

travel

Thursday in *The West Australian*
and in *The Weekend West*



TRAVEL is the most read section in *The West Australian*

(aside from News)



Thursday
281,000
readers



Weekend
319,000
readers

Across the week, **476,000** people read TRAVEL (Thurs/Weekend net).

Over three quarters of a million people read TRAVEL at least once each month.

TRAVEL readers are motivated buyers and genuine prospects.

Eight in ten TRAVEL readers* are planning their next holiday¹. That's **400,000** active prospects.

216,000 are planning an interstate holiday
317,000 are planning to holiday in WA

212,000 readers are planning an overseas holiday in the next 12 months:

- 138,000 plan to holiday in Asia
- 78,000 in Europe
- 69,000 in the UK/Ireland
- 46,000 in USA or Canada

(NB Destinations are not mutually exclusive)

TRAVEL is designed specifically for the WA Market



FAST FACTS

TRAVEL readers* are among WA's top spending households[^] on holidays, and compared to non-readers, are:

- **60% more likely** to travel First Class or Business Class
- **45% more likely** to be planning a cruise¹
- **22% more likely** to have been on a cruise in the last 12 months
- **12% more likely** to stay at 4 or 5 star hotels²
- **Distinctly more likely** to prefer package tours

Our award-winning TRAVEL Editor Stephen Scourfield is dedicated to publishing the highest-quality editorial and pictorial content, delivering an informative, entertaining read and inspiring Western Australians to travel.

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 31 March 2017. | [^]ABS Household Expenditure Survey (Top 40% of spenders).
*Read TRAVEL at least once a week (Thursday/Weekend). | ¹Intend to travel within the next 12 months. | ²Accommodation used in the last 12 months.

To find out more, contact your representative at **The West Australian**

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TRAVEL buyers look to newspapers



MOST USEFUL MEDIA FOR INFORMATION WHEN PLANNING A HOLIDAY

Base: WA, Intend to travel in the next 12 months

1. Online: advertising/search/travel websites
2. **Newspapers**
3. Magazines
4. Television
5. Social media
6. Radio
7. Cinema
8. Outdoor advertising
9. Unaddressed mail or catalogues



IT'S NOT INTERNET VS NEWSPAPERS. IT'S INTERNET **AND** NEWSPAPERS.

Base: WA, Intend to travel in the next 12 months

35% of intending travellers who use travel/airline websites **also use newspapers** for information when planning holidays.

31% of intending travellers who use search/online advertising **also use newspapers** when planning holidays.

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Female readers are high-value travel prospects who actively seek out TRAVEL in 'The West'*

Female readers of The West Australian nominate **TRAVEL** as the **main section** they actively seek out and prioritise (only behind news) each Thursday.

On the weekend they seek out **TRAVEL** only behind news, Seven Days and West Weekend magazine.

WA females are **distinctly more likely** than males to take responsibility for travel bookings and arrangements.

Source: emma™ conducted by Ipsos MediaCT, People 14+ for the 12 months to 31 March 2017. | *WAN Tracking Study conducted by Ipsos MediaCT, 2016.



The destination for access to premium content, great travel offers, competitions, events and more. Social media and bundling opportunities are also available.

sevenwesttravel.com.au



The West Australian's Aviation Editor Geoffrey Thomas presents ratings and reviews on safety, product offerings and passenger experiences.

airlineratings.com

To find out more, contact your representative at **The West Australian**