



# TRAVEL BY AUSTRALIANS<sup>1</sup>

YEAR ENDING SEPTEMBER 2019

**OVERNIGHT SPEND** ▲13%  
**\$79.1 BILLION**

**OVERNIGHT TRIPS** ▲12%  
**115.7 MILLION**

**NIGHTS** ▲12%  
**410.1 MILLION**

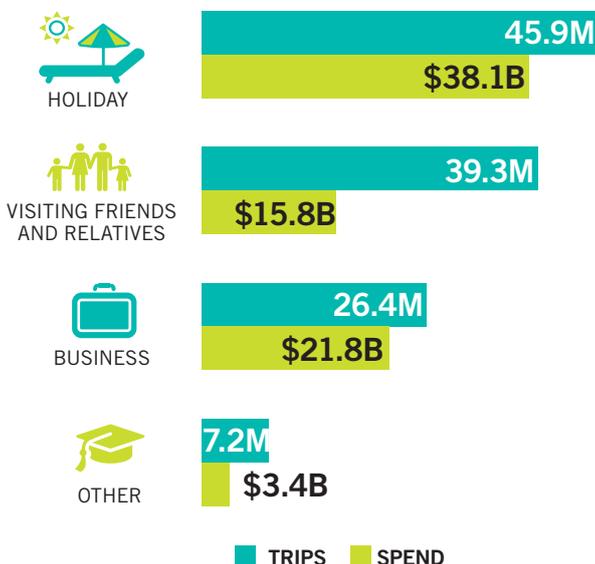
Domestic overnight travel continued to perform well over the year ending September 2019, with spend reaching a record \$79.1 billion. The number of overnight trips taken by Australians also grew to 115.7 million, with 410 million nights spent away from home.

With domestic overnight and international tourism both generating strong results, total overnight spend (domestic and international) reached \$124.3 billion. Tourism dollars earned from domestic day trips also performed well, bringing total tourism spend (including day trips) to a record \$149.6 billion.

## PURPOSE OF TRAVEL

There were 45.9 million holiday visitors for the year, 40% of all domestic overnight travellers. Being higher spending tourists, holiday visitors contributed 48% or \$38.1 billion to domestic overnight tourism revenue, with an average spend of \$830 per person per holiday trip. In contrast, 34% or 39.3 million tourists visited friends and relatives (VFR), but they only contributed 20% or \$15.8 billion to overnight spend. With accommodation, meals and transport costs often covered by the host, their average travel costs (\$402) were less than half that of holiday travellers. There were fewer business visitors (23% or 26.4 million), but they were also high spending travellers with an average spend of \$827. Consequently, they contributed more to domestic overnight spend (\$21.8 billion) than did VFR travellers.

**FIGURE 1: DOMESTIC OVERNIGHT TRIPS AND SPEND BY PURPOSE – YE SEPT 2019**



## TRAVEL PARTY

The most common travel party types were visitors travelling alone (39.4 million trips) or as an adult couple (28.0 million trips). Together they make up more than half of all domestic overnight travellers (58%). The highest spending overnight travellers were business associates travelling together with an average spend per trip per person of \$874, closely followed by family groups and friends and relatives travelling with children (\$822). The lowest spenders per trip were those travelling alone (\$569).

**FIGURE 2: TRAVEL CHARACTERISTICS BY TRAVEL PARTY TYPE**

Travel Party Type	Overnight trips (millions)	Spend (\$billions)	Avg trip length (nights)	Avg trip spend per person
Travelling alone	39.4	\$22.4	3.3	\$569
Adult couple	28.0	\$20.4	3.9	\$729
Families, friends or relatives travelling with children	21.6	\$17.7	3.7	\$822
Friends or relatives travelling without children	18.2	\$11.5	3.3	\$628
Business associates travelling together	7.3	\$6.4	3.8	\$874
Other	1.2	\$0.7	4.1	\$608
<b>All travellers</b>	<b>115.7</b>	<b>\$79.1</b>	<b>3.5</b>	<b>\$684</b>

<sup>1</sup> Use caution when comparing 2019 NVS estimates with earlier years. The move to 100% mobile phone interviewing has seen increases to 2019 NVS estimates which have an upward influence on growth rates. For further information see: [www.ra.gov.au/Domestic/national-visitor-survey-methodology](http://www.ra.gov.au/Domestic/national-visitor-survey-methodology)



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## DIFFERENT TRAVEL PARTY CHARACTERISTICS



**Adult couples, families and friends travelling together**

This group comprised those travelling with loved ones and/or friends and made up 59% of travellers. They travelled most often for the purpose of holiday (58%) followed by visiting friends and relatives (35%). They often travelled regionally and within their home state (56% of their trips). They were most likely to travel by private vehicle (81%) and spent more on food, drinks and entertainment (36% of their spending) than other groups (23%). They stayed in a range of accommodation most often including a friends or relative's property (38%), hotels and motels (30%) and rented houses, apartments and units (11%).



