

ZUJI Online Travel Report

Online hotel and flight booking trends Q1 2006: January - March



www.zuji.com

zuji
Powered by Travelocity™
Your online travel guru

CONTENTS

Introduction

Report Methodology

Key Trends Q1 2006

Section 1

Hotel Booking Trends

Hotel booking lead time

Hotel length of stay

Top hotel destinations (in March 06)

Section 2

Flight Booking Trends

Air booking lead time

Air length of trip

Eticket versus paper ticket trends

Top 20 destinations

Section 3

Online Booking Insights

Gender of bookers

How bookers paid for trip

Bookings by day of the week

About ZUJI

INTRODUCTION

The ZUJI Online Travel Report tracks online travel booking trends for flight, hotel and other bookings on various ZUJI sites across Asia Pacific. Results are rounded to show whole numbers in percentage tables.

For further information on the report, trends or ZUJI please contact ZUJI via email: press@zuji.com.

REPORT METHODOLOGY

This report combines data and interpretation taken from multiple sources including:

- ZUJI's analysis and interpretation of booking data from ZUJI Singapore, Hong Kong, Australia, New Zealand; as well as ZUJI's Travel Partner Network, and other ZUJI international online travel sites, incorporating Sabre hotel and car hire statistics for some New Zealand bookings.

KEY TRENDS: Q1 2006

More lead time for hotel bookings than two years ago:

- 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.
- 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:

- 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.
- 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:

- 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:

- 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:

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

INTERNATIONAL TOP CITY DESTINATIONS

Top international destinations

RANKING

FOR AUSSIE TRAVELLERS	Auckland, New Zealand
FOR HONG KONG TRAVELLERS	Taipei, Taiwan
FOR SINGAPORE TRAVELLERS	Bangkok, Thailand
FOR NEW ZEALAND TRAVELLERS	Sydney, Australia
ACROSS ALL ZUJI SITES	Bangkok, Thailand

Hottest new international destination

- **India** hits the top 20 list for the first time. Driven by travel outbound from **New Zealand** and **Singapore**, Delhi rises to become the 20th most popular destination booked on ZUJI sites in Asia Pacific. Bombay (Mumbai) currently sits at number 38.
- In May this year, ZUJI announced that it will launch a 'Travelocity India' site and team in India this year, and at the same time, focus on adding more India hotels to the real-time booking data base to serve ZUJI travellers' growing interest in visiting India.

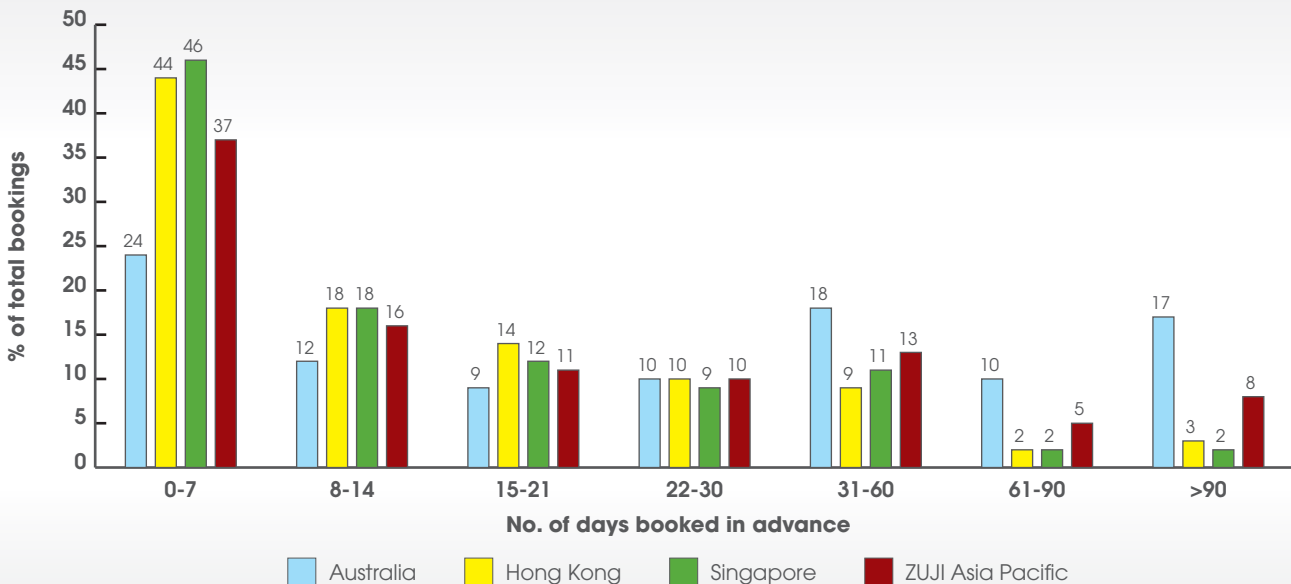
SECTION 1

Hotel Booking Trends

- Hotel booking lead time
- Hotel length of stay
- Top hotel destinations (in March 06)

