



LONG STAY VISITORS 3 NIGHTS +

HEADLINE STATS FOR 2019



TRIPS
50.7 MILLION



NIGHTS
319.4 MILLION
6.3 NIGHTS
PER TRIP



SPEND
\$54.0 BILLION
\$1,066 PER TRIP
\$169 PER NIGHT

WHO ARE THEY?

- Trips over 3 nights in length accounted for 43% of all domestic overnight trips.
- Nearly one-third of trips (31%) were by those travelling alone. Adult couples made up 25% of long-stay visitors.
- Capital city residents took 59% of trips by long-stay visitors.
- Those with an annual household income of over \$200,000 took 22% of trips.

WHY DO THEY TRAVEL?

- Most trips were for leisure – 45% were taken for a holiday and 31% to visit friends and relatives.
- Around one-quarter of trips (23%) were for business.

WHERE AND WHEN DO THEY GO?

- Longer trips displayed strong seasonality, peaking over January and April, with minor peaks during other school holidays.
- Longer trips were less skewed to the weekend than other types of trips.
- Regional destinations were included in 67% of trips.
- Intrastate destinations were included in 60% of trips.
- Long-stay visitors were more likely to go to multiple destinations, with just 79% of trips including a single destination.
- Visitors were more likely to take long trips in the Northern Territory (70% of NT trips), Tasmania (54% of trips) and Western Australia (53% of trips).

HOW LONG DO THEY STAY?

- The average long-stay trip length was 6.3 nights.
- While two-thirds of trips were between 3 and 5 nights in length, average trip length was skewed by the 8% of visitors who stayed two weeks or longer.



WHERE DO THEY STAY?

- Nearly half of nights (48%) were spent in the home of a friend or relative.
- Commercial accommodation accounted for 43% of nights.
- The most popular commercial options included:
 - hotels, motels, and resorts (21% of nights)
 - caravan and camping grounds (10%)
 - rented house or apartment (9%).



DESTINATION INFORMATION

23 million didn't look for destination information. 16.9 million used direct internet searches. 5.9 million relied on recommendations from friends and relatives.

HOW DO THEY GET THERE?

- Around two-thirds of visitors (65%) drove to their destination, while 34% of trips included flights.

WHAT DO THEY SPEND MONEY ON?

- Long-stay travellers spent most of their money on food and drinks (\$15.0 billion), accommodation (\$14.3 billion), and flights (\$8.0 billion).
- Long-stay visitors in commercial accommodation spent on average \$111 per night on accommodation, which increased to \$180 per night for those who stayed in hotels, motels or resorts.
- Those who fly spent \$620 on average for flights.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$15.0b	\$336	\$54
Accommodation	\$14.3b	\$725	\$111
Airfares	\$8.0b	\$620	\$90
Petrol	\$5.1b	\$186	\$29
Shopping, gifts and souvenirs	\$3.6b	\$236	\$33
Total	\$54.0b	\$1,066	\$169

WHAT DO THEY DO?

- Long-stay travellers most commonly engaged in social activities such as eating out at a café or restaurant (70%), visiting friends and relatives (43%), sightseeing (33%) and shopping (24%).
- Popular outdoor activities included going to the beach (32%), visiting national parks (17%) and exercise (11%).
- Popular cultural activities included visiting museums and galleries (10%) and visiting history and heritage buildings and sites (8%).

NEED MORE INFORMATION?

Email tourism.research@tra.gov.au for more data relevant to your region or sector. We aim to help business by answering most requests free of charge.