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Abstract

This study seeks to examine differences in travel preference, travel intention and destination choice behavior of an aggregated set of Australian travelers. Additionally the study seeks to relate income, age, gender, life cycle and life style of Australians to the preference, planning and choice of Asian and overseas destinations. A large representative sample of 49,000 Australian respondents is utilized. Binomial regression is used to profile travelers to Asia and overseas in general. Specific significant variables and differences are highlighted. There are consistent relationships between travel preference, planning and choice and the set of independent variables of income, life cycle and life style. Age nor gender are not consistently related to travel planning or travel choice. It is apparent that a combination of demographics, e.g. age, income and life cycle, combined with life style will provide a more valuable basis for segmentation of Asian and overseas travel markets. The study aims to profile potential Australian tourists thereby making a contribution to tourism knowledge and market segmentation practice.

Keywords

Differences, within, between, travel, preference, planned, travel, choice, behavior, Australians, travelling, Asian, overseas, destinations

Disciplines

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"DIFFERENCES WITHIN AND BETWEEN TRAVEL PREFERENCE, PLANNED TRAVEL AND CHOICE BEHAVIOR OF AUSTRALIANS TRAVELING TO ASIAN AND OVERSEAS DESTINATIONS"

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ABSTRACT

This study seeks to examine differences in travel preference, travel intention and destination choice behavior of an aggregated set of Australian travelers. Additionally the study seeks to relate income, age, gender, life cycle and life style of Australians to the preference, planning and choice of Asian and overseas destinations. A large representative sample of 49,000 Australian respondents is utilized. Binomial regression is used to profile travelers to Asia and overseas in general. Specific significant variables and differences are highlighted. There are consistent relationships between travel preference, planning and choice and the set of independent variables of income, life cycle and life style. Age nor gender are not consistently related to travel planning or travel choice. It is apparent that a combination of demographics, e.g. age, income and life cycle, combined with life style will provide a more valuable basis for segmentation of Asian and overseas travel markets. The study aims to profile potential Australian tourists thereby making a contribution to tourism knowledge and market segmentation practice.

INTRODUCTION

In the very competitive marketplace nowadays, tourism has become one of the world's largest and fastest growing markets. A requirement in the development of tourism marketing strategies is to understand the relationships between, and determinants of travel preferences, intentions and choices. This information also greatly assists in the segmentation of potential travelers. However, the determinants of the difference of travel preference, travel intention and choice behavior among them at an individual level have been little studied. This study seeks to examine differences in travel preference, travel intention and destination choice behavior of an aggregated set of Australian travelers. Additionally the study seeks to relate income, age, gender, life cycle and life style of Australians to the preference, planning and choice of Asian and overseas destinations.

