

choice

AUSTRALIAN CONSUMERS IN THE TRAVEL MARKET
ANNUAL TRAVEL TRENDS REPORT – PHASE 2 OF THE CHOICE
TRAVEL PROJECT



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ABOUT US

Set up by consumers for consumers, CHOICE is the consumer advocate that provides Australians with information and advice, free from commercial bias. By mobilising Australia's largest and loudest consumer movement, CHOICE fights to hold industry and government accountable and achieve real change on the issues that matter most.

To find out more about CHOICE's campaign work visit www.choice.com.au/campaigns and to support our campaigns, sign up at www.choice.com.au/campaignsupporter



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Introduction

The CHOICE Travel project commenced following the deregulation of the Australian travel intermediary industry in July 2014. The project offers research, advocacy and information for Australian consumers in the travel market.

The aim of the project is to create a better understanding of the issues facing Australian consumers in the travel industry, and ensuring that initiatives from government, industry and the consumer movement meet identified consumer needs.

As part of the project CHOICE conducts an annual travel trends survey. The research is updated annually in the form of a consumer travel trends report to assist tracking and raising awareness of key issues over time. The survey identifies issues ranging from flights, accommodation, travel insurance, car hire and customer satisfaction with each of Australia's major airlines.

Research approach

In Phase 2, CHOICE surveyed n= 1,517 Australians, aged between 18-75 years. Based on insights from the Phase 1 research in November 2014, Phase 2 included a closer look at consumer issues with airlines given this was the major source of problems identified in the first round. All participants had taken a domestic flight for a holiday in the past 12 months and were also required to have taken at least one international flight in the last two years.¹

The fieldwork took place from 22 June to 6 July, 2015. To ensure the sample is representative of the Australian population, the data has been weighted by age, gender and state according to ABS Census Data, 2011. The fieldwork agency used for this survey was GMI Lightspeed Research.

Survey periods:

Phase 1: 8th November – 11th November 2014; n=1,100 aged 18-75

Phase 2: 22nd June – 6th July 2015; n=1,517 aged 18-75

Phase 3: June – July 2016; n~1,500 aged 18-75

¹ The result was a sample containing more recent flyers than Phase 1, in which the qualification was an international flight for a holiday in the last 12 months, along with at least one domestic holiday in the last 12 months (not necessarily involving a flight), and at least one domestic flight in the past.

Some survey results are broken down by generation as follows:

Gen Y: 18-34

Gen X: 35-49

Baby Boomer: 50-64

Pre Boomer: 65-75

Key findings

- Half (53%) of Australian travellers said they had faced a consumer travel problem, either domestic or international in the 12 months to July 2015.
- Travellers were most likely to experience issues with flights, affecting 38% of the Australian travelling population.
- Most reported problems on domestic flights and half of the problems were with delays or cancellation of flights.
- Three-quarters of Australian travellers would be willing to pay a ticket levy if it were linked to compensation for flight delays.
- Travellers expressed very low satisfaction with airlines' response to their problems/complaints with only 33% saying they were satisfied with the process.
- A key reason for travellers choosing not to complain was doubts about the likely results, the effort involved and the perception that the complaint process is a hassle, along with a lack of awareness of proper complaint avenues/channels.
- There exists a huge satisfaction gap in terms of the airline complaint response process –in terms of the response consumers expect when they contact airlines, traveller protection laws in Australia in relation to domestic and international flights, and the rights of consumers engaging in dispute resolution with airlines.
- Younger travellers continued to be less likely to take up travel insurance.
- More than half said their travel insurance covers the insolvency or bankruptcy of travel agents or providers but less than a third of travel insurance policies actually provide this cover.

Information and advocacy

Based on the research, CHOICE has identified a number of areas in the sector where policy, advocacy and information will be prioritised to improve the consumer travel experience. These key areas are:

- Flight delays and cancellations
- Credit card surcharges and the travel industry
- Online fees and charges
- Travel agent insolvency
- Travel insurance
- Car hire

Flight delays and cancellations

The research found that delayed, cancelled or overbooked flights were one of the top overall problems for consumers in the travel sector, with 55% experiencing an issue with flight delays or cancellations. Of particular concern, 38% of those who experienced a delay of two hours or more said no action was taken by the airline to provide assistance. This identifies airline passenger rights as a priority area for consumer protection activities, including looking at the effectiveness of current compensation arrangements, complaints handling and dispute resolution mechanisms.

Credit card use and the travel industry

Chargeback rights

Credit card chargebacks provide consumers with the option to retrieve their funds when a service or good is not provided, provided they paid for those goods or services with their credit card or on a debit card with the credit option. However, there is still a lack of consumer awareness of chargebacks, with 31% reporting awareness of credit card chargebacks. And for some consumers, the long lead time for booking a flight, cruise or other holiday related purchase means that chargeback rights cannot be relied upon as a protection.

Online fees and charges

This continues to be an area of concern for CHOICE, particularly in the travel sector where consumers frequently book online and are at risk of experiencing drip pricing practices or pre-ticked extras. 25 per cent of people have had a problem booking online, and 22% of people who had flight problems mentioned hidden fees or charges.

In 2016, CHOICE investigated the additional costs consumers face when booking flights with pre-ticked optional extras, revealing that prices could differ up to 40 per cent from the advertised price to the final price.

To combat poor online booking processes, CHOICE, in collaboration with Consumer NZ, launched the 'Ditch the Ticks' campaign against Jetstar Australian & New Zealand. Over 2000 consumers signed up to the online petition, however Jetstar is yet to respond to meeting requests.

Travel agent insolvency and compensation

Travel agent insolvency continues to be a problem for consumers in the travel sector. 49 per cent of Australian travellers surveyed in CHOICE's research used a travel agent to book a holiday or any aspect of their holiday.

However stronger protections for consumers who use a travel agent are needed with reports of multiple travel agents collapsing since deregulation². Under the former Travel Compensation Fund, customers of these travel agents would have had access to compensation. Now, some consumers may have recourse through chargebacks or agent insurance but this does not cover all cases.

Travel insurance

CHOICE has found that 17 per cent of travellers did not take out travel insurance policies for their most recent international holiday. CHOICE reviews of travel insurance combined with case studies highlight serious issues with travel insurance exclusions and consumer understanding of policies, including in relation to mental health, speciality sports and alcohol exclusions.

Car hire

15 per cent of Australian travellers had problems with car hire and our [CHOICE Help](#) consumer rights advice service has received a number of enquiries related to predatory practices in the car hire industry.

While general consumer protections apply to domestic car hire, significant problems in the industry still exist and additional costs can be significant. CHOICE conducted an investigation of domestic car

² August 2014 [Australian Specialty Tours](#), Melbourne, Victoria
 February 2015 [Getaway Escapes](#) – Gold Coast, Queensland
 May 2015 [CTS Travel](#) – Altona Meadows, Victoria
 May 2015 [Travel Rockhampton](#), Rockhampton, Queensland
 July 2015 [Sky Air Services](#), Fremantle, WA
 July 2015 [Aeon International Travel](#), Liverpool, NSW
 August 2015 [QA Business Travel](#), Perth, WA
 November 2015 [Value World Travel](#), Blacktown, NSW

hire companies charging excess reduction fees in 2015 (updated in 2016) showing that travellers can be charged up to an extra \$33 per day³.

CHOICE will continue to provide content advising consumers of car hire problems and options to avoid excessive ancillary costs

³ See: <https://www.choice.com.au/travel/on-holidays/car-hire/articles/car-hire-excess-and-hidden-fees>

