

More than half of NZ to change traditional summer holiday plans

Jasons Travel Media recently asked Kiwis what they're planning to do for the Christmas and summer holidays, just around the corner in less than three months time. A staggering 60% of respondents are changing their plans from the norm this summer – opting to spend their time somewhere other than where they have gone for summer holidays in the past.

When asked, there were a plethora of reasons for the break from traditional plans including 'better deals on accommodation elsewhere', 'decided to go somewhere close' and 'money is a bit tight this year'.

Over a third of respondents have already sorted their Christmas and summer holiday plans, with 35% aiming to get sorted within the next month. Over 60% of people booked their accommodation when they made holiday plans, with 40% of respondents using third party websites and directories such as www.jasons.com to book accommodation. Not surprisingly, price is the biggest factor for over 70% when choosing accommodation, with location, amenities and hot deals also contributing to the decision making process.

Around 27% of Kiwis are opting not to take a Christmas or summer holiday this year. Of those who are taking holidays over the summer, 68% will be travelling within New Zealand while 11% will head to Australia or the Pacific.

Top spots for holidays this summer include Northland, Coromandel, Bay of Plenty and perhaps surprisingly – Auckland! The survey also revealed a whopping 38% of respondents missed out on their accommodation of choice in the past due to leaving their bookings too late. Says CEO of Jasons Travel Media, Matthew Mayne, "With summer just around the corner we advise Kiwis to book their summer holidays as soon as they can to avoid disappointment. Travellers can feel confident about booking online with Jasons Travel Media, where there are no fees, commissions or hidden costs when you book."

ENDS

For further information contact:

Matthew Mayne (CEO) 021 248 2433

Background

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, over 800 direct booking options, thousands of travel articles and hundreds 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

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.