The birth of the internet had an enormous impact on the travel industry, with consumers adopting online travel tools to plan and manage their trips. Now, mobile technologies act as a catalyst influencing the consumer travel journey, particularly as travel and mobile devices go hand in hand. Mobile allows travellers to be constantly connected, up-to-date and one step ahead in the planning and managing of trips while on-the-go.

Travel search engine KAYAK.com.au discovered that while digital is on the rise, offline is definitely not dead. The travel search engine asked Australians to compare how the rising usage of mobile devices impacts the way they plan and manage travel now, versus 10 years ago. KAYAK’s travel experts have crunched the data to observe how Australian travellers research their next holiday when using KAYAK’s app via mobile devices and through the KAYAK.com.au website, revealing the latest trends for the mobile Aussie traveller.
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Inspiration and travel planning:

Millennials and Generation Z use mobile for inspiration and holiday planning
Inspiration sources: seeking friends’ advice is becoming less and less of a habit

Australians seek travel inspiration in a very different form today than 10 years ago. Back in the day 53% of Australians sought advice from family, friends and colleagues, followed by watching TV (47%), consulting a local travel agent (39%) or reading printed guide books (39%). Online sources were gaining popularity, with one quarter (25%) of Australians checking airline and hotel websites directly, 18% consulting online travel agents (OTAs), and 8% relying solely on social media for travel inspiration at the time.

These days the way Australian travellers gain travel inspiration has changed completely, particularly when looking at online vs. offline platforms. 51% of Australians now consult OTAs or check airline and hotel websites directly while social media usage (25%) has more than tripled in the past decade. The nation’s shift to digital is highlighted further when comparing age demographics; millennials (18-24yrs) lead the pack in online travel inspiration sourcing; with 53% using social media and 29% reading blogs. This shows that over the past decade, Australians have become more willing to utilise online platforms and services as a primary source of gaining travel inspiration for upcoming trips.

Compared to the rest of the Asia Pacific, Australians are currently more likely than the average APAC traveller to use a local travel agent for inspiration (33% vs. 26%). When it comes to social media, however, Singaporean travellers top the scale, with 44% fuelling their travel dreams via social channels, possibly due to the fact that social media is the easiest way to get free and valuable information.
A desktop computer is still the main tool Australians use to search for their next holiday

The research showed that 73% of Australians use their computer to search for inspiration for their next trip, while 18% choose to turn to either a tablet or smartphone. Looking at the age split, it is clear the 18-24 year old segment is the most likely to use a smartphone for this purpose, with 28% already doing so.
The Internet and new technologies have not helped Australians save time on travel planning

One third (33%) of Australian travellers feel they are spending more time, or the same amount of time planning their trips than they did a decade ago. In fact, a closer look at the data reveals that 46% of the under 35 age demographic feel they spend more time planning travel, compared to 10 years ago. This indicates that while Australians perceive online to be a faster and more transparent method of investigating travel; the limitless sources of information and infinite options means individuals are actually spending more time researching travel than in previous years.

Across APAC, travellers indicated mixed feelings regarding time spent on travel planning nowadays vs. 10 years ago, with 39% indicating that they spend more time, 30% spending less time and 26% spending the same amount of time.

- 9% You are not concerned, you didn’t and still don’t book your trips
- 25% Less time
- 33% More time
- 33% Same amount of time
Travel booking habits:
Mobile is on the rise but 75% of Australians still use the computer to purchase their holidays.
A decade ago, Australians preferred to book their trips offline, with 61% turning to a local travel agent to lock down their travel, while only 33% did so online. This tendency has clearly changed with 78% of Australian travellers indicating they book their trips online, with only 30% still using a local travel agent. In the broader picture this sets Australians behind Singaporeans (89%) and Hong Kongers (84%) in the uptake of online booking. For Australians and Singaporeans, hotel or airline websites are the preferred platforms for booking travel, whereas Hong Kongers are more likely to use an OTA.

