



Australian Government

Austrade



TOURISM
RESEARCH
AUSTRALIA

TRAVEL BY AUSTRALIANS

YEAR ENDING MARCH 2019^{1,2}

OVERNIGHT SPEND ▲14%
\$74.5 BILLION

OVERNIGHT TRIPS ▲10%
109 MILLION

NIGHTS ▲10%
386 MILLION

Domestic overnight travel continues to perform well with spend reaching \$74.5 billion during the year ending March 2019. The number of domestic overnight trips grew to 109 million, with visitors spending a total of 386 million nights away from home while travelling around Australia.

While trip numbers continue to increase, the average duration of a trip is in decline. The average length of a domestic overnight trip fell slightly, down 0.3% to 3.5 nights, while those travelling for holiday dropped further with average nights down 2%. This has been a continuing trend for some time with the average length of a domestic overnight trip having fallen by 13% since 1999 and 8% since 2009.

The strong results for domestic overnight visitation were shared across all purpose of visit categories:

- Holiday remains the biggest contributor, accounting for 40% of all domestic overnight trips, 43% of nights and 48% of spend.
- Visiting friends and relatives (VFR) was also popular, accounting for 34% of all domestic overnight trips, 31% of nights and 20% of spend. This is typically a lower spending category due to a higher propensity to use non-commercial accommodation and lower propensity to spend on tours and entertainment.
- Business contributed 23% of domestic overnight trips, 21% of nights and 27% of spend. Typically, this is a higher spending category due to stays in commercial accommodation and costs associated with vehicle and transport-related items.

Although each purpose category has grown over time the contribution of each category has changed. Between the years ending March 2013 and 2019, the proportion of domestic overnight business trips have increased from 19% to 23%, while the business proportion of total domestic overnight trip spend has gone from 23% to 27%.

During the same period, the proportion of domestic overnight holiday trips fell from 43% to 40%, and spend from 52% to 48%. Similarly, the proportion of domestic overnight trips for VFR purposes dropped slightly from 35% to 34%, while spend decreased from 22% to 20%.

FIGURE 1: CHANGE IN TRAVEL PURPOSE PROPORTIONS, 2013 TO 2019

	HOLIDAY	VFR	BUSINESS
TRIPS (%)			
2013	43	35	19
2014	43	35	19
2015	41	34	20
2016	42	34	20
2017	40	34	21
2018	40	34	22
2019	40	34	23
NIGHTS (%)			
2013	48	31	16
2014	47	32	16
2015	45	31	19
2016	45	30	20
2017	43	31	19
2018	44	31	20
2019	43	31	21
SPEND (%)			
2013	52	22	23
2014	51	22	23
2015	50	21	25
2016	49	20	26
2017	51	20	25
2018	50	20	25
2019	48	20	27

1. 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.tra.gov.au/Domestic/national-visitor-survey-methodology

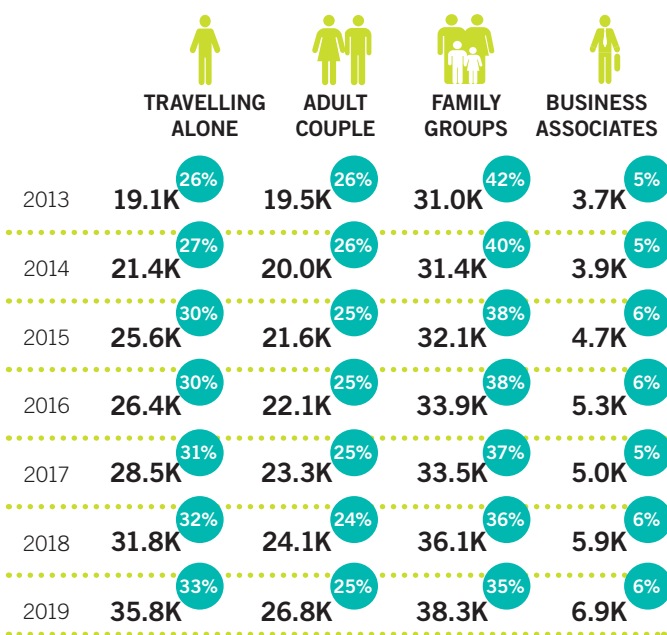
2. 2017 and 2018 data has been revised to align with the latest ABS population projections and will differ from previously published estimates. For further information see: www.tra.gov.au/Domestic/national-visitor-survey-methodology



TRAVEL PARTY

While all travel party types have recorded growth in the number of trips, those travelling alone or as part of a couple have been the strongest growing segments of domestic travel. One-third (35.8 million) of all domestic overnight trips were taken by those travelling alone, with a spend of \$20.2 billion. The increase in trips is an additional 87% on the 2013 figure of 19.1 million trips.

FIGURE 2: SHARE OF DOMESTIC OVERNIGHT TRIPS BY TRAVEL PARTY, YEARS ENDING MARCH



ACCOMMODATION

Most types of accommodation have seen growth in the number of nights. The biggest contributor, however, remains the home of friends or relatives with 35% of all nights (136.5 million).

FIGURE 3: NIGHTS BY ACCOMMODATION

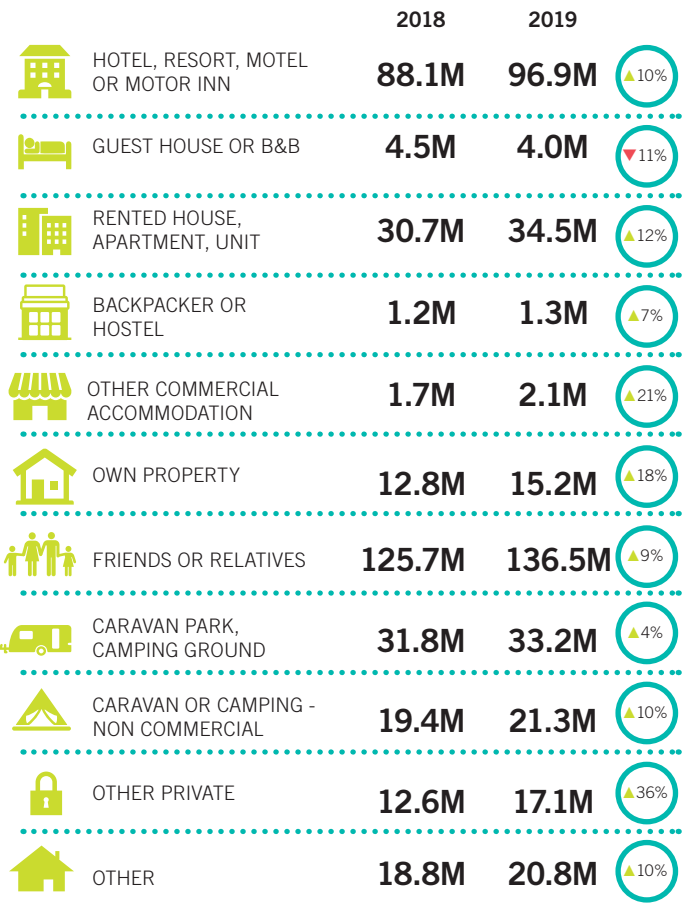


FIGURE 4: OVERNIGHT TRIPS AND SPEND BY STATE, YE MARCH 2019

