

## Strong online travel growth leads new direction for Zuji Australia

With Australians spending more online than ever before, [online travel agent](#) ZUJI today announced a new direction to the company's approach within Australia and is forecasting the biggest year in the company's nine year Australian history.

The 'Travel Your Way' approach, launched today, is focused on putting the power back into the hands of the individual traveller, an approach ZUJI Australia is forecasting to yield 200% growth on 2010.

"The age of information has enabled our customers to be a lot more informed when it comes to travel and we know that each traveller has a different idea about what they do and don't like. Our approach is really to stop telling people how they should travel, but instead, provide them with the choice and technology that will enable each customer to travel in their own unique way," says managing director of ZUJI Australia, James Gaskell.

ZUJI's '[Travel Your Way](#)' approach taps into US parent company Travelocity's global network of over 64,000 hotels, 400 airlines and limitless holiday (flight and hotel) combinations and makes these all available to Australian internet users. The use of technology then allows the customers to quickly narrow down to their ideal style of travel.

Gaskell says Australians are acknowledged worldwide for their eagerness to travel and equally for their preference to take charge of their own travel.

"Australia is often seen as a powerful market leader when it comes to emerging travel trends so we're very excited to be leading the way with the launch of 'Travel Your Way'," he says.

Recent Roy Morgan Single Source Data (December 2010) figures show up to 75% of 18 – 55 year old Australians say the internet is the most useful media channel for booking travel and 80% of Australians in this age bracket use the internet for booking travel.

The Travel Your Way campaign will be supported by ZUJI's biggest ever marketing investment in Australia through a multi-platform media strategy, which includes television, outdoor, print, social media and digital marketing.

"For ZUJI Australia, this investment is a statement about how much potential we believe there is in the Australian travel market.

"We are forecasting a 200% increase in business as a result," says Gaskell.

Visit [Zuji's Facebook page](#) or follow [Zuji on Twitter](#)

-Ends-

**Media inquiries:**



Katie Malone  
Head of Marketing and Communications  
Communications  
ZUJI Australia  
D +61 8404 3536  
131  
M +61 449 902 879  
[lyn@s2i.com.au](mailto:lyn@s2i.com.au)  
E [katie.malone@zuji.com](mailto:katie.malone@zuji.com)

or

Lyn Tan  
S2i  
P (02) 9251 8222  
M +0404 163  
E

[http://www.youtube.com/watch?v=qotK9Oibs2g&feature=channel\\_video\\_title](http://www.youtube.com/watch?v=qotK9Oibs2g&feature=channel_video_title)