ZUJI launches Online Travel Report

What are the demographics of the average online travel consumer in Australia? Well, according to ZUJI, she is female, aged between 25-29, either single or in a relationship with no children, and likes to book travel while she?s at work.ZUJI today launches its first quarterly ZUJI Online Travel Report Q1 2004, offering insights into consumer demographic and booking trends across the Asia Pacific region. This report offers interesting insights into Australian travel habits and how we compare with our Asian neighbours.Key Findings:* There is a higher degree of older online travel consumers (55 years+) in Australia than the rest of Asia Pacific. In fact, online travel is reasonably evenly spread across the age demographics, suggesting a more mature Internet population than other Asian markets* 56% of online travel consumers in Australia are female, suggesting that women are often the researchers decision makers when it comes to travel* Nearly 60% of online travel consumers in Australia are DINKS or SINKS (Double/Single Income No Kids)* 61% of travel bookings are made between 8am-5pm and mostly during the week - meaning we are booking our travel when we?re at work* 63% of flights booked are for less than seven days, and 74% of hotels booked were for between one and two days - Australians are fans of the short breakTop 10 International Travel Destinations for Australians Q1 2004:1. Auckland2. Singapore3. Bangkok4. Los Angeles5. London6. Hong Kong7. Kuala Lumpur8. Vancouver9. Phuket10. ManilaThe full ZUJI Online Travel Report Q1 2004 is available on request in .pdf format.