The use of OTAs increased from 10% to 46% among Australian travellers over the last decade, with travel search engines also gaining popularity (4% vs. 15%), indicating a desire to independently search and compare prices. With the increasing number of online travel services, higher accessibility to the internet across a variety of devices and raised consumer awareness, it comes as no surprise the booking habits of Australians have been considerably influenced by these factors.
The majority of Australian travellers are still more comfortable booking on their computer rather than mobile

Australian travellers still prefer to turn to the computer to book their trips, with 75% using a computer rather than a smartphone (12%) or tablet (6%). Comparing the age demographics shows that the under 35 bracket are the most likely group to book trips on a smartphone - with a quarter (25%) opting for this device. Australians may undertake the actual booking activity on a computer, as they see this as a more user friendly and secure method compared to mobile. However, it also indicates Australian travellers are less flexible and spontaneous when it comes to actually booking a trip.
On-the-go:
Australians still prefer printing their travel documents but share experiences via the digital world.
When checking in for a flight 10 years ago, 64% of Australians chose to do this at the airport, while 17% checked in online and printed their boarding pass at home. At the time, only a small number of Australian travellers used their mobile device (7%) for checking in and carrying their boarding pass digitally. With technological advancement, this has changed dramatically. These days, almost half of Australians (43%) check in online and print boarding passes at home. Checking in at the airport still remains popular, with 28% choosing this method, but an increasing number (17%) of Australian travellers now choose to carry their boarding pass on their mobile after checking in on their smartphone; representing a 10% increase over the past decade.
Holiday habits have changed in the last 10 years

Holiday habits of Australians have changed little in the last decade, with sightseeing (63%), relaxing (57%) and eating out (52%) continuing to top the list. Aussie travellers clearly enjoy these leisure activities over sports, which came in at just 5% - showing Aussie travellers perceive working out to be an activity best done at home. Australian travellers also clearly enjoy shopping while on holidays (35%), however, Singaporean travellers are the most enthusiastic in the region when it comes to this activity (60%).

When it comes to posting on social media while travelling, an increasing number of Australians utilise social networks with 14% now posting their experiences throughout their trip compared to 2% a decade ago. This trend is particularly evident among the younger generation (under 35), with almost a quarter (23%) taking joy in updating their social media platforms while travelling. This trend is due in part to the number of social media channels available and a paradigm shift, but also attributable to the increase of access to the internet when travelling. Across APAC, average Singaporean travellers (21%) are more likely to post experiences on social media than Australians (14%) or Hong Kongers (11%).
Mobile Phones are almost as popular as computers for holiday leisure activities

For their holiday activities of choice, Australians today are almost as likely to reach for a smartphone (33%), as a computer (36%). Millennials (under 35) are actually more likely to use a smartphone (56%) than a computer (26%). The tablet is the least used device among all Australians (8%), with 23% also indicating they remain offline during their preferred holiday activities.

The average APAC traveller is far ahead of the average European traveller when it comes to using mobile devices for their holiday leisure activities (42% vs. 29%). A closer look reveals this is strongly driven by Singaporeans, with more than half (54%) indicating they use a smartphone for this purpose.
Sharing travel experiences using mobile devices is becoming a major habit for younger Australians.

Sharing travel experiences is the area that has changed most dramatically in the last decade. Ten years ago, showing old school photo albums was the most popular method (47%), with sending postcards (45%) or in-person meetups (41%) also topping the list. At that time 32% of Australian travellers were already sharing their experiences online, mainly via email (32%), with just 8% sharing via social networks. These days, sharing experiences online is becoming the norm, with 73% Australians sharing their holiday memories online; a rapid rise over the course of the decade. 50% of these interactions take place across personal social networks, while 40% of travel memories are shared over email.

Instant forms of experience-sharing are the preferred choice for Australian travellers, which reflects the number of social channels, chat based Apps and online sharing platforms available today. Australian women are more eager to share their travel experiences on social channels than men (54% vs. 45%), but are also more likely to share their experiences directly offline with family and friends (76% vs. 69%).
Sharing travel experiences using mobile devices is becoming a major habit for younger Australians. 