SECTION 1

Hotel booking lead time: Q1 2006



ZUJI Trend Insights:

- In **Australia**, the booking lead time for hotel reservations has increased in the past two years. In other words, Australians are giving themselves a bit more lead time to secure the hotel of their choice when they travel. During Q1 2004, 35 per cent of online bookings for hotels on ZUJI Australia were made within the same week as travel. Now, in Q1 2006, it's dropped to 24 per cent. This trend may be driven by a greater number of Australian travellers realising that they don't have to wait until the last minute to find great accommodation deals online.
- In **Singapore**, the booking lead time for hotel reservations has dramatically increased over the past two years. In other words, while Singaporean travellers still book hotels very close to their check-in date, many are giving themselves a bit more lead time to secure the hotel of their choice. During Q1 2004, 57 per cent of online bookings for hotels on ZUJI were made within one week of travel. In Q1 2006, it's dropped to 46 per cent.
- In **Hong Kong**, the booking lead time for hotel reservations has increased in the past two years. During Q1 2004, 74 per cent of online bookings for hotels made on ZUJI were made within one week of travel. In Q1 2006, it has dropped to 44 per cent. In other words, while almost three quarters of all hotel bookings were made in the same week of travel two years ago, now less than half of Hong Kong travellers book their hotel so close to check-in. Rather, they are giving themselves greater lead time to secure the hotel of their choice.

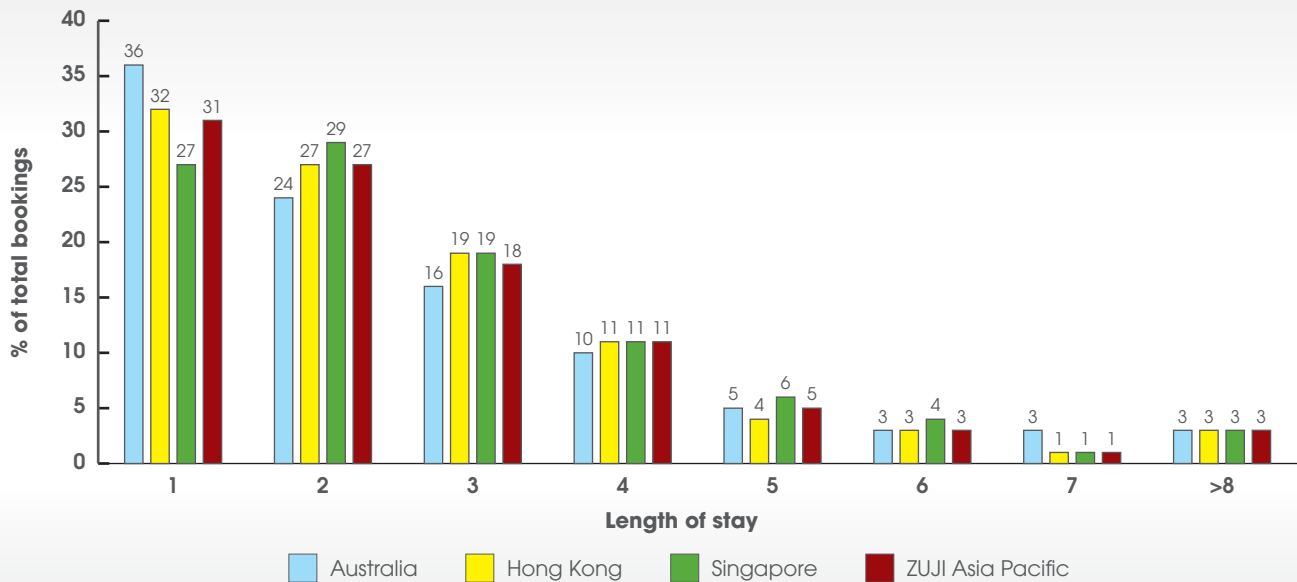
SECTION 1

Hotel booking lead time: Q1 2006

- **Overall**, 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.
- **Overall**, around one quarter (24%) of hotels were booked 30+ days in advance during Q1 2006, showing that many travellers throughout Asia Pacific book hotels online with long lead times.
- Almost half (45%) of **Australian** travellers booked hotels more than 30 days in advance of travel during Q1 2006, showing many travellers book hotels with long lead times.

SECTION 1

Hotel length of stay



ZUJI Trend Insights:

- Over 95 percent of hotel bookings made on ZUJI sites during Q1 2006 were for stays of a week or less in duration (**Australia: 97%** / **Hong Kong 97%** / **Singapore 98%**). This trend has been consistent for the past two years.