THE RELATIONSHIPS BETWEEN TRAVEL PREFERENCE, PLANNED TRAVEL AND TRAVEL CHOICE

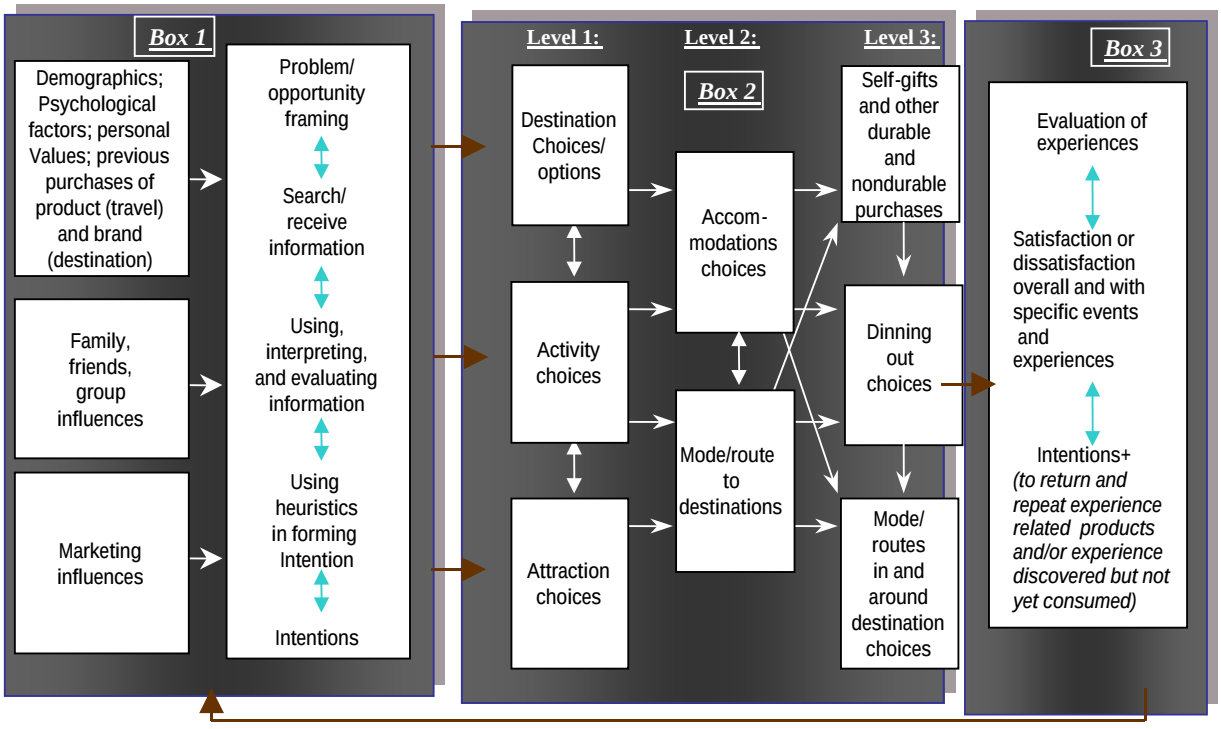
Travel preferences are generally less constrained by income and family considerations and represent the places where persons would like to go. Actual travel behavior can be more constrained by macrosystem variables such as age, income and life cycle. This research posits that age, income and life cycle will have less of an effect on travel preferences and a greater effect on travel intention and travel choice due to the application of the leisure constraints model (Samdahl & Jekubovich, 1997). Therefore these socio-demographic variables are hypothesized to inhibit or constrain travel rather than to determine preferences. It is expected that age, income and life stage will not impact strongly on travel preference. Where a respondent is in the travel market, it is expected that their travel preferences are relatively unconstrained. In fact we believe that they would like to go to a wide range of destinations. On the other hand following leisure constraints theory, it is hypothesized that actual travel and destination chosen will be impacted by income constraints, age constraints and social constraints (lack of travel partner or

presence of children). In this study, demographic and life style determinants of travel preference, planned travel and travel choice behavior of Australians will be compared for the set of Asian and overseas destinations.

In most consumer behavior model, intention acts as an important predictor as the immediate antecedent of purchase (Engel, Blackwell & Miniard, 1993; Howard & Sheth, 1969; Peter and Olson, 1999) and as the variable to forecast sales (Kalwani & Silk, 1982; Morwitz & Schnittlein, 1992). Juster (1964) states that "purchases are directly related to or predicted by intentions which depend on the incidence of unforeseen circumstances" (March & Woodside 2005). Belk (1974, 1975) and Filiatrault and Ritchie (1988) quoted a multitude of factors and situations interfere or constrain an individual's ability to act upon his or her intentions. Therefore intentions are an important variable that related significantly to actual behavior because they reflect benefit-seeking behavior that would enable destination strategists to craft effective communication messages (Woodside and Jacobs, 1985). Moreover Ajzen and Driver (1992) found that the theory of planned behavior is useful in predicting influences upon intentions and actual behaviors from intentions.

A particularly comprehensive framework of a purchase consumption system applied to leisure travel behavior was developed by Woodside, Krauss, Caldwell, and Chebat (2005). Figure 1 shows demographic variables, socioeconomic variables and family affect travel intentions and many travel decisions. Box 1 in Figure 1 illustrates the relationship of demographics, family and personal factors in determining travel intentions and travel destination choice.

Figure 1
The purchase consumption system applied to leisure travel behavior



Source: Woodside et al. (2005)

March and Woodside (2005) study the similarities and differences between consumers' planned and actual purchase and consumption behaviors. They found that empirical evidence supports a contingency theory for understanding how realized tourism strategy varies systematically from that planned. The changes among activities done versus planned reflect what tourists actually

find available to do when in-destination rather than when arriving. The shopping reported done likely reflects a cultural-sightseeing consumptions system among tourists. The evidence here rejects the logic of "consumers may plan to do more than they can actually complete within the time constraints of a trip away from home", the result shows that people engage in more activities and visit more attractions than they had planned (March & Woodside, 2005).