1. Travel problems

Summary

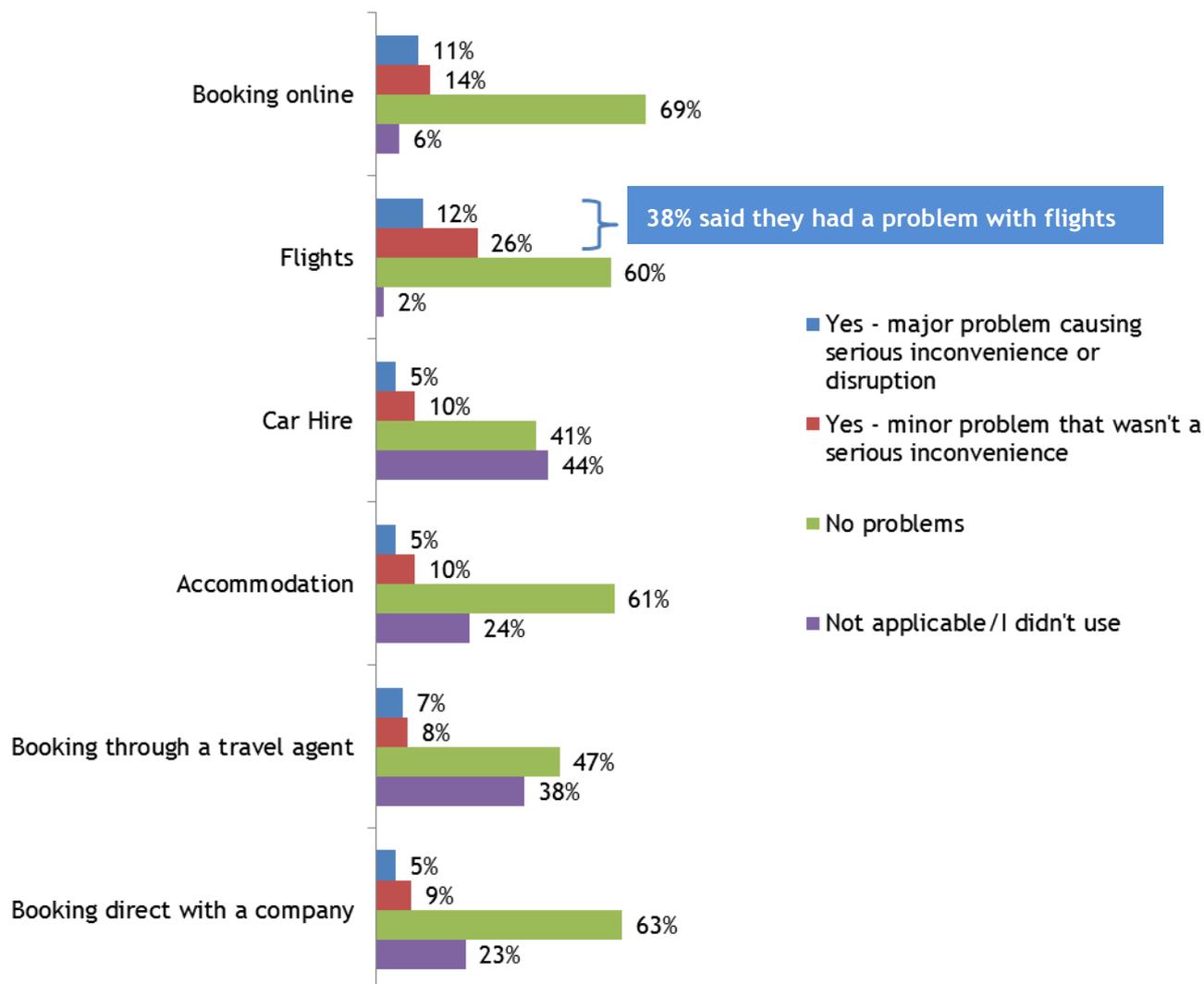
- A sizeable proportion of the Australian travelling population faced consumer problems, with most reporting issues with flights.
- Younger travellers were more likely to state that they faced problems with various aspects of travel.
- Travellers were more likely to report facing a major problem with their domestic flights.
- Delays and cancellations are the main problems mentioned with flights followed by hidden fees or charges and poor standard of service.

Key findings

- Half (53%) of Australian travellers said they had faced a consumer travel problem, either domestic or international in the 12 months to July 2015.
- Travellers were most likely to face issues with flights (38%).
 - Younger travellers, particularly Gen Y (45%), travellers under 35 with no kids (45%), travellers taking more than 2 domestic flights in last 12 months (3-5 flights 48%, 5+ flights 52%) and those taking more than 2 international flights in last 12 months (3-5 flights 54%, 5+ flights 50%) were more likely to state they had problems with flights.
- Other travel problems experienced were with booking online (25%), car hire (15%), accommodation (15%), booking through a travel agent (15%) and booking directly with a company (14%).
 - Male travellers, younger travellers particularly Gen Ys, travellers from capital cities, those under 35 with no kids and the mid-flyer (3-5 flights) segments both domestic and international were more likely to state they had problems with any of the above aspects of travel.

Supporting charts

Travel problems with domestic or international holiday booked in last 12 months



Base n= 1,517 Australians

Q: Have you experienced any problems with either your domestic or international holidays booked in or out of Australia, in the past 12 months?

Comparison of travel problems with Phase 1

Travel Problem	Phase 1 Base n=1,100	Phase 2 Base n=1,517
Booking online	26%	25%
Flights	24%	38% ⁴
Car Hire	14%	15%
Accommodation	14%	15%
Booking through a travel agent	18%	15%
Booking direct with a company	7%	14%

⁴ Note- the significant increase between Phase 1 and Phase 2 is likely attributable to the change in qualification for the sample to include more recent flyers.

2. Flights

Summary

- Problems with flights were mentioned by 38% of the Australian travelling population, particularly by younger travellers.
- Most reported problems on domestic flights and half of the problems were with delays or cancellation of flights. 22% mentioned hidden fees or charges.
- While not too many reported delays longer than 6 hours (13% between 6 hours to overnight), more than half didn't receive any assistance by the airline for the delay. This is reflected in the low satisfaction scores accorded to all airlines for responding to delays and cancellations.
- Three-quarters of Australian travellers would be willing to pay a ticket levy if it were linked to compensation for flight delays.

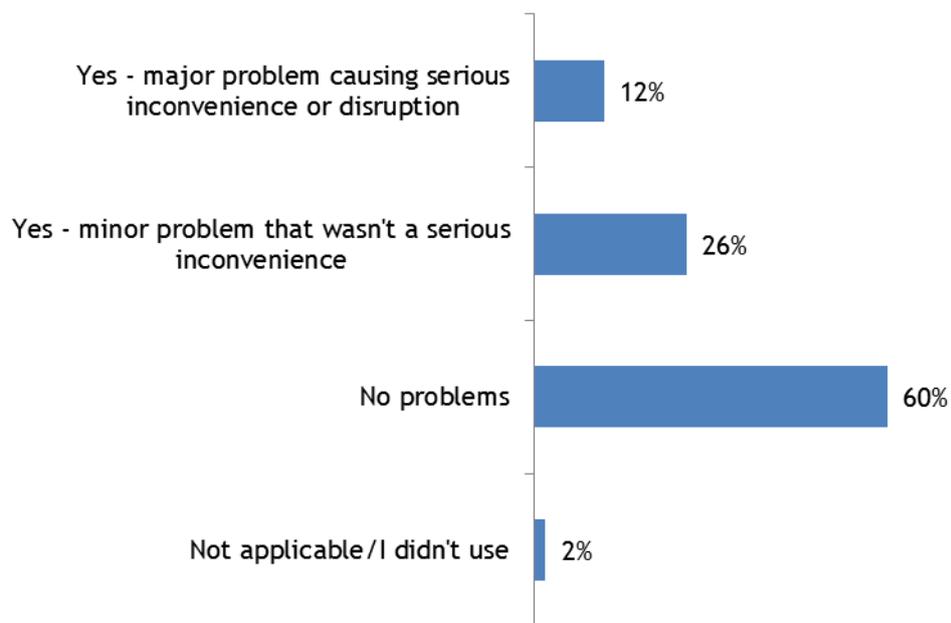
Key findings

- In Phase 2 we asked whether the problem was a minor problem or a major problem. A major problem was defined as causing serious inconvenience or disruption whilst a minor problem was defined as one that wasn't a serious inconvenience.
 - 38% said they had problems with flight, including 12% saying it was a major problem and 26% saying that they only faced minor problems.
- Amongst those who experienced a major problem with flights in past 12 months, 85% said it was on a domestic flight and 10% said it was on an international flight. 5% said they faced a major problem on both domestic and international flight.
 - There are no significant differences across domestic airlines but travellers on Virgin Australia are slightly more likely to state they faced a major problem with their flight (87%).
- When it comes to flight problems, 55% experienced an issue with delays or cancellations. Hidden fees or charges were mentioned by 22% and 22% also stated that they faced poor standard of service/inflight experience.
 - Males are more likely to state that they faced more problems with their flight than females.
 - Gen X (65%), Baby Boomers (65%) and Pre Boomers (67%) are more likely to state that they had issues with delays and cancellations.
 - Travellers on Virgin Australia are more likely to state they faced delays and cancellations (63%), in comparison to travellers of all other major domestic airlines.
 - Travellers on Tigerair are more likely to state they had difficulties claiming a refund (26%), compared to travellers on other domestic airlines.

