



YOUTH TRAVELLERS - AGED 15 to 29

HEADLINE STATS FOR 2019



TRIPS
27.3 MILLION



NIGHTS
87.1 MILLION
3.2 NIGHTS
PER TRIP



SPEND
\$13.0 BILLION
\$474 PER TRIP
\$149 PER NIGHT

WHO ARE THEY?

- Around half (51%) worked full time, 24% worked part time, and 19% studied.
- Over one-third travelled alone (35%), while 30% travelled with friends or relatives, and 17% as part of an adult couple.
- The majority (58%) lived in a capital city.
- Over one-quarter (28%) lived at home.

WHY DO THEY TRAVEL?

- Most travelled for leisure, with 41% travelling to visit friends and relatives (VFR) and 39% travelling for a holiday.
- Only 16% of trips were for business.

WHERE AND WHEN DO THEY GO?

- The majority of trips (61%) included regional destinations, and 41% included capital cities.
- Just 7% of trips had multiple stopovers, while 93% of trips were to a single destination.
- Almost three-quarters of trips (72%) included an intrastate destination.
- Youth trips displayed little seasonality through the year, with the busiest period being January (11% of trips). While this was similar to other travellers, the January spike for youth was higher than that seen in other travel cohorts.
- Trips were concentrated on the weekend, with 37% of trips ending on a Sunday, and a further 16% extending to a Monday.

HOW LONG DO THEY STAY?

- Average trip length was 3.2 nights, although 61% of trips were only 1 to 2 nights in length.
- Interstate trips were on average 4.5 nights, with intrastate being 2.6 nights.



DESTINATION INFORMATION

- 53% researched their destination.
- 30% used direct internet searches.
- 14% million relied on recommendations from friends and relatives.

WHERE DO THEY STAY?

- The majority of nights (44%) were at a friend or relative's property, which is supported by the high proportion of VFR travellers.
- Commercial accommodation accounted for 37% of trips and 35% of nights with the main options including:
 - standard hotels (rated below 4 stars) – 10% of nights
 - rented house or apartment – 8%
 - luxury hotels (rated 4 stars and above) – 7%.

HOW DO THEY GET THERE?

- Nearly three-quarters of trips (72%) were self-drive, while 20% included flights.

WHAT DO THEY SPEND MONEY ON?

- The most common spend categories were food and drink (30% share), accommodation (21% share), and flights (14% share).
- Trips that included commercial accommodation had an average spend of \$416 on accommodation – \$136 per night.
- Trips that included flights had an average spend of \$457 on airfares.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$3.9b	\$176	\$54
Accommodation	\$2.7b	\$408	\$115
Airfares	\$1.9b	\$457	\$88
Petrol	\$1.5b	\$116	\$39
Shopping	\$1.2b	\$208	\$50
Total	\$13.0b	\$474	\$149

WHAT DO THEY DO?

- Social activities were the most popular, including eating out (60% of visitors), visiting friends and relatives (49%), going to pubs, clubs, and discos (27%), sightseeing (23%) and shopping (18%).
- Popular outdoor activities included going to the beach (27%), visiting national parks (13%), bushwalking (13%) and exercising (9%).
- Arts and heritage activities accounted for 15% of trips.

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.