



VISITING FRIENDS AND RELATIVES

HEADLINE STATS FOR 2019



TRIPS
39.9 MILLION



NIGHTS
126.5 MILLION
3.2 NIGHTS
PER TRIP



SPEND
\$17.4 BILLION
\$435 PER TRIP
\$137 PER NIGHT

WHO ARE THEY?

- Just over one-third (34%) of all overnight trips were to visit friends and relatives (VFR).
- Those aged 55 years and over accounted for 38% of trips.
- Around 41% of trips were by those travelling alone, and a further 27% by adult couples.
- Most trips (81%) did not include children.

WHERE AND WHEN DO THEY GO?

- The majority of VFR trips (71%) included an intrastate destination, with only 30% extending to interstate.
- More trips included a regional destination (59%) than a capital city (43%).
- Most trips (89%) had only one destination.
- The most popular months were December and January, with a minor peak over Easter.
- Most trips ended on a Sunday (39%), with a further 18% ending on a Monday.

HOW LONG DO THEY STAY?

- Average trip length was 3.2 nights, although 60% of VFR trips were only 1 to 2 nights in length.
- Trips taken by people who were older and not working had an average length of 4.4 nights, and trips taken by people working full time had an average length of 2.7 nights.
- Out of those who used commercial accommodation, caravan and camping grounds had the longest average trip length at 3.6 nights. Standard hotels rated 3 stars and below had the shortest trip length of 2.1 nights.
- Trips ending in January had the longest average length of 4.6 days.



WHERE DO THEY STAY?

- The majority of nights (80%) were spent in the property of a friend or relative.
- Of the small portion of nights in commercial accommodation, standard hotels rated 3 stars and below (5% of nights), and rented houses or apartments (4% of nights) were the most popular.



DESTINATION INFORMATION

Only 41% of visitors research their destination.
7.9 million use direct internet searches.
6.1 million rely on recommendations from friends and relatives.

HOW DO THEY GET THERE?

- Most VFR travellers drove to their destination, with 77% of trips including a self-drive vehicle. Flights were included in 18% of trips.

WHAT DO THEY SPEND MONEY ON?

- As expected, accommodation was not a major cost for VFR travellers, only accounting for 14% of all spend. The most common spend drivers were food and drink (\$5.7 billion), flights (\$2.8 billion), and petrol (\$2.4 billion).
- While food and drink was a major expenditure item, 56% of this was spent on takeaway and restaurant meals and 23% was spent on groceries for self-catering.
- Trips that included flights had an average spend of \$484 per trip on airfares.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$6.1b	\$187	\$56
Airfares	\$3.0b	\$489	\$90
Accommodation	\$2.5b	\$408	\$109
Petrol	\$2.4b	\$101	\$33
Shopping, gifts and souvenirs	\$1.8b	\$191	\$43
Total	\$17.4b	\$435	\$137

WHAT DO THEY DO?

- Almost all VFR trips included social activities such as eating out (59%), sightseeing (22%), going to pubs, clubs, and discos (22%) and shopping (21%).
- Popular outdoor activities included going to the beach (22%), visiting national/state parks (8%) and bushwalking (8%).

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.