Australians prefer to use a computer (43%) to share travel experiences, rather than a smartphone (33%) or tablet (9%), with women being more likely to share holiday experiences on a mobile device than men. It is no surprise that those in the 18-24 age bracket are the most likely to choose the smartphone (56%), over the computer (30%) for vacation experience sharing, indicating they’re a demographic more comfortable with today’s technological developments compared to older generations.
Australian Traveller Profiles
Travel trends: the most popular destinations differ depending on the device

The research has shown that Australian travellers’ favourite holiday destinations depend on the device they’re using. While Los Angeles is consistently the most popular destination searched for across all devices, in second position Android users favour Melbourne, with iOS users preferring Denpasar and desktop users searching for London.

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<thead>
<tr>
<th>Location</th>
<th>Android AUD</th>
<th>iOS AUD</th>
<th>Computer AUD</th>
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<tbody>
<tr>
<td>Los Angeles</td>
<td>1295</td>
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<td>1,005</td>
</tr>
<tr>
<td>Melbourne</td>
<td>215</td>
<td>288</td>
<td>867</td>
</tr>
<tr>
<td>Denpasar</td>
<td>513</td>
<td>778</td>
<td>859</td>
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<tr>
<td>Sydney</td>
<td>198</td>
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<td>London</td>
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<td>New York</td>
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<td>Auckland</td>
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Australian mobile users spend 10% less on average than computer users on flights to the top 10 destinations. Between mobile users, iOS users tend to spend a huge 48% more than Android users on average. When booking a trip to the top 3 destinations, computer users spend significantly more on average than iOS or Android users, at $1195, as compared to $918 and $674 respectively.
Hotel Star Ratings: searching from mid to high range is the norm

For hotels, Australians on any device are most likely to book a 4-star hotel. iOS users are the most interested in a luxurious hotel experience, with 68% of bookings being for 4 and 5-star hotels, compared to 66% on computer and 62% on Android. Across APAC, Hong Kong desktop users are the most set on luxury, with 73% of bookings for 4 and 5-star hotels. APAC iOS users book more 4 and 5-star hotels than Android users in the same region.
Booking Decision: Australians are more spontaneous on mobile than on their computer

Australian Android and iOS users are faster on average than computer users when deciding which flight to book (5, 5 and 7 minutes respectively). Australian mobile users are also 1 minute faster than computer users when choosing a hotel to book, taking 5 minutes on average instead of 6. Australian Android and iOS users are on par with Singapore mobile users, with Hong Kong Android users the quickest in the region, coming in a 1 minute faster.

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<th>Average time to book a flight in minutes</th>
<th>Average time to book a hotel in minutes</th>
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<td><strong>Android</strong></td>
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<td>05</td>
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<tr>
<td><strong>Mobile</strong></td>
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Busiest travel months differ according to device

Although users differ, there are also behaviours similar across the devices. The most popular month of travel for all users is December. For computer and iOS users, June is the next most popular month to travel, while for Android users, jetting off in September is the next best option.

<table>
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<th>Device</th>
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<td>![iOS Icon]</td>
<td>![Computer Icon]</td>
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</table>
iOS Traveller Persona

Spends $991 on flights to the top 10 destinations.

Most popular destination is Los Angeles.

Most likely of all users to book a 4-star hotel.

Most popular travel month is December.

Takes 5 minutes to book a flight.

Takes 5 minutes to book a hotel.
Android Traveller Persona

- Spends $671 on flights to the top 10 destinations
- Most popular destination is Los Angeles
- Prefers to book 4-star hotels
- Takes 5 minutes to book a flight
- Most popular travel month is December
- Takes 5 minutes to book a hotel
Computer Traveller Persona

- Spends $925 on flights to the top 10 destinations
- Most popular destination is Los Angeles
- Prefers to book 4-star hotels
- Takes 7 minutes to book a flight
- Most popular travel month is December
- Takes 6 minutes to book a hotel
Survey OpinionWay for KAYAK: The report is based on survey findings in cooperation with OpinionWay, conducted across 12 countries and regions in Europe (United Kingdom, Germany, Austria, Switzerland, Spain, Italy, Poland, Russia, France) and Asia Pacific (Singapore, Hong Kong, Australia), with samples of 1000 respondents per country. Mobile Traveller Profiles and resulting Traveller Personas are based on flight and hotel searches and clicks made on KAYAK.com.au for travel in 2015.