- Qantas (16%) and Jetstar (15%) passengers are more likely to state that they faced issues with overbooking, compared to travellers on other domestic airlines.
- Half (52%) of those who said they have faced a delay/cancellation mentioned that the flight was delayed for less than 2 hours. 27% said it was between 2-5 hours and 8% said their flight was actually cancelled.
 - No significant differences on period of flight delay across the major domestic airlines.
- However, when it comes to action taken by the airline 52% stated that no action was taken by the airline to provide any assistance when faced with the delay. The figure was highest for those experiencing delays of less than two hours (69%), while 38% of those who faced delays of more than two hours said no action was taken.
 - 31% said they were put on the next available flight and 20% were provided with a meal voucher. 11% received accommodation at a hotel.
 - No significant differences on assistance provided by airlines in case of delays by major domestic airlines.
- Overall satisfaction with airlines response to dealing with delays is 53%.
 - Qantas customers seem most happy with a score of 56%, Jetstar customers gave the airline a score of 52%, and Virgin Australia received a score of 52%. Tigerair customers seem the least impressed with the airline's response to delays with a low score of 49%.
- Australians were also asked to express their willingness to pay per ticket as a compensation for flight delays. 76% actually were willing to pay if this was linked to compensation for flight delays.
 - 43% were willing to pay between \$2-\$10 per ticket.
 - Younger travellers are more likely to pay per ticket.

Supporting charts

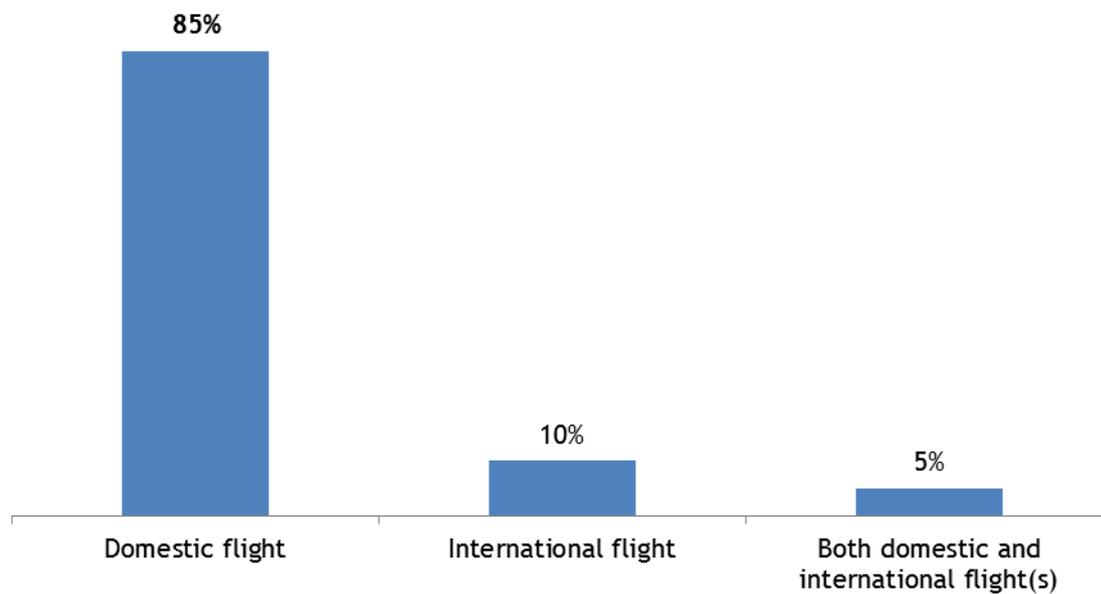
Flight problems experienced in last 12 months



Base n= 1,517 Australians

Q: Have you experienced any problems with either your domestic or international holidays booked in or out of Australia, in the past 12 months? Figures for flights only

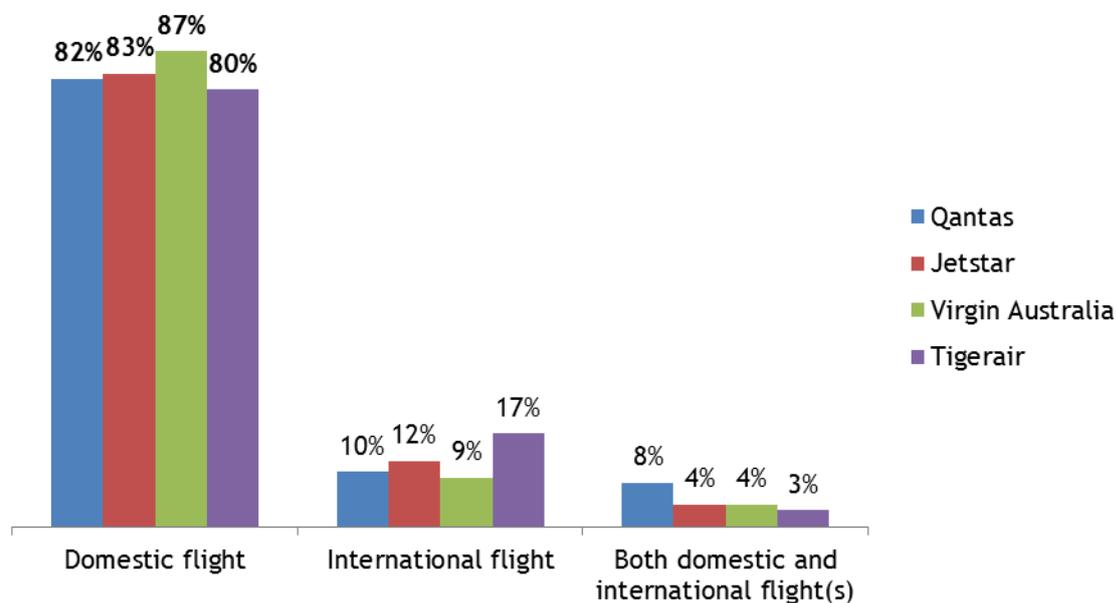
Major problem with flights – type of journey



Base n= 478 Australians who said they had a major problem with their flights in last 12 months

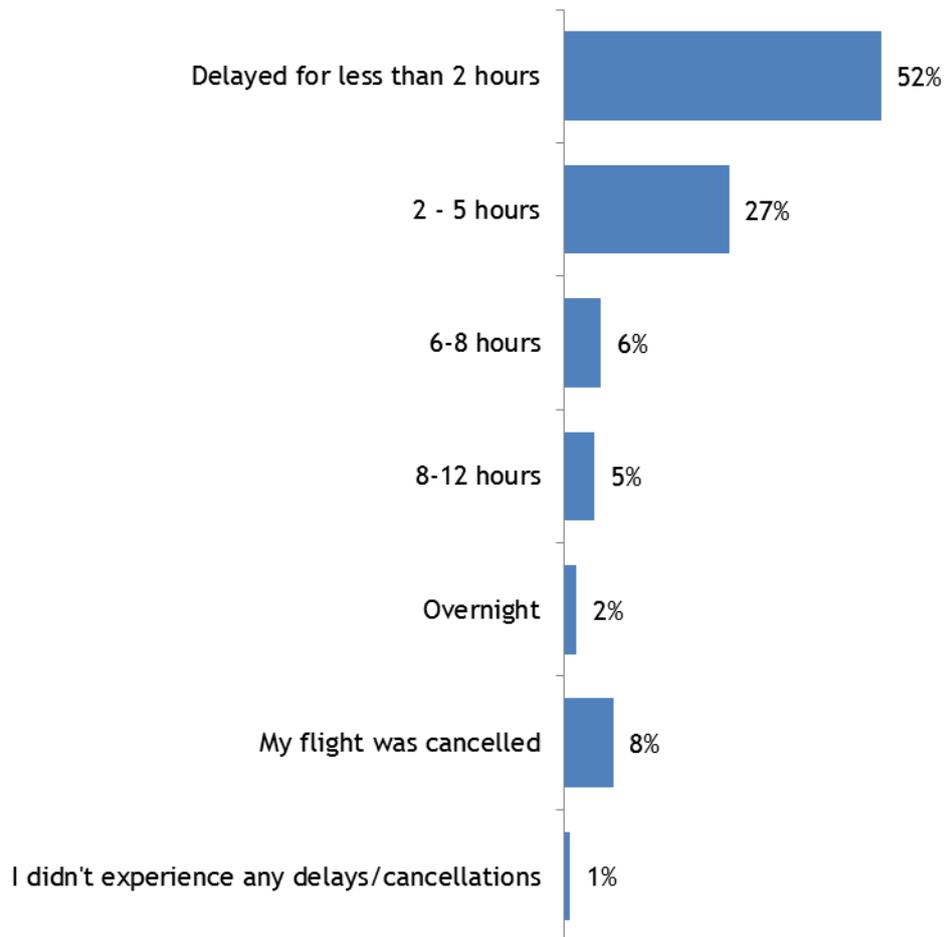
Q: You mentioned you experienced a major problem with flights in the past 12 months, was this on a domestic or international flight?

Major problem with flights – type of journey by airline



Base n= 478 Australians who said they had a major problem with their flights in last 12 months. Qantas n=264, Jetstar n=243, Virgin Australia n=214 and TigerAir n=57 Q: You mentioned you experienced a major problem with flights in the past 12 months, was this on a domestic or international flight?

