

# ZUJI Online Travel Report

Consumer demographic and booking trends across Asia Pacific

Q2 2005: April - June



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# CONTENTS

## Introduction

## Report Methodology

### Section 1

#### Key Findings

### Section 2

**Special Report A – Research findings: Australian online shoppers, what and how much they purchase online, and their online security insights**

**Special Report B – Lonely Planet: global traveller trends**

ZUJI's Travel Network Partner, Lonely Planet, reveals the travel habits of global travellers from newly released research. Key findings included in this report.

**Special Report C – Korea's online travel trends**

### Section 3

#### Online consumer insights

Male / Female bookers on ZUJI

### Section 4

#### Flight booking trends

Booking lead-time: flight bookings

Length of trip: flight bookings

"E-tickets" vs paper tickets for flight bookings

#### Hotel booking trends

Booking lead-time: hotel bookings

Length of trip: hotel bookings

#### Online payment trends

#### Top destinations booked on ZUJI in Q2 2005

## About ZUJI

# INTRODUCTION

The ZUJI Online Travel Report tracks online travel booking trends for flight, hotel and other bookings online in Asia Pacific on ZUJI, and from related sources. 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](mailto:press@zuji.com).

# REPORT METHODOLOGY

This report combines data as taken from multiple sources including:

- Consumer website usage of ZUJI's own and Travel Partner Network online travel sites in Australia, New Zealand, Hong Kong, Singapore, Taiwan and Korea.
- ZUJI's own analysis and interpretation of proprietary booking data.  
Note: Asia Pacific averages includes some Taiwan booking trends, though specific Taiwan booking trend data is not detailed in this report.
- ZUJI external research (Section A: Australia)
- Zuji Partner Network research and insights (Section B: Lonely Planet)

# SECTION 1 KEY FINDINGS

# KEY FINDINGS

## **Intense travel is “in”. There is a strong trend towards seeing one city, rather than seeing the world:**

- In 2005, short breaks rule.
  - 64% of ZUJI’s bookings are for trips of a week or less duration.
- Similarly, hotel stays are short. People seem to be seeing the city, not seeing the country, or much of the world, when they travel, as:
  - 64% of hotel stays are for trips of a week or less duration, implying people are staying in the same city and hotel, rather than city-hopping when they travel.
  - This figure correlates exactly to flight booking trends on ZUJI. 64% of flights booked on ZUJI are for trips of a week or less duration, again reflecting the trend that people are flying into a city, checking into a hotel, then flying out again within a week rather than sharing their time between cities and different hotels.

## **Longer lead times for hotel bookings:**

- In what ZUJI sees as a positive trend, there is a shift away from ‘last minute’ hotel bookings in preference for slightly longer advance booking lead times.
  - 44% of hotel bookings are now made more than three weeks ahead of check-in, up from 35% this time last year.
  - Only 36% of hotel rooms are booked within a week of check-in. Down from Q2 2004, where 44% of hotel bookings were made in the week before check-in.

## **Electronic ticketing trends:**

- A dramatic change in the percentage of e-tickets has occurred over the past 12 months. A year ago, only 23% of airline tickets were issued as e-tickets. Today the figure is 46% as part of an ongoing trend towards e-ticket acceptance, which is very suited to the online travel retail medium.
- Hong Kong is the innovator when it comes to e-tickets. Hong Kong has the highest adoption rate of e-tickets of any ZUJI market, with 70% of flight tickets issued as electronic tickets in Hong Kong.

## **Korean online travel trends:**

- The regional trend toward making last minute flight bookings is alive and well in Korea. Almost half (46%) of Korean travellers made their flight booking within two weeks of travel in Q2 2005.

## **Ratio of male to female bookers using ZUJI to book travel online:**

- Males continue to be the predominant online travel bookers in most ZUJI markets. The exception is Korea, where 54% of online travel bookers are female.

# KEY FINDINGS

## To book online or offline?... that is the question.

- 83% of all ZUJI bookings are made over the Internet, via ZUJI travel agency and Travel Partner Network sites. The remaining bookings are predominantly phone, rather than in person, bookings.

## Favourite destinations booked in Q2 2005

- Is it the shopping, the food or something else? Whatever it is, Bangkok remains the consistent favourite destination for Asian travellers. Hong Kong remains second despite a year-long battle to become the ongoing favourite.
- The rise and rise of Penang. Penang was 50<sup>th</sup> most popular destination in Q2 2004. Only a year later it has entered the Top 20 at number 17 after a year of climbing through the ranks.
- Is Sydney losing its appeal? A regular Top 10 destination city on ZUJI, Brisbane takes on Sydney as Australia's most popular city destination for international travellers. Currently at 14<sup>th</sup> spot, a year ago (Q2 2004) it was sitting at number 27. Melbourne isn't far behind, currently at 16<sup>th</sup> spot.
- Auckland has wooed Asian travellers. Auckland enters as an international Top 10 destination for Asian travellers for the first time.

## Proud Aussies

- According to a Lonely Planet survey (key findings featured in this report), Australians are a surprisingly patriotic lot, voting Australia as their favourite place in the world, whereas respondents from the UK ranked their own country in 21<sup>st</sup> place. This pride is also reflected in findings from a recent ZUJI Australia survey, which garnered almost 8,000 responses from Aussies who told ZUJI about recommended Australian travel destinations and travel tips when visiting Australia, as shared below (more information available by emailing [press@zujl.com](mailto:press@zujl.com)).

## Travel Secrets ZUJI Australia

The findings of a national **Local Guru** survey, which asked Australians for their favourite local spots and most treasured leisure experiences reveal Australians prefer easily accessible, trouble-free activities that cost little or nothing to enjoy. Australians also love to spend time with family and prefer being outdoors when it comes to the best leisure must-dos in Australia. Whilst the top ten 'must-dos' varied across States and between regions, what has shone through is the passion Australians have for their local area.

The survey, carried out nationally by leading online travel agency ZUJI.com.au during April 2005, received almost 8,000 responses and revealed the top ten travel 'must-dos' in each Australian State, and in 25 local regions across the country.

