



Pulse Group Regional Travel Survey

The Impact of the Internet on Travel Habits

Synopsis of Findings: Malaysia Market

Kuala Lumpur, May 12th 2008 -- In October 2007, Pulse Group, with the support of Tourism Malaysia, launched a regional online travel survey to study the impact of the internet on travel behaviour. The study, which has recently been completed in Malaysia, will later be extended to other markets within the region including Singapore, Thailand, Australia, New Zealand, China, Taiwan and Hong Kong.

The research programme aims to explore the impact of the internet on travel habits, in order to answer key questions such as the future role of travel agents, the necessity of travel industry players embarking on internet marketing, the importance of travel portals, and the shift of advertising focus from traditional media to online mediums.

In Malaysia, an online survey of 30,000 Malaysian respondents was conducted in Q4, 2007, among a mix of male and female adults, with a range of personal income levels.

Overall, the study showed that there are many young Malaysians who prefer to book online instead of going through the more traditional channels of travel agent, ticket counter, and so on. Their travel needs, preferences and behaviour are quite diverse from those who do not use the internet for booking travel:

- **They want hassle-free travel booking:** prefer to do online booking for flights and accommodation as it is convenient, easy and time saving
- **They want more information:** the internet provides various types of information and is their primary source, while travel agent is the last source to which they would refer
- **They want a young, energetic and adventurous experience:** travel more with friends and their spouse/partner, and are keen to get involved in activities like sports, adventure and beach related activities
- **They would rather spend less on accommodation:** choice of accommodation is budget to mid-range hotel which offers a good price range and is close to leisure activities.

When looking at the findings in more detail, a total of 54% of respondents made travel bookings online, and are largely younger, aged 21-30 years (62%) and 31-40 years (27%).

- Booking travel online is considered convenient, easy and time efficient. In addition, there may be attractive lower prices or discounts for booking online
- Online travel bookings are mainly for flights and accommodation
- More than half of all online flight bookings are made more than four weeks in advance
- About one-third of all online accommodation bookings are made more than four weeks in advance, but another one-third do not make any advance accommodation bookings
- Among the favourite websites to book travel online are: www.airasia.com (84%), www.malaysiaairlines.com (34%), www.asiatravelmart.com (8%) and www.asiarooms.com (8%)

Reasons for not booking travel online include a lack of awareness for online travel booking websites, online payment barriers such as ownership of credit cards required and perceptions of a lack of trust or reliability.

About Pulse Group

The Pulse Group is a first class Research Process Outsourcing (RPO) company, built exclusively to serve the market intelligence industry globally. Its products and services include Planet Pulse - an online community of survey respondents throughout Asia Pacific and Middle East, Online Data Collection, Survey Programming, Data Processing and Analysis, Professional MR Translations, and Qualitative Research.

Please visit www.pulse-group.com for more information.

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