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# TRAVEL BY AUSTRALIANS

YEAR ENDING SEPTEMBER 2014

**OVERNIGHT TRIPS ▲5% 79.7 MILLION**    **VISITOR NIGHTS ▲7% 302.4 MILLION**    **OVERNIGHT SPEND ▲4% \$53.7 BILLION**

The year ending September 2014 saw a new high for domestic overnight spend: \$53.7 billion (up 4%). Overnight trips and visitor nights also experienced impressive growth during this period.

The growth in domestic overnight visitation is being driven by trips to visit friends and relatives (VFR)—up by 9% to 28.8 million. VFR nights also increased by 9% to 98 million, and spend increased by 8% to \$12.4 billion.

With the increase in domestic overnight VFR travel, nights spent at the home of a friend or relative's property increased 9% to 114.3 million. There was no growth in nights for total paid accommodation such as hotels, motels, guest houses and serviced apartments.

Between 2009 and 2014, the VFR share of domestic overnight trips increased from 33% to 36%, while holiday's share fell from 45% to 41%. Results for holiday travel for the year ending September 2014 were modest:

- trips—down 1% to 32.7 million
- nights—down 3% to 130.7 million
- spend—down 2% to \$26.4 billion.

The number of Australians taking overseas holidays continues to increase with departures up 6% to 5.5 million during the year. Outbound trips have increased across all age groups.

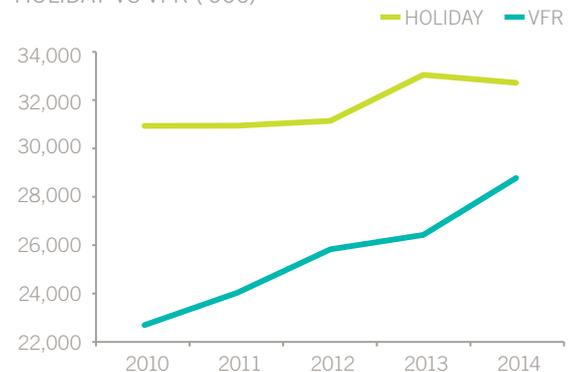
Domestic holiday trips for travellers under the age of 45 years have not experienced growth since 2009, but these travellers are taking an increasing number of trips to visit friends and relatives (up 27% over the past 5 years). They are also spending an increasing share of their time (nights) on holidays abroad. Between June 2009 and June 2014, their share of holiday nights spent overseas increased from 32% to 41%.

Other interesting facts:

- The drive market—which accounts for 73% of all domestic overnight trips—increased 4% to 58.1 million trips during the year. This growth was particularly evident in Victoria where drive trips increased 12% to 14.9 million.
- Overnight trips involving air travel increased 5% to 19 million, and now account for 24% of domestic overnight trips.
- The continued growth in the VFR sector has seen an increase in participation in local activities on overnight trips, including:
  - visiting local markets—up by 19% to 9.1 million
  - attending festivals and cultural events—up by 25% to 2.8 million
  - visiting pubs and clubs—up by 15% to 18 million.

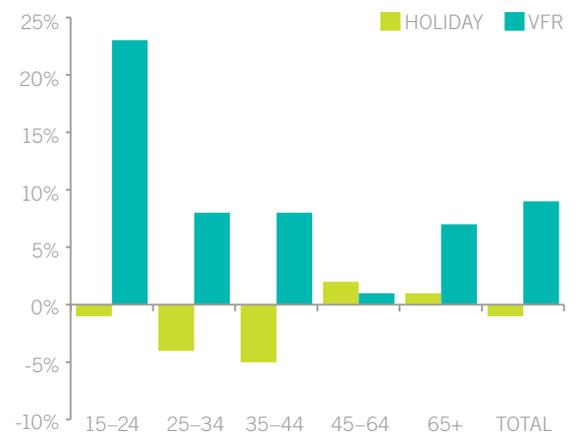
## PURPOSE OF VISIT FOR OVERNIGHT TRIPS YEAR ENDING SEPTEMBER

HOLIDAY VS VFR ('000)



## CHANGE IN DOMESTIC LEISURE VISITORS BY AGE

BY AGE



Notes: a) All percentage changes are as compared to year ending September 2013 and all estimates relate to visitors aged 15 years and over. b) From January 2014 the NVS methodology has changed to include mobile phone interviewing. For the full NVS report and further information on the methodology, go to [tra.gov.au](http://tra.gov.au). Source: National Visitor Survey, September 2014.

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