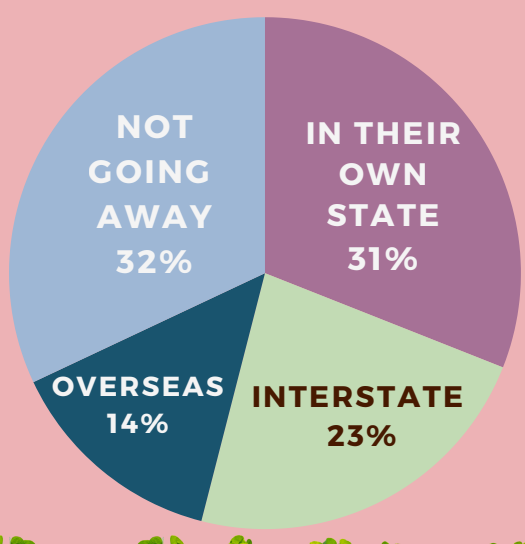
TTF AUSTRALIA
Tourism & Transport Forum

TTF'S SPRING HOLIDAY TRAVEL SURVEY 2026

WHERE AUSTRALIANS ARE TRAVELLING FROM 1 SEPT - 30 NOV 2026

68%

OF AUSTRALIANS WILL TRAVEL ON HOLIDAY THIS SPRING



54%

OF AUSTRALIANS WILL HOLIDAY IN AUSTRALIA THIS SPRING

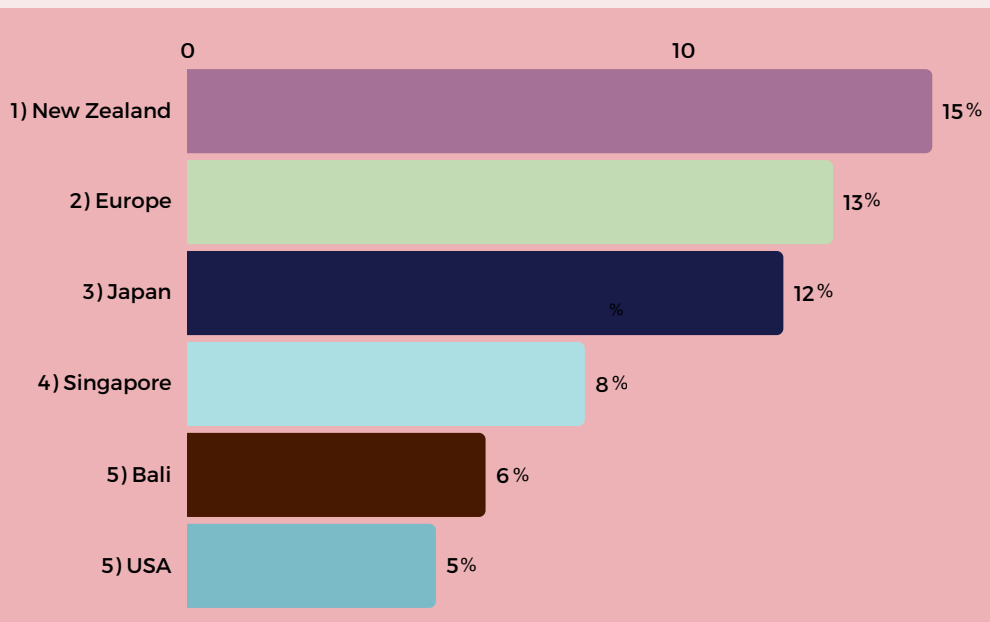
NSW
MOST POPULAR STATE

SYDNEY
MOST POPULAR CITY

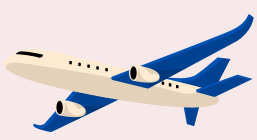
GOLD COAST
MOST POPULAR REGIONAL AREA

14%

OF AUSTRALIANS WILL HOLIDAY OVERSEAS THIS SPRING



*Percentages taken from Australians planning international travel



VALUE OF WORKING HOLIDAY MAKERS?

92%

OF AUSSIES SAY WORKING HOLIDAY MAKERS ARE IMPORTANT TO AUSTRALIA

42%

Say Working Holiday Makers are VERY important

www.ttf.org.au

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