



Australian Government

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TOURISM
RESEARCH
AUSTRALIA

HOLIDAYS WITH FLIGHTS



HEADLINE STATS FOR 2019



TRIPS
7.3 MILLION



NIGHTS
31.2 MILLION
4.3 NIGHTS
PER TRIP



SPEND
\$14.1 BILLION
\$1,932 PER TRIP
\$452 PER NIGHT

WHO ARE THEY?

- Over half of trips (55%) were taken by those working full time, 19% part time, and 15% by older non-working visitors.
- Couples took nearly one-third of trips (31%), while families with children took 18%.
- Capital city residents accounted for 71% of trips.
- Those with an annual household income of over \$200,000 accounted for 30% of trips.

WHY DO THEY TRAVEL?

- Of the 7.2 million people who flew to go on a holiday, 8% specifically went to participate in or watch sports, and an additional 8% went to attend a festival or cultural event.

WHERE AND WHEN DO THEY GO?

- Two-thirds of trips were to capital cities.
- Most trips (90%) included an interstate destination.
- Over three-quarters of trips (77%) included only one destination, but with 23% going to multiple destinations, this was much higher than the national average of just 10% of trips.
- Trips were highly seasonal and peak periods approximately aligned with holiday periods and school holidays.
- Around 29% of trips ended on a Sunday, and a further 20% on a Monday.

HOW LONG DO THEY STAY?

- On average, trips were 4.3 nights long, while those including a regional destination were longer at an average of 5.0 nights.
- Those who took a holiday trip with flights mostly stayed for over 4 nights (60% of trips).
- Parents travelling with children also took longer trips with a 5.1 night average.
- Older travellers who were not working also had a longer trip length of 5.8 nights.



WHERE DO THEY STAY?

- Most nights (70%) were spent in commercial accommodation.
- The most popular commercial options included:
 - luxury hotels rated 4 star and above (23% of nights)
 - standard hotels rated 3 stars and below (15%)
 - rented house or apartment (17%).
- Around one-fifth (19%) of nights were spent in a friend or relative's property.



DESTINATION INFORMATION

1.8 million did not look for destination information.
3.8 million used direct internet searches.
1.0 million relied on recommendations from friends and relatives.

WHAT DO THEY SPEND MONEY ON?

- Those who holiday with flights spent their money on food and drink (\$3.3 billion) and accommodation (\$3.3 billion).
- Flights accounted for 23% of spend, which was significantly more than other visitor types, as all trips in this category included aviation.
- Those who took tours spent on average \$1,327 per trip, accounting for a 9% share of all spend - 13% of trips included a tour.
- The average spend on accommodation was \$207 per night. Those who stayed in hotels, motels and resorts had an average spend of \$230 per night.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$3.3b	\$497	\$116
Accommodation	\$3.3b	\$859	\$207
Airfares	\$3.3b	\$618	\$145
Shopping, gifts and souvenirs	\$1.1b	\$324	\$70
Package tours	\$1.0b	\$2,179	\$563
Total	\$14.1b	\$1,932	\$452

WHAT DO THEY DO?

- Travellers mostly engaged in social activities such as eating out at cafés and restaurants (89%), sightseeing (48%), shopping (38%) and visiting friends and relatives (33%).
- Popular outdoor and nature activities included going to the beach (44%), visiting national parks (23%) and bushwalking (21%).
- Popular cultural activities included going to museums and galleries (23%), visiting history and heritage buildings and sites (14%) and going to the theatre or concerts (10%).

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.