



BEACHES

HEADLINE STATS FOR 2019



TRIPS
28.3 MILLION



NIGHTS
113.7 MILLION
4.0 NIGHTS
PER TRIP



SPEND
\$24.7 BILLION
\$874 PER TRIP
\$217 PER NIGHT

In addition, Australians took almost 31 million day trips to the beach, spending \$3 billion.

WHO ARE THEY?

- On average, 24% of domestic overnight visitors went to the beach. This was higher for:
 - 15 to 24 year olds (28% went to the beach)
 - those travelling with children (40% of family trips went to the beach)
 - those living in capital cities (29% went to the beach).
- More than two-thirds of beach visitors lived in a capital city.
- Older visitors (aged 55 and over) were less likely to go to the beach, but still accounted for 29% of all beach visitors.
- Nearly one-third (31%) of visitors were interstate travellers who traditionally stay longer (an average of 5.4 nights) and spend significantly more (\$1,520 per trip).

WHY DO THEY TRAVEL?

- Holiday travel was the largest driver, accounting for 63% of all overnight trips to the beach.
- Those visiting friends and relatives (VFR) were the second largest category, but just 21% of VFR travellers go to the beach compared to 39% of holiday visitors.

WHERE AND WHEN DO THEY GO?

- Three-quarters (75%) of people going to the beach on a domestic holiday do so in a regional destination (21.3 million trips). This accounted for 29% of all regional domestic overnight trips.
- Visitors going to the beach were most likely to travel in summer, with 27% of trips in January or December. The Easter family holidays provided another spike - 11% of all trips.
- Visitors were most likely to visit beaches in Queensland (29% of trips to the state), Western Australia (28% of trips in WA) and New South Wales (25% of trips in NSW).

HOW LONG DO THEY STAY?

- The average trip length was 4.0 nights, longer than the average trip length for domestic overnight travel (3.6 nights).
- Those visiting the beach in capital cities tended to stay longer than those in regional areas.



WHERE DO THEY STAY?

- People visiting the beach were more likely to stay in private accommodation like the home of a friend or relative (34% of nights). Only 20% of nights were in a hotel, motel or resort.
- Beach visitors provided a significant income source for rented houses and apartments, accounting for 46% of all domestic nights in this type of accommodation. They were also important for caravan parks and camping grounds (37% of all domestic nights), and backpackers and hostels (35% of all domestic nights).



DESTINATION INFORMATION

11 million visitors did not look for destination information.
10.5 million used direct internet searches.
4.0 million relied on recommendations from friends and relatives.

HOW DO THEY GET THERE?

- Over three-quarters (77%) of beach visitors drove to their destination, while 19% travelled by air.

WHAT DO THEY SPEND MONEY ON?

- The largest spend category was food and drink with \$8.1 billion spent.
- Accommodation accounted for a smaller portion (\$6.8 billion), as many beach visitors stayed in private accommodation. However, it was the largest single expense for those who paid for accommodation (\$629 per trip, or \$146 per night).
- Airfares were a significant expense for the 22% who travelled by air, at \$618 per trip.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$8.1b	\$316	\$77
Accommodation	\$6.8b	\$629	\$146
Domestic airfares	\$2.9b	\$618	\$104
Petrol	\$2.2b	\$128	\$32
Shopping	\$1.7b	\$208	\$39
Rental vehicles and local transport	\$0.9b	\$170	\$31
Total	\$24.7b	\$874	\$217

WHAT DO THEY DO?

- Outside of the traditional social activities such as eating out at a restaurant or café (75% of visitors), beach visitors enjoyed nature and other free activities:
 - sightseeing and looking around (41%)
 - visiting national parks (22%)
 - bush walking (21%)
 - going to markets (15%).

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.