



TOURISM & TRANSPORT (TTF) 2023/24 SUMMER HOLIDAY SURVEY



TTF commissioned a survey from polling company Pure Profile, with a sample size of 2,000 Australians aged 18 – 65+, with responses collected from 5 – 11 December 2023.

1. ARE YOU PLANNING TO TRAVEL FOR A HOLIDAY THIS SUMMER, BETWEEN 1 DEC 2023 AND 29 FEB 2024?

Yes = 75% | No = 25%, including:

- Yes, within my own state – 36%
- Yes, to another state – 26%
- Yes, overseas – 14%
- No, I'm not planning to travel for a holiday – 25%

2. FOR THOSE HOLIDAYING IN AUSTRALIA, WHERE WILL YOU SPEND MOST OF YOUR UPCOMING SUMMER TRIP?

- Most popular STATE for Australian visitors is QLD (33%), followed by NSW (28%), VIC (18%), WA (9%), SA (7%) and TAS (4%).
- Most popular CITY for Australian visitors is Sydney (9%), then Melbourne & Brisbane (both 7%), Perth (4%) and Adelaide (3%).
- Popular REGIONAL AREAS for Australian visitors include Gold Coast (12%), then Sunshine Coast (6%), NSW North Coast (5%), NSW South Coast (4%) Victoria's Great Ocean Road (4%) and North Queensland, including Great Barrier Reef (4%).

3. FOR THOSE HOLIDAYING OVERSEAS, WHERE WILL YOU SPEND MOST OF YOUR UPCOMING SUMMER TRIP?

1. New Zealand – 17%
2. Europe – 16%
3. Japan – 10%
4. Thailand – 6%
5. Singapore – 5.5%
6. Malaysia – 5%
7. Indonesia, USA, Canada, China, Vietnam – 4% each



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4. HOW MUCH DO YOU EXPECT TO SPEND, INCLUDING ALL PRE-TRIP EXPENSES?

- Less than \$2,000 – 39%
- \$2,001 – \$5,000 – 38%
- \$5,001 – \$10,000 – 17%
- \$10,001 – \$20,000 – 5%
- More than \$20,000 – 1%

5. HOW LONG DO YOU PLAN TO BE AWAY?

- 2 – 7 days – 59%
- 8 – 14 days – 30%
- More than 14 days – 11%

6. IN WHAT STYLE OF ACCOMMODATION DO YOU INTEND TO STAY?

- Commercial accommodation (hotel, motel, serviced apartment, etc) – 37%
- With friends or relatives – 35%
- Airbnb or Stayz property – 13%
- Caravan park or campground – 10%
- Own holiday home – 3%
- Other – 2%

7. WHEN DO YOU PLAN TO DEPART FOR YOUR UPCOMING HOLIDAY?

- Between 1 December – 16 December 2023 – 8%
- Between 17 December – 24 December 2023 – 18%
- Christmas Day, 25 December 2023 – 5%
- Between Boxing Day, 26 December and New Year's Eve, 31 December 2023 – 16%
- Between 1 January – 15 January 2024 – 20%
- Between 16 January – 31 January 2024 – 15%
- 1 February 2024 onwards – 18%



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8. WILL YOU TAKE YOUR PET(S) WITH YOU?

- No, I will leave my pet with loved ones or a pet-sitter – 40%
- I don't own a pet – 36%
- Yes, I will take my pet with me – 16%
- No, I will leave my pet in speciality pet accommodation – 8%

9. HOW DO YOU PLAN TO SPEND CHRISTMAS DAY, DECEMBER 25, 2023?

- At my house – 46%
- At a friend or relative's house – 41%
- At a restaurant, hotel or other venue – 6%
- At the beach, park or elsewhere outdoors – 5%
- I will be working on Christmas Day – 1%
- Other – 1%

10. HAVE COST OF LIVING PRESSURES IMPACTED YOUR DECISION TO TRAVEL ON HOLIDAY THIS SUMMER?

	September 2023	December 2023
Yes	55%	55%
No	29%	41%
Unsure	16%	4%

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11. FOR THOSE WHO ANSWERED YES, HOW HAVE COST-OF-LIVING PRESSURES IMPACTED YOUR DECISION WHETHER TO TRAVEL ON HOLIDAY OR NOT THIS SUMMER?

- I will go away for a shorter period than originally planned – 29%
- I never made travel plans – 14%
- I will choose cheaper accommodation – 13%
- I will holiday within my own state – 12%
- I will holiday within Australia instead of overseas – 12%
- I have recently cancelled travel plans – 8%
- I will spend less money on transportation – 5%
- Unsure – 7%

12. WHICH COST OF LIVING PRESSURE IS CURRENTLY HAVING THE GREATEST IMPACT ON YOU?

		September 2023	December 2023
1	Rising interest rates	31%	34%
2	Food/grocery prices	25%	24%
3	Rental payments	13%	18%
4	Energy bills	12%	11%
5	Petrol prices	11%	8%
6	Medical bills	2%	2%
7	Insurance premiums	5%	2%
8	Public transport, taxis or ride sharing	1%	1%

*Due to rounding, the sum of percentages may not equal 100%.



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13. WHICH NON-ESSENTIAL EXPENSE WILL YOU PRIORITISE AS MOST IMPORTANT, EVEN IF COST-OF-LIVING PRESSURES INCREASE?

		September 2023	December 2023
1	Holidays/travel	23%	25%
2	Gifts for others	14%	17%
3	Personal care (eg. make up, skincare, haircuts)	17%	16%
4	Dining out	12%	10%
5	Streaming services	10%	8%
6	New clothes/shoes/accessories	7%	7%
7	Entertainment experiences (eg. cinemas, concerts sporting events)	6%	5%
8	Food delivery	5%	5%
9	Takeaway coffee	5%	4%
10	Tech gadgets	3%	2%