# KEY FINDINGS

Australians like it cheap and easy when it comes to travel. While dining out, shopping and visiting museums were popular activities nationwide, the number one activity respondents thought travellers should do in each State was:

- walking in New South Wales (NSW)
- walking in Tasmania (TAS)
- heading to the beach in Western Australia (WA)
- heading to the beach in Queensland (QLD)
- watching the football (Australian Rules Football - AFL) in Victoria (VIC)
- watching the football in South Australia (SA)
- visiting museums in Australian Capital Territory (ACT)
- gazing at the stars in the Northern Territory (NT)

**Top ten overall experiences, as indicated by 'Local Gurus' across Australia:**

1. Walking along the coast, in national parks or through quaint towns
2. Going to the beach
3. Eating out whether it be in five star restaurants or sampling local produce
4. Watching or playing AFL
5. Visiting museums to experience Australia's history and culture
6. Parks & gardens in and around towns and cities
7. Enjoying art galleries
8. Hitting the shops in cities countrywide
9. Staying in local accommodation, hotels, motels and resorts
10. Browsing local markets

People can also log onto: [www.zuji.com.au](http://www.zuji.com.au) to read the real-Aussie recommendations.

## SECTION 2

### **SPECIAL REPORT A**

Research findings: Australian online shoppers, what and how much they purchase online, and their online security insights

### **SPECIAL REPORT B**

Lonely Planet: global traveller trends  
ZUJI's Travel Network Partner, Lonely Planet, reveals the travel habits of global travellers from newly released research. Key findings included in this report.

### **SPECIAL REPORT C**

Korea's online travel trends

# SPECIAL REPORT A

## - RESEARCH FINDINGS

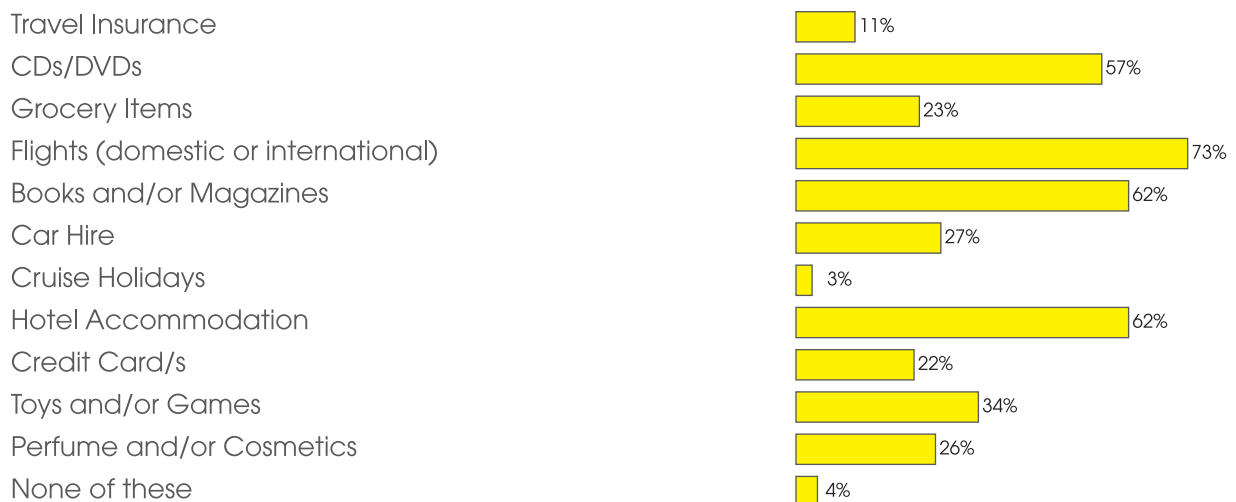
Australian online shoppers, what and how much they purchase online and their online security insights.

During April 2005 ZUJI Australia conducted research, in conjunction with research firm 'pureprofile' garnering 538 responses.

### Q: How long have you been using the internet?



### Q: Which of the following products or services have you purchased online?



### Q: Please indicate the value of purchases that you are comfortable purchasing online?



# SPECIAL REPORT A

## - RESEARCH FINDINGS

Australian online shoppers, what and how much they purchase online and their online security insights.

**Q: Are you less concern that you were in the past to use your credit card online?**



**Q: Did you know that you can increase your online security by ensuring that a website has the VeriSign security seal?**



# SPECIAL REPORT B

## - LONELY PLANET, GLOBAL TRAVELLER TRENDS

ZUJI's Travel Network Partner Lonely Planet reveals the travel habits of global travellers.

ZUJI powers the travel bookings on Lonely Planet for Asia Pacific. Lonely Planet is a ZUJI Travel Network Partner.

Earlier this year, Lonely Planet released its inaugural "Travellers' Pulse Survey" detailing insights gained from 20,000 respondents from 167 countries including Australia, New Zealand, Singapore and beyond. The survey was conducted between 23 November 2004 and 30 December 2004.

The following are some key report findings, shared as an insight into the Lonely Planet traveller. (Note - The full Lonely Planet report is available on request by emailing [press@zuji.com](mailto:press@zuji.com))

### REPORT FINDINGS

#### Respondent profile

- Age
  - Of the surveyed travellers, 78% were under the age of 34 years of age
  - The largest age group was 25-34 (41%), followed by respondents aged 18-24 (37%).
- Education
  - Education appears to be a common element of the independent travelling community, with 72% having a degree or higher. This strongly suggests there is a relationship between education and travel.
- Prior travel
  - Respondents are well travelled, with 59% having visited 11 or more countries. The most popular selection, with 36%, was 11 to 20 countries. Only 1% of respondents had never been outside their own country.
- Travel budget
  - There is a direct relationship between age and budget for travel. The 18-24 age group were more likely to be low-range travellers, 25-34 mid-/low range and 35+ firmly mid-range.
  - The breakdown of travel budget expenditure provided interesting results: -  
Budget Component Amount  
Transport 35%  
Accommodation 26%  
Food 20%  
Other Activities 19%  
The proportion of expenditure remained largely unchanged regardless of age breakdown.

# SPECIAL REPORT B

## - LONELY PLANET, GLOBAL TRAVELLER TRENDS

ZUJI's Travel Network Partner Lonely Planet reveals the travel habits of global travellers.

