



SHOPPING FOR LEISURE

HEADLINE STATS FOR 2019



TRIPS
21.5 MILLION



NIGHTS
87.5 MILLION
4.1 NIGHTS
PER TRIP



SPEND
\$21.9 BILLION
\$1,015 PER TRIP
\$250 PER NIGHT

Australians took almost 38 million day trips to go shopping, spending \$7.7 billion.

WHO ARE THEY?

- For 18% of domestic overnight visitors, shopping was one of their leisure experiences. Participation was higher among:
 - 15 to 19 year olds (21% of trips) and those aged 55 or older (20%)
 - parents travelling with children (24% of trips) and adult couples (22%)
 - females (24% of trips).
- Those travelling alone accounted for 26% of all shoppers.
- The majority of shoppers (60%) were from intrastate and 63% were female.

WHY DO THEY TRAVEL?

- Holiday travel was the largest driver, accounting for just under half of all overnight trips involving shopping (48%).
- Those visiting friends and relatives were the second largest category (37%), followed by business travellers (10%).

WHERE AND WHEN DO THEY GO?

- Over half of visitors (51%) who went shopping did it in a regional area. However, the likelihood of going shopping was higher for capital city trips – 22% of trips to capital cities involved shopping for leisure, compared to 15% of trips to regional Australia.
- Visitors who shopped were more likely to travel in summer, with 22% of trips in January and December. This peak was consistent with overall patterns of domestic travel, with demand remaining stable through the rest of the year.

HOW LONG DO THEY STAY?

- Average trip length for shoppers was 4.1 nights, longer than the average trip for domestic overnight travel overall (3.6 nights).
- Those shopping in regional areas tended to stay longer than those shopping in capital cities (4.3 nights compared to 3.7 nights).
- Around 43% of shoppers stayed just 1 to 2 nights.



DESTINATION INFORMATION

8.0 million did not look for destination information.
8.7 million used direct internet searches.
2.8 million relied on recommendations from friends and relatives.

WHERE DO THEY STAY?

- Shoppers were more likely to stay in private accommodation such as the home of a friend or relative (41% of nights).
- In terms of commercial accommodation, 25% of nights were spent in hotels, motels and resorts, with 12% of nights in rented houses and apartments and 9% in caravan parks.
- Those staying in a rented house or apartment were more likely to shop for leisure (24%).

HOW DO THEY GET THERE?

- Two-thirds of visitors who went shopping for leisure drove to their destination (67%).
- Over one-quarter of visitors (28%) took flights.

WHAT DO THEY SPEND MONEY ON?

- The largest spend category was food and drink with \$6.2 billion in spend.
- Accommodation accounted for a smaller portion (\$5.1 billion), as many visitors who went shopping stayed in private accommodation. However, it was the largest single expense for those who paid for accommodation (\$587 per trip or \$145 per night).
- Domestic airfares were a significant expense for those who took flights (\$567 per trip).

	Spend	Average spend per trip	Average spend per night
Food and drink	\$6.2b	\$312	\$76
Accommodation	\$5.1b	\$587	\$145
Shopping, gifts and souvenirs	\$3.5b	\$262	\$61
Airfares	\$2.8b	\$567	\$107
Petrol	\$1.6b	\$137	\$34
Entertainment	\$0.9b	\$170	\$35
Total	\$21.9b	\$1,015	\$250

WHAT DO THEY DO?

- Outside of the traditional social activities such as eating out at a restaurant or café (82% of visitors) and visiting friends and relatives (53%), shoppers also enjoyed:
 - going to the beach (33%)
 - sightseeing (43%)
 - going to markets (17%).
- In relation to other activities, shoppers accounted for 42% of amusement park visitors, 40% of moviegoers and 36% of spa visitors.

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.