

Zuji Online Travel Report for Q1 (January - March) 2006 Asia Pacific  
2006-06-01

---

ZUJI released its quarterly ZUJI Online Travel Report, offering insights into consumer demographic and booking trends across the Asia Pacific region.

**More lead time for hotel bookings than two years ago:**

œ Travellers are booking hotels with more lead time than they were two years ago. In Q1 2004, 42 per cent of hotels were booked within the same week of check-in. Now, in Q1 2006, only 37 per cent of hotels are booked within a seven day period.

œ Almost half of hotels booked on ZUJI Australia in Q1 2006 were booked more than 30 days in advance of check-in (45%).

**Booking lead time patterns for international flights remain steady, and short:**

œ On average Australian and New Zealand travellers book flights slightly later than Asian travellers. Around a quarter of all Singapore and Hong Kong travellers book flights and travel within the same week. A reasonably large proportion of Australian and New Zealand travellers (Australia 15%/ New Zealand 14%) book international flights within the same week of travel, many of which are long haul.

œ 38 per cent of all travellers booked flights online more than one month in advance during Q1 2006; with 10 per cent of all flight bookings online made more than three months in advance.

**Night owls drive plenty of bookings online:**


œ Just over 30 per cent of all bookings on ZUJI occurred between 8pm and 7am during Q1 2006, when traditional travel agents are closed. This shows that the convenience of 24 hour a day, seven day a week access to travel choices on ZUJI, matched with the ability to confirm the booking and pay online in real time is helping to drive a shift in travel buying habits across Asia Pacific. (Note: A country breakdown is included within report.)

**Etickets surge:**

œ Two years ago, 85 percent of international flight tickets issued by ZUJI were paper tickets. Now the percentage has dropped to 47 per cent (in Q1 2006). Hong Kong and Australian travellers are helping to drive the shift to paperless ticketing.

**Men are booking travel online:**

œ 59 per cent of bookings on ZUJI sites in Q1 2006 were made by men.

[Click here](#) (  Adobe Acrobat PDF file) to download the complete article.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article22476.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)