



OLDER NON-WORKING TRAVELLERS

HEADLINE STATS FOR 2019



TRIPS
19.4 MILLION



NIGHTS
99.1 MILLION
5.1 NIGHTS
PER TRIP



SPEND
\$12.2 BILLION
\$630 PER TRIP
\$123 PER NIGHT

WHO ARE THEY?

- Older non-working travellers accounted for 17% of all domestic overnight trips, and 24% of all domestic nights.
- Nearly half (46%) travelled as part of an adult couple, while 30% travelled alone and 19% travelled with friends and relatives.
- Half of all trips were taken by travellers living in capital cities and half from those living in regional Australia.

WHY DO THEY TRAVEL?

- Most travelled for leisure with 48% of trips to visit friends and relatives – 38% of trips were to visit relatives alone.
- Holiday travel accounted for 42% of visitors.

WHERE AND WHEN DO THEY GO?

- Trips were fairly evenly distributed throughout the year, with April the most popular travel month. Trip volumes dipped slightly in winter months.
- Nearly one-quarter of all trips (23%) ended on a Sunday, and a further 18% on a Monday.
- Three-quarters of trips (75%) were intrastate with only 29% including interstate destinations.
- Around two-thirds of trips (65%) included regional destinations and 42% included capital cities.
- Most trips (85%) were to just one destination.

HOW LONG DO THEY STAY?

- Average trip length was 5.1 nights, substantially longer than for domestic travellers overall (3.6 nights).
- Around 45% were 1 to 2 nights in length.
- Trips that included interstate destinations had an average trip length of 8.3 nights.



DESTINATION INFORMATION

These travellers were less likely than other travellers to use online platforms.
19% used direct internet searches.
10% relied on recommendations from friends and relatives.

WHERE DO THEY STAY?

- Around two-thirds of trips (64%) were spent in private accommodation, including 40% of nights at a friend or relative's property and 7% in their own property.
- Commercial accommodation accounted for 38% of nights.
- Frequently used commercial accommodation included caravan and camping grounds (14% of nights), standard hotel below 4 stars (9%) and rented houses and apartments (6%).

HOW DO THEY GET THERE?

- Most travellers opted to drive themselves (81% of trips).
- Only 15% of trips included flights, although these trips were on average longer – 6.4 nights versus 4.5 nights for self-drive.

WHAT DO THEY SPEND MONEY ON?

- Older non-working travellers were more budget-conscious than other traveller types, spending on average \$123 per night compared with \$215 for others.
- Most of their money was spent on food and drink (\$3.5 billion) and accommodation (\$2.9 billion). Travellers spent on average \$499 per trip on a place to stay (\$79 per night). Those who stayed in caravan parks and commercial camping grounds spent on average \$459 on accommodation (\$53 per night).
- A total of 661,000 trips included tours, with an average spend of \$1,517.
- Those travelling by air spent \$556 on flights.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$3.5b	\$222	\$42
Accommodation	\$2.9b	\$499	\$79
Petrol	\$1.4b	\$121	\$25
Airfares	\$1.2b	\$556	\$63
Tours	\$1.0b	\$1,517	\$201
Total	\$12.2b	\$630	\$123

WHAT DO THEY DO?

- Most travellers engaged in social activities such as eating out (64%), visiting friends and relatives (58%), sightseeing (32%), going to a pub or club (22%) and shopping (22%).
- Popular outdoor activities included going to the beach (22%), visiting national parks (11%) and bushwalking (11%).
- The most popular cultural activity was visiting museums and galleries (11%).

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.