### Travel insight

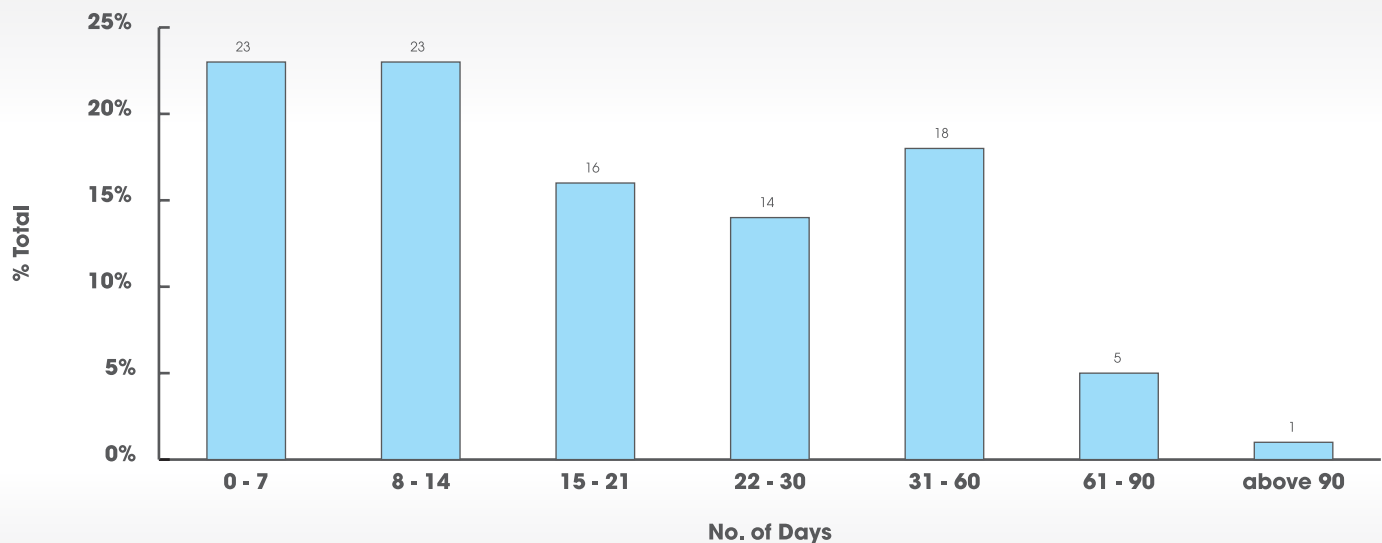
- Source of travel information pre-trip
  - The Internet is clearly the most popular source of information, with 91% of respondents saying they frequently use it as a pre-travel information source. Other popular selections were guidebooks (68%) and word of mouth (47%). After these three sources, responses dropped off dramatically.
- Destination favourites
  - The most popular region in the world to explore was Europe, accounting for 28% of responses. This was closely followed by Asia at 24%. The Middle East and Indian Subcontinent ranked lowly, with each attracting only 2% of respondents.
  - Of growing interest to travellers was South and Central America, coming in third with 16%.
- Australia was voted the most popular country in the world by 7.1% of respondents. It was closely followed by Italy on 6.8% and Thailand on 6%. New Zealand and France also made it into the top five. It is interesting to note that India was the only truly intrepid destination to make it into the top 10.
- Australians are a surprisingly patriotic lot voting Australia as their favourite place in the world, whereas respondents from the UK ranked their own country in 21<sup>st</sup> place.

# SPECIAL REPORT C

## - KOREA'S ONLINE TRAVEL TRENDS (Q2 2005)

ZUJI's Korea online travel agency Nextour is the fifth largest Travel Agent in Korea (Nextour: nextour.co.kr) and the largest online travel agency in Korea. For the first time, the travel habits of Nextour customers, a large proportion of Korean travellers and the bulk of Internet travel bookers in Korea, are documented below.

### Booking Lead Time: Flight Bookings



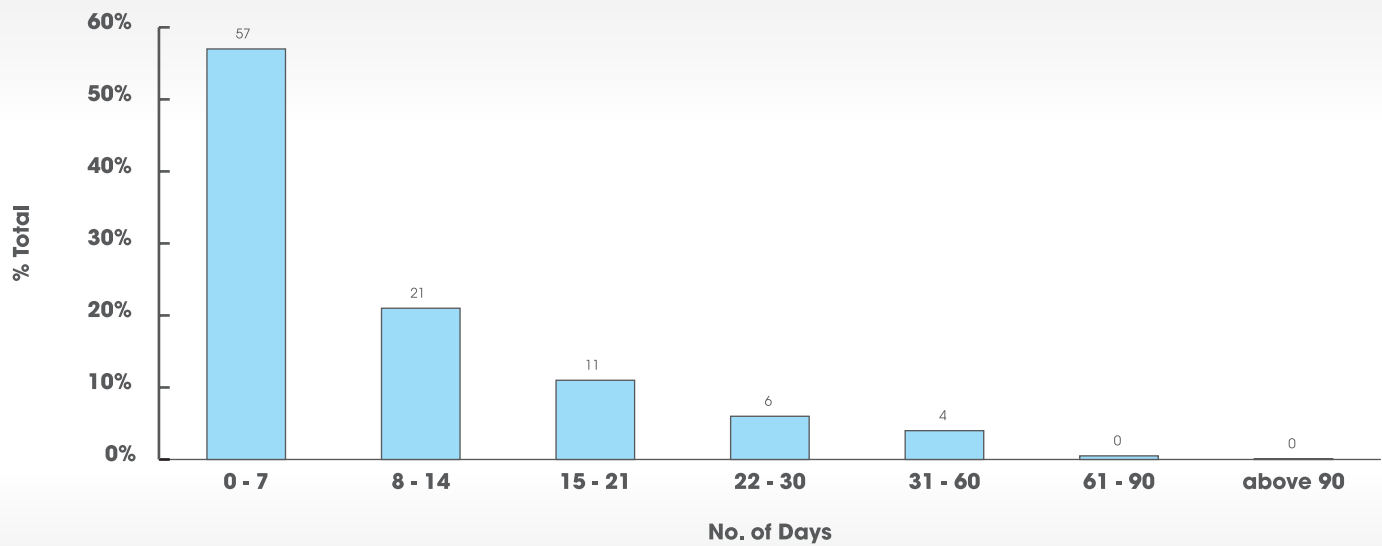
#### ZUJI Analysis

- While almost half (46%) of Korean travellers make their flight booking within two weeks' of travel, there is a broad spread of booking lead times in Korea. Most travellers book flights within two months' of travel.