Period of delay experienced



Base n= 323 Australians whose flights experienced a delay or cancellation

Q: You mentioned that you have experienced a flight delay or cancellation in the past 12 months. How long was the flight delayed for? If you have experienced more than one flight delays, please mention the longest one.

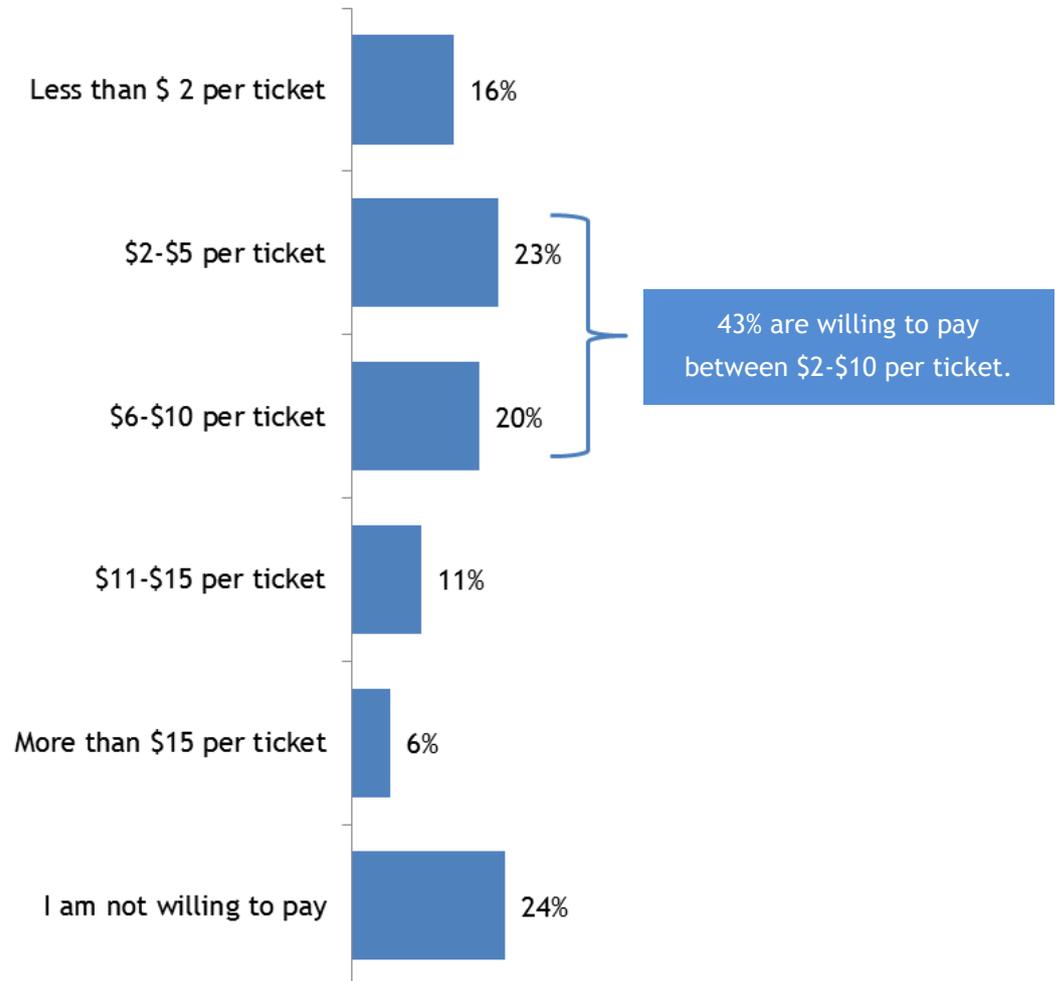
Assistance provided by the airline



Base n= 320 Australians whose flights experienced a delay or cancellation, Change in Base from previous question as 3 people in the previous question said they didn't face any delay or cancellation.

Q: What assistance were you provided by the airline when you experienced this delay? Please select all that apply

Willingness to pay per ticket



Base n= 1,517 Australians

Q: We would like to get your thoughts on compensation for flight delays. Currently, this is not available for flight travellers in Australia but is offered in regions like Europe.

The compensation ranges from ~\$175 to ~\$850 depending on the length of the delay, the distance of the flight and if you were offered an alternative flight with a similar schedule. To cover the costs of such a scheme the airlines may need to add an additional levy to flight tickets.

How much would you be willing to pay per a ticket for a similar scheme to be introduced in Australia?

3. Flight satisfaction

Summary

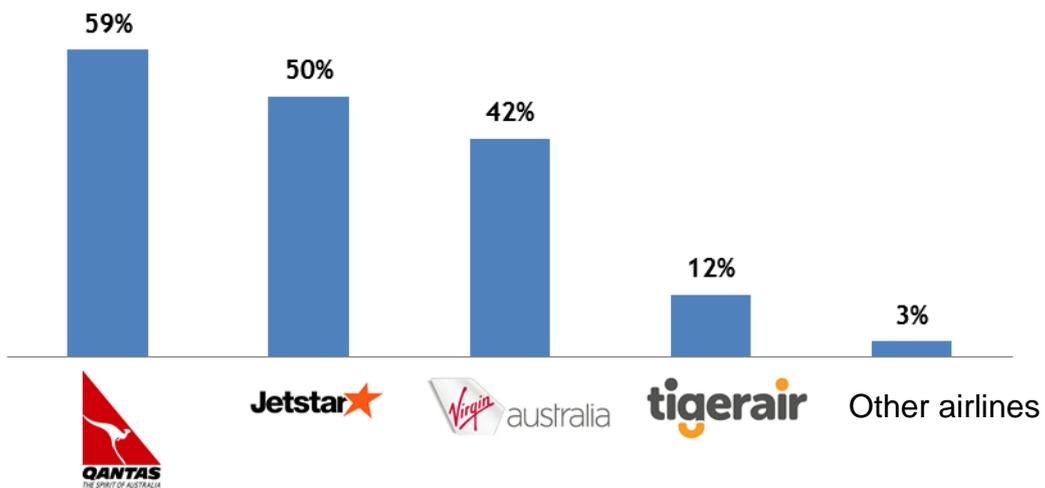
- Qantas received the highest satisfaction scores overall, but is scored low for its value for money. The airline received the highest scores among other domestic players for its customer service.
- Tigerair received the lowest score for its punctuality and also the lowest overall satisfaction score among users.

Key findings

- 59% of Australian travellers flew Qantas domestically in the last 12 months. 50% flew Jetstar, 42% Virgin Australia and only 12% flew TigerAir.
 - Gen Y is more likely to have flown on all the domestic airlines except Virgin Australia which has a higher proportion of Gen X travellers (47%).
- Amongst those who flew Qantas, the airline received the following satisfaction scores:
 - Value for money: 67%
 - Customer service: 77%
 - Punctuality: 76%
- Amongst those who flew Jetstar, the airline received the following satisfaction scores:
 - Value for money: 72%
 - Customer service: 68%
 - Punctuality: 69%
- Amongst those who flew Virgin Australia, the airline received the following satisfaction scores:
 - Value for money: 70%
 - Customer service: 74%
 - Punctuality: 74%
- Amongst those who flew Tigerair, the airline received the following satisfaction scores:
 - Value for money: 71%
 - Customer service: 62%
 - Punctuality: 63%
- Users of airline were also asked to provide overall satisfaction scores:
 - Qantas: 77%
 - Jetstar: 69%
 - Virgin Australia: 75%
 - Tigerair: 62%

Supporting charts

Domestic airlines flown in last 12 months



Base n= 1,517 Australians

Q: Which of these domestic airlines have you flown within Australia for personal reasons in the past 12 months? Please exclude any domestic flights taken for business travel.

4. Consumer protection

Summary

- Travellers expressed very low satisfaction with airlines' response to their problems/complaints with only 33% saying they were satisfied with the process.
- A key reason for travellers choosing not to complain was doubts about the likely results, the effort involved and the perception that the complaint process is a hassle, along with a lack of awareness of proper complaint avenues/channels.
- Despite having low awareness of many organisations or travel schemes, Gen Y seem to be more proactive when it comes to contacting organisations to raise complaints or for problem resolution.
- There exists a huge satisfaction gap in terms of the airline complaint response process – specifically in terms of the response consumers expect when they contact airlines, traveller protection laws in Australia in relation to domestic and international flights, and the rights of consumers engaging in dispute resolution with airlines.

