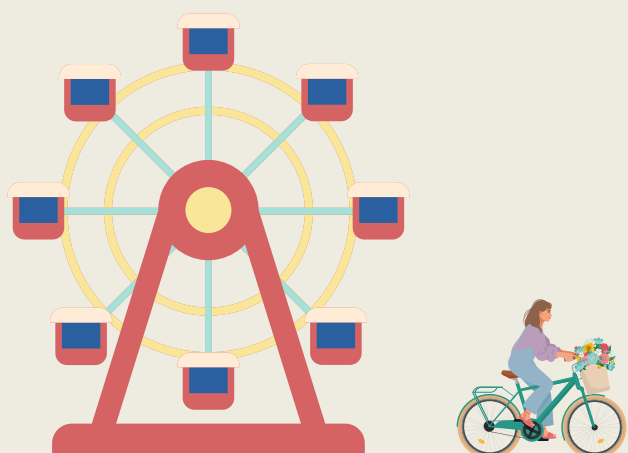




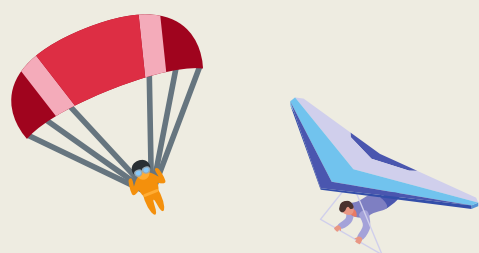
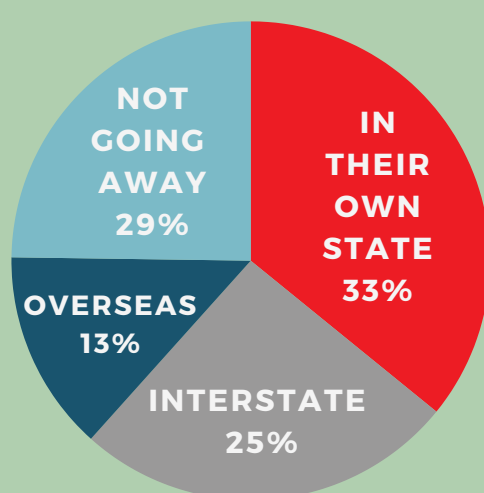
TTF'S SPRING HOLIDAY TRAVEL SURVEY 2024

WHERE AUSTRALIANS ARE TRAVELLING FROM
1 SEPT - 31 OCT 2024



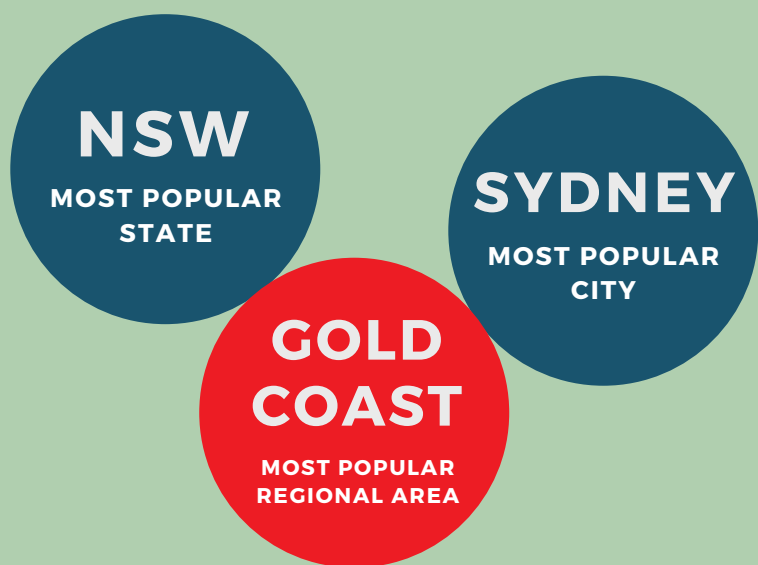
71%

OF AUSTRALIANS WILL TRAVEL ON HOLIDAY THIS SPRING



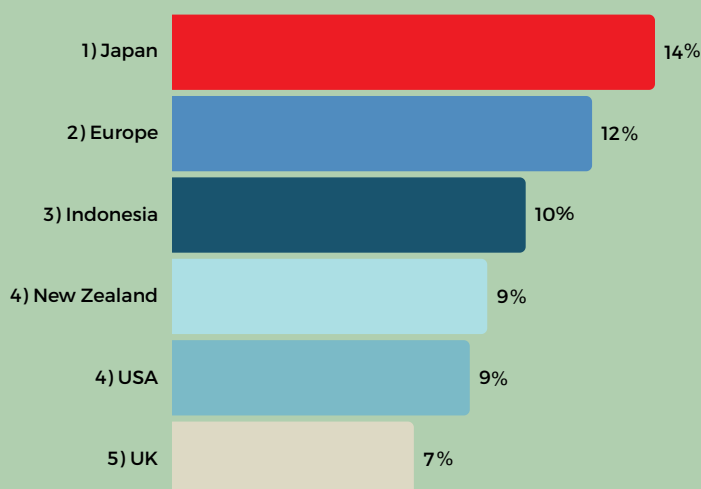
59%

OF AUSTRALIANS WILL HOLIDAY IN AUSTRALIA THIS SPRING



13%

OF AUSTRALIANS WILL HOLIDAY OVERSEAS THIS SPRING



LESS THAN 7 DAYS

LEAVING SEPTEMBER 16 - 30

20% OF PET OWNERS WILL TAKE THEIR PET

LESS THAN \$5000



COST-OF-LIVING PRESSURES



DOWN 2% SINCE WINTER

54%

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

23% WILL GO AWAY FOR LESS TIME

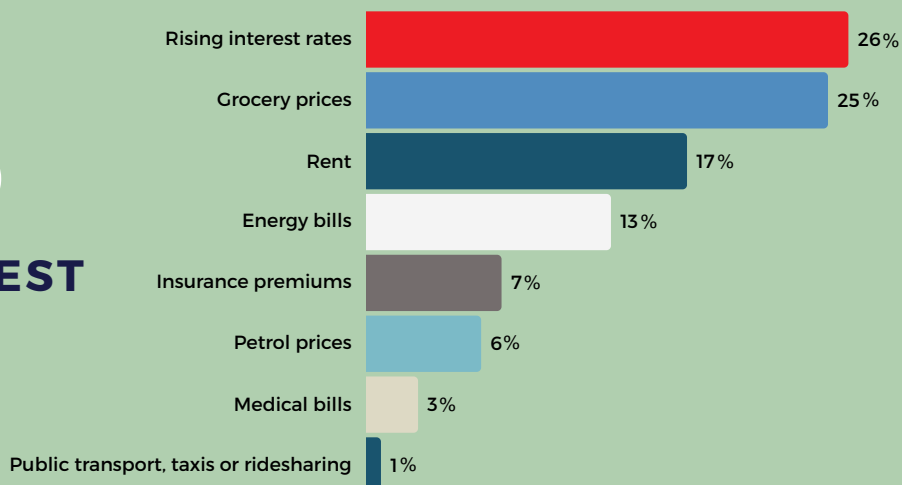
15% NEVER MADE TRAVEL PLANS

10% ARE HOLIDAYING IN AUSTRALIA



26%

RANKED RISING INTEREST RATES AS THEIR #1 FINANCIAL STRAIN



UP 2% SINCE WINTER

25%

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