# SPECIAL REPORT C

## - KOREA'S ONLINE TRAVEL TRENDS (Q2 2005)

### Booking Lead Time: Hotel Bookings



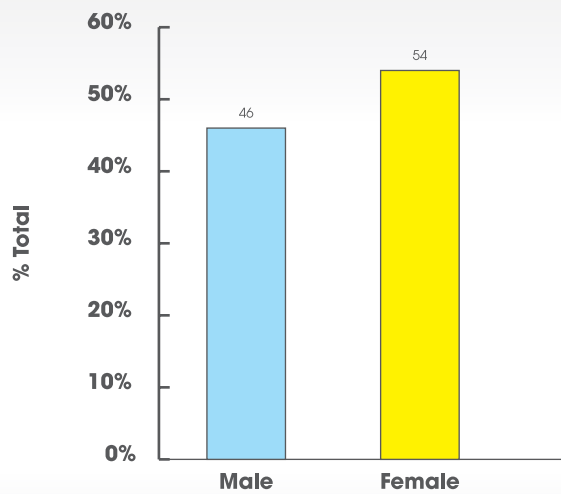
#### ZUJI Analysis

- More than half of hotel bookings (57%) are made within one week of travel, and almost all hotel bookings are made within a three-week lead time of travel.

# SPECIAL REPORT C

## - KOREA'S ONLINE TRAVEL TRENDS (Q2 2005)

### Online Consumer Insights: Male / Female Bookers on ZUJI Korea



#### ZUJI Analysis

- Unlike other ZUJI markets, more females than males are booking trips online with ZUJI in Korea (54%).

# SPECIAL REPORT C

## - KOREA'S ONLINE TRAVEL TRENDS (Q2 2005)

### Top International Destinations For Korea In Q2 2005

Rank	Destinations	Rank	Destinations
I	Tokyo, Japan	XI	London, UK
II	Los Angeles, USA	XII	Singapore
III	Hong Kong	XIII	Chicago, USA
IV	New York, USA	XIV	Frankfurt, Germany
V	Vancouver, Canada	XV	Qingdao, China
VI	Paris, France	XVI	Taipei, Taiwan
VII	Osaka, Japan	XVII	Manila, Philippines
VIII	Sydney, Australia	XVIII	Oakland, California, USA
IX	Beijing, China	XIX	Nagoya, Japan
X	San Francisco, USA	XX	Seattle, USA

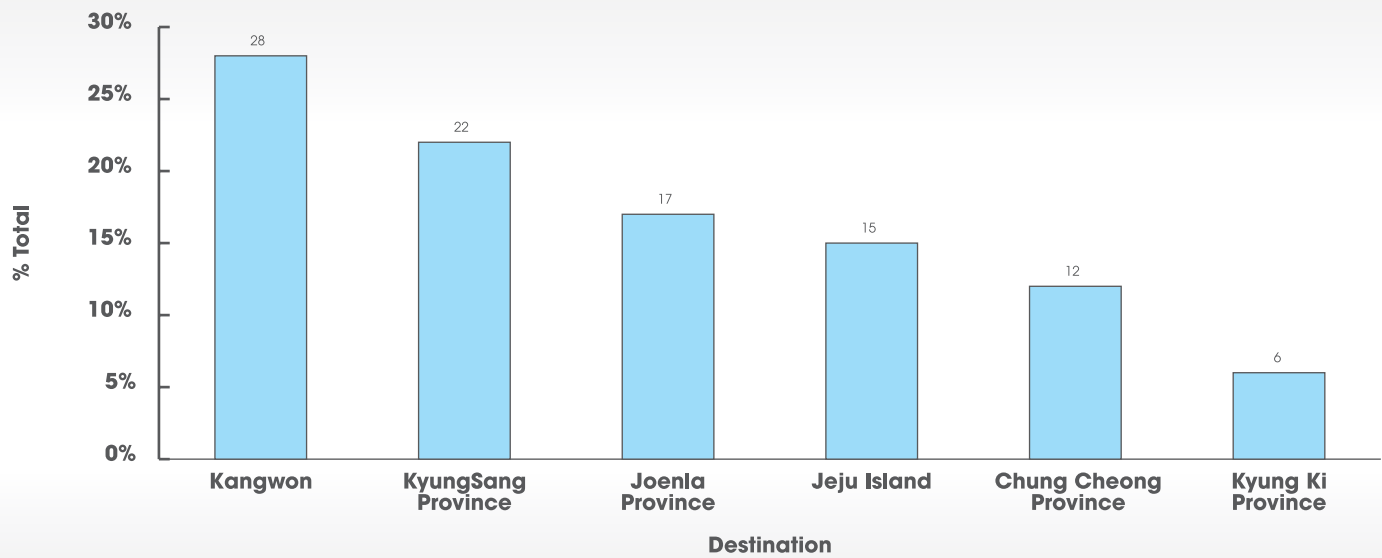
#### ZUJI Analysis

- Japan is a favourite destination for Korea travellers, and is one of quite few Asian destinations visited by Korean travellers.
- For Korean travellers 6 of the top 20 favourite travel destinations are USA cities.
- Qingdao is a popular city in China for Korean travellers. This Chinese city does not appear in the Top 20 destination lists of any other ZUJI county market. Its appeal for Korean travellers lies in the fact that there are many Korean students studying in Qingdao, and many cross-country business links to the city.

