



SOLO TRAVELLERS

HEADLINE STATS FOR 2019



TRIPS
40.5 MILLION



NIGHTS
134.9 MILLION
3.3 NIGHTS
PER TRIP



SPEND
\$23.2 BILLION
\$574 PER TRIP
\$172 PER NIGHT

WHO ARE THEY?

- Over one-third (34%) of all domestic overnight trips were taken by solo travellers.
- Men accounted for 59% of solo trips.
- Capital city residents accounted for 54% of solo travellers.
- There was generally an even split across age groups, with 35% of trips taken by travellers in their 20s and 30s, 36% by those in their 40s and 50s, and 24% by those aged 60 years and above.

WHY DO THEY TRAVEL?

- Business travel accounted for 41% of trips.
- Around 40% of trips were to visit friends and relatives, and 14% were for a holiday.

WHERE AND WHEN DO THEY GO?

- Two-thirds of trips (65%) were intrastate and 36% were interstate.
- ACT had the highest share of solo travel at 39% of trips, while Tasmania had the lowest with 24% of solo traveller trips.
- The majority of trips (92%) included only one destination.
- Over half of solo trips (52%) were to regional destinations.
- Trips taken by solo travellers were less seasonal, peaking in autumn and spring. Solo travellers took fewer trips over the Christmas/New Year period.
- A high number of business travellers meant that trips were less likely to end on weekends. Just 23% of trips ended on a Sunday, with 17% ending on a Friday.

HOW LONG DO THEY STAY?

- On average, trips were 3.3 nights.
- Regional trips averaged 3.4 nights compared with 3.0 nights for capital cities.
- Interstate trips were generally longer at an average of 4.2 nights compared with 2.8 nights for intrastate trips.
- A significant proportion of trips (62%) were 1 to 2 nights in duration.



WHERE DO THEY STAY?

- The home of a friend or relative accounted for 47% of nights.
- Around one-third of nights (32%) were spent in commercial accommodation. The main accommodation types included:
 - standard hotel (3 star or under) – 12% of nights
 - luxury hotel (4 or 5 star) – 9%
 - rented house or apartment – 5%.



DESTINATION INFORMATION

More than half did not access destination information.
8.2 million used direct internet searches.
3.2 million relied on recommendations from friends and relatives.

HOW DO THEY GET THERE?

- Most solo travellers (61%) drove to their destination, while 32% took flights.

WHAT DO THEY SPEND MONEY ON?

- Solo travellers spent most of their money on airfares (\$5.4 billion), food and drink (\$5.2 billion) and accommodation (\$5.2 billion).
- Those who stayed in commercial accommodation spent on average \$117 per night on accommodation. This increased to \$169 per night for those who stayed in hotels, motels and resorts.
- Those travelling by air spent \$513 per trip on flights.

	Spend	Average spend per trip	Average spend per night
Airfares	\$5.4b	\$513	\$113
Food and Drink	\$5.2b	\$156	\$46
Accommodation	\$5.2b	\$407	\$117
Petrol	\$3.0b	\$141	\$45
Shopping	\$1.3b	\$207	\$43
Total	\$23.2b	\$574	\$172

WHAT DO THEY DO?

- The majority of trips (83%) included social activities such as eating out at restaurants and cafés (57%), visiting friends and relatives (50%) and going to pubs, clubs, or discos (20%).
- Just 22% of trips included outdoor nature activities such as going to the beach (14% of trips) and visiting national/state parks (5%).

NEED MORE INFORMATION?

Email 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.