

TOURISM & TRANSPORT FORUM (TTF) CHRISTMAS X COST OF LIVING SURVEY



TTF commissioned a national survey from polling company *Pure Profile*, with a sample size of 2,011 Australians aged 18 - 65+, with responses collected from 20 - 25 November 2024.

1. WHAT IS THE PRIMARY REASON YOU'RE PLANNING TO TRAVEL OVER THE CHRISTMAS PERIOD THIS YEAR?

- I have time off from work - **39%**
- I found a good travel deal - **12%**
- The weather is optimal this time of year - **14%**
- To visit family or friends - **9%**
- I want to escape the festivities - **5%**
- I want time away from family obligations - **5%**
- For romantic reasons e.g. to visit a partner or to meet someone new - **3%**

2. HOW DO YOU PLAN TO SPEND THE MAJORITY OF CHRISTMAS DAY, DECEMBER 25, 2024?

- At my house - **46%**
- At a friend or relative's house - **36%**
- At a restaurant, hotel or other venue - **5%**
- At the beach, park or elsewhere outdoors - **5%**
- Attending a religious service - **1%**
- At a ticketed event - **1%**
- I will be working on Christmas Day - **1%**

3. HAVE COST OF LIVING PRESSURES IMPACTED YOUR SPENDING CHOICES ON CHRISTMAS PRESENTS THIS YEAR?

- Yes, I am spending a little less on Christmas presents - **32%**
- Yes, I am spending significantly less on Christmas presents - **31%**
- Yes, I am not buying Christmas presents - **5%**
- No, they have not - **26%**
- N/A - I do not usually buy Christmas presents - **3%**

Under 45s are most affected with 76% saying they are **spending less on Christmas** presents this year, compared to 61% of over 45s.

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4. HAVE COST OF LIVING PRESSURES IMPACTED YOUR DECISION TO TRAVEL TO BE WITH FAMILY AND/OR FRIENDS FOR CHRISTMAS?

- Yes, I will stay at home - **25%**
- Yes, I will be with friends/family for less time - **19%**
- No - **39%**
- N/A - I don't usually travel to be with family for Christmas - **10%**

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

Rank	Non-essential Expenses	SUMMER 2023-24 (SURVEY LAST YEAR)	SUMMER 2024-25
1	Holidays/travel	25%	26%
2	Personal care (eg. make up, skincare, haircuts)	16%	17%
3	Gifts for birthdays, weddings & other special occasions	17%	17%
4	Streaming services	8%	9%
5	Dining out	10%	9%
6	New clothes/accessories	7%	6%
7	Food delivery	5%	6%
8	Takeaway coffee	4%	5%
9	Entertainment experiences (e.g. cinemas, concerts, sporting events)	5%	4%
10	Tech gadgets	2%	2%

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