



LUXURY TRAVEL

HEADLINE STATS FOR 2019



TRIPS
14.9 MILLION



NIGHTS
34.0 MILLION
2.3 NIGHTS
PER TRIP



SPEND
\$28.1 BILLION
\$1,880 PER TRIP
\$827 PER NIGHT

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.

	Spend	Average spend per trip	Average spend per night
Accommodation	\$7.3b	\$620	\$273
Domestic airfares	\$6.0b	\$732	\$316
Food and drink	\$5.2b	\$374	\$162
Shopping	\$2.4b	\$495	\$181
Petrol	\$1.8b	\$299	\$126
Rental vehicles and local transport	\$1.5b	\$199	\$84
Total	\$28.1b	\$1,880	\$827

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%).

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