



ADULT COUPLE

HEADLINE STATS FOR 2019



TRIPS
28.3 MILLION



NIGHTS
107.8 MILLION
3.8 NIGHTS
PER TRIP



SPEND
\$20.4 BILLION
\$722 PER TRIP
\$189 PER NIGHT

WHO ARE THEY?

- Over half were 55 years of age or older (53% of trips). Those aged 20 to 29 took a further 15% of trips.
- Over half were capital city residents (53%), while 47% were from regional Australia.
- One-fifth of trips were taken by couples with an annual household income of over \$200,000.

WHY DO THEY TRAVEL?

- Adult couples mainly travelled for leisure, with 54% of trips taken for a holiday, and 38% to visit friends and relatives.
- Out of those couples travelling for a holiday, 8% did so to attend an event—sporting, cultural, or festival.
- Only 5% of trips were for business.

WHERE AND WHEN DO THEY GO?

- Two-thirds of trips included a regional destination with a longer average trip length of 3.9 nights.
- Intrastate destinations made up 73% of trips.
- Most trips only included a single destination (87%).
- Trips were relatively even distributed across the year, with minor peaks during the Easter and Christmas breaks, including January.
- Over one-third (37%) of trips ended on a Sunday and a further 18% on a Monday.

HOW LONG DO THEY STAY?

- Average trip length was 3.8 nights, with 56% of trips being just 1 to 2 nights long.
- Older non-working travellers generally have more free time. This was reflected by an average trip length of 5.5 nights. However, their average spend per night was \$129 compared with an average of \$189 across all adult couple travellers.
- Trips that included interstate destinations had an average trip length of 5.9 nights compared with 2.8 nights for intrastate travel.



WHERE DO THEY STAY?

- Commercial accommodation accounted for 47% of nights. The most common types included:
 - caravan and camping grounds (14% of nights)
 - standard hotels below 4 stars (11% of nights)
 - luxury hotels, 4 and 5 stars (9% of nights).
- Nearly one-third (31%) of nights were spent at the property of a friend or relative.



DESTINATION INFORMATION

52% of travellers researched their trip.
32% used direct internet searches.
10% relied on recommendations from friends and relatives.

HOW DO THEY GET THERE?

- Most couples (84%) drove to their destination, while 16% took a flight.

WHAT DO THEY SPEND MONEY ON?

- Couples spent most of their money on food and drinks (\$6.3 billion) and accommodation (\$5.0 billion).
- While the average spend on accommodation was \$107 per night, those who stayed in hotels spent \$187 per night.
- Those travelling by air spent \$624 on flights.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$6.3b	\$259	\$68
Accommodation	\$5.0b	\$464	\$107
Petrol	\$2.1b	\$120	\$32
Airfares	\$2.1b	\$624	\$115
Shopping	\$1.8b	\$250	\$49
Entertainment	\$0.8b	\$175	\$32
Total	\$20.4b	\$722	\$189

WHAT DO THEY DO?

- Most couples engaged in social activities such as eating out (70%), visiting friends and relatives (48%), sightseeing (34%), going to pubs, clubs, and discos (26%) and shopping (22%).
- Popular outdoor activities included going to the beach (29%) and bushwalking (16%).
- Couples also visited museums or galleries (10%).

NEED MORE INFORMATION?

Email tourism.research@tra.gov.au for more data relevant to your region or sector. We aim to help business by answering most requests free of charge.