This profile defines luxury travel as those who spend in excess of $500 per night during their trip.

**WHO ARE THEY?**

- Around 13% of domestic overnight visitors were in the luxury travel category, with an average nightly spend of $500 or more.
- One-quarter (24%) of visitors were 35 to 44 years of age (3.7 million visitors).
- Males accounted for 60% of visitors (9.0 million visitors).
- Interstate travellers accounted for 61% of trips, staying an average of 2.5 nights.
- Nearly two-thirds (64%) lived in a capital city.
- One-quarter (26%) travelled alone, while 14% were adult couples.

**WHY DO THEY TRAVEL?**

- Business travel was the largest driver, with 44% of trips. These high spend travellers stayed 1.9 nights on average and spent $678 per night.
- Holiday travel was the second largest driver, accounting for 37% of luxury travel trips. These visitors stayed 1.6 nights on average and spent $971 per night.
- Those visiting friends and relatives accounted for just 12% of trips.
- Only 4.6% of visitors were on a travel package.

**WHERE AND WHEN DO THEY GO?**

- Two-thirds of luxury travel (65%) was in a capital city (9.7 million trips).
- One-third (32%) visited New South Wales, while 25% visited Victoria.
- Just over one-fifth (21%) of all visitors to the Northern Territory were in the luxury travel category, followed by 17% of visitors to the Australian Capital Territory.
- Most trips (92%) were to just one destination (13.7 million trips).

**HOW LONG DO THEY STAY?**

- The average trip length for a luxury traveller was just 2.3 nights; substantially shorter than the average trip length for domestic overnight travel overall (3.6 nights).
- Trips to regional areas tended to be slightly shorter (1.6 nights).
WHERE DO THEY STAY?

- Luxury travellers were most likely to stay in commercial accommodation, including:
  - a hotel, motel or resort (65% of nights)
  - a rented houses or apartment (12%).
- Just 8% of nights were spent in the home of a friend or relative, which was much lower than the average of 39% of nights for all domestic overnight trips.

HOW DO THEY GET THERE?

- Luxury visitors mainly travelled by air (59%), with 40% driving to their destination.

WHAT DO THEY SPEND MONEY ON?

- The largest spend category was accommodation with $7.3 billion spent. This equated to $273 per night, and was much higher than the average spend of $125 per night for all domestic overnight trips.
- Domestic airfares were a significant spend category ($6.0 billion), costing an average of $732 per trip for the 59% of visitors who flew to their destination.
- Food and wine continued as a driver for the luxury market, with $5.2 billion spent on food and drink.
- The $2.4 billion that luxury travellers spent on shopping accounted for 42% of all domestic overnight shopping spend.

<table>
<thead>
<tr>
<th>Category</th>
<th>Spend</th>
<th>Average spend per trip</th>
<th>Average spend per night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accommodation</td>
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<td>$273</td>
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<tr>
<td>Domestic airfares</td>
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<tr>
<td>Food and drink</td>
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<td>Shopping</td>
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<td>Petrol</td>
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<tr>
<td>Total</td>
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<td>$827</td>
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</tbody>
</table>

WHAT DO THEY DO?

- The short length of stay meant that luxury travellers had little time for activities on their trips. The most common activities included:
  - eating out at a restaurant or café (80%)
  - sightseeing and looking around (26%)
  - going shopping (24%)
  - going to the beach (18%).

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.