

Zuji Online Travel Report for Q2 (April - June) 2006 Asia Pacific
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The report reveals Bangkok to be the number one holiday destination in the Asia Pacific, for five consecutive quarters. Meanwhile, London is the most popular holiday destination for Australians.

Australians are very eager when it comes to booking their holidays, with 20% of travellers booking three months in advance. Survey findings reveal that Aussies like having something to look forward to.

More than half of Australians travel for a week or less, while 87% of the Asia Pacific holiday for less than two weeks. During their stay, 78% of all guests make bookings for up to three nights, possibly indicating the attractiveness of bonus night offers and multiple night incentives.

A whopping 84% of bookings made through ZUJI were paid for over the internet, indicating a growing trend towards e-commerce with Australia, Hong Kong and Singapore being equally active in its take-up. However, Australia has been relatively slow in using e-ticketing while Hong Kong leads in the region's e-ticket adaptation.

Australians are most willing to splurge on their holiday, with 46% of travellers admitting to packing the equivalent of US\$1001-1506 in spending money. In comparison, Taiwanese travellers merely pack US\$305 on their trips.

Even though more than half of Australians enjoy variety on their holiday, 73% of Australians still prefer socialising with other Aussies when overseas.

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

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