



DOMESTIC BUSINESS VISITORS

HEADLINE STATS FOR 2019



TRIPS
27.0 MILLION



NIGHTS
93.7 MILLION
3.5 NIGHTS
PER TRIP



SPEND
\$22.7 BILLION
\$839 PER TRIP
\$242 PER NIGHT

WHO ARE THEY?

- Business travellers are typically of an older demographic – nearly half are aged 45 or over, with more than one-quarter aged 45 to 54.
- Males took the majority of trips (70%). However, females are a faster growing sector – up 75% over the last five years, compared with 50% for males.
- More business travellers lived in a capital city (59%), while 41% lived in regional Australia. Nearly half (46%) were from interstate.
- Solo business travellers accounted for 62% of trips, while travelling with other colleagues accounted for 26% of trips.

WHY DO THEY TRAVEL?

- Outside of traditional business, 1.7 million trips (or 6% of trips) were to work as a driver or transport crew, 1.2 million trips (or 5%) were to attend conferences/conventions, and 327,000 trips (or 1%) were for training and research.

WHERE AND WHEN DO THEY GO?

- Travellers were equally likely to visit regional Australia as capital cities. Trips to regional locations were longer, accounting for 61% of all nights but only 42% of spend.
- New South Wales (31%), Queensland (23%) and Victoria (22%) were the most visited states, accounting for 73% of all trips.
- Unlike holiday travel, business travel slowed over the Australian summer and around Easter, but was fairly uniform the remainder of the year.

HOW LONG DO THEY STAY?

- Average trip length was 3.5 nights, with 65% of trips being just 1 or 2 nights.
- Trips to Western Australia and the Northern Territory were longer – 5.8 nights and 4.6 nights respectively.
- Almost half of all business trips ended on a Thursday or Friday. Only 19% finished on the weekend.



WHERE DO THEY STAY?

- Nearly 70% of business travellers stayed in commercial accommodation, including:
 - 4 or 5 star hotels and resorts – 16% of nights
 - hotels and motor inns (below 4 stars) – 22% of nights
 - rental accommodation – 7% of nights
 - serviced apartments – 4% of nights.
- Nights spent in the home of a friend or relative accounted for 10% of nights.

HOW DO THEY GET THERE?

- Overall, 49% of trips were by air, with 49% driving themselves.
- The majority of interstate trips (81%) were by air, while 74% of intrastate visitors drove themselves.

WHAT DO THEY SPEND MONEY ON?

- Business travellers spent an average of \$471 on accommodation – or \$151 per night.
- Those travelling by air spent \$619 per trip on flights.
- Spending on food and drink was \$54 per day.
- An average of \$48 per day was on other shopping.

	Spend	Average spend per trip	Average spend per night
Accommodation	\$6.7b	\$471	\$151
Domestic airfares	\$5.7b	\$619	\$167
Food and drink	\$4.2b	\$186	\$54
Petrol	\$2.4b	\$223	\$66
Rental vehicles and local transport	\$1.5b	\$162	\$49
Shopping	\$0.6b	\$214	\$48
Total	\$22.7b	\$839	\$242

WHAT DO THEY DO?

- Outside of business, the most common social activities were eating out at a restaurant or café (63% of trips), going to the pub (22% of trips), or visiting friends and relatives (14% of trips).

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.