# SPECIAL REPORT C

## - KOREA'S ONLINE TRAVEL TRENDS (Q2 2005)

### Top Domestic Destinations For Korea In Q2 2005

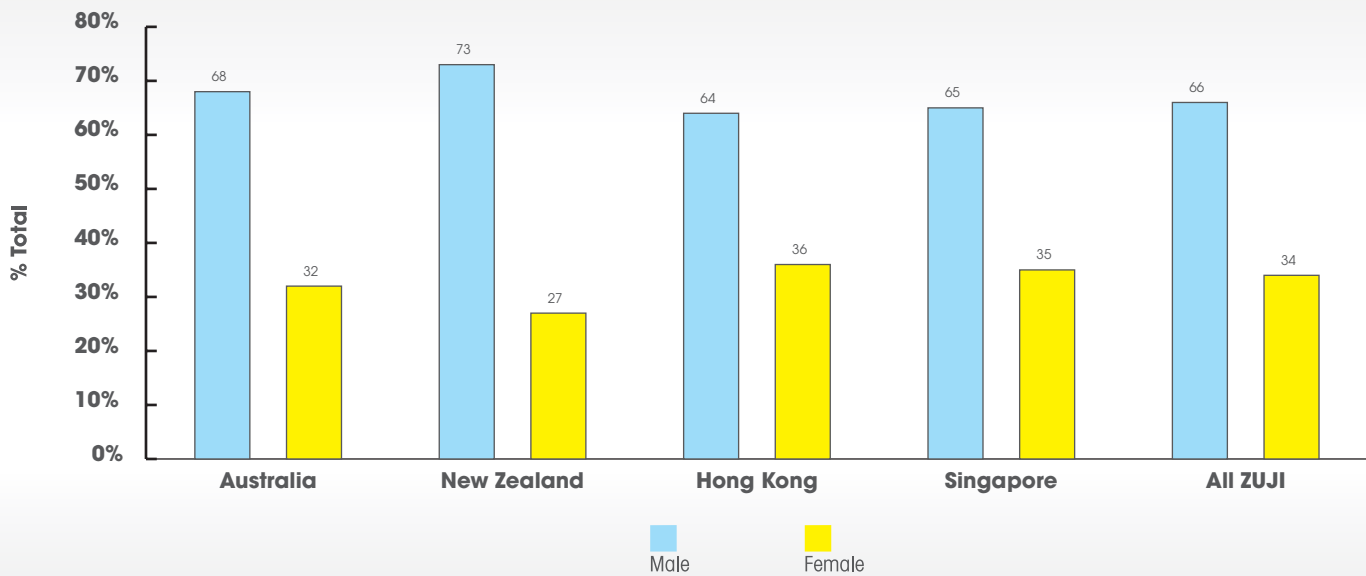


## **SECTION 3**

# **ONLINE CONSUMER INSIGHTS**

# Q3 Online Consumer Insights

## Male / Female Bookers On ZUJI



### ZUJI Analysis

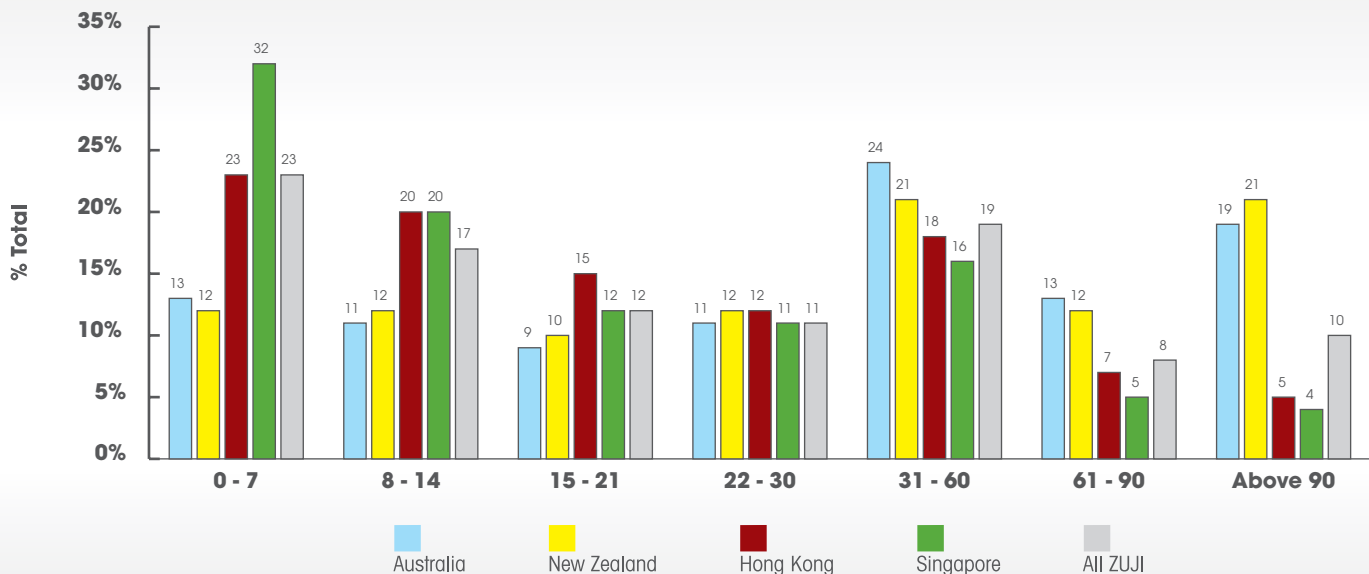
- Males continue to be the predominant bookers in most ZUJI markets. The exception is Korea, where 54% of bookers are female.