SECTION 1

Top hotel destinations – March 2006

Rank	Destinations	Rank	Destinations
I	Hong Kong	XI	Siem Reap, Cambodia
II	Singapore	XII	Shanghai, China
III	Bangkok, Thailand	XIII	Phuket, Thailand
IV	Bali, Indonesia	XIV	Paris, France
V	Kuala Lumpur, Malaysia	XV	Ho Chi Minh, Vietnam
VI	Tokyo, Japan	XVI	Perth, Australia
VII	Taipei, Taiwan	XVII	Sydney, Australia
VIII	London, UK	XVIII	Dubai, United Arab Emirates
IX	New York, USA	XIX	Seoul, Korea
X	Las Vegas, USA	XX	Hanoi, Vietnam

ZUJI Trend Insights:

- ZUJI is now an established place for travellers to find and book great value hotel rooms in cities around the world. Top hotel booking destinations mimic top flight destination bookings. The spread of international cities beyond Australia, Singapore, Hong Kong and New Zealand shows that ZUJI sites have become a source of great value international and local hotels.

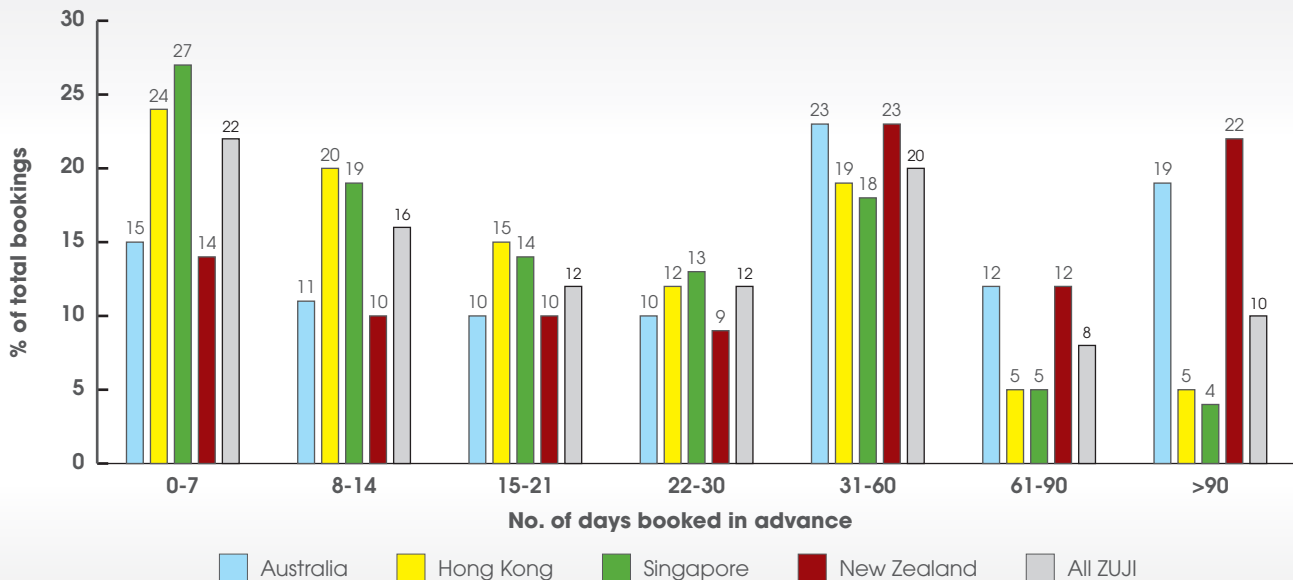
SECTION 2

Flight Booking Trends

- Air booking lead time
- Air length of trip
- Eticket versus paper ticket trends
- Top 20 destinations

