



# TOURISM & TRANSPORT FORUM (TTF) 2024 TRAVEL PLANS 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. DO YOU PLAN TO TRAVEL FOR A HOLIDAY WITHIN THE NEXT 12 MONTHS?

Yes = 82.5% | No = 17.5%, including:

- Yes, within my own state – 25.5%
- Yes, to another state – 28%
- Yes, overseas – 29%
- No – 17.5%

## 2. FOR THOSE HOLIDAYING IN AUSTRALIA, WHERE DO YOU PLAN TO TRAVEL WITHIN THE NEXT 12 MONTHS?

- Most popular STATE is QLD (36%), followed by NSW (23%), VIC (17%), WA (10%), SA (7%) and TAS (4%).
- Most popular CITY is Melbourne (8%), followed by Sydney (7%), Brisbane (5%), Perth and Adelaide (both 3% each).
- Popular REGIONAL AREAS include Gold Coast (13%), followed by North Queensland and the Great Barrier Reef (9%), the Sunshine Coast (7%), NSW North Coast (5%), NSW South Coast, WA's Margaret River region and VIC's Great Ocean Road (all 4% each).

## 3. FOR THOSE HOLIDAYING OVERSEAS, WHERE DO YOU PLAN TO TRAVEL WITHIN THE NEXT 12 MONTHS?

December 2022	December 2023
1. Europe – 26%	1. Europe – 24%
2. New Zealand – 14%	2. New Zealand – 12%
3. Indonesia – 12%	3. Japan – 10%
4. Japan, Thailand – 7% each	4. Indonesia, USA – 7% each
5. USA, Pacific Islands – 6% each	5. Thailand – 5%