

Discover your *edge*

Thursday, 3 March 2016

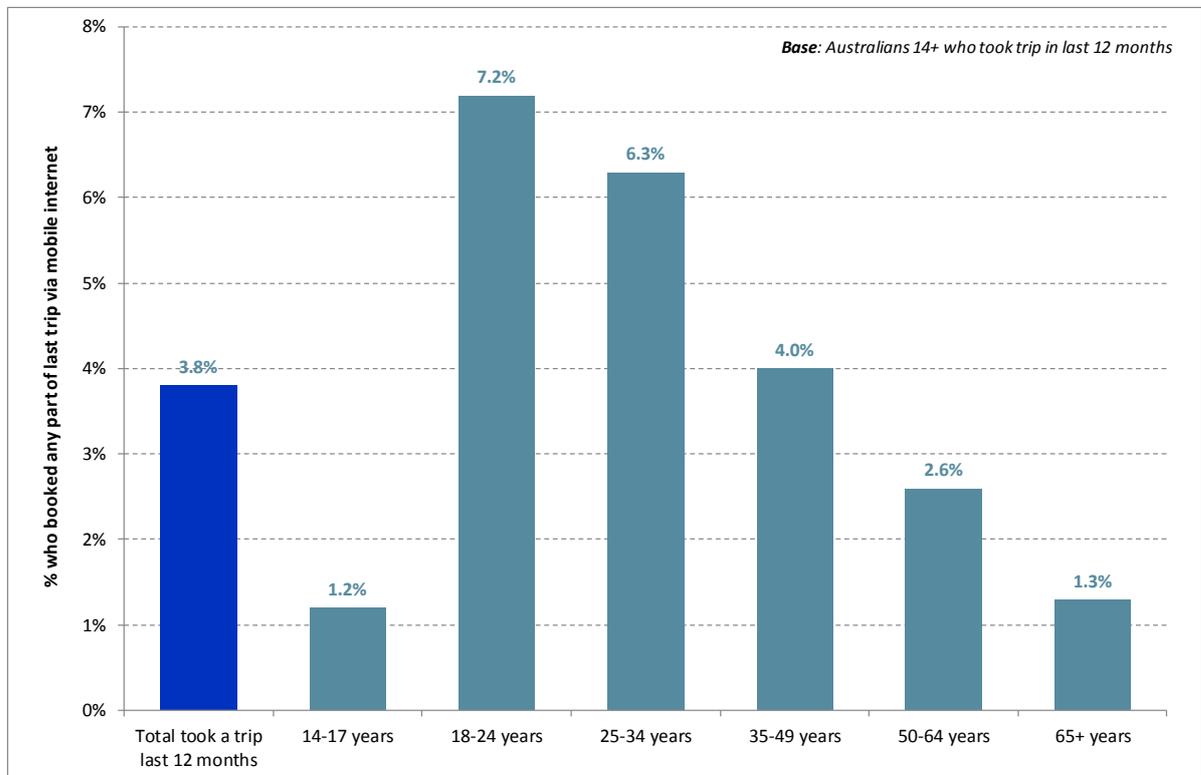
Mobile travel bookings quadruple (and then some) since 2011

The headline says it all: the number of Australian travellers who booked any part of their last holiday via mobile internet last year (511,000 people, or 3.8% of Aussies 14+ who took a trip) was more than four times the number (121,000) who booked by this method in 2011. While it has a long way to go before it comes close to booking online via a computer, the latest findings from Roy Morgan Research suggest that booking part or all of your holiday via mobile phone is only going to become more common.

So who's doing it? No prizes for guessing that younger Australians are more inclined to use the method than those aged 50 or older: 7.2% of travellers aged between 18 and 24 and 6.3% of 25-34 year-old travellers booked at least part of their last trip via mobile internet, making them dramatically more likely than the average Aussie holiday-goer to do so.

In contrast, just 2.6% of the 50-64 year-old bracket and a paltry 1.3% of the 65+ group booked their last trip via mobile internet.