## **SECTION 4**

# **FLIGHTS BOOKING TRENDS**

# Q2 FLIGHT BOOKING TRENDS

## Booking Lead Time: Flight Bookings

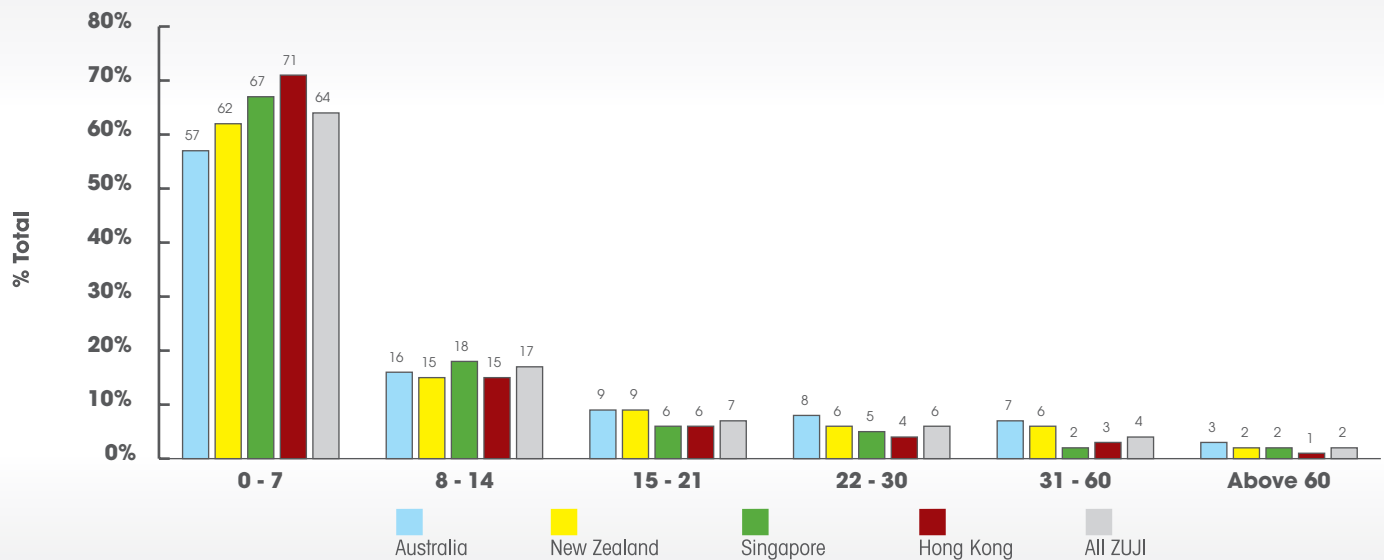


### ZUJI Analysis

- Short term bookings continue to dominate flight booking trends overall, with 40% of all flight bookings made up to two weeks in advance of travel.
- Australia and New Zealand markets buck the trend, with many travellers booking flights more than a month in advance of travel: Australia 56% / New Zealand 54%.
- Compared to Q2 2004:
  - Singapore - 32% of flights booked on ZUJI Singapore were made within a week of travel. This is a much higher percentage than any other market. In Q2 2004, the figure was only 28%, showing the impact of, among other things, the entry of low cost carriers into Singapore on booking lead times for flights.
  - Australia - 32% of flights booked on ZUJI Australia were made more than 2 months in advance of travel. In Q2 2004, the figure was only 23%. There is a strong trend towards longer booking lead times for flights, possibly reflecting the increase in long haul travel booked on ZUJI Australia in the past 12 months.
  - Hong Kong - 23% of flights on ZUJI Hong Kong were made within a week of travel. In Q2 2004, the figure was only 19%. It is clear Hong Kong travellers are becoming more spontaneous about travel.

# Q2 FLIGHT BOOKING TRENDS

## Length Of Trips: Flight Bookings

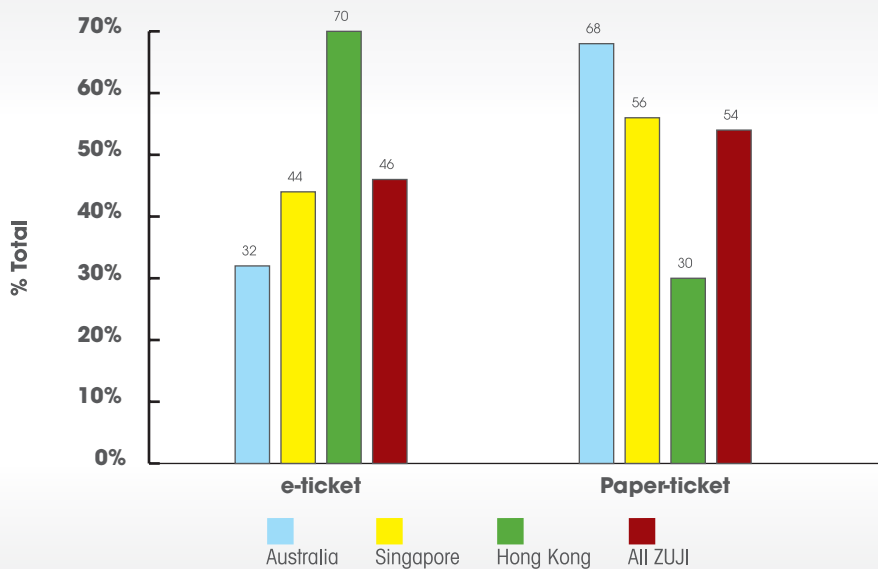


### ZUJI Analysis

- 64% of ZUJI's bookings represent trips of a week or less duration showing the trend towards short breaks continues across Asia Pacific.

# Q2 FLIGHT BOOKING TRENDS

## “E-Tickets” Vs Paper Tickets For Flight Bookings

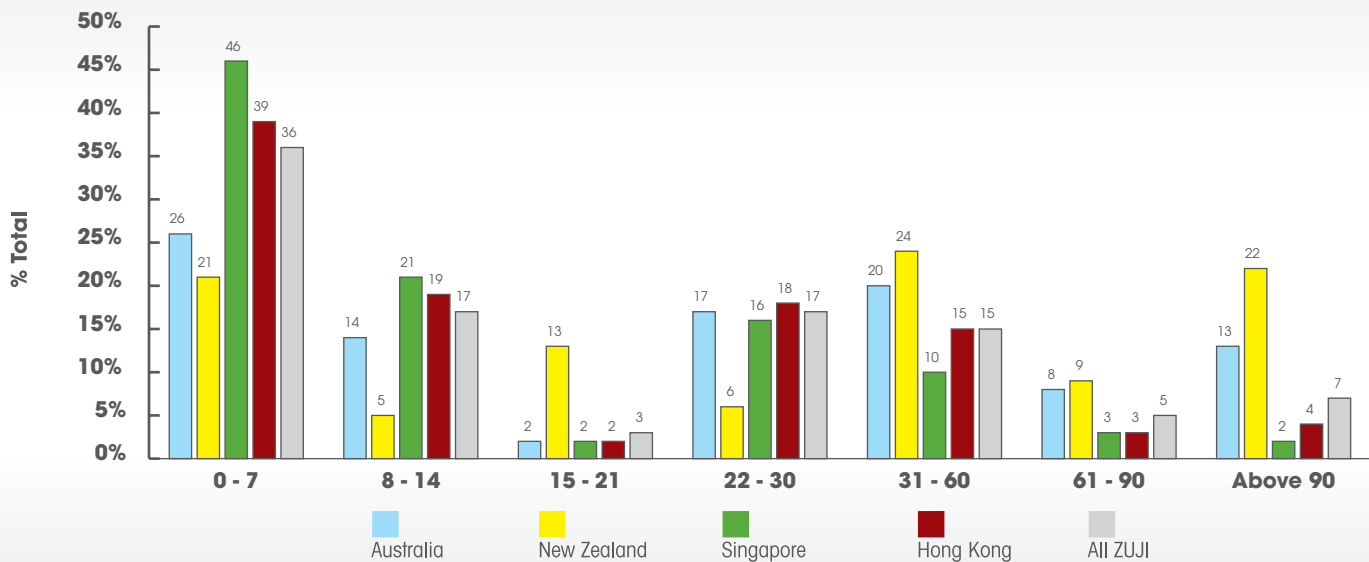


### ZUJI Analysis

- Almost half of all air tickets are now issued as electronic tickets by ZUJI.
- A dramatic change in the percentage of e-tickets has occurred over the past 12 months. A year ago, only 23% of airline tickets were issued as e-tickets. Today the figure is 46% as part of an ongoing trend of e-ticket, very suited to the online travel retail medium.
- Hong Kong is the innovator when it comes to e-tickets. Hong Kong has the highest adoption rate of e-tickets of any ZUJI market, with 70% of flight tickets issued as electronic tickets in Hong Kong.

