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More pets going on family holidays

DAN JORDAN, The West Australian
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Recent research data from TakeABreak shows that more Australians are choosing to take holidays with their pets.

Keyword searches for "horse" skyrocketed from the end of 2009 financial year to 2010. More than 1000 horse owners were looking for a place to shelter their equine friends.

Other less conventional travel companions have been accommodated for by TakeABreak and these include cockatiels, goldfish, miniature ponies, Great Danes, guinea pigs and Chihuahuas.

Data from the online accommodation search tool has revealed that through the evolution of search terms travellers are now using the word "dog", less than in previous analyses of used search terms.

There has, however been a 7 per cent increase in the keyword search for "pet" and this reflects the rising trend among travellers to take more unconventional partners on

their travels.

In Tasmania there has been a 107 per cent increase in the number of searches for pet friendly accommodation and other States are also experiencing a rising trend, with Victoria and Queensland up by 66 percent.

Western Australia and Northern Territory have both also seen a growth of 42 per cent over this time.

TakeABreak.com.au chief executive Justin Butterworth says pets are increasingly considered part of the family: "Many people 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 increasingly catering for pets, with TakeABreak registering a 21 per cent increase in the number of properties that are listed as pet friendly. This takes the number of pet friendly listings to 3400.

See TakeABreak.com.au.

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