Aussies who booked any part of last trip via mobile internet: by age

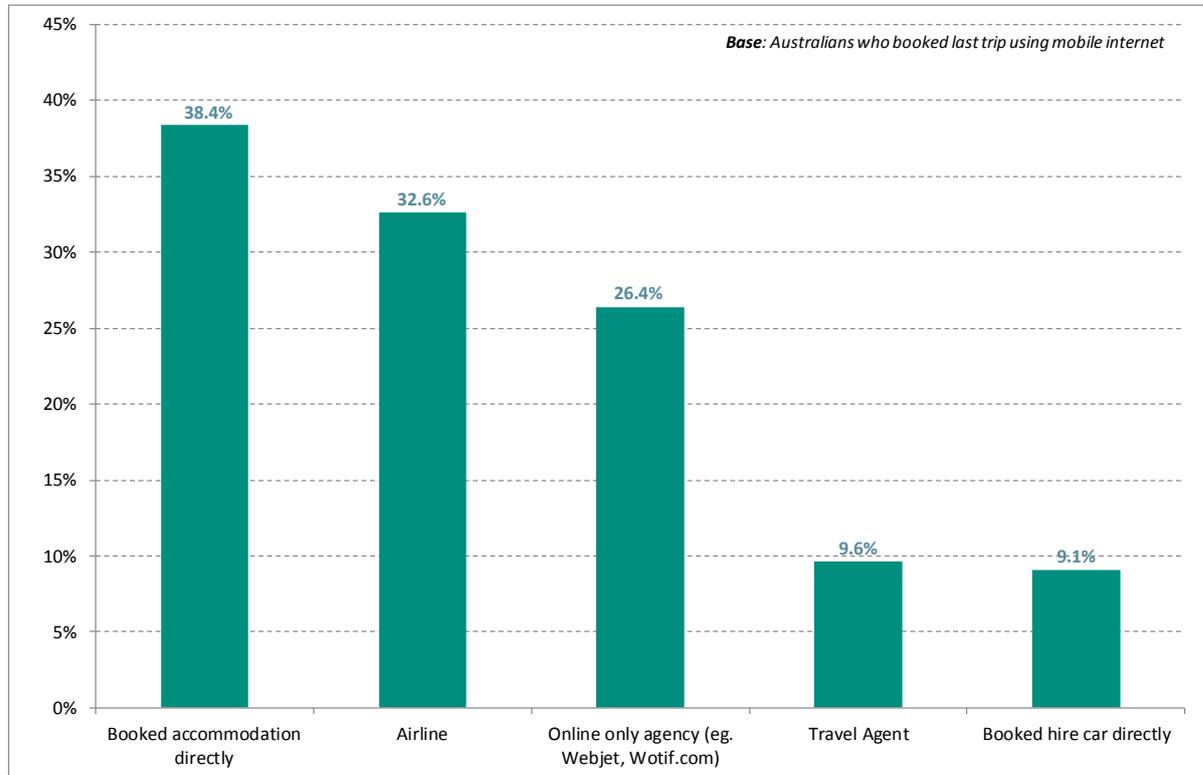


Source: Roy Morgan Single Source (Australia), January – December 2015 (n=10,232).

Just like holiday-goers who use other booking methods, people who booked their last trip via mobile internet did not always book the same thing or use the same channels.

Nearly 40% of all people who used their mobile to book their last trip did so to reserve accommodation directly. Booking flights direct from the airline (32.6%) and using an online-only agency such as Webjet or Wotif (26.4%) were also popular among holiday-goers who booked via mobile phone.

People who used mobile phone to book last trip: where they made their booking



Source: Roy Morgan Single Source (Australia), January – December 2015 (n=311).

Angela Smith, Group Account Director, Roy Morgan Research, says:

“While a small minority of travellers used their mobile to book part or all of their last holiday in 2015, the numbers are creeping up. Currently, this booking method is considerably more widespread among young travellers, which is not surprising. Having grown up with digital technology, they are much more inclined than older generations to use it in all areas of their life – mobile-only banking and gambling via mobile are two other examples that spring to mind.

“It is interesting to note that travellers who went overseas on their last trip were more likely to book their holiday via mobile than those whose last trip was domestic: but then, overseas holiday-goers are more likely than domestic travellers to book their trip in general.

“As we saw in our recent spotlight on Airbnb, the Australian travel industry has been evolving and adapting to our increasingly digitalised society for years. Providing customers with the option of booking via their mobile phone — whether on a mobile-optimised website or an app — is simply another way in which travel agents, booking websites and airlines are doing this. But to ensure they reach the right audience with

their mobile offering, they need to understand exactly who will use it, who might use it, and who will never be swayed....”

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

Vaishali Nagaratnam

Office: +61 (3) 9224 5309

Vaishali.Nagaratnam@roymorgan.com

Related research findings

View our extensive range of [Travel and Tourism reports and profiles](#), including profiles of travellers using different [travel booking channels](#) such as those who [booked via mobile internet](#).

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.

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

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