SECTION 2

Air booking lead time: Q1 2006

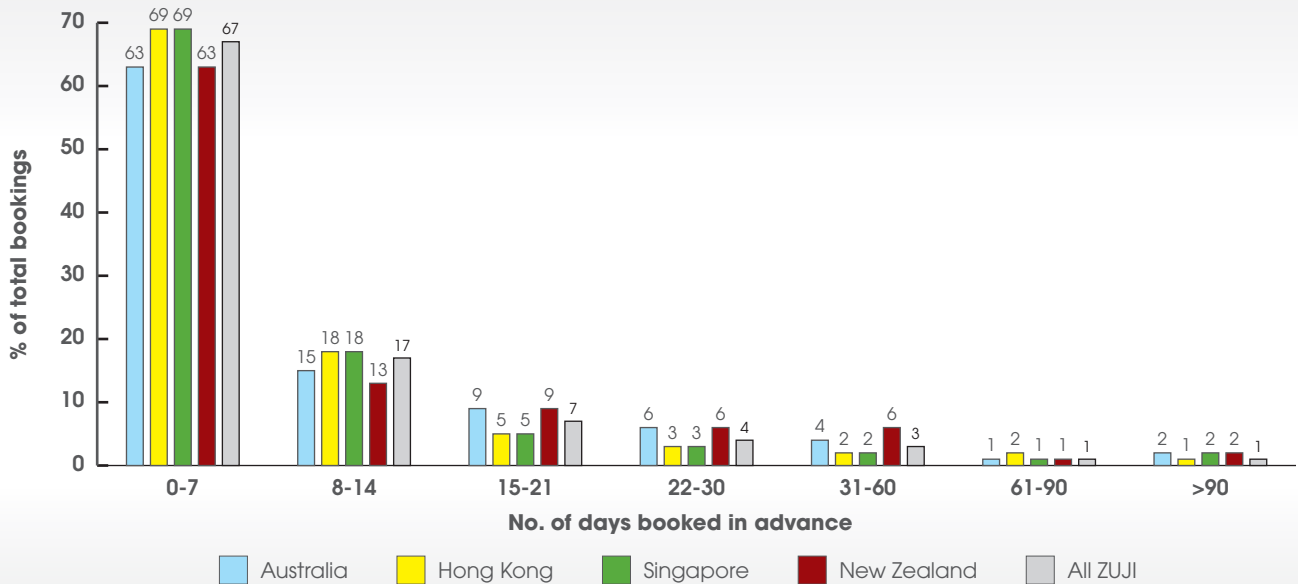


ZUJI Trend Insights:

- Comparing booking trends for Q1 in 2006 and 2004, despite increases in the number of people booking travel online and on ZUJI, booking lead time patterns for international flights remain steady.
- 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.
- 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.
- 54 per cent of **Australian** travellers booked flights online more than one month in advance during Q1 2006; with 19 per cent of all flight bookings online made more than three months in advance.
- 57 per cent of **New Zealand** travellers booked flights online more than one month in advance during Q1 2006; with 22 per cent of all flight bookings online made more than three months in advance.
- Very few **Singapore** and **Hong Kong** travellers booked flights online three months head of travel (Hong Kong 5% / Singapore 4%) in Q1 2006.
- The motives behind short lead travel may reflect a component of small to medium businesses traveling at short notice, or a consumer trend to wait until the last moment to book their flights online. Flight booking trends imply all travellers can be inspired to travel with tempting deals within a week of travel.

SECTION 2

Air length of trip

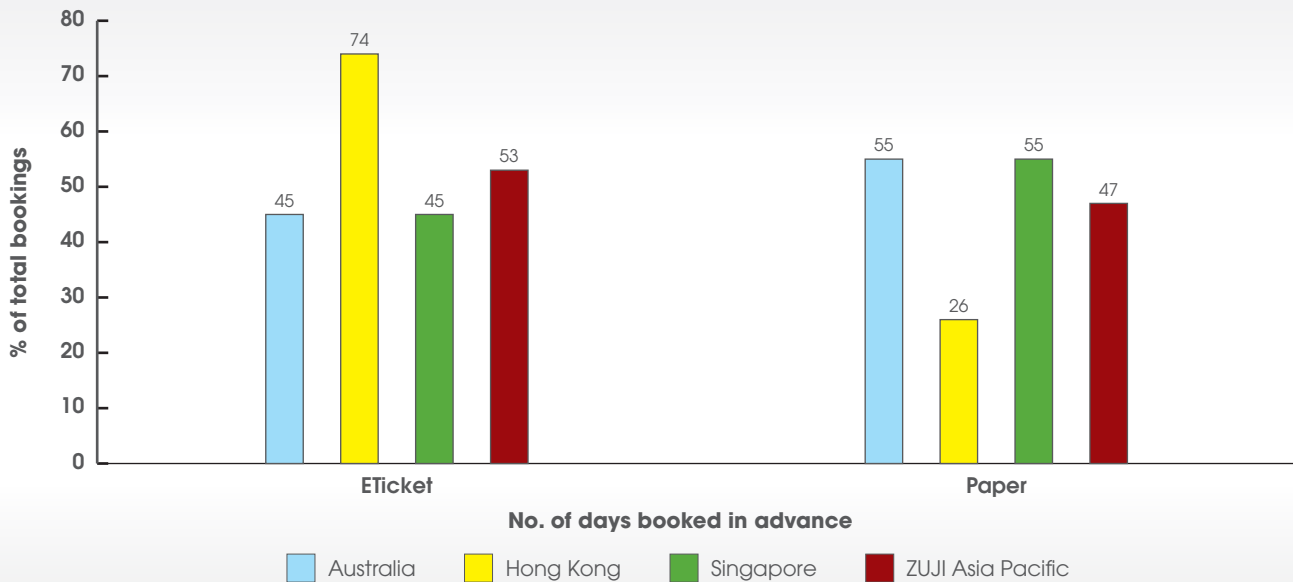


ZUJI Trend Insights:

- Many of the flights booked online on ZUJI by **Australian** and **New Zealand** travellers are for same day return travel, which is predominantly domestic travel. In both **Australia** and **New Zealand** during Q1 2006, 38 per cent of flights booked on ZUJI sites were for same day return flights. Small and medium sized enterprises' use of ZUJI helps drive this same-day-return trend.
- Around one in every ten flights booked on ZUJI **Singapore** and ZUJI **Hong Kong** in Q1 2006 were for same day return flights (Singapore 12% / Hong Kong 8%).