Nicolau and Mas (2005) studied the tourist choice process and found that the dimensions affecting the decision to go on holiday are income, household size, education, size of the city of origin and opinion of going on holiday. They concluded that a greater propensity to go on holiday is associated with high income, with smaller household size, with higher educational levels, with residence in large cities, and with a favorable opinion of going on holiday.

Lang, O'Leary and Morrison (1997) examine the destination choice of Taiwanese outbound travelers. They find that the choice of Asia-Pacific destinations is affected by socio-demographics, travel characteristics, and psychographic attributes. All the demographic variables, except age and sex, present significant differences between 'within-Asia' and 'out-of-Asia' travel; and the most important variables for differentiating within- and out –of-Asia travelers are education, income (sociodemographic variables), package tour, length of trip, total cost of trip, trip party size (trip-related variables), 'safety net', 'cost and experience', 'budget travel', and 'value and lifestyle' (benefit factors).

This study will examine the age, life cycle, income, gender and life style of Australians who both plan and undertake travel to Asian and overseas destinations in order to investigate whether travelers to these destinations can be differentiated on these variables. Differences may be due to marketing campaigns and to the inherent attractions and appeal of these destinations.

Demographics

There are many factors which influence travel behavior. Age has been found to act as a travel constraint. Income also significantly influences travel choice behavior. Children have been revealed as an influence on family travel decision. The family life cycle is also a significant constraint to travel choice behavior.

Kay and Jackson (1991) studied the relationship between constraints and participation in physically active leisure pursuits in order to examine whether the constraints that people report, do in fact act as barriers to participation. The authors' study provided support for using age, life cycle and income as demographic constraints to travel choice.

The following section briefly reviews the literature of the role of the socio- demographic variables in determining travel preference and travel destination choice. The variables discussed are age, family life cycle, income and gender. It is likely that these variable acts as constraints to the travel choice process. Older respondents may not travel. Poorer respondents may be less inclined to travel. Couples with children may be less inclined to travel particularly to Asia.

Age

Mieczkowski (1990) quoted tourist age as one of the most important demographic dimensions which influence holiday demand. Romsa and Blenman (1989) studied the vacation patterns of the elderly Germans using the environmental motivational model. They found that environmental, socioeconomic, and aging effects prevented seniors from joining more fully in the tourist wave. Seniors' motivations for taking holidays vary by age group. Over 30% of German 70 years of age and older have never taken a vacation as compared with 9% in the 30-39 group. Therefore taking vacations as leisure or recreational experience declines with age. The more delicate physical condition of seniors constrained the choice of vacation destination and holiday activities. Teaff and Turpin (1996) noted that American people over 55 years old

spent some 80% of all vacation dollars in the U.S. They travel more frequently, go longer distances, stay away longer, and rely more on travel agents than any other segment of the population. Taking a vacation was found to decline with age: when vacations did occur, there was a higher priority placed on seeing friends and relatives. There was some evidence, however, that longer vacations were taken after the age of retirement

Family life cycle

Lee and Bhargava (2004) concluded that single individuals spent more time playing musical instruments, singing, acting, and dancing than married individuals. Single individuals also spent more time listening to the radio, watching TV, socializing with people, going to bars/lounges, and traveling for social activities than married individuals. Married individuals spent significantly less time for leisure activities than did single individuals. Presence of children younger than 18, full-time employment, part-time employment, income, age, and gender were all significant factors associated with time spent on leisure activities among married individuals. Witt and Goodale (1981) found that having no one with to participate showed a U-shaped pattern and also concluded that cost was a relatively consistent barrier across life stage to participation, which is consistent with the findings of Godbey and Blazey (1978). This study reinforced the importance of life cycle stage as a variable in understanding leisure behavior. Their results clearly indicate that it was not appropriate to consider all individuals over the age 50 years as one homogeneous group. The magnitude and relative importance of barriers to participation varied considerably between individuals in these later life cycle stages.

Income

Crawford and Godbey (1987) defined income as "a personal budget restriction which determines the spending capacity of individuals and is taken into account in order to maximize utility". Income has been shown to be significantly related to holiday taking behaviour (Mergoupis & Steuer, 2003). Medium-high and high-income groups are more likely to take vacations (Hay & McConnell, 1979; Walsh, John, McKean, & Hof, 1992).

