



TRAVEL BY AUSTRALIANS

YEAR ENDING JUNE 2016



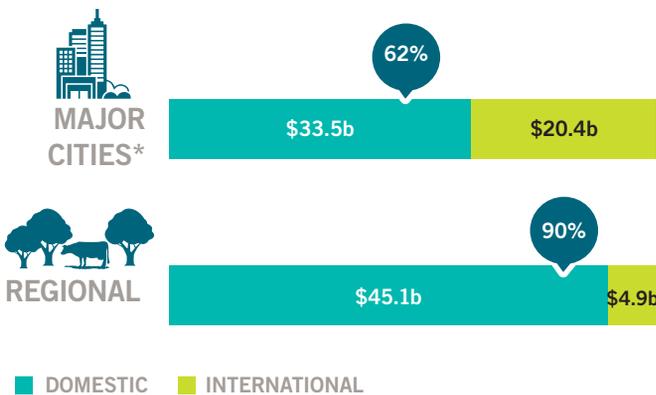
DOMESTIC OVERNIGHT, DAY TRIPS, SPEND

Year ending June 2016 saw record results for domestic travel within Australia:

- Domestic overnight trips up 7% to a record 88.9 million, nights increasing 5% to 328 million and spend up 6% to a record \$59 billion.
- Domestic day trips also increased, up 11% to reach a record high of 187 million, while day trip spend increased by 7% to a record \$19.6 billion.

The overall increase in domestic spend for the year was 7%, up \$4.8 billion to a record \$78.5 billion and contributing over 67% of all tourism spend in Australia. Combined, domestic overnight and day trip spend in regional areas increased 6% to reach a record \$45.1 billion, accounting for 90% of all tourism spend in regional areas.

FIGURE 1: SPEND BY DOMESTIC AND INTERNATIONAL VISITORS

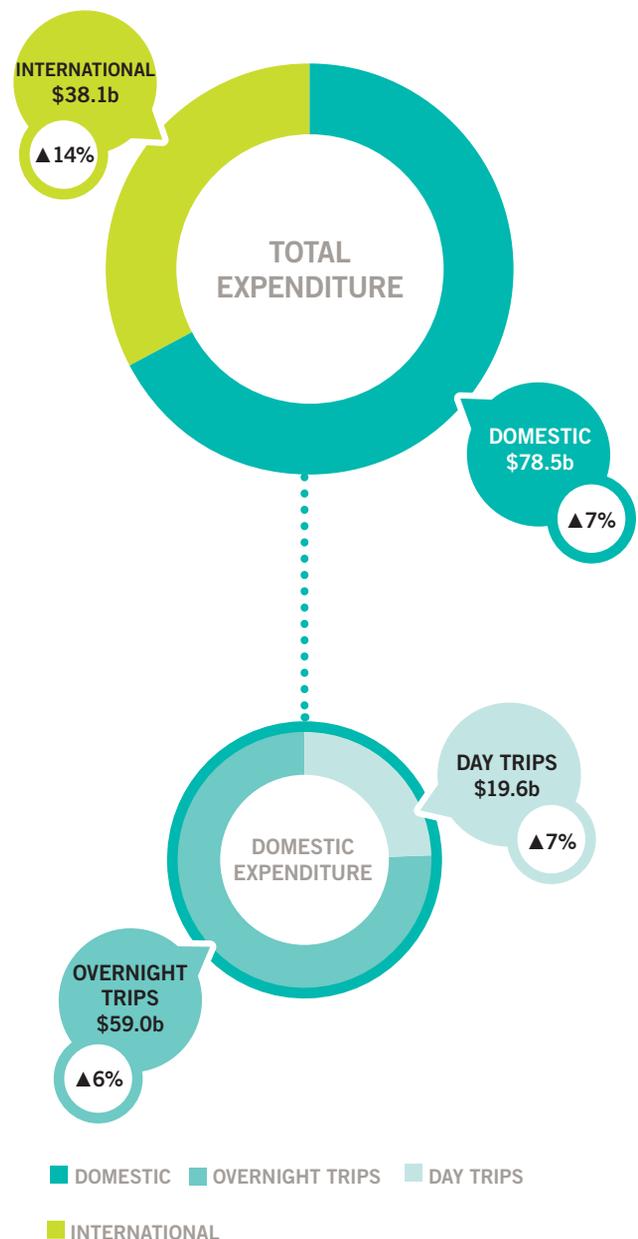


* Major cities include Sydney, Melbourne, Brisbane, Gold Coast, Perth and Adelaide.

