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Pets take a vacation

More Australians are holidaying with their pets, according to search data from TakeABreak.com.au

While fewer people are searching for accommodation with the keyword 'dog', there has been a seven per cent rise in searches for the term 'pet'.

Keyword searches for 'horse' also increased, with more than 1000 horse-owners seeking holiday accommodation from the end of the 2009 financial year to the end of the 2010 financial year. Cockatiels, miniature ponies, guinea pigs and goldfish have also been accommodated by TakeABreak.com.au

PET-FRIENDLY FEATURES

Many holiday accommodation properties supply some or all of the following features:

- large, fenced-off backyards
- covered or shaded areas
- water and food bowls
- nearby dog-friendly parks or beaches
- 'welcome treats' for pets
- dog and/or cat toys and scratching posts
- pooper scoopers and bags
- enclosed activity mazes and obstacle courses
- pet beds with pet sheets and blankets
- pet-minding facilities.

Justin Butterworth, CEO of TakeABreak.com.au, says: "Many people now think of their pets as they would their children, and want to share their holiday experiences with them.

"When we consider how busy people are in their day-to-day lives, it's also a great way for them to spend quality time together."

Holiday accommodation managers are also increasingly catering for pets, with TakeABreak.com.au registering a 21 per cent increase in the number of properties that are categorised as pet-friendly.

Direct Connect partners with MiniMovers

Moving home connection service Direct Connect has partnered with removalist MiniMovers to provide a one-stop moving solution.

According to Direct Connect, the partnership means customers will gain access to big and small trucks for a variety of moving

needs. They will also benefit from a flexible hourly-rate system that helps customers control their costs and a written guarantee for quality of service alongside Direct Connect's service guarantee.

"The alliance with such a strong recognisable brand strengthens

our one-stop service offering to customers," says Paul Docherty, CEO of Direct Connect.

Mike O'Hagan, Principal Owner of MiniMovers, says: "The high quality of service Direct Connect provides their customers is a great match for MiniMovers."

REINSW IN THE MEDIA

In the lead-up to the Federal election, REINSW was vocal on taxation and addressing the housing shortage.

Print

- In the *Australian Financial Review*, REINSW CEO Tim McKibbin announces the launch of REINSW's Real Tax Policy.
- A \$15,000 donation from REINSW to Northcott Disability Services made the *Daily Liberal* (Dubbo).
- REINSW President Wayne Stewart suggests in the *Advocate* (Coffs Harbour) the NSW Government take action to improve the rental crisis.

Radio

- Wayne Stewart says on 2UE (Sydney) tax on residential property, such as GST, should be scrapped.
- On 2SM (Sydney), Wayne Stewart discusses voluntary building guidelines.
- REINSW member Charles Hegyi is interviewed on ABC Illawarra about the increase to deposits for first homebuyers.

JULY MEDIA ROUND-UP

REINSW appeared in:

- 1 television spot
- 11 radio spots
- 34 print articles
- 6 website stories

The total audience reached in Australia was 440,205 people. View all of REINSW's recent media coverage at www.reinsw.com.au