

Pulse Group's online survey on impact of Internet on travel

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PETALING JAYA: The Malaysian travel industry would know how the Internet has impacted travels and travellers in January 2008 through the Pulse Regional Travel Survey, which seeks to find out how the Internet has changed attitudes on travel.

"We want to find out how big the Internet market is. We also want to prepare the industry for the next level in travel," said Pulse Group's chief operating officer Kym Wong at the launch of the survey yesterday. "The result of this survey will allow us to predict future travel trends with a

reasonable level of accuracy.

"The study will help us answer important questions such as the future role of travel agents, the necessity of travel industry embarking on Internet marketing, importance of travel portals and the shift of advertising focus from traditional to online media," said Wong, adding that there are 430 million Internet users in Asia.

Pulse would also roll out the survey in 10 countries, including Singapore, Thailand, Australia, New Zealand, China, Taiwan and Hong Kong. The Asian results would be made known by October 2008.

Wong said that there has yet to be any research of this scale. A mar-

gin of error of about 5% would be expected.

The self-funded survey which cost RM250,000 was supported by Tourism Malaysia. The result would benefit Tourism Malaysia, as its mission was to enhance and develop Malaysia as a major tourist destination, he said.

The regional survey covers both inbound and outbound travellers. The Malaysian survey would end on Dec 20, 2007 while the results would be announced to the travel industry in January. Pulse is targeting 50,000 respondents of ages 18 and above for this survey. To participate in the survey, go to www.planet-pulse.net/mytravel