SECTION 2

Eticket versus paper ticket for flights: International flights



ZUJI Trend Insights:

- Two years ago, 85 per cent of international flight tickets issued by ZUJI were paper tickets. Now the percentage has dropped to 47 per cent.
- A dramatic trend shifter is ZUJI **Australia**, where 55 per cent of tickets issued in Q1 2006 were paper tickets. This compares to Q1 2004 trends, where almost 100 per cent of flight tickets issued by ZUJI Australia were paper tickets.
- A dramatic trend shifter is ZUJI **Hong Kong**, where 26 per cent of tickets issued in Q1 2006 were paper tickets. This compares to Q1 2004 trends, where almost 59 per cent of flight tickets issued by ZUJI Australia were paper tickets.

SECTION 2

Top international destinations booked on ZUJI Australia

Rank	Destinations	Rank	Destinations
I	Auckland, New Zealand	XI	San Francisco, USA
II	London, UK	XII	Nadi, Fiji
III	Singapore	XIII	Manila, Philippines
IV	Hong Kong	XIV	Paris, France
V	Bangkok, Thailand	XV	Tokyo, Japan
VI	Kuala Lumpur, Malaysia	XVI	Wellington, New Zealand
VII	Bali, Indonesia	XVII	New York, USA
VIII	Los Angeles, USA	XVIII	Manila, Philippines
IX	Christchurch, New Zealand	XIX	Frankfurt, Germany
X	Honolulu, Hawaii	XX	Rome, Italy

Top international destinations booked on ZUJI Hong Kong

Rank	Destinations	Rank	Destinations
I	Taipei, Taiwan	XI	Shanghai, China
II	Bangkok, Thailand	XII	Vancouver, Canada
III	Singapore	XIII	Melbourne, Australia
IV	Tokyo, Japan	XIV	Jakarta, Indonesia
V	Sydney, Australia	XV	Kuala Lumpur, Malaysia
VI	London, UK	XVI	San Francisco, USA
VII	Ho Chi Minh, Vietnam	XVII	Los Angeles, USA
VIII	Manila, Philippines	XVIII	Paris, France
IX	Beijing, China	XIX	Seoul, Korea
X	Kaohsiung, Taiwan	XX	Kota Kinabalu, Malaysia

SECTION 2

Top international destinations booked on ZUJI Singapore

Rank	Destinations	Rank	Destinations
I	Bangkok, Thailand	XI	London, UK
II	Hong Kong	XII	Shanghai, China
III	Jakarta, Indonesia	XIII	Ho Chi Minh, Vietnam
IV	Kuala Lumpur, Malaysia	XIV	Melbourne, Australia
V	Bali, Indonesia	XV	Colombo, Sri Lanka
VI	Penang, Malaysia	XVI	Beijing, China
VII	Tokyo, Japan	XVII	Taipei, Taiwan
VIII	Sydney, Australia	XVIII	Koh Samui, Thailand
IX	Perth, Australia	XIX	Seoul, Korea
X	Delhi, India	XX	Manila, Philippines

Top international destinations booked on ZUJI New Zealand

Rank	Destinations	Rank	Destinations
I	Sydney, Australia	XI	Bombay (Mumbai), India
II	London, UK	XII	Delhi, India
III	Brisbane, Australia	XIII	Amsterdam, Netherlands
IV	Los Angeles, USA	XIV	San Francisco, USA
V	Melbourne, Australia	XV	Tokyo, Japan
VI	Singapore	XVI	Rome, Italy
VII	Bangkok, Thailand	XVII	Vancouver, Canada
VIII	Nadi, Fiji	XVIII	Adelaide, Australia
IX	Hong Kong	XIX	Manila, Philippines
X	Frankfurt, Germany	XX	Kuala Lumpur, Malaysia

SECTION 2

Top international destinations booked on ZUJI Asia Pacific

Rank	Destinations	Rank	Destinations
I	Bangkok, Thailand	XI	Bali, Indonesia
II	Hong Kong	XII	Hi Chi Minh, Vietnam
III	Singapore	XIII	Penang, Malaysia
IV	Taipei, Taiwan	XIV	Shanghai, China
V	London, UK	XV	Los Angeles, USA
VI	Sydney, Australia	XVI	Melbourne, Australia
VII	Tokyo, Japan	XVII	Beijing, China
VIII	Jakarta, Indonesia	XVIII	Brisbane, Australia
IX	Kuala Lumpur, Malaysia	XIX	Perth, Australia
X	Auckland, New Zealand	XX	Delhi, India

