

# News media reaches and engages travelling Aussies

Australians around the country are planning their next holiday. Here's how you can be part of the conversation.

According to the [latest figures](#) from the Australian Trade and Investment Commission, Australia's accommodation sector recorded growth in Average Daily Rate (ADR) and Revenue per Available Room (RevPAR) for the year to December 2018. Demand for rooms also grew 1.8 per cent over the year.

[STR Global](#) data indicated high occupancies in capital cities during 2018, with Sydney, Melbourne, Cairns and Hobart with rates over 80 per cent. [Deloitte Access Economics](#) is projecting growth of 3.1 per cent in 2019.

Data from [emma CMV](#) indicates news media advertising can help hotels keep this impressive momentum going.

# SUITE RETURNS WITH NEWS MEDIA

**5.8m** news media readers stayed in an Australian hotel or resort while on holiday in the past 12 months

Heavy newspaper readers are **20%** more likely to book a hotel than non-readers of news media

**4m** news media readers plan to stay in a resort or health spa in the next 12 months

**4.7m** Australians read a newspaper Travel section last month

**12m** news media readers are planning a holiday in Australia in the next 12 months

National newspaper readers are **16%** more likely to stay in 5 star accommodation when holidaying in Australia

News media is the most influential paid media in holidaymakers' path to purchase

**33%** use news media in the Research phase

**26%** in the Shortlist phase

**19%** in the Purchase phase



NewsMediaWorks

emma

emma™, 12 months to March 2019. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ALSO Nielsen Consumer & Media View (CMV), Nielsen Digital Panel, 4 weeks to March 2019, people 14+ calibrated to Nielsen Digital Content Ratings data for the equivalent period. All figures relate to Australia dwellers holidaying (or visiting friends/relatives) in Australia only – excludes Business travel and travel overseas. \*Most influential paid media\* is NewsMediaWorks Holidaymakers' Path to purchase research conducted by Research Now.

Readers of print or digital newspapers are regular hotel guests. While holidaying in Australia, some 5.8 million readers stayed in a hotel or resort in the past 12 months.

Heavy newspaper readers are among the most likely to book hotel

accommodation. Those who read papers for more than 30 minutes a day or who read 7+ newspapers a week are 20 per cent more likely to stay in a hotel or resort than non-readers.

Data indicates the national newspaper audience are considerably more likely to splash out on luxury hotels. Readers of *The Australian* or *The Financial Review* are 16 per cent more likely to stay in 5-star accommodation than the average Australian.

### **Catch them while you can**

According to emma CMV data, around 12 million print and digital newspaper media readers are currently planning their next holiday.

A coastal getaway is a favourite choice for readers holidaying in Australia : 7.8 million readers say their next holiday will be by the sea. And the wine lovers - 3 million- are planning to holiday near a winery or vineyard in the coming months.

The goal of 6.5 million readers is to relax and unwind on their next holiday, while 4 million readers have a resort in mind - 1.6 million of them planning to treat themselves to a health spa or luxury resort stay.

And 3 million thrill-seekers want some excitement from their next vacation with an outdoors or activity-based holiday.

### **The travel section inspires holiday ideas**

Providing targeting opportunities for advertisers, the Travel section of the newspaper is enjoyed by 4.7 million every month. Compared to the average Australian, these readers are 13 per cent more likely to be planning a holiday in Australia in the next 12 months. They are 23 per cent more likely to be touring Australia by car, 19 per cent more likely to be planning visits to Australian wineries and 17 per cent more likely to be seeking a holiday to relax and unwind.

*Sources:*

*Australian Trade and Investment Commission, 'Hotel Industry Trends in Australia',*

<http://www.tourisminvestment.com.au/en/research-insights/hotel-performance.html>

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