



# TOURISM & TRANSPORT FORUM (TTF) APRIL SCHOOL HOLIDAYS 2024 SURVEY



TTF commissioned a survey from polling company Pure Profile, with a sample size of 1500 Australians aged 18 - 65+, with responses collected from 29 March - 29 April 2024.

## 1. ARE YOU PLANNING TO TRAVEL FOR A HOLIDAY BETWEEN 29 MARCH - 29 APRIL 2024?

Yes = 70% | No = 30%, including:

- Yes, within my own state - 41%
- Yes, to another state - 21%
- Yes, overseas - 8%
- No, I'm not planning to travel for a holiday - 30%

## 2. IN WHICH AUSTRALIAN LOCATION WILL YOU SPEND THE MAJORITY OF YOUR UPCOMING HOLIDAY, BETWEEN 29 MARCH - 29 APRIL 2024?

- Most popular STATE for Australian visitors is NSW (33%), followed by VIC (25%), QLD (24%), WA (7%), SA (6%) and TAS (3%).
- Most popular CITY for Australian visitors is Melbourne (11%), then Sydney (10%), Brisbane (6%), Perth (4%) and Adelaide (3%).
- Popular REGIONAL AREAS for Australian visitors include Queensland's Gold Coast (7%), then Sunshine Coast (6%), NSW South Coast and Victoria's Great Ocean Road (both 5%), NSW Blue Mountains (3.5%), and NSW North Coast, Victoria's Mornington Peninsula and NSW Central Coast (all 3%).

## 3. IN WHICH OVERSEAS LOCATION WILL YOU SPEND THE MAJORITY OF YOUR UPCOMING HOLIDAY, BETWEEN 29 MARCH - 29 APRIL 2024?

DECEMBER 2023	APRIL 2024
1. Europe - 24%	1. Europe - 22%
2. New Zealand - 12%	2. New Zealand, Indonesia - 13% each
3. Japan - 10%	3. Japan - 9%
4. Indonesia, USA - 7% each	4. USA - 8%
5. Thailand - 5%	5. Thailand - 5%

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



## **TOURISM & TRANSPORT FORUM (TTF) APRIL SCHOOL HOLIDAYS 2024 SURVEY**



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

- Less than \$2,000 - 53%
- \$2,001 - \$5,000 - 32%
- \$5,001 - \$10,000 - 11%
- \$10,001 - \$20,000 - 3%
- More than \$20,000 - 1%

### **5. HOW LONG DO YOU PLAN TO BE AWAY?**

- 1 - 7 days - 78%
- 8 - 14 days - 17%
- More than 14 days - 5%

### **6. WHEN DO YOU PLAN TO DEPART FOR YOUR UPCOMING HOLIDAY?**

- The Easter long weekend (March 29- April 1) - 15%
- Between April 2 - 7 - 15%
- April 8 - 14 - 23%
- April 15 - 21 - 21%
- April 22 - 29 - 26%

### **7. WILL YOU TAKE YOUR PET(S) WITH YOU?**

- No, I will leave my pet with loved ones or a pet-sitter - 42%
- I don't own a pet - 32%
- Yes, I will take my pet with me - 16%
- No, I will leave my pet in specialty pet accommodation - 10%



# TOURISM & TRANSPORT FORUM (TTF) APRIL SCHOOL HOLIDAYS 2024 SURVEY

## 8. HAVE COST OF LIVING PRESSURES IMPACTED YOUR DECISION TO TRAVEL ON HOLIDAY?

	December 2023	April 2024
Yes	55%	53%
No	41%	42%
Unsure	4%	5%

## 9. HOW HAVE COST OF LIVING PRESSURES IMPACTED YOUR DECISION WHETHER TO TRAVEL ON HOLIDAY OR NOT BETWEEN 29 MARCH - 29 APRIL 2024?