Gender

McGehee, Murphy and Uysal (1996) investigated the Australian international pleasure travel market. They found that Australian women and men are motivated differently in their pleasure travel experience. Jackson and Henderson (1995) studied gender-based leisure constraints and concluded that differences emerge between women and men on the intensity and nature of the constraints, leading to the conclusion that women were overall more constrained in their leisure than men. Hudson (2000) showed that there were significant differences between men and women. Specifically, women perceived significantly higher levels of intrapersonal constraints. This finding confirmed previous leisure constraint studies that women have higher intrapersonal constraints than men on their leisure activities (Alexandris & Carrol, 1997; Jackson & Henderson, 1995; Raymore, Godbey, & Crawford, 1994). The life cycle framework for explaining patterns in leisure constraints and negotiation strategies has been augmented by the inclusion of gender as a mediating variable.

Psychographic variables

Many researchers conclude that psychographic variables are strongly related to tourist choice behavior (Dalen 1989; Gonzalez & Bello 2002; Hsieh et al. 1993; Muller 1991; Pitt & Woodside 1986; Shih, 1986; Zins 1996). However, databases and VALS (Value and Life Styles), LOV (List of Values) or AIOs (Activities, Interests and Opinions) are needed to support the psychographic factors in the choice literature (Plog 1994). Nicolau and Mas (2004) conclude that values and life styles (psychographic variables) represent a fundamental complement of socio-demographic characteristics for the optimum configuration of holiday products.

HYPOTHESES

Following the travel and tourism research discussed above, the following propositions are hypothesized.

H_1: Planned travel to a destination behavior exceeds travel choice behavior for that destination.
H_2: Travel preference for a destination exceeds planned travel to that destination.
H_3: Travel preference to a destination exceeds travel choice behavior for that destination.
H_4: There are significant differences across age, income, life stage, gender and lifestyle across preferred travel destinations.
H_5: There are significant differences across age, income, life stage, gender and lifestyle across planned travel destinations.
H_6: There are significant differences across age, income, life stage, gender and lifestyle across travel choice behavior.
H_7: Travel behavior relates to respondent age. Younger and older respondents will be more likely to travel more than middle aged respondents.
H_8: Travel behavior relates to household income. Respondents with higher income will be more likely to travel more than lower income respondents.
H_9: Travel behavior relates to life stage. Singles and couples will be more likely to travel more than respondents with children

METHODS

This research utilizes data generated from a cross-sectional self-completed survey on travel and tourism which was collected during 2003 and 2004. A large representative sample of 49,105 Australian respondents was interviewed. Interviews were conducted on a week to week basis over a period of two years. Respondents indicated travel preferences by destination over the next 12 months and travel behavior over the last 12 months. plus a wide range of demographic, socio-economic, media and attitudinal data. The Roy Morgan life style variable was measured (developed in conjunction with Colin Benjamin). The unit record data was provided by the Roy Morgan Research Centre, Australia.

RESULTS

Travel preference, travel planning and travel choice were measured as dichotomous variables. All three measures were gained at the same point of time from the same respondent. Destinations were aggregated for all Asian destinations and all overseas destinations. The measures are representative of the Australian population and are therefore comparable in aggregate. The mean values for preference, planning and choice are shown in Table 1. Table 2 outlines the test results in the comparisons between travel preference, travel planning and travel choice.

Table 1
Mean Values for Travel Preference, Travel Planning and Choice Behavior

	Mean	N	Std. Deviation	Std. Error Mean
Preferred Travel Destination: Total Overseas	0.3669484	49105	0.4819772	0.0021750
Planned Travel Destination: Total Overseas	0.1731188	49105	0.3783538	0.0017074
Travel Choice Destination: Total Overseas	0.0830058	49105	0.2758938	0.0012450
Preferred Travel Destination: Total Asia	0.1161796	49105	0.3204434	0.0014461
Planned Travel Destination: Total Asia	0.0543122	49105	0.2266350	0.0010227
Travel Choice Destination: Total Asia	0.0270848	49105	0.1623323	0.0007326

As shown in Table 2, planned travel to a destination behavior exceeds travel choice behavior for that destination, travel preference for a destination exceeds planned travel to the destination, travel preference to a destination exceeds realized travel choice behavior for that destination. H_1, H_2 and H_3 are supported.

