

Media Statement

Kiwis embrace online travel booking



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The Regional Visitor Monitor (RVM) confirms that New Zealand travellers are increasingly using the internet to book more than just accommodation.

“We’re seeing a real trend to domestic travel being booked online across a range of travel purchases,” said Bruce Bassett, Ministry of Tourism Research Manager. “Phone bookings are definitely becoming less popular compared to the internet.”

Online *accommodation bookings* by RVM respondents have increased from 42% to 58% since 2007, while phone bookings have fallen from 44% to 30%.

Online *activity and attraction* bookings by RVM respondents have increased from 55% to 62% since 2007, while phone bookings have fallen from 24% to 19%.

Another key result is that domestic travellers are upping the amount of research they are doing before they visit a destination. Pre-trip research has increased by 39% since 2007, and much of this is being done online.

Mr Bassett said that these findings show that tourism operators in all areas of the industry needed to get their inventory web-ready and keep their web content fresh and relevant.

“This data sends a clear message to operators that domestic travellers, who account for 56% of tourism spend in New Zealand, are expecting to be able to plan and book as much as they can online. It’s important for operators to make sure their website meets this expectation.”

The RVM is a partnership between the Ministry of Tourism, Tourism New Zealand and the Regional Tourism Organisations for Auckland, Rotorua, Wellington, Canterbury, Queenstown and Dunedin.

The RVM Benchmark Report is available from www.tourismresearch.govt.nz/rvm. For further information on the RVM contact Bruce Bassett - telephone (04) 498 7448 or email bruce.bassett@tourism.govt.nz.

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