- I will go away for a shorter period than originally planned - 25%
- I never made travel plans - 16%
- I will holiday within my own state - 12%
- I will stay with family or friends - 10%
- I will holiday within Australia instead of overseas - 9%
- I will choose cheaper hotel than I'd prefer - 8%
- I have recently cancelled travel plans - 8%
- I will stay in an Airbnb/short-term rental instead of a hotel or commercial accommodation - 2%
- I will spend less money on transportation - 5%
- Unsure - 5%

# TOURISM & TRANSPORT FORUM (TTF) APRIL SCHOOL HOLIDAYS 2024 SURVEY

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

		December 2023	April 2024
1	Holidays/travel	25%	24%
2	Personal care (eg. make up, skincare, haircuts)	16%	17%
3	Gifts for birthdays, weddings and other special occasions	17%	15%
4	Dining out	10%	10%
5	Streaming services	8%	9%
6	New clothes/accessories	7%	7%
7	Takeaway coffee	4%	6%
8	Food delivery	5%	5%
9	Entertainment experiences (e.g. cinemas, concerts, sporting events)	5%	5%
10	Tech gadgets	2%	2%

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

# TOURISM & TRANSPORT FORUM (TTF) APRIL SCHOOL HOLIDAYS 2024 SURVEY

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

		December 2023	March 2024
1	Food/grocery prices	24%	28%
2	Rising interest rates	34%	26%
3	Rental payments	18%	15%
4	Energy bills	11%	11%
5	Petrol prices	8%	9%
6	Insurance premiums	2%	6%
7	Medical bills	2%	3%
8	Public transport, taxis or ride sharing	1%	1%
9	Others	-	1%

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



# TOURISM & TRANSPORT FORUM (TTF) APRIL SCHOOL HOLIDAYS 2024 SURVEY



TTF commissioned a survey from polling company Pure Profile, with a sample size of 1500 Australians aged 18 - 65+, with responses collected from 29 March - 29 April 2024.

## STATE BREAKDOWN

### NSW RESIDENTS ARE MOST LIKELY HEADING TO:

1. **Sydney (18%)**
2. **NSW South Coast (10%)**
3. NSW North Coast, NSW Blue Mountains or QLD Gold Coast (8% each)
4. NSW Central Coast or Melbourne (7% each)
5. NSW Byron Bay (6%)
6. NSW Hunter (5%)
7. Brisbane (4%)

### QLD RESIDENTS ARE MOST LIKELY HEADING TO:

1. **QLD Sunshine Coast (18%)**
2. **Brisbane (14%)**
3. QLD Gold Coast (13%)
4. Melbourne (8%)
5. Sydney (6%)
6. Tropical North Queensland (5%)
7. QLD Fraser Island or NSW Byron Bay (3% each)

### VIC RESIDENTS ARE MOST LIKELY HEADING TO:

1. **Melbourne (20%)**
2. **VIC Great Ocean Road (14%)**
3. VIC Mornington Peninsula (11%)
4. Sydney (8%)
5. VIC Yarra Valley (7%)
6. QLD Gold Coast or Sunshine Coast (5% each)
7. Brisbane (4%)





# **TOURISM & TRANSPORT FORUM (TTF) APRIL SCHOOL HOLIDAYS 2024 SURVEY**



## **SA RESIDENTS ARE MOST LIKELY HEADING TO:**

1. **Adelaide (22%)**
2. **SA wine regions (19%)**
3. Melbourne (14%)
4. SA Kangaroo Island (9%)
5. SA Flinders Ranges (6%)
6. QLD Gold Coast (4%)
7. Brisbane OR VIC Great Ocean Road (3% each)

## **WA RESIDENTS ARE MOST LIKELY HEADING TO:**

1. **Perth (29%)**
2. **WA Margaret River (26%)**
3. Sydney (5%)
4. Brisbane or Melbourne (4% each)
5. WA Coral Coast or Broome (3% each)

## **TAS RESIDENTS ARE MOST LIKELY HEADING TO:**

1. **Hobart (24%)**
2. **Launceston (20%)**
3. Freycinet (16%)
4. QLD Gold Coast or Melbourne (8% each)
5. Sydney, Perth or QLD Great Barrier Reef (4% each)

## **ACT RESIDENTS ARE MOST LIKELY HEADING TO:**

1. **Sydney or NSW South Coast (17% each)**
2. **Brisbane or Melbourne (13% each)**
3. NSW Riverina (9%)
4. NSW Blue Mountains, NSW Central West or QLD Fraser Island (4% each)
5. Perth (4%)