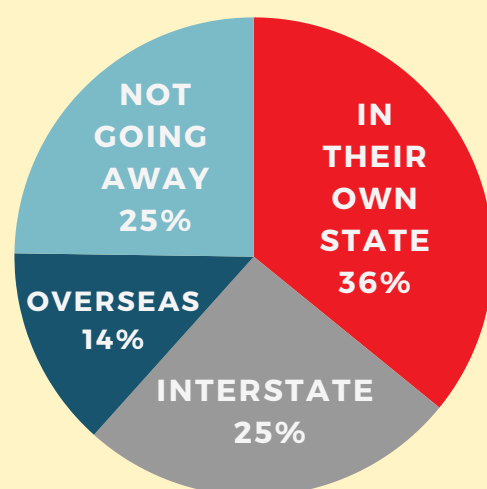


TTF'S SUMMER HOLIDAY TRAVEL SURVEY 2024/25

WHERE AUSTRALIANS ARE TRAVELLING FROM
1 DEC - 28 FEB 2024/25

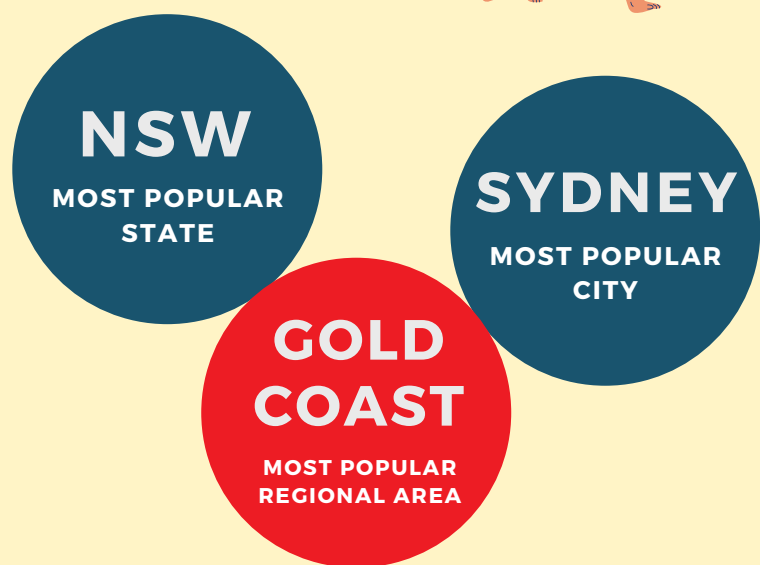
75%

OF AUSTRALIANS WILL TRAVEL ON HOLIDAY THIS SUMMER



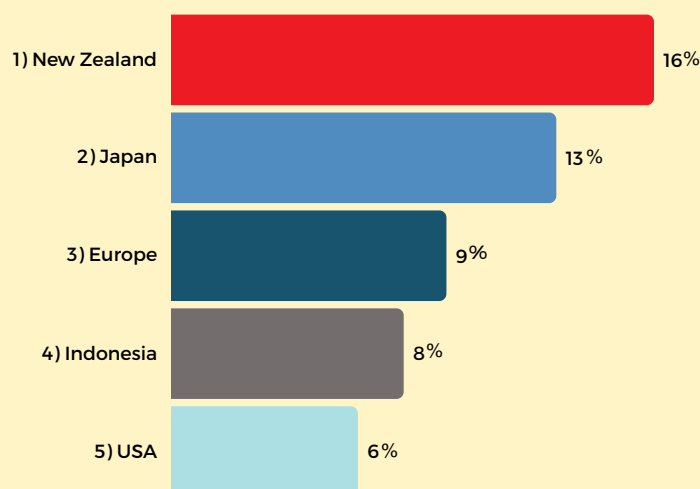
61%

OF AUSTRALIANS WILL HOLIDAY IN AUSTRALIA THIS SUMMER



14%

OF AUSTRALIANS WILL HOLIDAY OVERSEAS THIS SUMMER



**LESS
THAN 7
DAYS**

**LEAVING
JANUARY
1 - 15**

23%
OF PET OWNERS
WILL TAKE
THEIR PET

**LESS
THAN
\$5000**



HOW LAST MINUTE WOULD YOU BOOK A HOLIDAY?



62%

**OF AUSTRALIANS WOULD
BOOK A HOLIDAY LESS
THAN A MONTH OUT**

30%
A FEW WEEKS
BEFORE

8%
THE NIGHT
BEFORE OR DAY
OF

24%
A FEW DAYS
BEFORE

WHAT'S INFLUENCING TRAVEL PLANS?



39%

**ARE TRAVELLING
BECAUSE OF THE
TIME THEY HAVE
OFF WORK**

9%

**ARE TRAVELLING
TO VISIT FAMILY
OR FRIENDS**

12%

**ARE TRAVELLING
BECAUSE THEY
FOUND A GOOD
DEAL**

14%

**ARE TRAVELLING
BECAUSE THE
WEATHER IS
OPTIMAL**



44%

**SAY COST-OF-LIVING PRESSURES
HAVE IMPACTED TRAVEL PLANS
TO BE WITH FRIENDS AND/OR
FAMILY FOR CHRISTMAS**

25%

**WILL
STAY AT
HOME**

19%

**WILL STAY
FOR LESS
TIME**

39%

**ARE NOT
AFFECTED**