## Canuckiwi Markets Update – Importance of Trade

## **Australia & New Zealand**



Airlines (directly)

44%



Travel Agency Office

42%



Online Travel Agency (OTA)

38%



Personal Recommendation

33%



Travel Guides

14%

## Canada



Personal Recommendation

40%



Online Travel Agency (OTA)

39%



Airlines (directly)

38%



Travel Agency Office

20%



Travel Guides

11%

