



## ARTS AND CULTURE

### HEADLINE STATS FOR 2019



**TRIPS**  
15.8 MILLION



**NIGHTS**  
59.4 MILLION  
3.8 NIGHTS  
PER TRIP



**SPEND**  
\$17.2 BILLION  
\$1,090 PER TRIP  
\$290 PER NIGHT

Australians took almost 15 million day trips to participate in arts and cultural activities, spending \$1.9 billion.

### WHO ARE THEY?

- Around 13% of domestic overnight visitors participated in arts and cultural activities, which included attending the theatre or concerts, going to museums, art galleries or art studios or visiting heritage buildings or sites. This was higher among:
  - those aged 55 years and over (16% of all trips)
  - friends or relatives travelling together without children (19%)
  - those on holiday trips (21%)
  - interstate visitors (20%).

Arts and culture is defined by visitors who:

- Attended the theatre or concerts
- Visited a museum or art gallery
- Visited an art studio or craft workshop
- Visited history or heritage sites.

### WHY DO THEY TRAVEL?

- Holiday travel was the largest driver, accounting for 62% of overnight trips.
- Visiting friends and relatives was the second largest category (25% of trips).

### WHERE AND WHEN DO THEY GO?

- Trips that included arts and culture were evenly split across capital city and regional destinations, but average spend was higher in capital cities.
- These activities are generally featured around events and exhibitions, so visitation was less seasonal than other activities, remaining flat across the year.
- The focus on holiday travel meant that 50% of trips ended on a Sunday or a Monday.
- Visitors were most likely to participate in arts and cultural activities in the Australian Capital Territory (32% of trips), Tasmania (29%) or the Northern Territory (25%).

### HOW LONG DO THEY STAY?

- The average trip length was 3.8 nights, slightly longer than for other domestic trips.
- Over one-quarter of trips (27%) were 4 to 7 nights long, but 42% were just 1 to 2 nights.



## WHERE DO THEY STAY?

- Almost 30% of visitor nights were in the home of a friend or relative.
- In terms of commercial accommodation, the most common choices were:
  - hotels, motels or resorts (30% of nights), with standard hotels 3 stars or below making up 14% of nights.
  - rented houses or apartments (13% of nights).



### DESTINATION INFORMATION

4.1 million travellers did not research their trip.  
7.5 million used direct internet searches.  
2.4 million relied on recommendations from friends and relatives.

## HOW DO THEY GET THERE?

- Around two-thirds of visitors (65%) drove to their destination, while 30% travelled by air.

## WHAT DO THEY SPEND MONEY ON?

- The largest spend category was food and drink, with spend of \$4.7 billion.
- Accommodation accounted for a smaller portion of spend (\$4.3 billion), averaging \$154 per night for those who paid for accommodation.
- Domestic airfares were a significant expense for the 30% who travelled by air, at \$581 per trip.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$4.7b	\$327	\$87
Accommodation	\$4.3b	\$564	\$154
Domestic airfares	\$2.3b	\$581	\$116
Shopping / gifts /souvenirs	\$1.5b	\$232	\$52
Petrol	\$1.3b	\$161	\$45
Entertainment	\$1.1b	\$172	\$43
Total	\$17.2b	\$1,090	\$290

## WHAT DO THEY DO?

- The most popular arts and cultural activities were attending museums and art galleries, accounting for 51% of visitors. History and heritage sites attracted 39% of visitors.
- Arts and culture visitors had a propensity for social activities, such as:
  - eating out at a café or restaurant – 83% of visitors
  - visiting friends or relatives – 42%
  - going sightseeing – 47%.

### NEED MORE INFORMATION?

Email [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au) for more data relevant to you region or sector. We aim to help business by answering most requests free of charge.