Table 2
Compared Mean Values for Travel Preference, Travel Planning and Choice Behavior

	Paired Differences					t	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference			
				Lower	Upper		
Preference Minus Planned: Overseas	0.19	0.45	0.00	0.19	0.20	95.00	0.00
Travel Planned Minus Travel Choice: Overseas	0.09	0.41	0.00	0.09	0.09	48.22	0.00
Travel Preference Minus Travel Choice	0.28	0.51	0.00	0.28	0.29	124.41	0.00
Preference Minus Planned: Total Asia	0.06	0.29	0.00	0.06	0.06	46.82	0.00
Travel Planned Minus Travel Choice: Asia	0.03	0.25	0.00	0.03	0.03	24.18	0.00
Travel Preference Minus Travel Choice:Asia	0.08	0.33	0.00	0.08	0.08	53.29	0.00

Binomial regression was conducted using the dichotomous variable of travel preference for Asian destinations as the dependent variable and income, age, life cycle, gender and life style as independent variables. These results are shown in Table 3. All variables are significant with the exception of gender. Respondents under 25 years expressed a preference for Asia when compared to respondents over 50 years old. Higher income respondents (over $80,000) preferred Asia when compared to lower income respondents (under $40,000). Young singles and young couples preferred Asia compare to young parents. The something better, young optimists and the visible achievers prefer Asia when compared to other groups.

Table 3
Binomial Regression with the Dependent Variable of Preferred Travel Destinations - Asia

	B	S.E.	Wald	df	Sig.	Exp(B)
Respondent Age			138.549	13	0.000	
14-15 years old	0.773	0.088	76.880	1	0.000	2.166
16-17 years old	0.661	0.091	52.982	1	0.000	1.937
18-19 years old	0.300	0.093	10.552	1	0.001	1.351
20-24 years old	0.246	0.068	13.137	1	0.000	1.279
25-29 years old	0.096	0.061	2.424	1	0.119	1.100
30-34 years old	0.021	0.056	0.140	1	0.708	1.021
35-39 years old	0.003	0.056	0.003	1	0.954	1.003
40-44 years old	-0.037	0.053	0.484	1	0.487	0.964
45-49 years old	-0.072	0.055	1.749	1	0.186	0.930
50-54 years old	-0.112	0.056	3.939	1	0.047	0.894
55-59 years old	-0.302	0.063	22.941	1	0.000	0.739
60-64 years old	-0.357	0.072	24.391	1	0.000	0.700
65-69 years old	-0.315	0.109	8.436	1	0.004	0.730
SEX(Male)	-0.005	0.015	0.131	1	0.717	0.995
Household Income			125.518	16	0.000	
Under $15,000	-0.239	0.063	14.536	1	0.000	0.787
$15,000-19,999	-0.314	0.079	15.828	1	0.000	0.731
$20,000-24,999	-0.188	0.070	7.172	1	0.007	0.829
$25,000-29,999	-0.215	0.073	8.724	1	0.003	0.807
$30,000-34,999	-0.144	0.071	4.125	1	0.042	0.866
$35,000-39,999	-0.273	0.075	13.079	1	0.000	0.761
$40,000-49,999	-0.053	0.051	1.071	1	0.301	0.948

$50,000-59,999	0.037	0.053	0.478	1	0.489	1.038
$60,000-69,999	0.030	0.056	0.280	1	0.597	1.030
$70,000-79,999	0.019	0.058	0.110	1	0.740	1.019
$80,000-89,999	0.154	0.061	6.443	1	0.011	1.166
$90,000-99,999	0.176	0.067	6.888	1	0.009	1.193
$100,000-109,999	0.249	0.067	13.672	1	0.000	1.283
$110,000-119,999	0.062	0.090	0.478	1	0.489	1.064
$120,000-129,999	0.237	0.088	7.338	1	0.007	1.268
$130,000 and more	0.408	0.051	64.543	1	0.000	1.504
Household Life Cycle			104.150	5	0.000	
Young Single	0.216	0.045	23.063	1	0.000	1.241
Young Couple	0.158	0.052	9.162	1	0.002	1.171
Young Parents	-0.266	0.039	47.305	1	0.000	0.766
MidLife Family	-0.015	0.044	0.114	1	0.735	0.985
MidLife Households	0.044	0.040	1.228	1	0.268	1.045
Roy Morgan Values Segment			360.589	9	0.000	
Basic Needs	-0.720	0.127	31.949	1	0.000	0.487
Fairer Deal	-0.067	0.071	0.899	1	0.343	0.935
Traditional Family Life	-0.225	0.055	17.060	1	0.000	0.798
Conventional Family Life	-0.131	0.057	5.269	1	0.022	0.877
Look at Me	0.063	0.070	0.811	1	0.368	1.065
Something Better	0.094	0.055	2.908	1	0.088	1.099
Real Conservation	-0.404	0.083	23.756	1	0.000	0.668
Young Optimism	0.602	0.064	86.973	1	0.000	1.825
Visible Achievement	0.198	0.042	22.746	1	0.000	1.219
Constant	-2.017	0.026	6,132.717	1	0.000	0.133