ZUJI Trend Insights:

- **India** hits the top 20 list for the first time. Driven by travel outbound from **New Zealand** and **Singapore**, Delhi rises to become the 20th most popular destination booked on ZUJI sites in Asia Pacific. Bombay (Mumbai) currently sits at number 38. (In May this year, ZUJI announced that it will launch a 'Travelocity India' site and team in India this year, and at the same time, focus on adding more India hotels to the real-time booking data base to serve ZUJI travellers' growing interest in visiting India.)
- **Bali** makes a comeback. It's currently the seventh most popular international destination for **Australian** travellers, and the fifth most popular destination for **Singapore** travellers.
- **Sydney is a more popular destination than Melbourne** for Asia-Pacific based travellers. Sydney ranks number 6. Melbourne lags at number 16, closely followed by Brisbane in 18th place, and Perth in 19th place – but both fall behind **Beijing** in popularity.
- **Singapore** loses its top spot to Taipei for **Hong Kong** travellers, and **Hong Kong** loses its top spot to Bangkok for **Singapore** travellers.

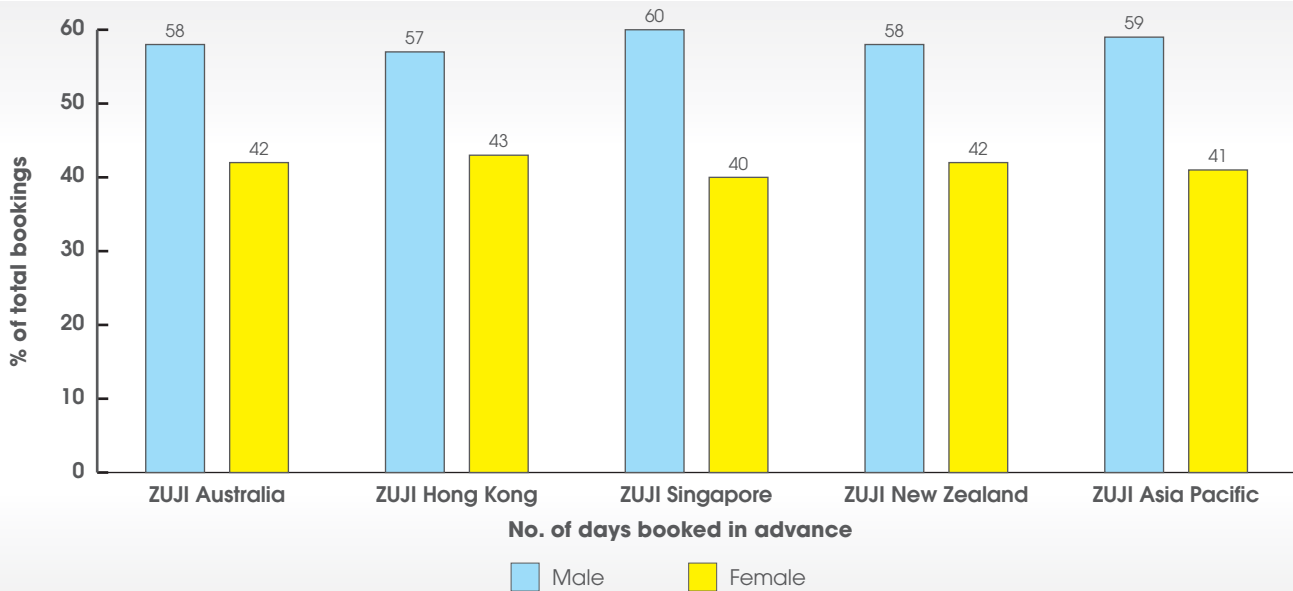
SECTION 3

