

# TOURISM & TRANSPORT FORUM (TTF) SPRING TRAVEL SURVEY 2024



TTF commissioned a national survey from polling company *Pure Profile*, with a sample size of 1,500 Australians aged 18 - 65+, with responses collected from 1 - 6 September 2024.

## 1. ARE YOU TRAVELLING FOR A HOLIDAY FROM 1 SEPTEMBER - 31 OCTOBER 2024?

Yes = 71% | No = 29%, including:

- Yes, within my own state or territory - 33%
- Yes, to another state or territory - 25%
- Yes, overseas - 13%
- No, I'm not planning to travel for a holiday - 29%

## 2. WHERE IN AUSTRALIA WILL YOU SPEND MOST OF YOUR HOLIDAY FROM 1 SEPTEMBER - 31 OCTOBER 2024?

- Most popular STATE for Australian visitors is NSW (31%), followed by QLD (28%), VIC (20%), SA (9%) and WA (8%).
- Most popular CITY for Australian visitors is Sydney (11%), then Melbourne (8%), Brisbane (7%), Perth and Adelaide (3% each).
- Popular REGIONAL AREAS for Australian visitors include Queensland's Gold Coast (9%), then Sunshine Coast (4%), as well as Far North Queensland, NSW Far North Coast, NSW Mid-North Coast and WA's Margaret River and surrounds (all 3% each).

## 3. WHERE OVERSEAS WILL YOU SPEND MOST OF YOUR HOLIDAY FROM 1 SEPTEMBER - 31 OCTOBER 2024?

WINTER 2024 (PREVIOUS SURVEY)	SPRING 2024
1. Europe - 21%	1. Japan - 14%
2. New Zealand - 13%	2. Europe - 12%
3. Japan - 10%	3. Indonesia - 10%
4. USA - 9%	4. New Zealand & USA - 9% each
5. Indonesia - 7%	5. UK - 7%

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

## 4. HOW MUCH DO YOU EXPECT TO SPEND, INCLUDING ALL PRE-TRIP EXPENSES?

- Less than \$2,000 - **41%**
- \$2,001 - \$5,000 - **39%**
- \$5,001 - \$10,000 - **15%**
- \$10,001 - \$20,000 - **4%**
- More than \$20,000 - **Less than 1%**

## 5. HOW LONG WILL YOUR SPRING HOLIDAY BE?

- 1 - 7 days - **66%**
- 8 - 14 days - **25%**
- More than 14 days - **9%**

## 6. WHEN ARE YOU DEPARTING ON YOUR SPRING HOLIDAY?

- 1 - 8 September 2024 - **7%**
- 9 - 15 September 2024 - **9%**
- 16 - 22 September 2024 - **16%**
- 23 - 30 September 2024 - **21%**
- 1 - 6 October 2024 - **14%**
- 7- 14 October 2024 - **12%**
- 15 - 21 October 2024 - **8%**
- 22 - 31 October 2024 - **13%**

## 7. IF YOU'RE A PET OWNER, WILL YOU TAKE YOUR PET(S) WITH YOU?

- No, I will leave my pet with loved ones or a pet-sitter - **69%**
- Yes, I will take my pet with me - **20%**
- No, I will leave my pet in specialty pet accommodation - **11%**

## 8. HAVE COST-OF-LIVING PRESSURES IMPACTED YOUR DECISION TO TRAVEL ON HOLIDAY FROM 1 SEPTEMBER - 31 OCTOBER 2024?

	WINTER 2024 (PREVIOUS SURVEY)	SPRING 2024
Yes	56%	54%
No	38%	40%
Unsure	6%	6%

## 9. HOW HAVE COST-OF-LIVING PRESSURES IMPACTED YOUR DECISION WHETHER TO TRAVEL ON HOLIDAY?

- I will go away for a shorter period than originally planned - 23%
- I never made travel plans - 15%
- I will holiday within Australia instead of overseas - 10%
- I will holiday within my own state - 10%
- I will stay with family or friends - 9%
- I have recently cancelled travel plans - 7%
- I am doing fewer activities or spending less money on activities during my holiday - 5%
- I will choose cheaper hotel than I'd prefer - 5%
- I will spend less money on transportation - 3%

## 10. WHICH COST-OF-LIVING PRESSURE IS CURRENTLY HAVING THE GREATEST IMPACT ON YOU?

Rank	Essential Expenses	WINTER 2024 (previous survey)	SPRING 2024
1	Interest rates	28%	26%
2	Food/grocery prices	25%	25%
3	Rental payments	16%	17%
4	Energy bills	13%	13%
5	Insurance premiums	7%	7%
6	Petrol Prices	8%	6%
7	Medical bills	2%	3%
8	Public transport, taxis or ride sharing	1%	1%

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

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

Rank	Non-essential Expenses	WINTER 2024 (PREVIOUS SURVEY)	SPRING 2024
1	Holidays/travel	23%	25%
2	Personal care (eg. make up, skincare, haircuts)	19%	20%
3	Gifts for birthdays, weddings & other special occasions	14%	14%
4	Streaming services	10%	10%
5	Dining out	10%	8%
6	New clothes/accessories	6%	6%
8	Entertainment experiences (e.g. cinemas, concerts, sporting events)	4%	5%
9	Food delivery	5%	5%
9	Takeaway coffee	5%	4%
10	Tech gadgets	3%	3%

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

## 12. DO YOU PLAN TO TRAVEL FOR A HOLIDAY WITHIN THE NEXT 12 MONTHS?

Yes = 81% | No = 19%, including:

- Yes, within my own state or territory - 27%
- Yes to another state or territory - 25%
- Yes, overseas - 29%
- No - 19%

## 13. WHERE IN AUSTRALIA DO YOU PLAN TO TRAVEL WITHIN THE NEXT 12 MONTHS?

- Most popular STATE for Australian visitors will be QLD (29%), followed by NSW (28%), VIC (19%) and WA (9%).
- Most popular CITY for Australian visitors will be Sydney (10%), then Melbourne (8%), Brisbane (7%), then Perth and Adelaide (both 3%).
- Popular REGIONAL AREAS for Australian visitors will include Queensland's Gold Coast (9%), Queensland's Sunshine Coast, Far North Queensland, NSW Far North Coast (4% each), then Victoria's Great Ocean Road and WA's Margaret River region and surrounds (3% each).

## 14. WHERE OVERSEAS DO YOU PLAN TO TRAVEL WITHIN THE NEXT 12 MONTHS?

JUNE 2024 (previous survey)	SEPTEMBER 2024
1. Europe - 22%	1. Europe - 19%
2. New Zealand - 11%	2. New Zealand - 13%
3. Indonesia - 11%	3. Japan - 10%
4. USA - 8%	4. Indonesia - 9%
5. Japan - 8%	5. USA - 6%