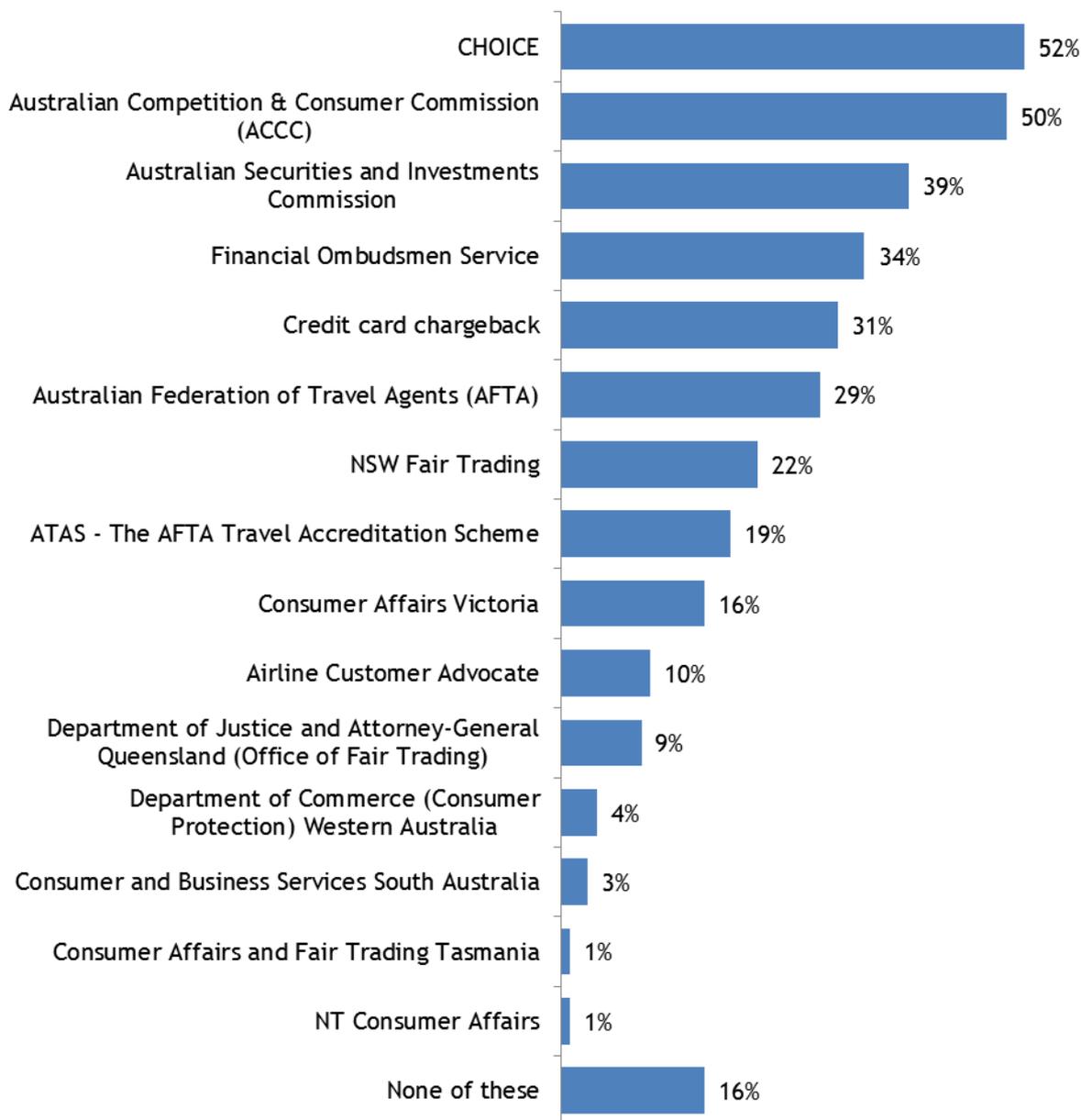
Key findings

- 19% of those who had problems contacted airlines to complain about or resolve a travel related issue. 7% also mentioned that they have contacted the Airline Consumer Advocate.
- Hotels were contacted by 13%. 11% contacted travel agents for complaints or problem resolution.
- Males, Gen Y travellers, travellers from capital cities and those who are under 35 with no kids are more likely to have contacted at least one of the listed organisations for travel related problems.
- Amongst those who contacted any organisation for a travel problem:
 - Airlines had the lowest satisfaction score 48% with only 33% saying they were satisfied (excellent/very good/good)
 - All major domestic airlines received similar satisfaction scores; Qantas performs slightly better with a satisfaction score of 50% with their response to problems, Jetstar received a score of 48%, Tiger Air (47%) and Virgin Australia received the lowest satisfaction score of 45%.
 - Travel agents received a score of 68%, and 64% of those who contacted them for travel related problems said they were satisfied with their response, both overall and amongst those who used a travel agent in last 12 months.
 - The Australian Federation of Travel Agents (AFTA) received a satisfaction score of 83% for its response with 89% of those who contacted it saying they were satisfied.

- ATAS - The AFTA Travel Accreditation Scheme - received a score of 82% and 89% said they were satisfied with its response (note low base n=33)
- Half (52%) of those who faced a travel problem in last 12 months didn't complain.
 - The key reason for not complaining is that 42% of them doubted it would achieve anything.
 - 27% thought that it was too much of a hassle and effort to complain.
 - 11% didn't know who to complain to.

Supporting charts

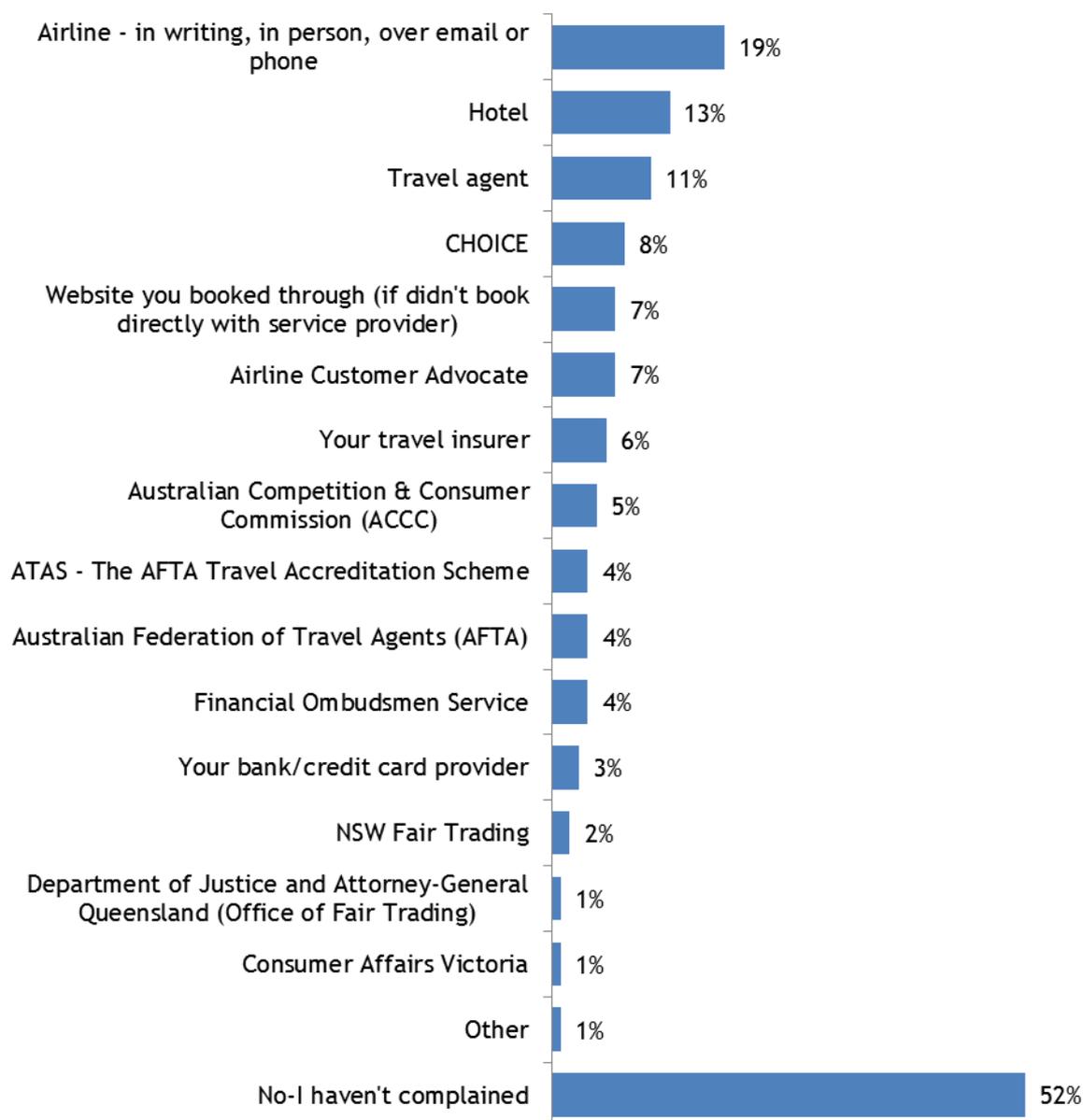
Prompted awareness of consumer protection bodies/schemes



Base n= 1,517 Australians

Q: Shown below are a number of bodies and schemes designed to protect Australian travellers. Which of these were you aware of before today?

