



RECENT MIGRANTS

HEADLINE STATS FOR 2019



TRIPS
4.6 MILLION



NIGHTS
14.4 MILLION
3.2 NIGHTS
PER TRIP



SPEND
\$3.4 BILLION
\$757 PER TRIP
\$238 PER NIGHT

WHO ARE THEY?

- Trips by recent migrants accounted for 4% of all domestic overnight trips, with travel patterns often differing from those of other travellers.
- Those under 35 years of age took 70% of trips.
- Those working full or part time took 72% of trips, while those studying took 19%.
- Capital city residents took most trips (82%).
- Most trips (82%) didn't include children in the travel party.

WHY DO THEY TRAVEL?

- Leisure was the main reason for travel, with 53% of trips taken for a holiday and 22% to visit friends and relatives.
- Business travel accounted for 22% of trips.

WHERE AND WHEN DO THEY GO?

- Trips were roughly evenly split between capital and regional locations, with a slight preference for intrastate trips (55%) over interstate (46%). This was notably different from other traveller types who prefer intrastate (70%) and regional (63%) locations.
- Recent migrants had a preference for capital cities on the east coast, with 45% of all trips including Sydney, Melbourne, Brisbane, the Gold Coast, and Canberra.
- Most trips (90%) were to just one destination. Trips displayed some seasonality and were similar to other travellers with the most popular month being April.
- One-third of trips (33%) returned on a Sunday and 17% on a Monday.

HOW LONG DO THEY STAY?

- On average trips were 3.2 nights in length.
- Over two-thirds of trips (68%) were 1 to 2 nights in length.
- Trips taken by those with an annual household income of \$70,000 to \$85,000 were 4.4 nights in length – trip length fell marginally as household income increased.
- Interstate trips were on average 3.8 nights in length, and intrastate were 2.6 nights.



WHERE DO THEY STAY?

- Over half of nights (54%) were in commercial accommodation.
- Popular commercial options included standard hotel rated 3 stars or below (15% of nights), a rented house or apartment (14%) and luxury hotels rated 4 stars and above (12%).
- Private accommodation accounted for 41% of nights, while the property of a friend or relative accounted for 27%.

HOW DO THEY GET THERE?

- Notably different from other traveller types, recent migrants drove themselves (56% of trips), and 35% of their trips included flights.

WHAT DO THEY SPEND MONEY ON?

- Recent migrants spent most of their money on accommodation (\$912 million), food and drink (\$858 million), and flights (\$645 million).
- Those who paid for accommodation spent on average \$134 per night. This was higher for people who stayed in hotels, motels and resorts – \$187 per night.
- Those who flew spent \$523 on airfares per trip.

	Spend	Average spend per trip	Average spend per night
Accommodation	\$912m	\$429	\$134
Food and drink	\$858m	\$222	\$68
Airfares	\$645m	\$523	\$113
Shopping	\$237m	\$230	\$59
Petrol	\$198m	\$109	\$39
Total	\$3,442m	\$757	\$238

WHAT DO THEY DO?

- Recent migrants most commonly engaged in social activities such as eating out (72%), sightseeing (31%), visiting friends and relatives (31%) and shopping (19%).
- Popular outdoor activities included going to the beach (33%), visiting national parks (18%) and bushwalking (17%).
- Popular cultural activities included visiting museums and galleries (10%), and history and heritage buildings and sites (7%).

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.