Air New Zealand Link and Air New Zealand leading for Domestic Airline Satisfaction

Roy Morgan Research

Roy Morgan Research is now releasing quarterly Domestic Airline Satisfaction for New Zealand with October 2011 results showing that Air New Zealand Link is leading with 88% of its domestic customers very or fairly satisfied. Air New Zealand follows closely at 87%. Satisfaction for Jetstar for the same period was 56%, far below the industry average of 80%.Satisfaction with Domestic Airlines used in last 12 monthsSource: Roy Morgan Single Source, August 2010 October 2011, Total using domestic airline in last 12 months average quarterly sample n=1,347. N.B. Total Industry average also includes other domestic airlines not shown. % satisfied is the proportion of all customers who are Very or Fairly satisfied with that Airline (on a five point scale).Jane Ianniello, Roy Morgan Research International Director of Tourism, Travel & Leisure, says:

Air New Zealand has a large lead over Jetstar in terms of domestic airline satisfaction. Both leisure and business customers are giving Air New Zealand a higher satisfaction rating. The satisfaction rating for Jetstar has fallen over the past 12 months.Air New Zealand was awarded Airline of the Year for the second time in the last three years (2010 and 2012) by the Airline Industry Achievement Awards.After sponsoring New Zealands iconic Rugby team the All Blacks, Air New Zealand recently introduced the worlds largest all black aircraft: - the Boeing 777-300ER. With innovative ideas such as this, and more options and experiences for their customers, Air New Zealand satisfaction is likely to stay at a high level.

Purchase from an extensive range of detailed Roy Morgan New Zealand Airline customer profiles including Air New Zealand, Jetstar, and Air New Zealand Link. These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in New Zealand.Purchase from an extensive range of detailed Roy MorganTravel & Tourism Reports or detailed profiles of New Zealand Holidaymakers.Click here to browse thousands of accurate, insightful quantitative Roy Morgan research reports and profiles ready to download now.For more details contact:info@roymorganonlinestore.com