Online Booking Insights

- Gender of bookers
- How bookers paid for trip
- Bookings by day of the week

SECTION 3

Gender of bookers on ZUJI

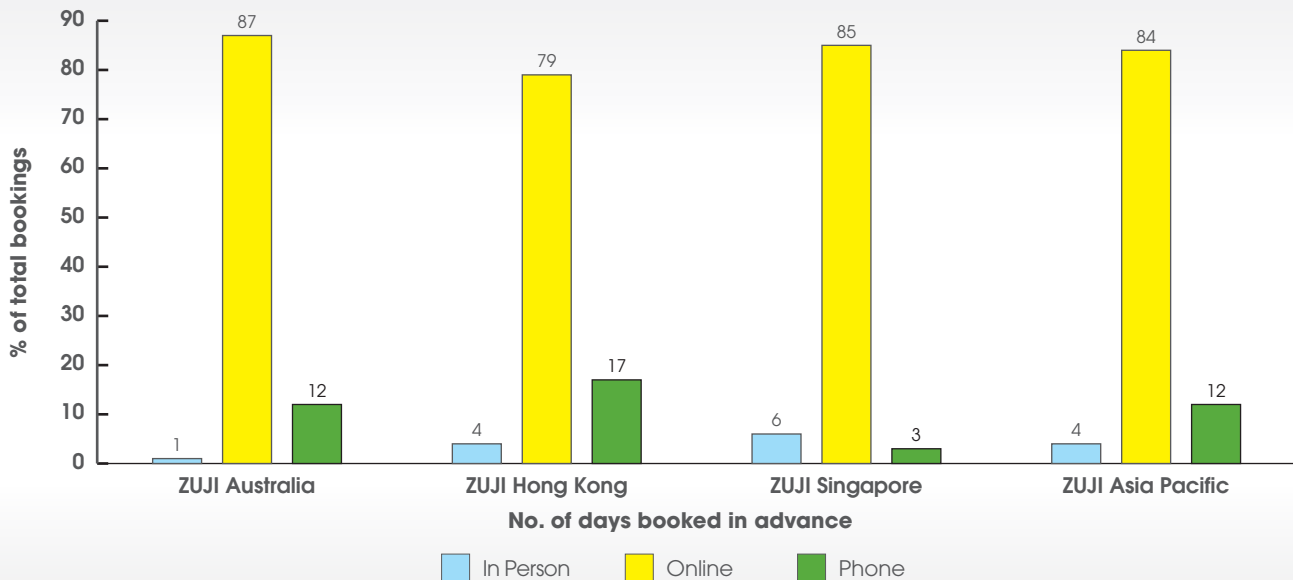


ZUJI Trend Insights:

- During the past 2 years the trend for more males than females to book online, across all ZUJI sites, has remained constant. In Q1 2004, 59 percent of bookings were made by males, and 41 per cent by females. This is the same average in Q1 2006, despite rapidly growing ZUJI online booking populations.

SECTION 3

How people paid for purchases booked on ZUJI

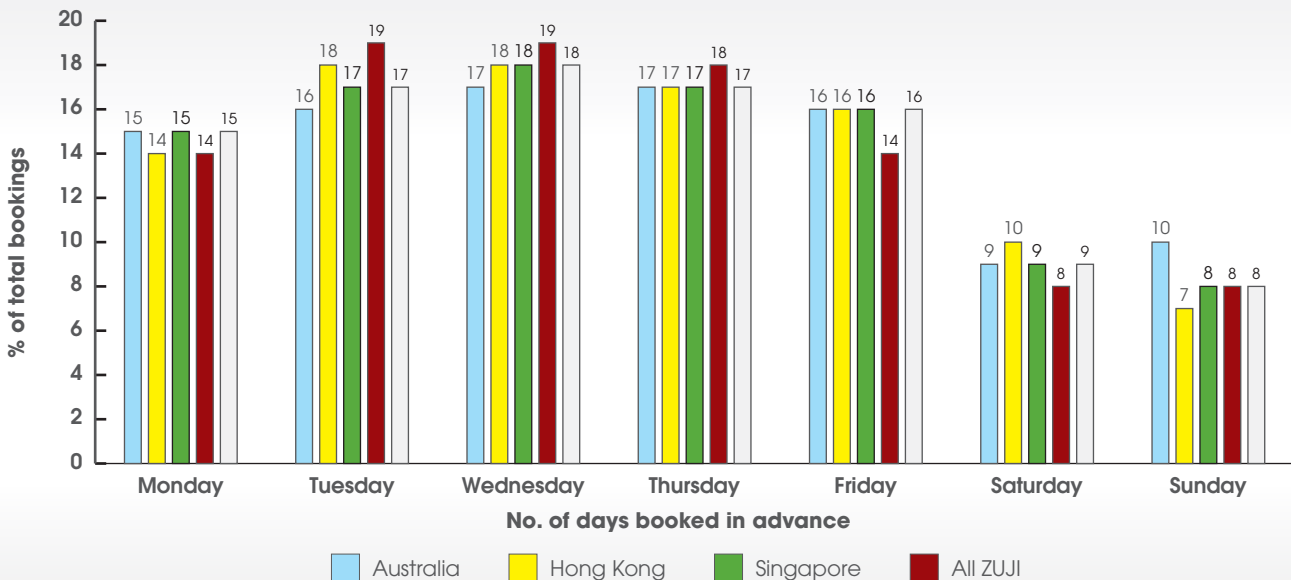


ZUJI Trend Insights:

- A dramatic shift in how people pay for travel booked on ZUJI **Singapore** and ZUJI **Hong Kong** has occurred in the past two years. In Q1 2004, 10 percent of travellers paid in person for flights booked on ZUJI **Hong Kong**. Today the figure has dropped to 4 per cent (Q1 2006). In Q1 2004, 22 per cent of travellers paid in person for flights booked on ZUJI **Singapore**. Today the figure has dropped to 6 per cent (Q1 2006).
- Most travel booked on ZUJI sites is now paid as part of the booking and check-out path transaction securely over the Internet: 84 per cent

