



FISHING AND GOLF

HEADLINE STATS FOR 2019



TRIPS
7.2 MILLION



NIGHTS
33.1 MILLION
4.6 NIGHTS
PER TRIP



SPEND
\$6.0 BILLION
\$839 PER TRIP
\$183 PER NIGHT

Australians took almost 5.6 million day trips to go fishing or play golf, spending \$670 million.

WHO ARE THEY?

- Domestic overnight visitors who went fishing or played golf accounted for 6.1% of travellers. This was higher among:
 - 35 to 44 year olds (7.2%)
 - those travelling with children (10% of family trips)
 - males (7.8%)
 - holiday travellers (11%).
- Older visitors (aged 55 years and over) were less likely to participate in these activities, but still counted for 31% of participants.

WHY DO THEY TRAVEL?

- Holiday travel was the largest driver, accounting for 72% of all overnight trips.
- Those visiting friends and relatives were the second largest category (22%).

WHERE AND WHEN DO THEY GO?

- Most participants (86%) did these activities in a regional destination (6.2 million trips), accounting for 8.5% of all domestic overnight trips in regional Australia.
- Travel for these activities was most likely in January (16% of trips) and April (11% of trips).
- In January, more than 10% of all domestic overnight trips included either golf or fishing.
- New South Wales, Victoria and Queensland accounted for 74% of trips.

HOW LONG DO THEY STAY?

- Average trip length was 4.6 nights, which was longer than the average trip length for domestic overnight travel overall (3.6 nights).
- While average stay was longer, 24% of people stayed just two nights, while 14% stayed just one night.
- Intrastate travellers accounted for 78% of trips, but they stayed fewer nights (an average of 3.9 nights) and spent less per night (\$159 per night).



DESTINATION INFORMATION

3.4 million did not look for destination information.
2.2 million used direct internet searches.
926,000 million relied on recommendations from friends and relatives.

WHERE DO THEY STAY?

- Visitors were more likely to stay in a caravan park or camping ground.
 - 21% of nights spent in a commercial caravan park or camping ground.
 - 11% of nights in non-commercial camping grounds.
- Over one-quarter of nights (26%) were spent in the home of a friend or relative.
- Just 12% of nights were spent in a hotel, motel or resort.

HOW DO THEY GET THERE?

- Most travellers (87%) drove to their destination, while only 10% travelled by air.

WHAT DO THEY SPEND MONEY ON?

- The largest spend category was food and drink with \$2.2 billion spent. Just 46% of this (\$1 billion) was on takeaway and restaurant meals, with 30% on self-catering.
- Accommodation accounted for a smaller portion (\$1.5 billion), as many visitors stayed in private accommodation. Those who paid for accommodation paid less than the national average at \$115 per night (compared to \$125 for all domestic visitors).
- With almost nine-in-ten trips self-drive, petrol was the third largest spend category.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$2,249m	\$345	\$74
Accommodation	\$1,531m	\$587	\$115
Petrol	\$822m	\$161	\$37
Airfares	\$419m	\$716	\$100
Shopping, gifts and souvenirs	\$354m	\$200	\$33
Entertainment	\$247m	\$157	\$27
Total	\$6,040m	\$839	\$183

WHAT DO THEY DO?

- Among those who participated in these activities, 76% went fishing (5.5 million trips) and 26% played golf (1.9 million trips), with some people doing both activities.
- These visitors were less likely to participate in traditional social activities such as eating out at a restaurant or café (59% of visitors) or shopping for pleasure (17%). Instead they gravitated towards outdoor activities including:
 - going to the beach (50%)
 - visiting national parks (22%)
 - water sports and related activities (13%).

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.