# Q2 HOTEL BOOKING TRENDS

## Booking Lead-Time: Hotel Bookings



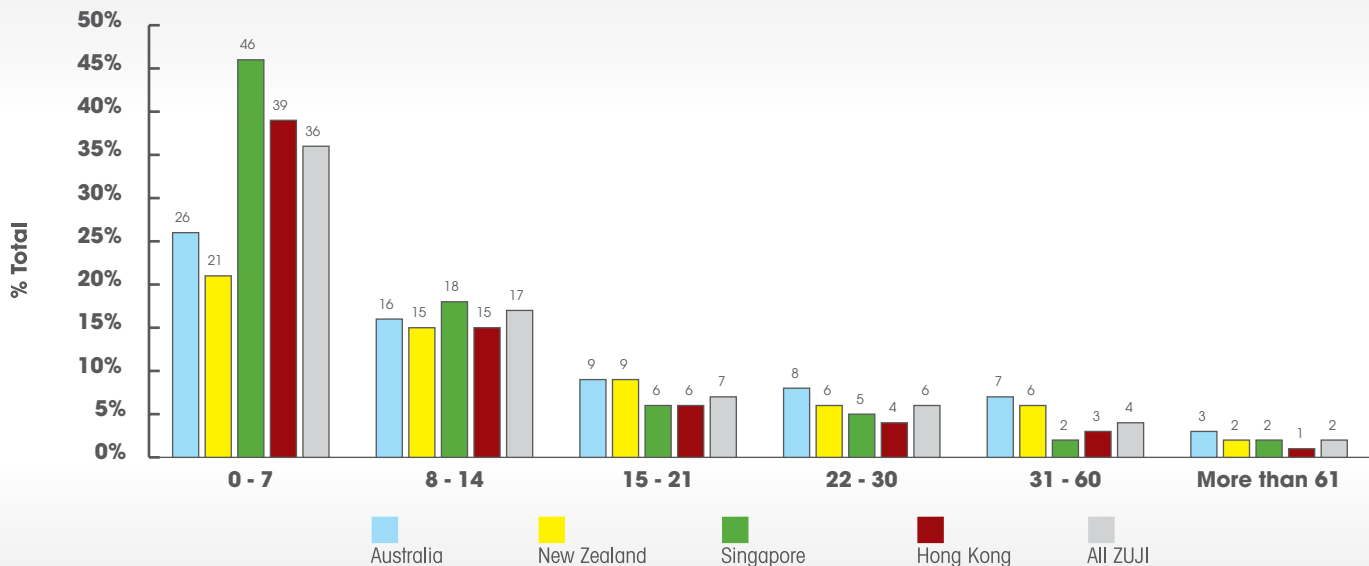
### ZUJI Analysis

**There is a shift away from last minute hotel bookings.**

- 44% of hotel bookings are now made more than three weeks ahead of check-in, up from 35% this time last year (Q2 2004).
- Only 36% of hotel rooms are booked within a week of check in. Down from Q2 2004, where 44% of hotel bookings were made in the week before check-in.
- Many New Zealand and Australian travellers prefer to book hotels more than 60 days in advance of travel. 21% of Australian travellers, and 31% of New Zealand travellers book their hotel more than 2 months pre-check in.

# Q2 HOTEL BOOKING TRENDS

## Length Of Trip: Hotel Bookings

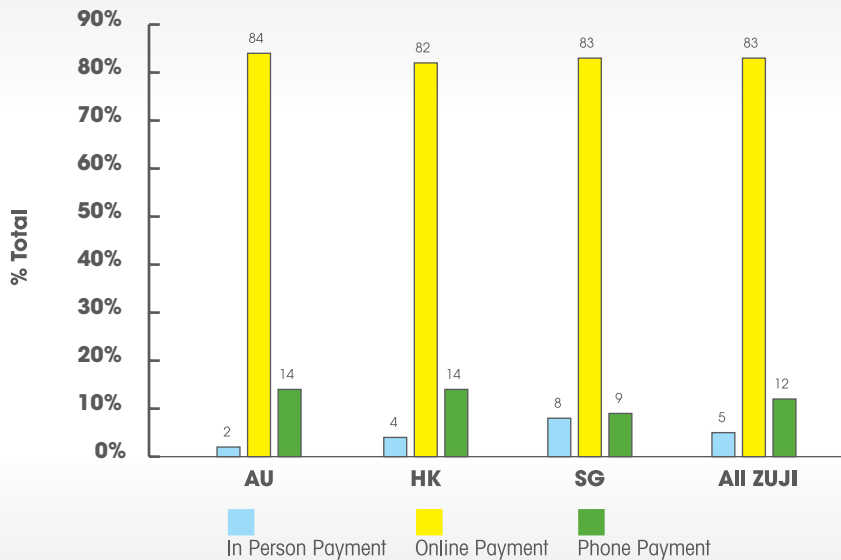


### ZUJI Analysis

- 64% of hotel stays made on ZUJI are for a week or less duration, implying people are staying in the same city and hotel, rather than city-hopping when they travel, as the number correlates exactly to flight booking trends. 64% of flights booked on ZUJI are now for trips of a week or less duration.
- The trend towards short breaks is apparent across Asia Pacific, with no one country driving the trend towards short hotel stays.
- In an era of fast-paced travel, it is interesting to note that 6% of travellers are still booking long stay hotels (more than a month in the same hotel), and doing so online with ZUJI.

# Q2 HOTEL BOOKING TRENDS

## Online Payment Trends



### ZUJI Analysis

- 83% of all ZUJI bookings are made online on ZUJI sites, over the Internet. This is consistent with ZUJI's highly automated business model and consumer trends of accepting the Internet as a convenient place to research and make travel bookings.
- The trend towards paying online, versus offline, has gradually increased over the past 15 months. The percentage of online payment has been rising consistently since Q1 2004, when 78% of bookings were made online. This is a slow but positive trend which ZUJI predicts will continue as current site markets mature and gain confidence in the online booking process.