The international sector also saw strong growth for the same period, with an increase in spend of 14% (or \$4.7 billion) to \$38.1 billion.

Total tourism spend (international, domestic overnight and day trip spend combined) for the year reached a record \$116.7 billion; an increase of 9% (or \$9.6 billion) on the previous year.

FIGURE 2: GROWTH IN TOTAL AND DOMESTIC SPEND





WHAT DROVE THE INCREASE IN DOMESTIC TRAVEL?

Growth in domestic travel - particularly for interstate travel - has been running at over 8% since year ending September 2015, with holiday travel being one of the main drivers of this increase. Underpinning holiday travel is the unprecedented numbers of domestic travellers pursuing outdoor nature-based and cultural activities, as well as health-related activities, such as cycling and going to the gym. Meanwhile, more sedentary activities such as going to the movies, or visiting a casino have declined, showing a shift toward more active pursuits. Other major factors supporting domestic travel growth is the increase in business travel, along with the lower Australian dollar:

- Overnight holiday trips ▲ 10% to a record 36.4 million; nights ▲ 9% to 140.6 million; and spend ▲ 7% to a record \$28.9 billion
- Day trips (for holiday) ▲ 16% to a record 90.1 million; and day trip holiday spend ▲ 11% to a record \$10.9 billion
- Domestic holiday spend totalled \$39.8 billion during the year and accounted for over 71% of all holiday spend in Australia
- Overnight business trips ▲ 8% to a record 18.6 million; and nights ▲ 2% to a record 67.2 million
- Overnight business spend ▲ 11% to a record \$15.5 billion
- Day trips for business ▲ 11% to a record 19.3 million; and day trip spend for business ▲ 8% to \$1.9 billion.

PURPOSE, DURATION, AND INTERSTATE TRIPS

Travelling to visit friends and relatives (VFR) also showed solid growth, with domestic overnight trips for this purpose up 3% to a record 30.4 million, nights up 1% to 99.8 million and spend up 2% to \$12.1 billion. VFR day trips increased 4% to 52.6 million, with spend also up 4% to reach \$3.8 billion.

There was a tendency for people to take shorter overnight trips and day trips during the year. One-night trips increased 10% to reach 25.9 million, while one-night trips for holiday purposes increased 14% to reach 8 million.

The lower Australian dollar has had a marked effect on interstate holiday travel, which continues to reach record levels; up by 9% to reach a record 10.7 million trips. This is the largest number of interstate holiday trips since the survey commenced in 1998.

ACCOMMODATION

On the back of strong growth for domestic overnight holiday and business travel, many commercial accommodation types experienced increases in nights:

- Hotels, motels and resorts: ▲ 3% to 80.6 million nights
- Caravan parks and commercial camping grounds: ▲ 9% to 31.8 million nights
- Rented houses, apartments, flats and units: ▲ 8% to 28 million nights
- Guesthouse, bed and breakfast: ▲ 19% to 3.5 million nights.

Non-commercial caravan and camping grounds also saw a significant increase in nights, up 22% to 17.5 million.

ACTIVITIES

Not only are Australians travelling in record numbers, domestic overnight visitors are also participating in far more outdoor, active, nature-based and cultural activities than ever before:

- Going to the beach: ▲ 14% to 22.2 million
- Bushwalking and rainforest walks: ▲ 13% to 10.4 million
- Visiting museums and galleries: ▲ 12% to 6.6 million
- Exercise, gym or swimming: ▲ 31% to 5.6 million
- Visiting heritage buildings and sites: ▲ 22% to 5.2 million
- Visiting botanical or other public gardens: ▲ 26% to 4.5 million
- Visiting wineries: ▲ 16% to 3.8 million
- Cycling: ▲ 23% to 1.9 million.

Although from a smaller base, the following activities also experienced strong growth in participation rates: visiting farms; guided tours and excursions; whale and dolphin watching; visiting a reef; water sports; surfing; snorkelling; visiting art and craft shops and studios; visiting an Indigenous site or community; and experiencing Indigenous art and craft.