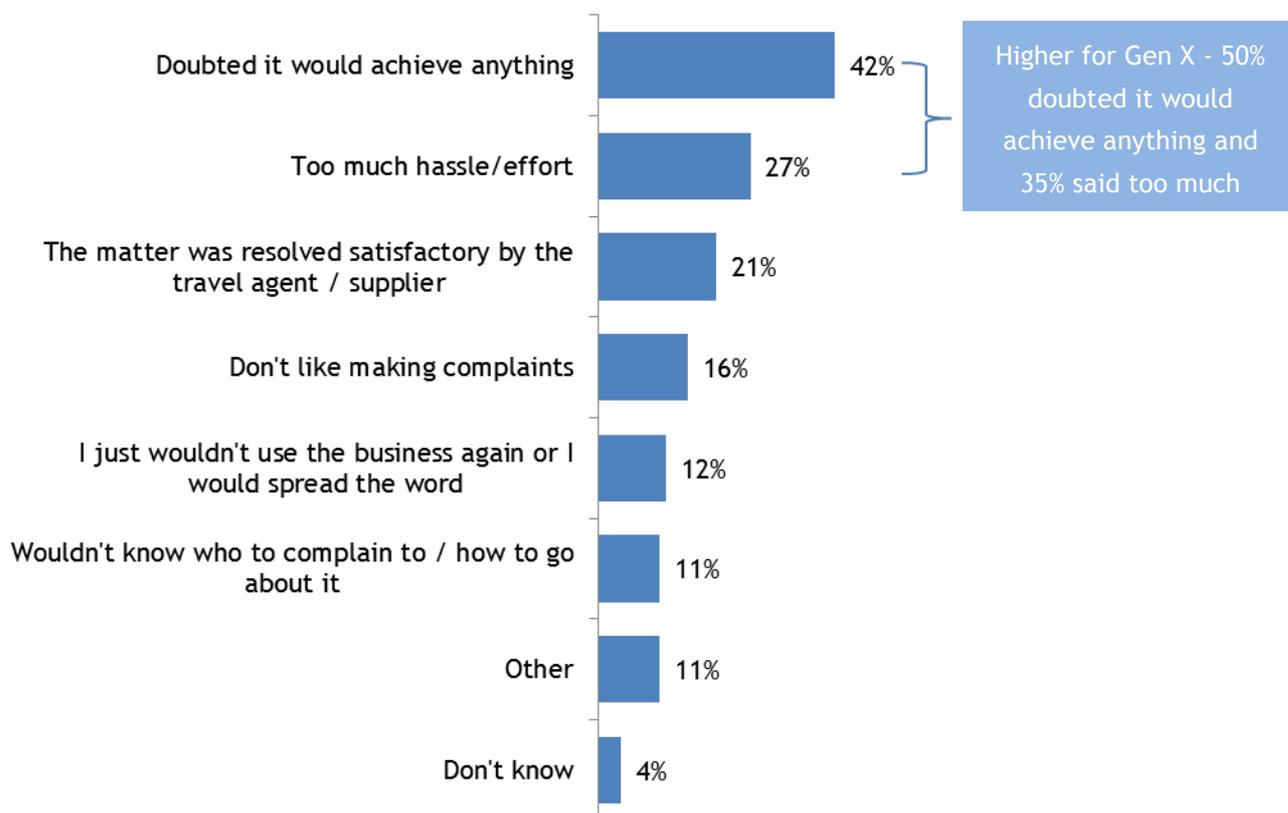
Organisations contacted in last 12 months



Base n= 809 Australians who have experienced any travel related problem in last 12 months

Q: Have you contacted any of the following organisations to complain about or resolve a travel related issue in the past 12 months?

Reasons for not complaining to an organisation despite facing a travel problem



Base n= 426 Australians who did not contact any organisation despite facing a travel problem in last 12 months
 Q: You mentioned that you didn't make a complaint, which of the following best describes why you did not complain?

5. Travel insurance

Summary

- Younger travellers continued to be less likely to take up travel insurance.
- But they were also most likely to have higher awareness of CHOICE travel information and also more likely to have visited the CHOICE website for the same.
- Most preferred to buy their insurance from insurance companies, with travel agents being a distant second choice.
- More than half said their travel insurance covers for insolvency or bankruptcy of travel agents or providers but less than a third of travel insurance policies actually provide this cover.

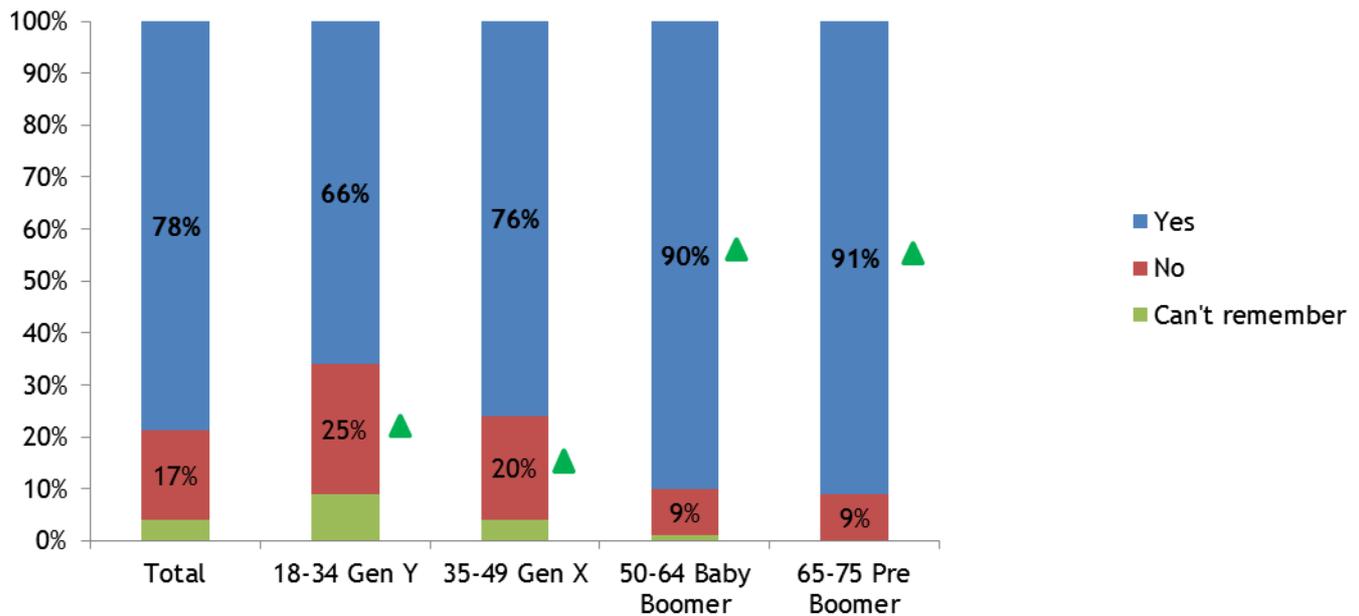
Key findings

- The majority (78%) of Australian travellers took travel insurance for their last international holiday. This was slightly lower than the Phase 1 result of 81%
 - Female travellers (81%), Baby Boomers (90%) and Pre Boomers (91%), those over 35 with no kids (87%) and older families with children aged 13 years and above (86%) and high income travellers (83%) were more likely to have taken out travel insurance during their last international holiday.
 - However, 17% of travellers didn't take travel insurance for their last international holiday. Gen Y (25%) and Gen X (20%) travellers were more likely to state that they didn't take travel insurance for their last international holiday, compared to other groups. This was consistent with Phase 1, where younger travellers were significantly less likely to have taken out travel insurance.
 - Travellers who used a travel agent (85%) were more likely to have taken travel insurance than those who didn't use one (72%).
- 42% of bought their travel insurance from an insurance company. 26% bought it from a travel agent.
 - Those who didn't use a travel agent to book their holiday were more likely to have bought their travel insurance from other sources.
- When asked if their travel insurance covered for bankruptcy or insolvency of the travel agent or travel operators, 56% of people who took out a travel insurance policy answered 'Yes' or 'Assume so but not so sure'.

