



SHORT STAY VISITORS (1 to 2 NIGHTS)

HEADLINE STATS FOR 2019



TRIPS
66.8 MILLION



NIGHTS
98.5 MILLION
1.5 NIGHTS
PER TRIP



SPEND
\$26.7 BILLION
\$399 PER TRIP
\$271 PER NIGHT

WHO ARE THEY?

- Length of stay was just 1 to 2 nights for 57% of all overnight trips.
- Over half (54%) were capital city residents, while 46% were from regional Australia.
- The ages of short-stay visitors were distributed evenly between 20 and 60 years. The number of short trips taken by those aged over 60 years dropped as age increased, with older travellers preferring longer trips.
- Over one-third of visitors (37%) travelled alone, 24% travelled as part of an adult couple, and 16% as friends or relatives travelling together.

WHY DO THEY TRAVEL?

- Most trips were for leisure, with 36% to visit friends and relatives and 35% for a holiday.
- Nearly one-quarter of short trips (23%) were for business.

WHERE AND WHEN DO THEY GO?

- Over three-quarters of trips (77%) included an intrastate destination, with only 24% extending to interstate.
- Regional destinations were included in 59% of trips, while 41% included capital cities.
- Short-stay trips did not display much seasonality and were roughly uniform throughout the year, particularly when compared with longer trips that favoured public and school holiday periods.
- Trips were generally skewed to the weekend, with 41% finishing on a Sunday.

WHERE DO THEY STAY?

- The property of friends or relatives accounted for 39% of nights.
- Commercial accommodation accounted for 45% of nights.
- Popular commercial options included standard hotels below 4 stars (18% of nights), luxury hotels 4 star and above (13%) and a rented house or apartment (6%).



HOW DO THEY GET THERE?

- Over three-quarters of short-stay visitors (78%) drove to their destination, and only 16% included flights.
- Business travel was the exception, accounting for 64% of all short trips that included flights. This was due to 46% of business trips including an interstate destination and 54% including a capital city.



DESTINATION INFORMATION

17 million used direct internet searches.
5.8 million relied on recommendations from friends and relatives.

WHAT DO THEY SPEND MONEY ON?

- Short-stay travellers spent most of their money on food and drinks (\$7.4 billion), accommodation (\$6.0 billion) and flights (\$4.2 billion).
- Short-stay trips that included commercial accommodation had an average spend of \$177 per night, which was significantly higher than the national average of \$125 per night. Hotels, motels and resorts contributed to this with short-stay visitors spending \$195 per night on this accommodation.
- Those who flew spent on average \$514 on airfares per trip.

	Spend	Average spend per trip	Average spend per night
Food and drink	\$7.4b	\$135	\$90
Accommodation	\$6.0b	\$263	\$177
Airfares	\$4.2b	\$514	\$333
Petrol	\$3.5b	\$93	\$63
Shopping	\$2.2b	\$202	\$127
Total	\$26.7b	\$399	\$271

WHAT DO THEY DO?

- Although short-stay travellers engaged in a variety of activities, their short trip length meant they did so to a lesser extent than other visitor types.
- Popular social activities included eating out (59%), sightseeing (20%), going to pubs and clubs (20%), visiting friends and relatives (45%) and shopping (14%).
- Popular outdoor activities included going to the beach (18%) and visiting national parks (9%).

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.