

TRAVEL

**MORE THAN
1.5 MILLION**

people aged 15+ state that they travelled either overseas or domestically by plane in the last 12 months.

So, which media do these consumers find the most welcoming?

Well, **72%** of these people have read a newspaper in the last seven days.



Moderate to Heavy Media Consumption*

Reason for Travel	Travel/Holiday Section (Daily Paper) %	TV %	Radio %	Internet %
Personal (Domestic)	57	53	53	54
Business (Domestic)	14	15	16	19
Personal (Overseas)	70	65	63	60
Business (Overseas)	7	6	7	10

Newspaper readers are much more likely to have accessed travel information in the last month than those who state they travelled by plane in the last 12 months.

Moderate to Heavy Media Consumption* Index

Travel/Holiday Section (Daily Paper)	143
Internet	129
Radio	96
TV	96

* Moderate to heavy media consumption refers to:

Daily Paper: read 3+ p/w
TV: watch 14+ hours p/w
Radio: listen to 7+ hours p/w
Internet: Use 60+ mins p/w



Daily newspapers are the best vehicle for generating a **consumer response to advertising**.

76% of 15+ readers who travel decide where to buy something from information in a Daily Newspaper.

Decide Where To Buy From

	%
Daily Paper	76
TV	58
Radio	46

Source: NMR 'National Readership Survey' Q3 2007 to Q2 2008
Base: All 15+ Travelled by Plane in Last 12 Months - Population: 1,563,000
Sample: 5,097