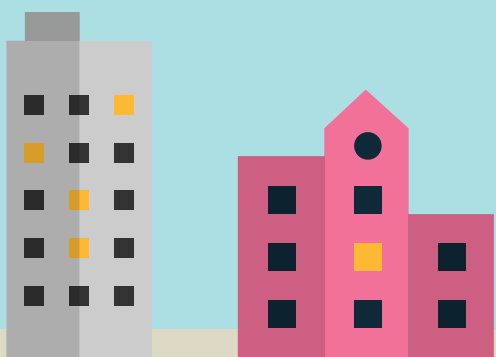


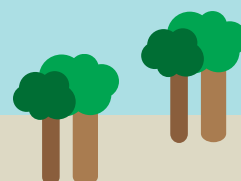
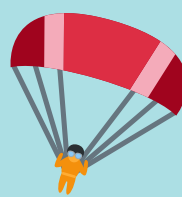
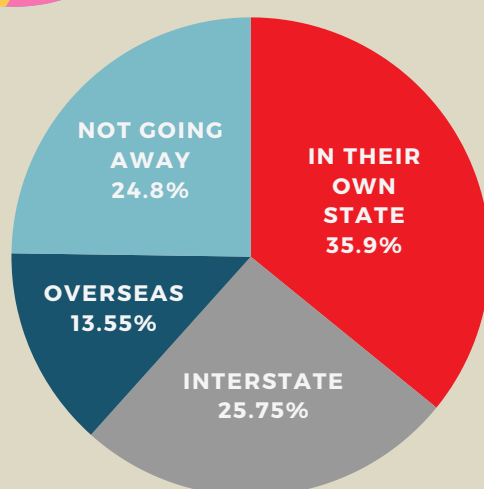
TTF'S SUMMER HOLIDAY TRAVEL SURVEY 2023-24

WHERE AUSTRALIANS ARE TRAVELLING FROM
1 DEC 2023 - 29 FEB 2024



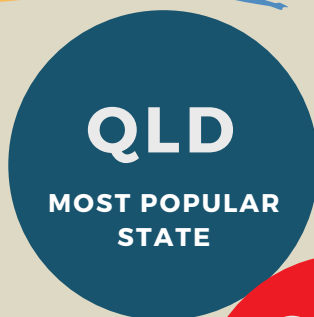
75%

OF AUSTRALIANS WILL TRAVEL ON HOLIDAY THIS SUMMER



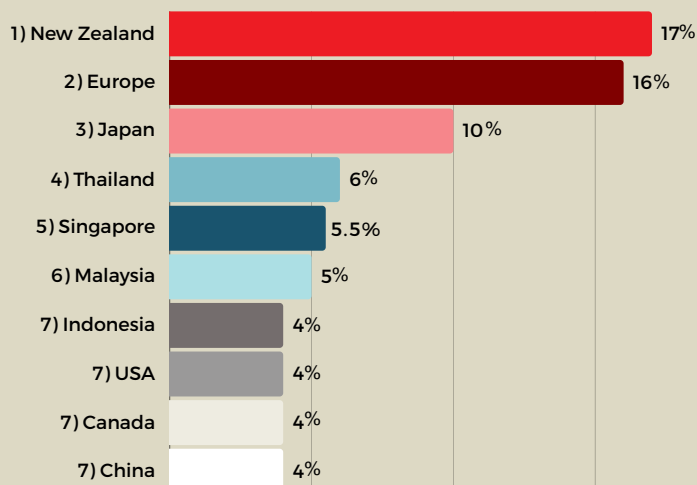
62%

OF AUSTRALIANS WILL HOLIDAY IN AUSTRALIA THIS SUMMER



14%

OF AUSTRALIANS WILL HOLIDAY OVERSEAS THIS SUMMER



LESS THAN 7 DAYS

HOTEL, MOTEL OR SERVICED APARTMENT

OR

STAY WITH FRIENDS OR FAMILY

16% WILL TAKE THEIR PET

LESS THAN \$5000



COST-OF-LIVING PRESSURES



55%

SAY COST-OF-LIVING PRESSURES HAVE IMPACTED THEIR SUMMER TRAVEL PLANS

29% WILL GO AWAY FOR LESS TIME

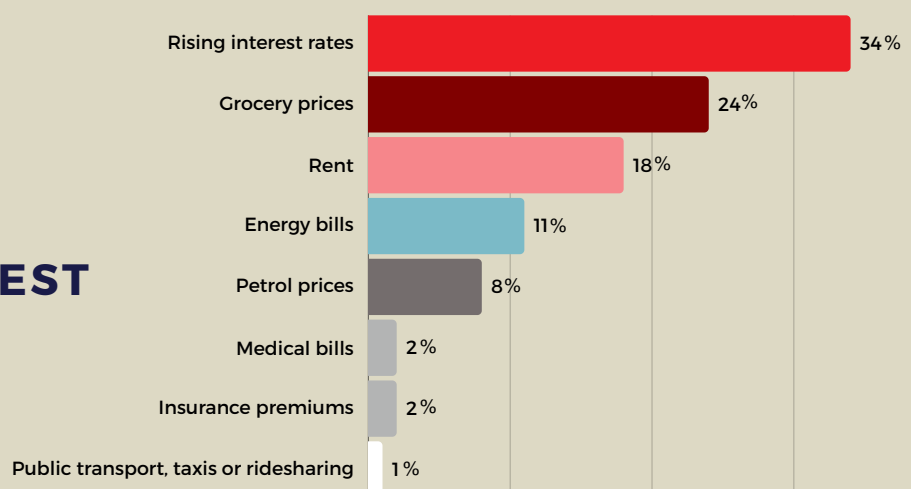
14% NEVER MADE TRAVEL PLANS

13% WILL CHOOSE CHEAPER ACCOMMODATION



34%

RANKED RISING INTEREST RATES AS THEIR #1 FINANCIAL STRAIN



25%

RANKED HOLIDAYS/TRAVEL THEIR #1 PRIORITY FOR NON-ESSENTIAL SPENDING

