

Latest survey shows Kiwis flocking to the snow

Despite this year's recessionary woes, a recent survey by Jasons Travel Media (www.jasons.com) revealed that New Zealanders are embracing the winter, with snow sports and family holidays highly popular.

With another bumper snow season predicted, all main fields were open in time for the school holidays and have been experiencing some excellent weather. "The lure of the snow is not enough to get most respondents to play up though: from the 31% of people participating in snow sports, a quarter of those would take the kids out of school, and only 13% are naughty enough to take a sick day themselves", says Matthew Mayne, CEO of Jasons Travel Media.

"Interestingly, of those spending \$350+ a night – half would fake a 'sickie' and half would take the kids out of school for great snow... So it seems the more you spend, the more you risk it!"

Less than 5% planned to leave the South Pacific during the winter. Of those staying in NZ, many will travel out of their region, with an even split between hotels, motels, and friends & family as the accommodation of choice. Camping Grounds were an option for just a dedicated 7% of respondents.

The survey also found that despite H1N1 (Swine Flu) status being upgraded to Pandemic on June 11th, only 17% of respondents nationwide would cancel travel to Australia. Those in the Waikato region were doubly cautious though – on average 33% more likely to stay on this side of the Tasman.

Most survey respondents were women, emphasising the link between planning family holidays and managing the household budget generally – key information for marketers in the tourism industry.

More than 600 Kiwis participated in the online survey via New Zealand's online travel and accommodation booking website www.jasons.com and detailed their winter travel plans.

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For further information contact:

Matthew Mayne (CEO) 021 248 2433



Background on Jasons Travel Media

Each year around one in four visitors (to or within Australasia and the South Pacific region) use Jasons Travel Media.

No other travel publisher has the coverage, range or depth of Jasons Travel Media. The Jasons database is the largest in the industry, with more than 26,000 detailed tourism operator listings, 1000s of travel articles and 100s of maps.

Yearly, Jasons prints and distributes more than 6 million copies of 86 different FREE print directories and guides, and delivers 1.63 million online user sessions at **www.jasons.com**. Its monthly travel email newsletter, Jasons Explore! reaches a customer database of more than 100,000.

Incorporated as a family business in 1967, Jason Publishing Co Ltd was restructured as Jasons Travel Media Ltd in 2000 to reflect the changing nature of its business, rapidly transformed itself into an expert 'infomediary', delivering high-quality information to connect travel buyers with sellers.