# Q2 TRENDS FOR TRAVEL BOOKED ONLINE

Top International Destinations Booked On ZUJI Sites In Q2 2005 (Note, figures exclude ZUJI Korea bookings, but incorporate Singapore, Australia, New Zealand and Hong Kong results)

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

## Shifts In Favourites:

- Bangkok is number one again.
- London sits at 7<sup>th</sup> spot. A year ago, during Q2 2004, London was the 5<sup>th</sup> most popular destination booked on ZUJI.
- The rise and rise of Penang. Penang was 50<sup>th</sup> most popular destination in Q2 2004. Only a year later, Penang has entered the ZUJI Top 20 destinations at number 17 after a year of climbing through the ranks.
- Watch out Sydney. Sydney is a regular top 10 destination city booked on ZUJI sites, but Brisbane is fast taking on Sydney as Australia's most popular city destination for international travellers. Currently at 14<sup>th</sup> spot, a year ago (Q2 2004) Brisbane was sitting at number 27.

# Q2 TRENDS FOR TRAVEL BOOKED ONLINE

## Top International Destinations For Australian Travellers In Q2 2005

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

### Shifts In Favourites:

- London is the number two international destination for Australian travellers, exactly the same position it held a year ago (Q2 2004).
- Manchester rises from 25<sup>th</sup>, into 16<sup>th</sup> position. Interestingly, this is in addition to London's popularity, and not at the expense of it.
- Bangkok moves from number 11, to become the third most popular international destination for Aussie travellers in Q2 2004.

# Q2 TRENDS FOR TRAVEL BOOKED ONLINE

Top Domestic Destinations Booked On ZUJI Australia  
In Q2 2005

Rank	Destinations
I	Sydney
II	Melbourne
III	Brisbane
IV	Cairns
V	Perth
VI	Adelaide
VII	Canberra
VIII	Coolangatta (Gold Coast)
IX	Darwin
X	Hobart

# Q2 TRENDS FOR TRAVEL BOOKED ONLINE

## Top International Destinations For New Zealand Travellers In Q2 2005

Rank	Destinations	Rank	Destinations
I	Sydney, Australia	XI	Frankfurt, Germany
II	Brisbane, Australia	XII	Amsterdam, Netherlands
III	London, UK	XIII	Tokyo, Japan
IV	Melbourne, Australia	XIV	Samoa
V	Los Angeles, USA	XV	Hong Kong
VI	Nadi, Fiji	XVI	Rarotonga, Cook Islands
VII	Singapore	XVII	Manila, Philippines
VIII	Bangkok, Thailand	XVIII	Kuala Lumpur, Malaysia
IX	Seoul, Korea	XIX	Adelaide, Australia
X	Perth, Australia	XX	San Francisco, USA

### Shifts In Favourites:

- London moves from number 4, to become the third most popular international destination booked on ZUJI New Zealand in Q2 2005.
- Seoul makes a dramatic entrance into the New Zealand International Destinations Top 10 at number 9, moving from 34<sup>th</sup> position in Q1 2005, and beating popular favourites like Amsterdam to the spot.

# Q2 TRENDS FOR TRAVEL BOOKED ONLINE

Top Domestic Destinations Booked On ZUJI New Zealand In Q2 2005

Rank	Destinations
I	Christchurch
II	Wellington
III	Auckland
IV	Queenstown
V	Napier
VI	Palmerston North
VII	Rotorua
VIII	Nelson
IX	New Plymouth
X	Dunedin

# Q2 TRENDS FOR TRAVEL BOOKED ONLINE

## Top International Destinations For Singapore Travellers In Q2 2005

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

### Shifts In Favourites:

- London becomes the 6<sup>th</sup> most popular destination for Singapore travellers in Q2 2005, rising from 11<sup>th</sup> position in Q1 2005.
- Chinese cities remain popular destinations for Singapore travellers, with Shanghai, Beijing and Guangzhou all Top 20 destinations in Q2 2005.
- Manila drops to 20<sup>th</sup> spot, and looks likely to disappear as a Top 20 destination for Singapore travellers. In the past 18 months, Manila has been ranked 35<sup>th</sup> (Q1 2004) at its lowest and 13<sup>th</sup> (Q3 2004) at its highest ranking showing Singaporeans can be fickle in their travel habits as new destinations such as Penang and Guangzhou gain appeal.

# Q2 TRENDS FOR TRAVEL BOOKED ONLINE

## Top International Destinations For Hong Kong Travellers In Q2 2005

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

### Shifts In Favourites:

- Taipei, Taiwan is the top destination for Hong Kong travellers in Q2 2005, and Kaohsiung at number 7.
- Chinese destinations remain the hot new destinations to book online on ZUJI Hong Kong with Shanghai (number 10), Beijing (number 12) and Changde (number 16) all appearing into the Top 20 destinations listing.

# ABOUT ZUJI

ZUJI is uniquely placed to provide online booking trends and data insights on a country-specific and Asia Pacific Regional basis.

ZUJI is a joint venture of 15 leading airlines operating in Asia-Pacific, and Travelocity, an international leader in online travel.

The airlines are: All Nippon Airways, Cathay Pacific Airways, China Airlines, EVA Airways, Garuda Indonesia, Hong Kong Dragon Airlines, Japan Airlines, Malaysia Airlines, Northwest Airlines, Philippine Airlines, Qantas Airways, Royal Brunei Airlines, SilkAir, Singapore Airlines and United Airlines.

ZUJI's online travel booking technology, regional and international reach is unrivaled across Asia Pacific. It is the most comprehensive online travel company in Asia Pacific, enabling travellers to create their own journeys online. ZUJI accesses reservation systems to provide travellers with a comprehensive range of travel products which include more than 400 airlines, 60,000 hotels, 50 car hire companies and more than 3,000 activities and attractions.

ZUJI headquarters is located in Singapore, and ZUJI is a licensed travel agent and operates teams and travel websites in:

- Singapore: [www.zuji.com.sg](http://www.zuji.com.sg) (English language)
- Hong Kong: [www.zuji.com.hk](http://www.zuji.com.hk) (English and Chinese language)
- Taiwan: [www.zuji.com.tw](http://www.zuji.com.tw) (Chinese language)
- Australia: [www.zuji.com.au](http://www.zuji.com.au) (English language)
- Korea: [www.nexttour.co.kr](http://www.nexttour.co.kr) (Korean language / under brand name "Nextour")

## ZUJI Partner Network

ZUJI has introduced a 'Partner Network' program for activating ZUJI sites or offering white label elements to third parties. ZUJI New Zealand is a ZUJI Travel Partner Network initiative, and ZUJI New Zealand launched in October 2004 ([www.zuji.co.nz](http://www.zuji.co.nz)).

ZUJI works to a low-touch, large-scale business model and leverages its core site technology across multiple markets to reach many millions of potential travellers.

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