**Travelling alone**

One-third of tourists travelled alone (34%). They travelled mostly for business (42%) and to visit friends and relatives (40%), with relatively few going on holiday alone (14% or only 5% of all visitors). Those travelling alone were more likely than others to visit capital cities (50% versus 37%). They usually travelled by private vehicle (61%) or plane (32%) and spent more on transport costs such as airfares, petrol and taxis (43% of their trip spend) than other travellers (26%). Half (50%) stayed in friends or relative's properties.



**Business associates travelling together**

Six per cent of visitors travelled with business associates. They were more likely to travel interstate (46%) than other travellers (31%) and, therefore, most likely to travel by plane (57%). They spent more on airfares and accommodation (59% of their trip spend) than other travellers (39%), and most often stayed in hotel accommodation (68%), with 28% staying in a 4 or 5 star luxury hotel or resort.

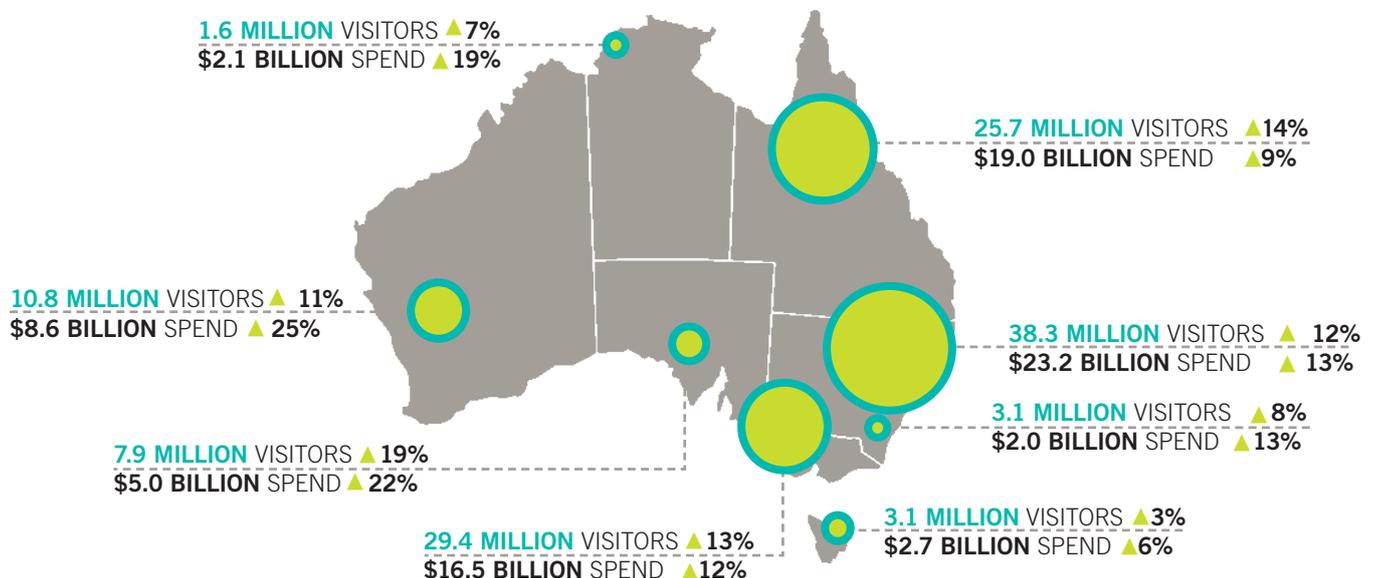
## INTERSTATE AND INTRASTATE TRAVEL

Just over two-thirds of domestic overnight trips (68% or 78.2 million) were taken exclusively within the traveller's state of residence, while nearly one-third of trips (37.5 million) involved interstate travel. Intrastate trips typically offer greater convenience and affordability than interstate ones. On average they were cheaper (\$449 versus \$1,174) and shorter (2.9 nights versus 4.9 nights). Almost half (48%) of them were convenient weekend getaways (returning home on a Sunday or Monday after 1 to 3 nights away, or Saturday after 1 night away). Of all the states and territories, Western Australian residents were most likely to travel within their home state (83%), while residents of the Northern Territory were most likely to travel interstate (44%).<sup>2</sup>

## STATES AND TERRITORIES

All states and territories continued to gain significant economic benefit from Australian domestic overnight traveller spend during the year ending September 2019 (Figure 3).

**FIGURE 3: OVERNIGHT TRIPS AND SPEND BY STATE, YE SEPT 2019**



<sup>2</sup> This excludes ACT residents where all travel was interstate.