Table 4 shows the binomial regression results when using travel plans as the dependent variable. The results are similar to those found in Table 3. The number of significant income, life cycle, age and life style categories are fewer. Gender is significant with males more likely to plan a trip to Asia.

Table 4
Binomial Regression with the Dependent Variable of Planned Travel Destination - Asia

	B	S.E.	Wald	df	Sig.	Exp(B)
Respondent Age			40.657	13	0.000	
14-15 years old	0.320	0.134	5.714	1	0.017	1.377
16-17 years old	0.611	0.125	23.779	1	0.000	1.842
18-19 years old	0.341	0.125	7.508	1	0.006	1.407
20-24 years old	0.216	0.095	5.206	1	0.023	1.241
25-29 years old	0.058	0.087	0.444	1	0.505	1.060
30-34 years old	-0.087	0.082	1.140	1	0.286	0.917
35-39 years old	-0.050	0.081	0.384	1	0.535	0.951
40-44 years old	-0.134	0.077	3.053	1	0.081	0.874
45-49 years old	-0.149	0.077	3.770	1	0.052	0.862
50-54 years old	-0.115	0.078	2.185	1	0.139	0.892
55-59 years old	-0.079	0.083	0.909	1	0.340	0.924
60-64 years old	-0.119	0.094	1.607	1	0.205	0.888
65-69 years old	-0.223	0.146	2.338	1	0.126	0.800
SEX(Male)	0.093	0.020	20.833	1	0.000	1.098
Household Income			70.870	16	0.000	
Under $15,000	-0.251	0.086	8.506	1	0.004	0.778
$15,000-19,999	-0.331	0.110	9.089	1	0.003	0.718
$20,000-24,999	-0.288	0.101	8.076	1	0.004	0.750
$25,000-29,999	-0.169	0.100	2.856	1	0.091	0.844
$30,000-34,999	-0.015	0.094	0.026	1	0.873	0.985
$35,000-39,999	-0.184	0.103	3.185	1	0.074	0.832
$40,000-49,999	-0.016	0.071	0.051	1	0.822	0.984
$50,000-59,999	-0.037	0.078	0.227	1	0.634	0.964
$60,000-69,999	0.020	0.080	0.060	1	0.806	1.020

$70,000-79,999	-0.017	0.084	0.044	1	0.835	0.983
$80,000-89,999	0.150	0.085	3.090	1	0.079	1.162
$90,000-99,999	0.079	0.098	0.652	1	0.419	1.082
$100,000-109,999	0.199	0.095	4.358	1	0.037	1.220
$110,000-119,999	0.059	0.126	0.215	1	0.643	1.060
$120,000-129,999	0.256	0.120	4.527	1	0.033	1.292
$130,000 and more	0.441	0.069	41.354	1	0.000	1.554
Household Life Cycle			87.933	5	0.000	
Young Single	0.263	0.062	18.148	1	0.000	1.301
Young Couple	0.107	0.074	2.068	1	0.150	1.112
Young Parents	-0.408	0.057	50.623	1	0.000	0.665
MidLife Family	0.035	0.062	0.331	1	0.565	1.036
MidLife Households	0.113	0.054	4.406	1	0.036	1.120
Roy Morgan Values Segment			118.981	9	0.000	
Basic Needs	-0.704	0.172	16.739	1	0.000	0.495
Fairer Deal	-0.064	0.103	0.392	1	0.531	0.938
Traditional Family Life	-0.155	0.072	4.707	1	0.030	0.856
Conventional Family Life	-0.005	0.082	0.004	1	0.951	0.995
Look at Me	0.007	0.101	0.005	1	0.945	1.007
Something Better	0.020	0.082	0.061	1	0.804	1.020
Real Conservation	-0.341	0.112	9.219	1	0.002	0.711
Young Optimism	0.532	0.090	34.807	1	0.000	1.702
Visible Achievement	0.264	0.058	21.035	1	0.000	1.302
Constant	-2.848	0.035	6,440.574	1	0.000	0.058