- 9 out of 35 policies covered insolvency for a 'travel operator' in the October 2015 CHOICE review while 1 travel insurance product covered insolvency for a travel agent and 2 products covered insolvency for a specified list of 'wholesale travel agents', so it's highly unlikely all of the 56% were actually covered for insolvency
- 39% of Australian travellers used or visited a travel insurance comparison website in the last 12 months.
 - Comparethemarket.com.au was been used or visited by 18% of Australian travellers.
 - CHOICE was the next preferred with 16% stating they visited the site looking for travel insurance comparison.
- 38% of Australians were aware that CHOICE provides information on its website for travellers.
 - Awareness was higher for males (47%), Gen Y (48%), Gen X (40%) and travellers under 35 no kids (45%).
- More than half (56%) of those aware of CHOICE had visited the website for travel information in the last 12 months.
 - Male travellers (60%), Gen Y (69%), Gen X (61%), travellers under 35 with no kids (68%), low (55%) and mid (61%) frequency domestic flyers were significantly more likely to have visited the CHOICE website.

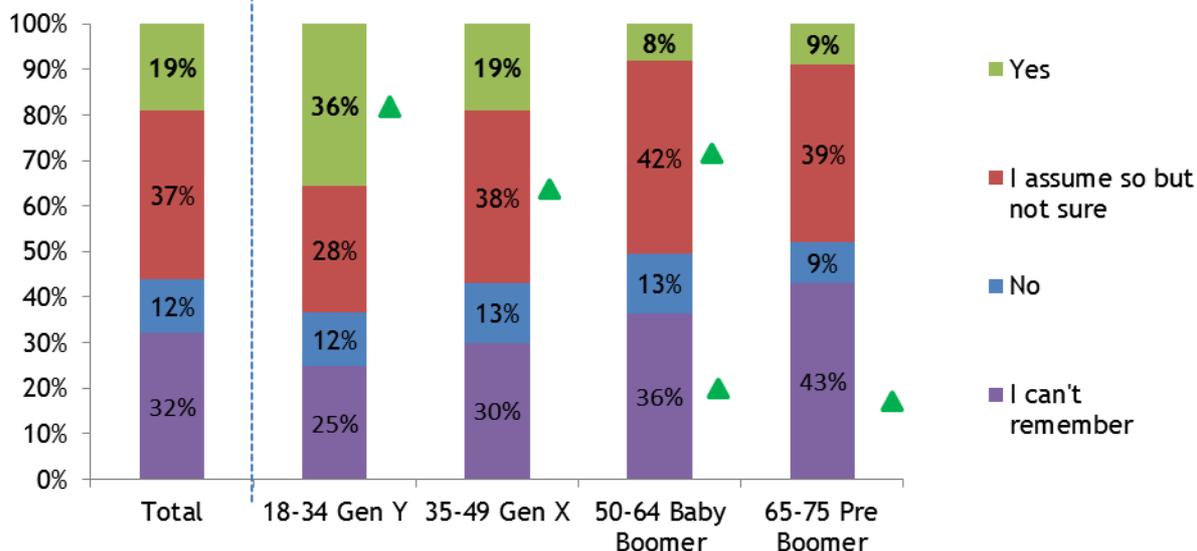
Supporting Charts

Travel insurance taken in last 12 months for an international holiday



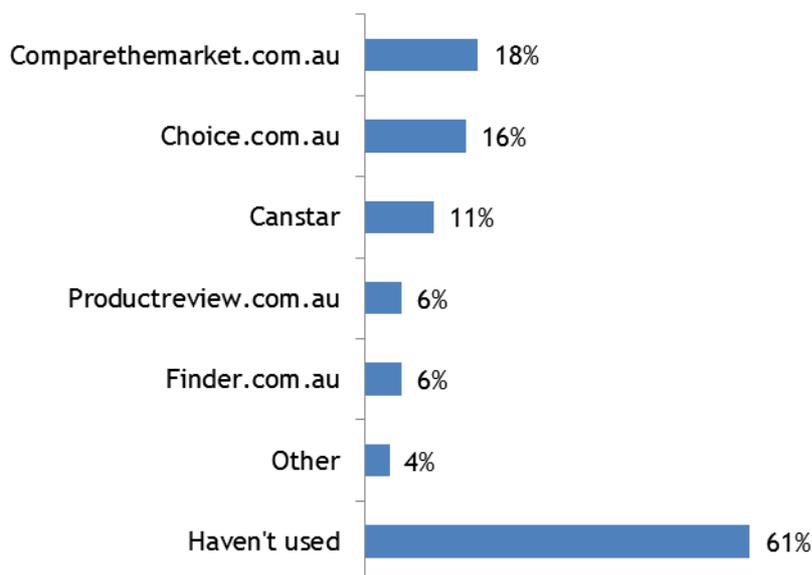
Base n= 1,517 Australians, Gen Y n=454, Gen X n=424, BB n= 407, PB n= 232
 Q: Thinking about your last international holiday, did you take out travel insurance?

Cover for bankruptcy and insolvency



Base n= 1195 Australians who have purchased international travel insurance in last 12 months
 Q: Did the travel insurance policy cover you for bankruptcy and insolvency of the travel agent or the travel operators?

Travel insurance comparison website used or visited in last 12 months



Base n= 1,517 Australians
 Q: Which Travel Insurance Comparison websites have you used/visited in the last 12 months?

6. Travel agents

Summary

- Travel agents continued to be used by a sizeable proportion of the Australian population.
- The choice of a travel agent was influenced by the experience and professionalism of staff, brand trust and previous experiences. Referrals by friends and family tend to have stronger influence amongst younger travellers.
- Credit cards were the main method of payment and 31% faced problems in this area.
- Australian travellers who used travel agents tended to report facing more problems with various aspects of their travel.

Key findings

- Almost half (49%) of Australian travellers used a travel agent to book a holiday or any aspect of their holiday in the 12 months to July 2015.
 - This was consistent across generations, although slightly higher amongst Pre Boomers (58%).
 - Domestic flyers categorised as low frequency flyers (0-2 flights in last 12 months) (50%) and mid frequency flyers (3-5 flights in last 12 months) (50%) were also more likely to have used a travel agent than the frequent flyer group (more than 5 flights) (28%).
 - Australian travellers who flew Qantas were more likely to have used a travel agent (53%) than those who flew other airlines.
- 59% of those who used a travel agent paid using a credit card. Debit cards were a distant second with only 31% using them to pay a travel agent.
 - Male travellers were more likely to have used all the payment options in comparison to female travellers.
 - Gen Y and Gen X travellers were more likely to have made payments using debit card or cash, compared to Baby Boomers and Pre boomers.
 - No differences by payment methodology among different domestic airlines.
- Experience and professionalism of the staff was a key criterion determining the choice of a travel agent. 96% of Australian travellers said it was very/somewhat important. Other top criteria :

- Well known/ trusted travel agent brand 92% (very + somewhat important)
- Previous experience with travel agent 90% (very + somewhat important)

- Gen X, Baby Boomers and Pre Boomers travellers were more likely to place importance on experience and professionalism of the staff, compared to Gen Y travellers.
 - For Gen Y travellers, the type/range of policies available, referral by friends and family, the look of the shop and the travel agent's website were more important.

