

Suite returns for hotels from newspaper media

Australia Day marks the end of the summer holidays - and time to start thinking about the winter holiday period.



Five star reach

Latest figures produced by hospitality research company STR Global shows hotel occupancies in Australia have reached a new peak, with Sydney and Melbourne leading the way.

Occupancy rates averaged 82 per cent in Melbourne and 85 per cent in Sydney between January and October 2015.

The average room rate in Sydney averaged \$233, up from \$205 in mid-2014, while in Melbourne, the average rate rose from \$187 to \$201 a night.

Data from emma indicates newspaper media advertising can help hotels keep this impressive momentum over the holiday season and beyond.

Readers of print or digital newspapers are regular hotel guests. Figures show some 6.6 million readers stayed in a hotel or resort in the past 12 months.

Frequent readers are among the most likely to book hotel accommodation. Readers of 7 or more print newspapers a week are 20 per cent more likely to stay in a hotel or resort than non-readers, and 24 per cent more likely to have booked travel or holidays online.

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 30 per cent more likely to stay in 5 star accommodation than the typical Australian.

Catch them while you can -

According to emma, some 13.5 million print and digital newspaper media readers are currently planning their next holiday.

We're a nation of coastal dwellers and, in the summer, most readers want to hit the beach. Some 5.4 million readers say their next holiday will be by the sea.

Previous research highlights that newspaper readers are wine connoisseurs, so it's unsurprising that 2.4 million are planning to holiday near a winery or vineyard in the coming months.

The goal of two in five readers (7.7 million) is to relax and unwind on their next holiday, with 1.3 million readers planning to treat themselves to a health spa or luxury resort stay.

Data shows 3.3 million readers want some excitement from their next vacation with an outdoors or activity-based holiday.

Online brands look to print

When it comes to booking holidays, one in five Australians prefer to avoid travel agents and do it themselves.

More and more travellers are using online travel sites such as Expedia, Webjet and Airbnb to plan holidays, compare prices and book trips.

Many online travel brands are regular print advertisers. For example, this ad for Webjet appeared in The Sunday Herald Sun on the 6th of September 2015.

Webjet Exclusive
 ★ ★ ★ ★ ★

Awe-Inspiring
 19 day USA Natural Wonders Explorer Tour
 with *deluxe Alaska cruise*

Limited offer only

\$4,899* per person
 from twin share
 typically ~~\$7,999~~ pp

Offer includes

- ✓ Return international flights to LA and then Seattle ex Sydney
- ✓ 9 nights Deluxe accommodation, sightseeing with expert local tour guides and National Park entrance fees
- ✓ 8 days, 7 nights Alaska Sawyer Glacier Bay Cruise on board Norwegian Pearl; including meals and activities
- ✓ Taking in the San Bernardino Valley and Mojave Desert; the "Wild West" town of Jackson, Wyoming; marvellous Yellowstone and Old Faithful; spectacular scenery of Bryce Canyon and Zion National Parks
- ✓ Transport in dedicated air-conditioned coach plus all Airport transfers
- ✓ Having your Webjet Exclusives holiday booking reassuringly backed by our Price Promise[^] and unmatched 21 Day Money Back Guarantee[^]

EXCLUSIVES
FREE PAYMENT

21 DAY
MONEY BACK
GUARANTEE

FLIGHTS
INCL.

Extend your tour to 25 days
to take in the Canadian Rockies

Enjoy all of the above *plus*:
 Sightseeing in Seattle and Vancouver
 Golden – the unspoiled Wilderness of
 National Parks, Columbia Icefield &
 Banff; lakes Louise and Moraine

\$5,999* per person
 from twin share
 typically ~~\$9,899~~

To secure this deal now
 Search 'Webjet Exclusives'



webjet.com.au

*Offers available for a limited time or unless sold out. ^For full details and terms & conditions simply visit www.webjet.com.au

This ad from Airbnb appeared in The Sydney Morning Herald in October 2015 promoting a partnership with the Sydney Opera House.

This ad for US travel brand Expedia appeared in the Sunday Age in September 2015.

Data shows just why online travel companies advertise in newspapers.

Readers over-index as users on all major travel sites. Compared to the typical Australian, newspaper readers are 5 per cent more likely to use Expedia, 6 per cent more likely to use Webjet, and 8 per cent more likely to use Airbnb.

Digital newspaper media readers are even heavier users of online booking services. They're 32 per cent more likely to use Expedia, 33% more likely to use Webjet, and 43 per cent more likely to use Airbnb.

Sources: Savills Hotels Market Report Q3 2015; emma, 12 months to September 2015. Survey conducted by Ipsos MediaCT, people 14+, Nielsen Online Ratings, September 2015, people 14+ only. Ads sourced from Savvy Media Monitoring (savvymm.com)



Check-in

to newspaper
media

6.6m
newspaper
readers
stayed in
a hotel or
resort in
the past
12 months

Readers of **7+**
print copies a
week are **20%**
more likely to
book a hotel than
non-readers

83% of print
readers are
planning their
next holiday

National newspaper
readers are **30%**
more likely to
stay in 5 star
accommodation
when travelling

2.2m readers
plan to stay in a
resort in the next
12 months

4.6m Australians
rate newspapers
as a useful source
of information
on holidays

+

6.3m Australians
read a newspaper
travel section
last month

1.6m newspaper
readers travelled
for business in
the last 4 weeks

The **NewspaperWorks**

emma
POWERED BY IPSOS

emma, 12 months to November 2015. Survey conducted by Ipsos MediaCT, people 14+, Nielsen Online Ratings, November 2015, people 14+ only.