



# NATIONAL PARKS AND BUSHWALKING

## HEADLINE STATS FOR 2019



**TRIPS**  
20.6 MILLION



**NIGHTS**  
80.8 MILLION  
3.9 NIGHTS  
PER TRIP



**SPEND**  
\$18.5 BILLION  
\$895 PER TRIP  
\$228 PER NIGHT

22 million Australians went on a day trip to a national park, spending \$2.1 billion.

## WHO ARE THEY?

- Around 18% of domestic overnight visitors travelled to a national park or went bushwalking. This was higher among:
  - those aged 25 to 44 years of age (20% of visitors).
  - those travelling with children (28% of family groups travelling together)
  - those who lived in capital cities (20%).
- Adult couples made up 30% of domestic overnight visitors who went to a national park or bushwalked.

## WHY DO THEY TRAVEL?

- Holiday travel was the largest driver, accounting for 69% of all overnight trips to a national park.
- Those visiting friends and relatives (VFR) were the second largest category, but just 12% of domestic VFR travellers went to a national park or did bushwalking compared to 31% of domestic holiday makers.

## WHERE AND WHEN DO THEY GO?

- The majority of domestic trips involving these activities (81%) went to regional destinations (16.7 million trips). This accounted for 23% of all domestic overnight trips to regional Australia.
- Visitors were most likely to travel in summer and the school holidays, but demand still held up well through the rest of the year.
- Visitors were most likely to visit national parks or go bushwalking in the Northern Territory (38% of visitors) and Tasmania (35%).

## HOW LONG DO THEY STAY?

- The average trip length for those visiting a national park or going bushwalking was 3.9 nights – this increased to 5.5 nights for interstate visitors.
- A significant proportion of trips (43%) were just 1 to 2 nights.



## WHERE DO THEY STAY?

- Those engaging in these activities were most likely to stay in private accommodation such as their own property, the home of a friend or relative or a private camping ground (51% of nights).
- The most common types of commercial accommodation were a hotel, motel or resort (19% of nights), caravan park or camping ground (14%) or a rented house or apartment (12%).

## HOW DO THEY GET THERE?

- Most visitors (81%) drove to their destination, with 71% being intrastate travellers.
- Travel by air accounted for 16% of visitors.

## WHAT DO THEY SPEND MONEY ON?

- The largest spend category was food and drink, with spend of \$5.8 billion.
- Domestic airfares was the largest expense for those who flew – \$672 per trip.
- Accommodation spend was \$5.0 billion or \$112 per night for those who paid for accommodation.



### DESTINATION INFORMATION

6.6 million did not look for destination information.  
8.8 million used direct internet searches.  
2.9 million relied on recommendations from friends and relatives.  
922,000 visitors use a mapping website or app.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$5.8b	\$307	\$77
Accommodation	\$5.0b	\$569	\$136
Airfares	\$2.0b	\$672	\$112
Petrol	\$1.9b	\$141	\$37
Shopping, gifts and souvenirs	\$1.1b	\$192	\$38
Tours	\$1.0b	\$1,020	\$206
Total	\$18.5b	\$895	\$228

## WHAT DO THEY DO?

- Outside of traditional social activities such as eating out at a restaurant or café (69% of visitors), national parks and bushwalking visitors enjoyed nature and other free activities such as:
  - sightseeing and looking around (43%)
  - going to the beach (41%).
- Being active was important to visitors in this category, with 69% physically participating in bushwalking.

### NEED MORE INFORMATION?

Email [tourism.research@tra.gov.au](mailto: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.