



TRAVEL BY AUSTRALIANS

YEAR ENDING MARCH 2018

OVERNIGHT SPEND ▲5%
\$65.1 BILLION

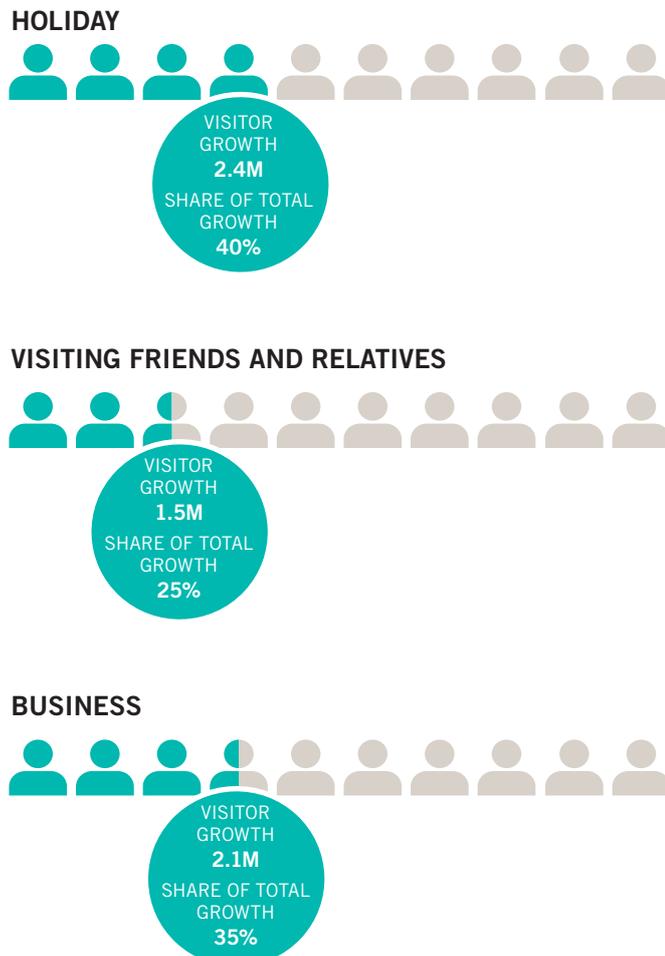
OVERNIGHT TRIPS ▲7%
97.8 MILLION

NIGHTS ▲5%
350.6 MILLION

Domestic overnight travel saw strong growth for the year, with overnight trips up 7% to 97.8 million. This increase underpinned good gains in visitor spend and nights, both up 5% to \$65.1 billion and 350.6 million respectively.

Overall, there was a 6.1 million boost in overnight trips over the year, with all of the main purpose-of-visit categories key contributors to this increase (Figure 1).

FIGURE 1: DOMESTIC OVERNIGHT VISITOR GROWTH OVER YE MAR 2018 BY PURPOSE



- The number of domestic overnight holiday visitors grew 7% to 39.5 million, while spend increased 4% to \$32.6 billion.
- Travel to visit friends and relatives (VFR) saw solid growth, with a 5% gain in visitors to 33.0 million, and spend up 6% to \$13.2 billion.
- Business travel performed particularly well for the year, with visitors increasing 11% to 21.3 million, and spend up 6% to \$16.3 billion. The growth in business travel was led by travellers aged 35-49, with trips by this demographic up 16% to 8.2 million.

Domestic day trips also saw good gains for the year, increasing 5% to 195.4 million, while spend was up 6% to \$20.8 billion.

Domestic tourism's contribution to Australia's economy for the year was substantial, with a total of 293 million trips made (domestic overnight and day combined), and \$85.9 billion in spend. This growth has provided a boost to regional businesses across the country.

INTERSTATE AND INTRASTATE TRAVEL

The number of domestic overnight interstate trips reached 31.9 million for the year, increasing by 7%. While interstate travel accounted for one-third of all overnight trips (33%), spend contributed more than half (55%, or \$36 billion) to total overnight spend.

This can be attributed to differences in the profile of interstate and intrastate trips, with interstate trips:

- having a longer duration on average (4.9 nights compared to 2.9 nights)
- typically involving a longer travel distance which is more likely to include air transport (60% compared to 6%)
- being more likely to be taken for business reasons (31% compared to 18%) and include a stay in hotel-style accommodation (50% compared to 26%).

The Australian Capital Territory had the largest share of interstate visitors (100%), followed by the Northern Territory (NT) (60%), and Tasmania (46%). For the NT (\$1,185) and Tasmania (\$822), this also led to higher average trip spend per visitor. Interstate and Intrastate visitors to the NT also had the longest average length of stay at 6.5 nights (Table 1).



TABLE 1: STATE VISITOR PROFILE, YE MAR 2018

SHARE INTERSTATE VISITORS	SHARE INTRASTATE VISITORS	SPEND PER VISITOR	AV. LENGTH OF STAY (DAYS)
New South Wales			
34%	66%	\$595	3.1
Victoria			
31%	69%	\$567	2.8
Queensland			
30%	70%	\$742	4.0
South Australia			
37%	63%	\$609	3.7
Western Australia			
14%	86%	\$680	4.3
Tasmania			
46%	54%	\$822	4.1
Northern Territory			
60%	40%	\$1,185	6.5
Australian Capital Territory			
100%	0%	\$559	2.6
TOTAL			
33%	67%	\$666	3.6

ACTIVITIES

There was greater participation in many nature-based activities by those on domestic overnight trips. This included increases in trips which involved bush walking (up 18% to 12.2 million), visiting national or state parks (up 15% to 11.5 million) and/or going to botanical and public gardens (up 13% to 4.7 million). Similar and sometimes larger increases in visitation were seen for a number of places where nature-based activities feature prominently, including:

- Blue Mountains in NSW (visits up 19%, to 1.9 million)
- Yarra Valley in Victoria (up 34% to 654,000)
- Daintree/Port Douglas in Queensland (up 17% to 615,000)
- Kangaroo Island in SA (up 12% to 159,000)
- Pinnacles in WA (up 12% to 175,000)
- Freycinet National Park in Tasmania (up 32% to 282,000)
- Watarrka (Kings Canyon) in NT (up 18% to 109,000).

*Note: results are for visits as part of overnight trips only.

Domestic overnight travel was also a positive for the food and beverage sector this year, with the number of visitors dining at a restaurant or café up 7% to 62.2 million. This contributed to 9% growth in visitor spend on takeaway and restaurant dining, which reached \$10.6 billion. Visits to wineries by overnight visitors also increased 8% to 3.8 million.

STATE AND TERRITORIES

While almost all states and territories experienced visitor growth for the year, NSW and Tasmania saw the highest growth at 10%. Visitor spend however, experienced growth in fewer states, with NSW having the strongest increase of 15% (Figure 2).

FIGURE 2: OVERNIGHT TRIPS AND REGIONAL EXPENDITURE BY STATE, YE MAR 2018

