



FESTIVALS AND EVENTS

HEADLINE STATS FOR 2019



TRIPS
4.0 MILLION



NIGHTS
13.6 MILLION
3.4 NIGHTS
PER TRIP



SPEND
\$3.6 BILLION
\$921 PER TRIP
\$268 PER NIGHT

Australians took almost 3.9 million day trips to attend festivals, fairs and cultural events, spending \$461 million.

WHO ARE THEY?

- On average, 3.4% of domestic overnight visitors went to a festival, fair or cultural event. This was higher among:
 - 20 to 24 year olds (4.2%)
 - friends or relatives travelling together without children (5.8%).
- Capital city residents accounted for 56% of visitors to a festival, fair or cultural event.
- Interstate travellers accounted for 39% of visitors. Traditionally, interstate travellers stay longer (an average of 4.3 nights), and are more likely to attend festivals.

WHY DO THEY TRAVEL?

- Holiday travel was the largest driver, accounting for 66% of overnight trips. These 2.6 million trips accounted for 5.7% of all holiday visitors.
- Those visiting friends and relatives were the second largest category (21% of attendees), but also had a lower chance of travelling (just 2.1% of all trips).

WHERE AND WHEN DO THEY GO?

- Of those who went to a festival, fair or cultural activity on a domestic holiday, 57% did so in a regional destination (2.3 million trips).
- Visitors who went to a festival were most likely to travel in the peak period of January, and the more temperate months of March, April and September.
- Visitors were most likely to attend festivals in New South Wales, Victoria and Queensland.

HOW LONG DO THEY STAY?

- The average trip length was 3.4 nights; shorter than the average trip length for domestic overnight travel (3.6 nights).
- Nearly half (46%) of trips were just 1 to 2 nights in length.



WHERE DO THEY STAY?

- Those who attended a festival were more likely to stay in private accommodation such as the home of a friend or relative (32% of nights).
- Hotels, motels and resorts accounted for 22% of nights, slightly lower than the national average of 24% of nights.
- Caravan parks and commercial camping grounds captured 11% of nights.



DESTINATION INFORMATION

1.2 million of travellers did not research their destination.
1.7 million used an internet search.
510,000 relied on recommendations from friends and relatives.

HOW DO THEY GET THERE?

- Around three-quarters of visitors (74%) drove to their destination, while 21% travelled by air.

WHAT DO THEY SPEND MONEY ON?

- The largest spend category was food and drink with \$1.1 billion spent – 58% of this was on takeaway and restaurant meals (\$658 million).
- Accommodation accounted for a smaller portion of spend (\$797 million).
- Despite attending a festival, just 1.8 million visitors (45%) spent money on entertainment, indicating that many of the festivals were free and/or community events.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$1,144m	\$313	\$90
Accommodation	\$797m	\$479	\$141
Airfares	\$411m	\$550	\$123
Entertainment	\$328m	\$184	\$52
Shopping, gifts and souvenirs	\$299m	\$219	\$56
Petrol	\$316m	\$139	\$41
Total	\$3,649m	\$921	\$268

WHAT DO THEY DO?

- Outside of the traditional social activities such as eating out at a restaurant or café (77% of visitors), festival, fair and cultural event visitors enjoyed:
 - sightseeing and looking around (36%)
 - going to the beach (25%)
 - going to markets (20%)
 - attending the theatre, concerts or other performing arts (17%).

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.