SECTION 3

Bookings by day of the week



ZUJI Trend Insights:

- While Monday to Friday remain the most popular days to book travel online, 17 per cent of travel was booked on ZUJI sites on Saturdays and Sundays during Q1 2006.
- Additional insight: A quarter (25%) of bookings on ZUJI **Australia** were made between the hours of 8pm and 7am during Q1 2006 – showing Aussies like the ability to book and confirm trips when traditional travel agents are closed.
- Additional insight: 63 per cent of travel bookings were made on ZUJI Australia between the hours of 9am and 6pm, indicating that Aussie travellers are booking their holidays online during work time.
- Additional insight: 38 per cent of bookings on ZUJI **Hong Kong** were made between the hours of 8pm and 7am during Q1 2006 – showing Hong Kong travellers like the ability to book and confirm trips when traditional travel agents are closed.
- Additional insight: More than a quarter (26%) of bookings on ZUJI **Singapore** were made between the hours of 8pm and 7am during Q1 2006 – showing Singapore travellers like the ability to book and confirm trips when traditional travel agents are closed.
- Additional insight: Around a third (33%) of bookings on ZUJI **New Zealand** were made between the hours of 8pm and 7am during Q1 2006 – showing 'Kiwis' like the ability to book and confirm trips when traditional travel agents are closed.

ABOUT ZUJI



In 2005 ZUJI was unanimously voted Asia Pacific's 'Best Online Travel Agent' by the readers of TTG travel magazines from 17 countries across Asia Pacific.

ZUJI gives travellers a choice of over 60,000 hotels with 45,000 traveller reviews, 400 airlines as well as offering package tours, cruises, car hire, attractions and other travel products online. Each ZUJI site is unique and ZUJI has teams and travel websites in:

Singapore: www.zuji.com.sg In English

Hong Kong: www.zuji.com.hk In English and Cantonese

Taiwan: www.zuji.com.tw In Traditional Chinese (ZUJI operates as ZUJI Buylow in Taiwan)

Australia: www.zuji.com.au In English

Korea: www.nextour.co.kr In Korean (ZUJI operates as 'Nextour' in Korea)

New Zealand: In English (site powered by ZUJI, and managed by Gullivers Pacific)

ZUJI announced in May 2006 that it will launch 'Travelocity India' site and team in India in 2006.

ZUJI's 'Travel Partner Network' division allows third party travel suppliers, agents and web sites to harness the travel booking functionality of ZUJI for flight, hotel, packages, activities and other travel content and products. ZUJI's travel network partners include: Lonely Planet (Asia); Yahoo! (Korea); MSN (Korea); Atnext (Hong Kong); Naver.com (Korea); Korean Air (Korea, providing for 'Honeymoon' and 'Woman' travel portals); Apple Daily Online (Taiwan); and Blue Holidays (Australia).

ZUJI is owned by Travelocity®, an international leader in online travel. Travelocity is owned by Sabre Holdings Corporation (NYSE: TSG), a world leader in travel commerce.

Disclaimer

This report may contain names, information, data, links to third party sources, and other materials belonging to third parties; including textual references to such items. Any and all such uses are for illustrative purposes only and do not necessarily indicate an endorsement of the opinions, products or services provided by those third parties. ZUJI does not claim any proprietary right in, or to, any such items as may qualify as copyrights, trademarks or other proprietary marks of third parties. ZUJI is not responsible for the content of third party Web sites, or the manner in which information may be collected on that Web site and used by the third party. ZUJI disclaims any responsibility towards the visitor of a third party Web site or any third party for any direct, indirect or incidental reliance, consequential or punitive damages, including without limitation lost profits, expenses or revenue; regardless of whether ZUJI knew, or ought to have known, of the possibility of any loss or damage arising from the use of, or visit to, a third party's Web site.

Use of this research report is at your own and sole risk. ZUJI disclaims any and all warranties or representations in respect of the accuracy or usefulness of information, or any observations that may be derived from such information, obtained from ZUJI or other sources.

Third parties may quote from this report provided that quotes and figures are attributed to the appropriate edition of the ZUJI Online Travel Report. Any and all intellectual property rights that may exist in this report, including any copyright, belongs solely to ZUJI.

Under no circumstances, including but not limited to negligence, shall ZUJI, its suppliers and its third party agents be liable to you for direct, indirect, incidental, consequential, special, punitive, or exemplary damages even if ZUJI has been advised specifically of the possibility of such damages, arising from use of or inability to use this report, such as, but not limited to, loss of revenue or anticipated profits or lost business. applicable law may not allow the limitation or exclusion of liability or incidental or consequential damages.

For further information, please contact ZUJI via email: press@zuji.com