

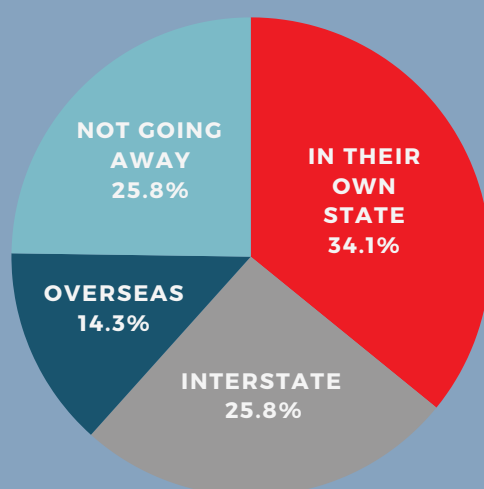
# TTF'S WINTER HOLIDAY TRAVEL SURVEY 2024

WHERE AUSTRALIANS ARE TRAVELLING FROM  
1 JUN - 31 AUG 2024



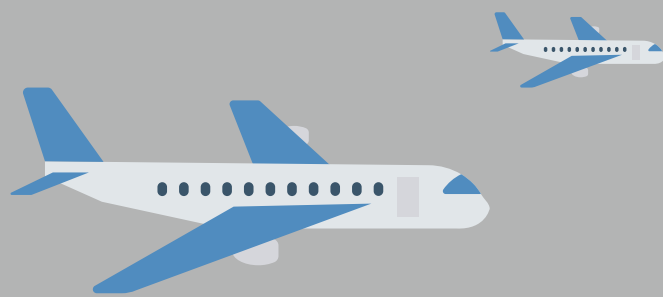
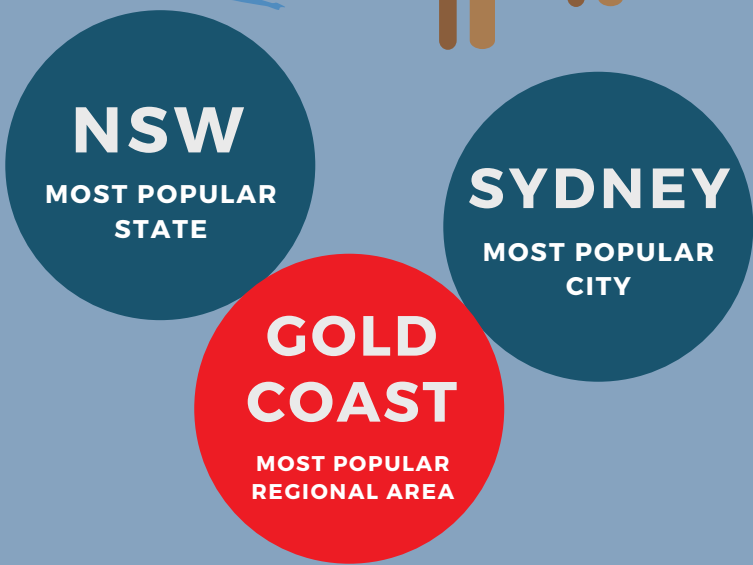
## 74%

OF AUSTRALIANS WILL TRAVEL ON HOLIDAY THIS WINTER



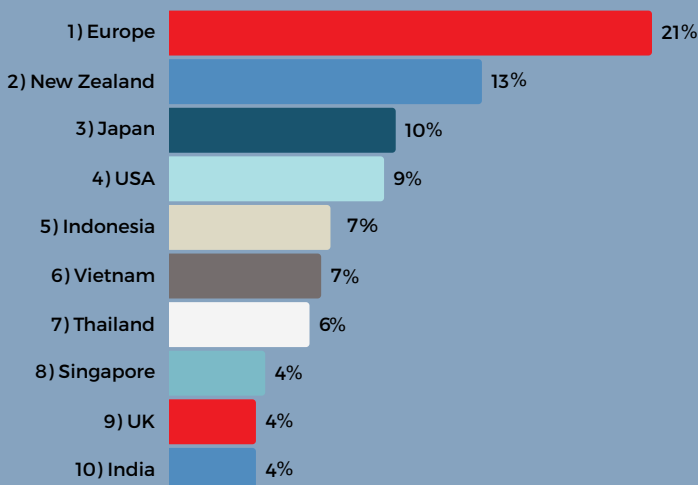
## 60%

OF AUSTRALIANS WILL HOLIDAY IN AUSTRALIA THIS WINTER



## 14%

OF AUSTRALIANS WILL HOLIDAY OVERSEAS THIS WINTER



**LESS THAN 7 DAYS**

**LEAVING AUGUST 16 - 31**

**16% WILL TAKE THEIR PET**

**LESS THAN \$5000**



## COST-OF-LIVING PRESSURES



**56%**

**SAY COST-OF-LIVING PRESSURES HAVE IMPACTED THEIR TRAVEL PLANS**

**23% WILL GO AWAY FOR LESS TIME**

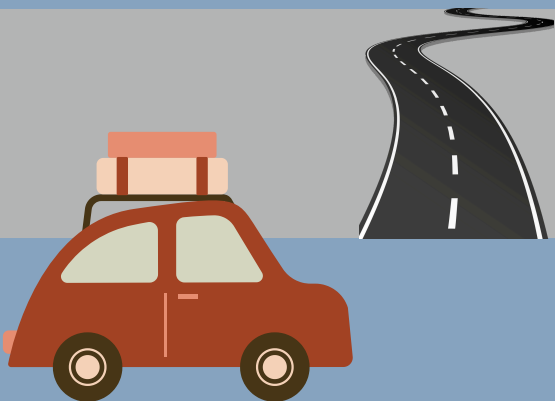
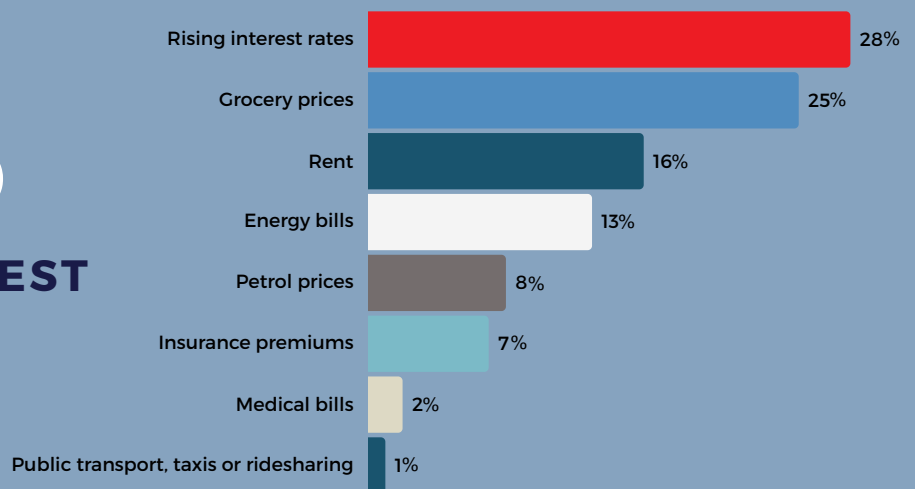
**15% NEVER MADE TRAVEL PLANS**

**11% WILL STAY WITH FAMILY OR FRIENDS**



**28%**

**RANKED RISING INTEREST RATES AS THEIR #1 FINANCIAL STRAIN**



**23%**

**RANKED HOLIDAYS/TRAVEL THEIR #1 PRIORITY FOR NON-ESSENTIAL SPENDING**

