comments or more information about Roy Morgan Research’s travel and tourism data, please contact:**

**Roy Morgan Research -- Enquiries**

Office: +61 (3) 9224 5309

[askroymorgan.@roymorgan.com](mailto:askroymorgan.@roymorgan.com)

#### **Related research findings**

View our [extensive range of Website Visitor profiles](#), including the [Booking.com visitor profile](#) and the [Tripadvisor visitor profile](#). We also have an extensive and regularly updated range of [Travel and Tourism profiles and reports](#) available.

Roy Morgan’s travel and tourism research quantifies the dollar-value of the tourism industry’s diverse markets; and includes detailed information and insights into what activities people look for when travelling, who they travel with, where they get their information, whose advice they seek when planning a holiday and much more.

**Roy Morgan Research Ltd.** A.B.N. 91 007 092 944 Quality System Certified to AS/NZS ISO 9001

401 Collins Street, Melbourne, Victoria, 3000 – GPO Box 2282U, Melbourne, Victoria, 3001, Australia

Tel: (03) 9629 6888 Fax: (03) 9629 1250 (03) 9224 5387 [melbourne@roymorgan.com](mailto:melbourne@roymorgan.com) [www.roymorgan.com](http://www.roymorgan.com)

## About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of 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      |