Table 5 shows the binomial regression results when using travel choice as the dependent variable. Here neither age nor gender is significant. However, consistent patterns and relationships occur for income, life cycle and life style. These results are summarized in Table 6.

Table 7 shows the summary of the binomial regression using the dependent variables of travel preference, travel planning and travel choice for total overseas destinations. H_4, H_5 and H_6 are supported for both Asian and overseas destinations. In general, consistent results are found for income, life cycle and life style. Age becomes less of a discriminator as preference progresses to choice and therefore less useful as a segmentation variable. H_7 while H_8 and H_9 were supported.

Table 5
Binomial Regression with the Dependent Variable of Travel Choice Destination - Asia

	B	S.E.	Wald	df	Sig.	Exp(B)
Respondent Age			21.066	13	0.072	
14-15 years old	0.291	0.231	1.591	1	0.207	1.338
16-17 years old	-0.105	0.250	0.176	1	0.675	0.901
18-19 years old	-0.292	0.227	1.661	1	0.197	0.746
20-24 years old	-0.104	0.147	0.500	1	0.479	0.901
25-29 years old	-0.057	0.127	0.198	1	0.657	0.945
30-34 years old	0.047	0.115	0.169	1	0.681	1.048
35-39 years old	-0.070	0.122	0.332	1	0.564	0.932
40-44 years old	-0.020	0.110	0.033	1	0.855	0.980
45-49 years old	-0.010	0.108	0.009	1	0.925	0.990
50-54 years old	0.077	0.107	0.520	1	0.471	1.081
55-59 years old	0.081	0.115	0.504	1	0.478	1.085
60-64 years old	0.132	0.127	1.085	1	0.297	1.141
65-69 years old	0.301	0.176	2.918	1	0.088	1.351
SEX(Male)	0.043	0.029	2.275	1	0.131	1.044
Household Income			96.099	16	0.000	
Under $15,000	-0.522	0.130	16.033	1	0.000	0.593
$15,000-19,999	-0.739	0.176	17.674	1	0.000	0.478
$20,000-24,999	-0.366	0.141	6.757	1	0.009	0.694
$25,000-29,999	-0.313	0.146	4.577	1	0.032	0.731
$30,000-34,999	-0.377	0.151	6.249	1	0.012	0.686

$35,000-39,999	-0.237	0.146	2.643	1	0.104	0.789
$40,000-49,999	0.072	0.095	0.565	1	0.452	1.074
$50,000-59,999	-0.044	0.109	0.160	1	0.690	0.957
$60,000-69,999	-0.067	0.117	0.332	1	0.564	0.935
$70,000-79,999	0.231	0.107	4.638	1	0.031	1.259
$80,000-89,999	0.177	0.119	2.228	1	0.135	1.194
$90,000-99,999	0.151	0.133	1.297	1	0.255	1.163
$100,000-109,999	0.299	0.128	5.474	1	0.019	1.348
$110,000-119,999	0.626	0.140	20.074	1	0.000	1.870
$120,000-129,999	0.408	0.156	6.825	1	0.009	1.505
$130,000 and more	0.530	0.091	33.757	1	0.000	1.698
Household Life Cycle			90.653	5	0.000	
Young Single	0.343	0.088	15.190	1	0.000	1.410
Young Couple	0.238	0.097	5.981	1	0.014	1.269
Young Parents	-0.669	0.088	58.350	1	0.000	0.512
MidLife Family	-0.105	0.090	1.356	1	0.244	0.900
MidLife Households	0.078	0.076	1.049	1	0.306	1.081
Roy Morgan Values Segment			100.532	9	0.000	
Basic Needs	-1.567	0.354	19.581	1	0.000	0.209
Fairer Deal	-0.319	0.191	2.786	1	0.095	0.727
Traditional Family Life	0.001	0.100	0.000	1	0.991	1.001
Conventional Family Life	-0.087	0.133	0.430	1	0.512	0.917
Look at Me	-0.150	0.177	0.715	1	0.398	0.861
Something Better	0.207	0.122	2.900	1	0.089	1.230
Real Conservation	0.071	0.139	0.262	1	0.609	1.074
Young Optimism	0.773	0.136	32.501	1	0.000	2.166
Visible Achievement	0.433	0.085	25.921	1	0.000	1.542
Constant	-3.791	0.061	3,864.828	1	0.000	0.023

