



A measure of New Zealand online travel activity, spending patterns and consumer research behaviour

The New Zealand Online Travel Report 2009 provides the country's only in-depth look into the nation's travel e-commerce habits – combining the wealth of data contained through Nielsen Media's Panorama service with the online shopper behavioural patterns exposed in Nielsen's Online research.

The report provides a 2009 snapshot of the travel online 'market space' and comparative trends with historical data from Panorama. It aims to deliver a highly contemporary analysis of consumer travel e-commerce mindsets and activities.

This report will arm organisations with the information required to more thoroughly understand the behaviours, profiles, and perceptions of consumers who purchase their travel requirements through the online channel, helping to ensure that the best online development decisions can be made.

What does the report measure?

- Overview of the New Zealand Online Retail Scene
- New Zealand travel market size
- Airline tickets and travel related services online research and purchase trends, including conversion rates, spend, overseas purchase via the web and

contextual comparisons of other products and services from a range of categories

- Key demographics for travel purchasing online
- Trended online travel brand awareness – both spontaneous and prompted
- Leading travel advertisers online
- Travel website visitation and purchase last 3 months
- Most popular sites for purchase of flights, accommodation, car hire and travel insurance
- How users find travel websites and how many sites are used in the research to purchase process
- Travel websites home page download times – using Nielsen Online's dMeasure service
- Desired travel website features
- Willingness to purchase travel services online



What's on offer?

The New Zealand Online Travel Report 2009 includes full analysis of the travel e-commerce sector, spending patterns, consumer research behaviour and confidence.

The report is now available and priced at \$1,950 plus GST.

Contact Us

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