TRAVEL PARTY

The largest contributor to growth in terms of travel party for domestic overnight trips in Australia was those travelling with friends and relatives, up 18% to 18.7 million, followed by travelling alone (up 6% to 26.8 million trips), and adult couples (up 4% to 22 million trips). Groups travelling from academic institutions also increased strongly (up 28%) from a low base to reach 586,000.



TRANSPORT

The largest growth in travel type for domestic overnight trips occurred in those using a private or company vehicle as the main form of transport, up 7% to 63.3 million trips. This type of travel accounted for 71% of all domestic overnight trips. Aircraft was used for 21.3 million overnight trips (up 5%), accounting for 24% of all domestic overnight trips.

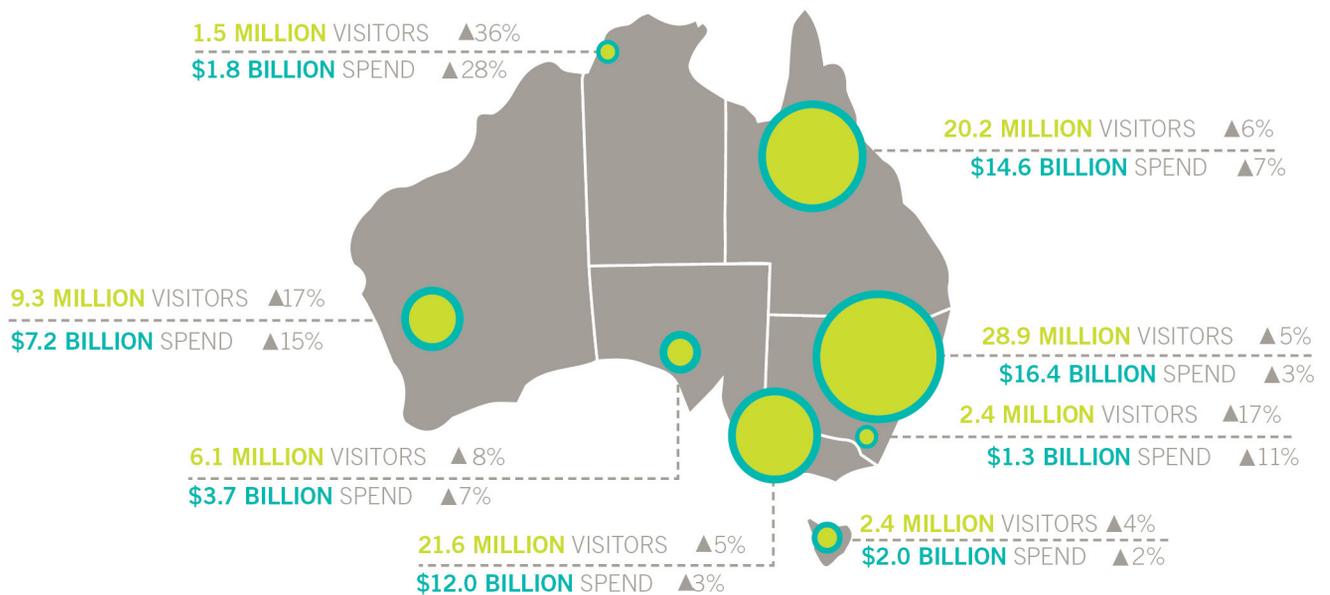
VISITORS TO STATES AND TERRITORIES

All states and territories saw record numbers of domestic overnight visitors during the year. The largest growth in visitors occurred in the Northern Territory (36%); Western Australia (17%); and the Australian Capital Territory (17%).

AUSTRALIAN RESIDENTS TRAVELLING OVERSEAS

The number of outbound holiday travellers increased by 5% during the year to reach 5.8 million. Previously, growth had ranged from 2.3 million in 2005/06 to 5.4 million in 2013/14 (an increase of 131%). To the year ending March 2016, spend on overseas travel by Australian residents reached \$52.4 billion.

FIGURE 3: OVERNIGHT TRIPS AND REGIONAL EXPENDITURE BY STATE



Source: National Visitor Survey, June 2016.

* Overseas Arrivals and Departures (OAD), July 2016, ABS Cat. No. 3401.0