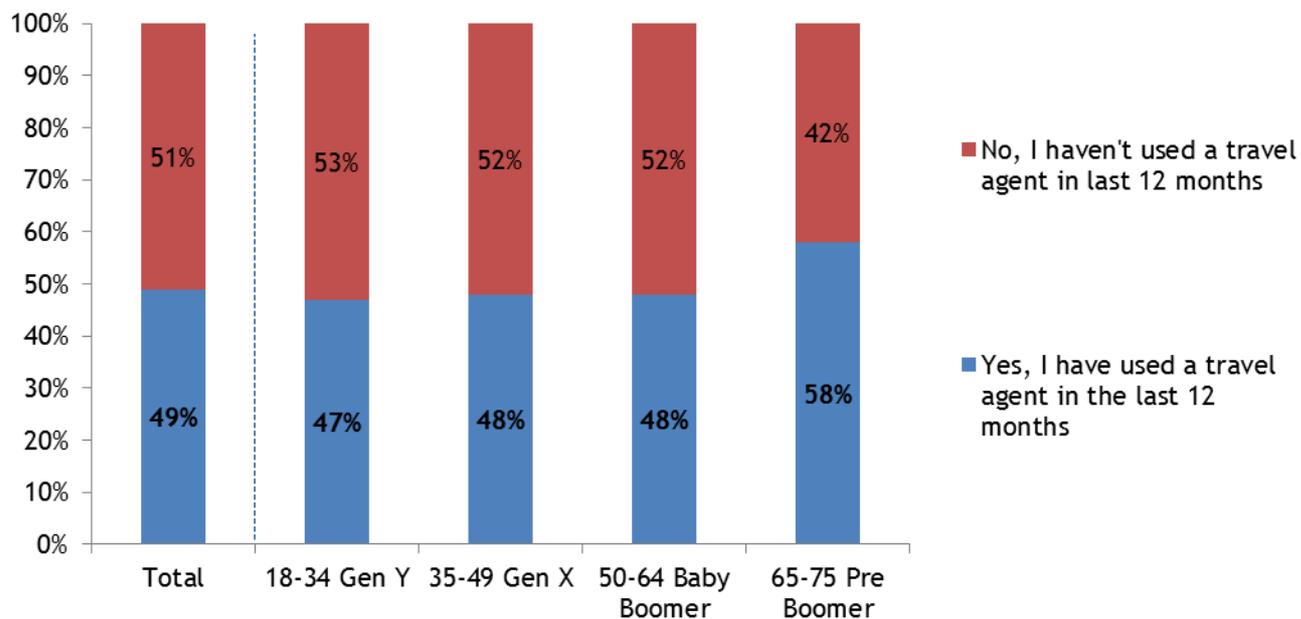
- Australian travellers who used a travel agent in last 12 months were also more likely to have faced problems with their domestic or international holiday booked during the same time period.
 - 15% of travellers mentioned they had problems when it came to booking through a travel agent in the last 12 months.
 - 27% of those who used a travel agent said they had faced either a major (13%) or a minor (14%) problem while booking their domestic or international holiday through a travel agent. However, only 11% contacted a travel agent to complain about or resolve a travel related problem in the last 12 months.
 - Those using a travel agent were also more likely to report facing problems with online booking, flights, car hire, accommodation and booking directly with a company, compared to those who didn't use a travel agent.
 - Amongst those who used credit cards to pay the travel agent, 31% said they faced a problem.

- Australian travellers who used a travel agent are likely to have higher awareness of CHOICE (57%), Financial Ombudsman service (37%), Australian Federation of Travel Agents (AFTA) (36%) and ATAS (30%).

- Those who have used a travel agent were also more likely to have contacted any organisation to complain about or resolve a travel related problem.
 - Amongst those who contacted travel agents to complain or for problem resolution, 64% said they were satisfied with the response (excellent/very good/good). Travel agents received a satisfactions core of 67.8 (68%)

Supporting Charts

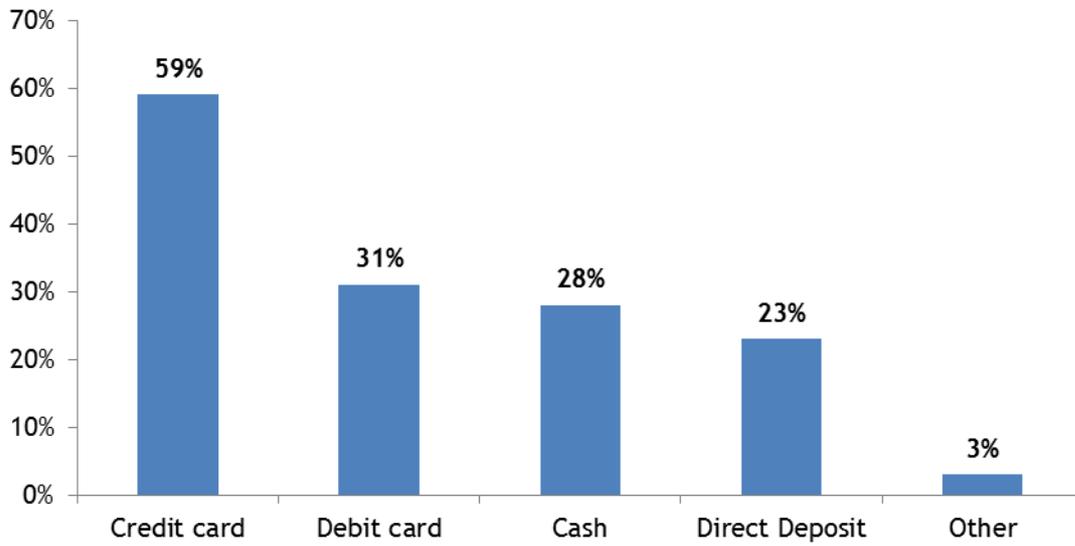
Travel agent used in last 12 months



Base n= 1,517 Australians, Gen Y n=454, Gen X n=424, BB n= 407, PB n= 232

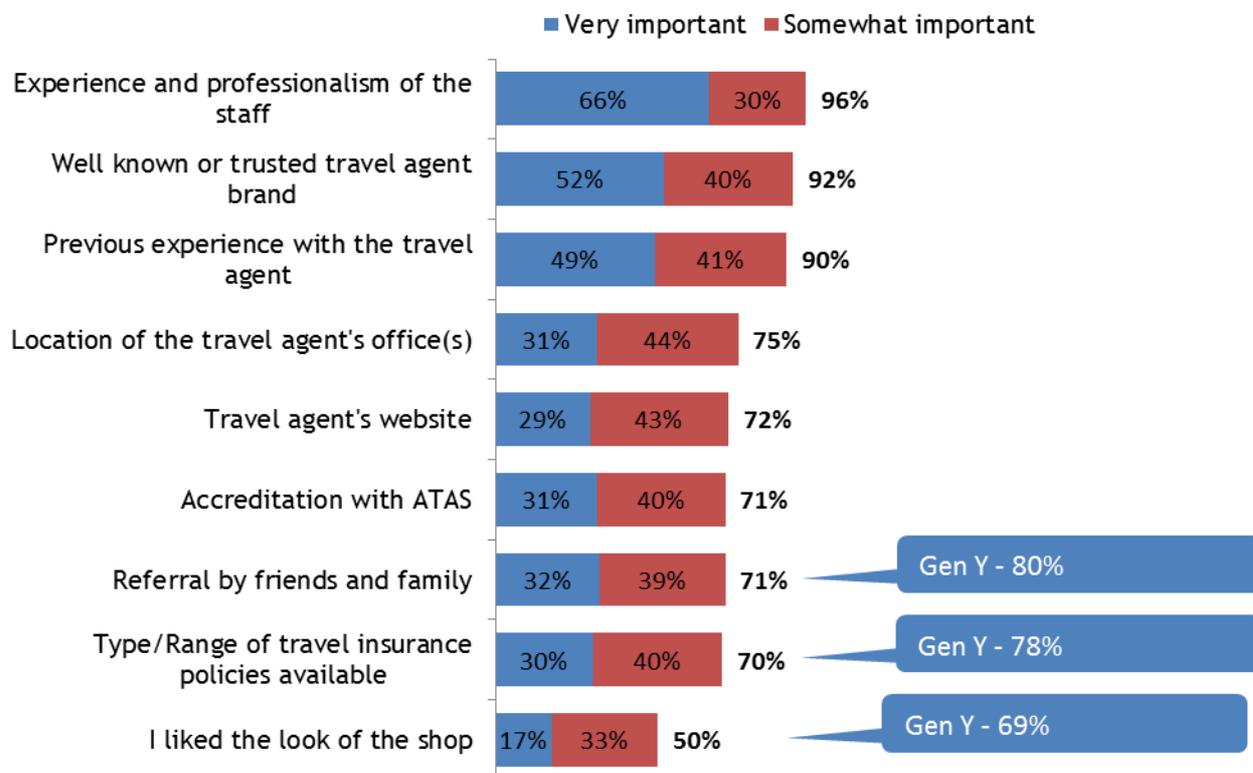
Q: Have you used a travel agent to book a holiday or any aspects of your holiday in the last 12 months?

Payment methods used



Base n= 738 Australians who have used a travel agent in last 12 months
 Q: Which of the following payment methods did you use for your bookings with the travel agent?

Important criteria determining choice of Travel Agent



Base n= 738 Australians who have used a travel agent in last 12 months

Q: Have you used a travel agent to book a holiday or any aspects of your holiday in the last 12 months?

Appendix

Published research

CHOICE has published pieces of the research online:

Phase 1 research

Australian consumers in the travel market 2014 -

<https://www.choice.com.au/travel/general/advice/articles/travel-research-2014>

Phase 2 research

Is it worth making a complaint about an airline - <https://www.choice.com.au/travel/on-holidays/airlines/articles/do-airline-complaints-work>

Domestic airline satisfaction survey - <https://www.choice.com.au/travel/on-holidays/airlines/articles/airline-satisfaction-survey>

CHOICE submission to the ATAS travel agent accreditation scheme -

<https://www.choice.com.au/travel/general/advice/articles/atas-choice-submission-2015>

Australian consumers in the travel market 2015 -

<https://www.choice.com.au/travel/general/advice/articles/travel-research-2015>