



Australian Government

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TOURISM  
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## FAMILIES WITH CHILDREN

### HEADLINE STATS FOR 2019



**TRIPS**  
17.0 MILLION



**NIGHTS**  
62.3 MILLION  
3.7 NIGHTS  
PER TRIP



**SPEND**  
\$14.2BILLION  
\$836 PER TRIP  
\$228 PER NIGHT

### WHO ARE THEY?

- Around half of adults travelling with children were aged between 35 and 49.
- Females accounted for almost 60% of trips.
- Capital city residents accounted for 56% of travellers, while 44% lived in regional Australia.
- Nearly one-quarter of trips (24%) were undertaken by those with an annual household income of over \$200,000.

### WHY DO THEY TRAVEL?

- Families were more likely to travel for the purpose of a holiday (57% of trips).
- Over one-third (36%) travelled to visit friends and relatives (VFR).
- Holiday visitors stayed longer than VFR (3.9 nights compared to 3.1 nights).

### WHERE AND WHEN DO THEY GO?

- The majority of trips (90%) included only one destination.
- Families preferred to travel to regional Australia over capital cities, with 68% of nights spent in regional destinations. Families also stayed slightly longer in regional destinations, but spent less (\$810, compared to \$1,090 in capital cities).
- Trips taken by families coincided with school holidays, peaking with the Christmas and Easter holiday periods. The seasonality was more pronounced than for other traveller types.

### HOW LONG DO THEY STAY?

- Average trip length was 3.7 nights, with 52% of trips being just 1 or 2 nights.
- Notable exceptions included the Northern Territory and Australian Capital Territory – 6.4 nights and 2.4 nights respectively.
- Trips ending on a Sunday accounted for 40% of those taken, while a further 18% ended on a Monday.



### DESTINATION INFORMATION

57% of travellers researched their destination.  
38% used a direct internet search.  
11% relied on recommendations from friends and relatives.

## WHERE DO THEY STAY?

- 36% of nights are in a friend or relative’s house.
- Nearly half of nights (49%) were spent in commercial accommodation. The main accommodation types included:
  - hotels and equivalent – 21% of nights.
  - rented house or apartment – 13%.
  - caravan park or commercial camping ground – 13%.

## HOW DO THEY GET THERE?

- Families prioritised time, convenience, and value for money when travelling. Most chose to drive (86%) instead of fly (14%), which makes intrastate travel more viable than interstate (74% of trips were intrastate).

## WHAT DO THEY SPEND MONEY ON?

- Average spend remained higher as families consist of multiple people.
- Families spent most of their money on food and drink (31% share), accommodation (28% share), and airfares (10% share).
- Those who used commercial accommodation spent an average of \$638 on accommodation – or \$154 per night.
- Those travelling by air spent \$894 per trip on flights.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$4.5b	\$308	\$80
Accommodation	\$3.9b	\$638	\$154
Airfares	\$1.5b	\$894	\$147
Shopping, gifts, souvenirs	\$1.2b	\$229	\$47
Entertainment	\$0.8b	\$222	\$44
Total	\$14.2b	\$836	\$228

## WHAT DO THEY DO?

- Most trips (91%) included social activities such as eating out at restaurants or cafés (65% of trips), visiting friends and relatives (47%) and sightseeing (32%).
- Outdoor nature was popular (59% of trips), including going to the beach (41% of trips) and visiting national and state parks (19% of trips).
- Over one-quarter (28%) visited local tourist attractions including wildlife parks, zoos, and aquariums (6% of trips) and amusement parks (5%).

### 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.