TOURISM & TRANSPORT FORUM (TTF) SPRING TRAVEL SURVEY 2026

TTF commissioned a national survey from polling company *Pureprofile*, with a sample size of 1,550 Australians aged 18 – 65+, with responses collected from 18 – 24 September 2026.

1. ARE YOU PLANNING TO TRAVEL FOR A HOLIDAY DURING WINTER, BETWEEN 1 SEPTEMBER - 30 NOVEMBER 2026?

Yes = **68%** | No = **32%**, including:

- Yes, within my own state or territory – **31%**
- Yes, to another state or territory – **23%**
- Yes, overseas – **14%**
- No, I'm not planning to travel for a holiday – **32%**

2. WHERE IN AUSTRALIA WILL YOU SPEND THE MAJORITY OF YOUR HOLIDAY, BETWEEN 1 SEPTEMBER - 30 NOVEMBER 2026?

- Most popular STATE for Australian visitors is **NSW (30%)**, followed by **QLD (28%), VIC (20%)** and **WA (6%)**.
- Most popular CITY for Australian visitors is **Sydney (13%),** then **Melbourne (10%)**, **Brisbane (5%)**.
- Popular REGIONAL AREAS for Australian visitors include Queensland's **Gold Coast (10%)**, then **Sunshine Coast (6%)**, as well as New South Wales' **Central Coast**, New South Wales' **Coffs Harbour** and Victoria's **Mornington Peninsula (all 3%)**.

3. WHERE OVERSEAS WILL YOU SPEND THE MAJORITY OF YOUR HOLIDAY, BETWEEN 1 SEPTEMBER - 30 NOVEMBER 2026?

SPRING 2025 (SURVEY LAST YEAR)	WINTER 2026 (PREVIOUS SURVEY)	SPRING 2026
1. New Zealand – 14%	1. Europe – 18%	**1. New Zealand - 15%**
2. Japan – 13%	2. New Zealand – 14%	**2. Europe - 13%**
3. Europe – 10%	3. Thailand – 8%	**3. Japan - 12%**
4. Thailand – 9%	4. Indonesia & Japan – 7% each	**4. Singapore - 8%**
5. UK, USA & Vietnam – 6% each	5. UK & USA – 6% each	**5. Bali, or elsewhere in Indonesia - 6%**

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

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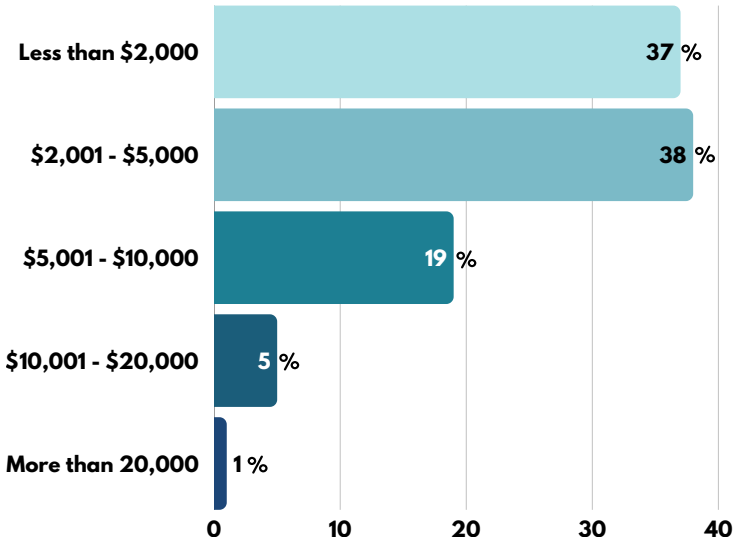
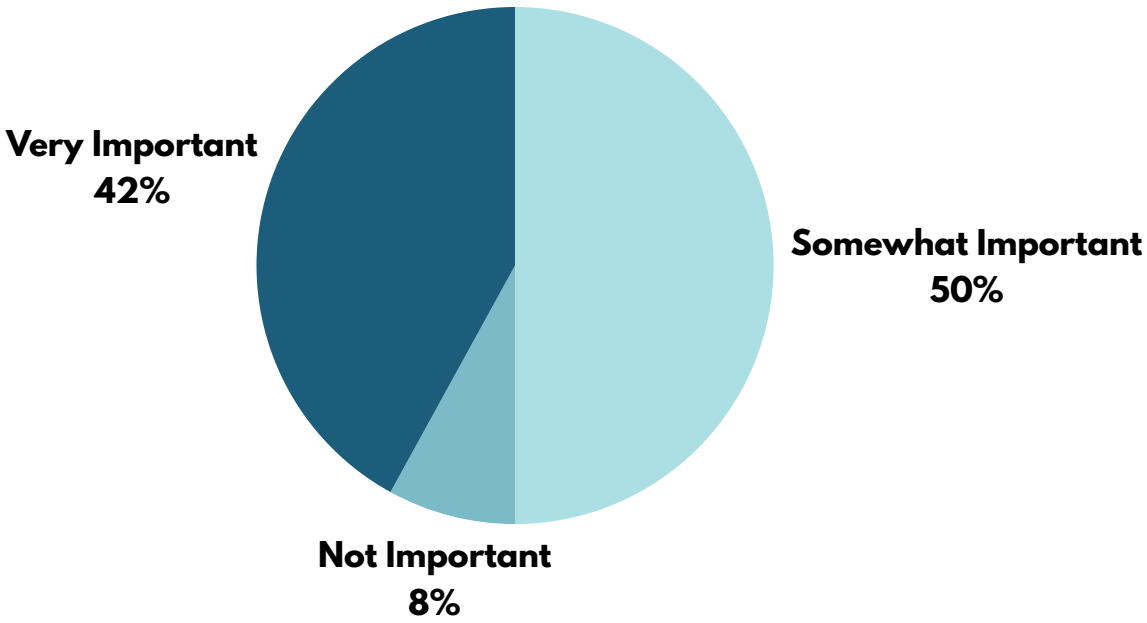
4. HOW MUCH DO YOU EXPECT TO SPEND, INCLUDING ALL PRE-TRIP EXPENSES BETWEEN 1 SEPTEMBER - 30 NOVEMBER 2026?



5. HOW IMPORTANT DO YOU THINK TRAVELLERS ON WORKING HOLIDAY VISAS ARE TO AUSTRALIA'S TOURISM INDUSTRY, LOCAL COMMUNITIES AND ECONOMY?

Important = **92%** | Not Important = **8%**, including:



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