



CYCLING

HEADLINE STATS FOR 2019



TRIPS
2.6 MILLION



NIGHTS
11.3 MILLION
4.4 NIGHTS
PER TRIP



SPEND
\$2.1 BILLION
\$830 PER TRIP
\$189 PER NIGHT

In addition, Australians took almost 2 million day trips, which included spend of \$134 million.

WHO ARE THEY?

- Around two-thirds (64%) of people who went cycling lived in a capital city.
- The majority of cycling travellers were male (58%).
- On average, 2.2% of domestic overnight visitors went cycling. This was higher among:
 - 40 to 49 year olds (3.6% of trips)
 - those travelling with children (4.5% of family trips)
 - those living in capital cities (2.5% went cycling).

WHY DO THEY TRAVEL?

- Holiday travel was the largest driver, accounting for 68% of cycling trips.
- Those visiting friends and relatives were the second largest category, accounting for 24% of trips.

WHERE AND WHEN DO THEY GO?

- Over three-quarters (78%) of people cycling on a domestic holiday did it in a regional destination (2.0 million trips). This accounted for 2.7% of all regional domestic overnight trips.
- Visitors who cycle were most likely to travel in January and April. These two months accounted for one-third of all trips.
- Intrastate destinations accounted for 76% of trips.
- Visitors were most likely to cycle in Western Australia (3.0%) and Victoria (2.8%).

HOW LONG DO THEY STAY?

- The average trip length was 4.4 nights, substantially longer than the average trip length for domestic overnight travel of 3.6 nights.
- Almost 38% of trips were just 1 to 2 nights.
- Those staying in caravan parks or commercial camping grounds had the longest average trip length at 5.6 nights.



WHERE DO THEY STAY?

- The home of a friend or relative accounted for 28% of nights.
- Caravan parks and camping grounds were the most popular choice for commercial accommodation (23% of nights). This was a very high uptake. Among all domestic overnight travellers, caravan parks and camping grounds had only an 8.7% share of nights.
- Hotels, motels and resorts accounted for 11% of nights.



DESTINATION INFORMATION

1 million travellers did not research their destination.
1 million used direct internet searches.
Recommendations from friends, relatives and locals were important.

HOW DO THEY GET THERE?

- The majority of cycling visitors (84%) drove to their destination.

WHAT DO THEY SPEND MONEY ON?

- The largest spend category was food and drink, with \$744 million spent.
- Accommodation accounted for a smaller portion (\$667 million). This was due to the lower share in hotels, motels and resorts, which resulted in a lower spend per night.
- Cycling visitors spent little on shopping and entertainment; just \$33 and \$25 per day respectively.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$744m	\$315	\$70
Accommodation	\$667m	\$646	\$125
Petrol	\$216m	\$130	\$29
Airfares	\$195m	\$844	\$139
Shopping, gifts and souvenirs	\$121m	\$187	\$33
Entertainment	\$78m	\$147	\$25
Total	\$2,138m	\$830	\$189

WHAT DO THEY DO?

- Outside of the traditional social activities such as eating out at a restaurant or café (72% of visitors), cycling visitors enjoyed nature and other low cost activities such as:
 - going to the beach (47%)
 - sightseeing (39%)
 - visiting friends and relatives (36%)
 - visiting national parks (27%)
 - bushwalking (26%).

NEED MORE INFORMATION?

Email 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.