

wotif

it's Aussie for travel.

With a more than 20-year heritage, Wotif remains the go-to brand for travelers in Australia and New Zealand looking to explore more of their own backyard and beyond.



165K

Monthly Unique Visitors



1M

Monthly Page Views



290K+

Facebook Followers

Who is the Wotif Audience?

The Wotif audience is made up of **Aussie & Kiwi families** and **spontaneous weekend travelers**. Wotif travelers tend to **prefer frequent trips** rather than one annual trip.



53%

have children



59%

are female



75%

have a medium to high income

Wotif Traveler Interests & Hobbies



69%

Dining Out



47%

Events
e.g. Music Festivals



45%

Outdoor Activities



40%

Photography

Sources:
ComScore January 2020
GlobalWebIndex, 2019
Google Analytics 2019