



WILDLIFE PARKS AND AQUARIUMS

HEADLINE STATS FOR 2019



TRIPS
2.6 MILLION



NIGHTS
11.0 MILLION
4.2 NIGHTS
PER TRIP



SPEND
\$4.0 BILLION
\$1,514 PER TRIP
\$361 PER NIGHT

Australians took almost 2.7 million daytrips to zoos and aquariums, spending \$388 million.

WHO ARE THEY?

- On average, 2.2% of domestic overnight visitors go to a zoo or aquarium.
- Parents travelling with children (family visitors) were the most common visitor category (38% of visitors) followed by adult couples (24%).
- Capital city residents accounted for 55% of visitors.
- Over half of visitors (53%) were interstate travellers who stayed longer (an average of 5.1 nights) and spent significantly more (an average of \$2,096 per trip).

WHY DO THEY TRAVEL?

- Holiday travel was the largest driver, accounting for 66% of all overnight trips involving a zoo or aquarium experience.
- Those visiting friends and relatives were the second largest category (26%).

WHERE AND WHEN DO THEY GO?

- Around 55% of those going to a zoo or aquarium did so in a regional destination (1.4 million trips), accounting for just 2.0% of all domestic overnight trips in regional Australia.
- Visitation peaked in school holiday periods, with October the most popular month after January (both accounted for 12% of trips).
- This experience was most popular in the Northern Territory, accounting for 7.7% of trips in the state.

HOW LONG DO THEY STAY?

- Average trip length was 4.2 nights, slightly longer than the 3.6 night average for domestic overnight travel.
- One-third of trips (34%) were 4 to 7 nights in length.
- Visitors to regional areas tended to stay slightly longer than those travelling in capital cities (4.3 nights compared to 4.1 nights).



DESTINATION INFORMATION

20% did not look for destination information.
1.5 million used direct internet searches.
343,000 relied on recommendations from friends and relatives.

WHERE DO THEY STAY?

- The most popular accommodation choices were commercial establishments, including:
 - hotels, motels and resorts (38% of nights)
 - caravan parks and camping grounds (13%)
 - rented houses or apartments (12%).

HOW DO THEY GET THERE?

- The majority of visitors (63%) drove to their destination.
- One-third of visitors (33%) travelled by air, substantially higher than the 24% for domestic .

WHAT DO THEY SPEND MONEY ON?

- The largest spend category for zoo and aquarium visitors was accommodation (\$1.1 billion or \$793 per trip). This was driven by this group's propensity to stay in commercial accommodation.
- These visitors spent \$1 billion or \$101 per night on food and drink. Domestic airfares were a significant expense among those who took flights, at \$690 per trip.

	Spend	Average spend per trip	Average spend per night
Accommodation	\$1,093m	\$793	\$193
Food and drink	\$1,021m	\$438	\$101
Airfares	\$470m	\$690	\$135
Petrol	\$316m	\$221	\$54
Entertainment	\$264m	\$184	\$42
Shopping, gifts and souvenirs	\$310m	\$258	\$55
Total	\$3,963m	\$1,514	\$361

WHAT DO THEY DO?

- Outside of traditional social activities such as eating out at a restaurant or café (82% of visitors), zoo and aquarium visitors tended to explore their destination engaging in local attractions and family friendly activities such as:
 - sightseeing and looking around (44%)
 - going to the beach (44%)
 - shopping for pleasure (32%)
 - visiting national parks and bushwalking (35%)
 - visiting museums or art galleries (23%).

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.