Table 6
Summary of Binomial Regression Results for Asian Travel Dependent Variables

	Asian Travel													
	Nature of category relationship with independent variable													
	Age			Income			Gender		Life Cycle			Life Style		
Dependent Variable	Negative	Positive	Total	Negative	Positive	Total		Total	Negative	Positive	Total	Negative	Positive	Total
Preference	4	4	8	6	5	11	0	n.s.	1	2	3	4	2	6
Planning	0	4	4	3	3	6	M	1	1	2	3	3	2	5
Choice	0	0	n.s.	5	5	10	0	n.s.	1	2	3	1	2	3

Table 7
Summary of Binomial Regression Results for Asian Travel Dependent Variables

	Overseas Travel													
	Nature of category relationship with independent variable													
	Age			Income			Gender		Life Cycle			Life Style		
Dependent Variable	Negative	Positive	Total	Negative	Positive	Total		Total	Negative	Positive	Total	Negative	Positive	Total
Preference	5	5	20	6	7	13	F	2	2	2	4	5	2	7
Planning	4	5	9	6	6	12	0	n.s.	2	2	4	3	2	5
Choice	4	2	6	6	4	10	0	n.s.	2	3	5	2	3	5

DISCUSSION

As expected, the incidence of travel is less than travel planning which is less than travel preference for both total Asian destinations and total overseas destinations. Hypotheses 1 to 3 are supported consistent with the literature. There are consistent relationships between travel preference, planning and choice and the set of independent variables of income, life cycle and life style. Age is not consistently related to travel planning or travel choice. Therefore age is not a reliable segmentation variable for either overseas travel or for to travel to Asia. While younger age groups express strong preference for travel to Asia, their travel choice behavior does not reflect this preference. Nor does travel choice improve for middle age respondents. Age also becomes less valuable in segmenting the market for overseas travel after comparing travel preferences with travel choices. On the other hand, young singles and young couples are more likely to prefer, plan and choose to travel to Asia. It is apparent that a combination of demographics such as age, income and life cycle, combined with life style will provide a more valuable basis for segmentation of Asian and overseas travel markets. While the effect of age diminished in the analysis of overseas travel, it did not disappear completely. This may reflect the broader appeal of worldwide travel destinations. Purpose of trip e.g. visiting friends and relatives (VFR) may explain the more consistent relationships within overseas travel.

Contrary to expectations, travel constraints of age, income and life stage are just as, or more influential in determining travel preferences than in determining travel choices. It is possible that socio demographics have dual roles; as a determinant of travel behaviour and as a constraint of travel behaviour. Particular demographic groups undertake specific activities which in turn effects travel preferences and choice. Particular demographic groups do not follow through on their travel preferences and plans. There is a significant differential in the planning to traveling ratio of demographic groups. This quite realistic as preference was significantly higher than planning behaviour which in turn was significantly higher than travel behaviour. Different demographic groups follow through on their preferences and plans while other groups do not follow through on their plans. Travel incentives should be carefully targeted to the groups of follow through on travel plans. Other initiatives can be targeted to those who procrastinate or plan but don't take action.

CONCLUSIONS

Further research is needed to explain the gaps between travel preferences, travel planning and travel choice and the role of demographic variables. Travel constraints determined by a combination of income, and age life cycle are relevant in the explanation of these differences. Life style is also relevant in explaining these differences. This study found significant and consistent patterns in the determinants of travel preference, planning and choice for Asian travel destinations and overseas destinations. There are consistent relationships between travel preference, planning and choice and the set of independent variables of income, life cycle and life style. Age is not consistently related to travel planning or travel choice. These findings are of relevance for the segmentation of international markets.

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