



Australian Government
Department of Resources, Energy and Tourism
Tourism Research Australia

What is driving Australians' travel choices?



TRA TOURISM
RESEARCH
AUSTRALIA



Australian Government

Department of Resources, Energy and Tourism

Tourism Research Australia

-
-
-
-
-

What is driving Australians' travel choices?



TRA TOURISM
RESEARCH
AUSTRALIA

ISBN 978-1-921812-45-3

Tourism Research Australia
Department of Resources, Energy and Tourism
GPO Box 1564
Canberra ACT 2601
ABN 46 252 861 927

Email: tourism.research@ret.gov.au

Web: www.ret.gov.au/tra

Publication date: June 2011



This work is licensed under a [Creative Commons Attribution 3.0 Australia licence](https://creativecommons.org/licenses/by/3.0/au/). To the extent that copyright subsists in third party quotes and diagrams it remains with the original owner and permission may be required to reuse the material.

This work should be attributed as *What is driving Australians' travel choices?* Tourism Research Australia, Canberra.

Enquiries regarding the licence and any use of work by Tourism Research Australia are welcome at tourism.research@ret.gov.au

Executive summary

In recent times the rapid growth in outbound tourism relative to domestic tourism, in particular for the *holiday* purpose sector, has attracted significant attention from government, industry, and the media.

Domestic tourism contributes significantly to the economic value of the industry and the Australian economy. Worth around \$25 billion in gross domestic product (GDP), this accounts for almost three quarters of tourism GDP (with \$21 billion generated by *households* and \$4 billion by *business/government*).

However, the price of the Australian (domestic) tourism product has been steadily increasing relative to the outbound tourism product over the last decade, due to a stronger Australian dollar. Rising incomes and increased air capacity have provided improved access to a range of destinations, and the appeal of outbound tourism for Australians is strong.

There was some recovery in domestic tourism in 2010 – overnight domestic trips taken by Australians increased by 2.0 per cent (to 67 million trips); and domestic visitor nights increased by 1.1 per cent (to 260 million nights). At the same time, short-term Australian resident departures (outbound travel) grew by 13.2 per cent to 7.1 million. The strongest growth in departures in 2010 was to Indonesia, which was up 35 per cent.

Throughout 2010, airline capacity between Australia and Indonesia expanded almost continuously, with airlines such as AirAsia X, Tiger Airways and Strategic Airlines offering more seats and cheaper tickets. Indonesia is now Australia's second largest outbound market behind New Zealand.

In their latest forecasts, the Tourism Forecasting Committee (TFC) expects that the growth in domestic tourism will be mixed in 2011 – overnight trips are forecast to increase by 0.5 per cent, while consumption is forecast to fall by 0.7 per cent. This trend is expected to continue over the longer term, with domestic tourism expected to remain weak, growing by 0.4 per cent on average each year to 2020 (and consumption to increase by 0.3 per cent). At the same time, outbound demand is expected to be strong. In 2011, outbound volumes are expected to increase 10.1 per cent and over the longer term, average annual growth of 3.7 per cent is expected to result in over 10 million trips by 2020.

This paper focuses on the factors affecting the travel choices of Australians and concludes there are a variety of reasons (both on the supply and demand side) for Australians' shift away from domestic to international holidays, including:

- increasing household disposable incomes;
- a stronger Australian dollar;
- changing consumer *leisure* travel patterns;
- tourism operators facing increasing costs for inputs; and
- a marked increase in aviation capacity supply (especially to short-haul destinations in the region).

This paper is linked to Tourism Research Australia's (TRA) report *Factors affecting the inbound tourism sector – the impact and implications of the Australian dollar*, June 2011, both of which are available at www.ret.gov.au/tra.

Key findings

- Income is the primary driver of leisure tourism demand. On average, for every 1.0 per cent increase in domestic incomes, domestic tourism demand is likely to decrease 0.5 per cent, while outbound tourism increases by 1.0 per cent.
- The price of tourism is important. On average, for every 1.0 per cent increase in domestic accommodation rates, outbound tourism demand will increase by 0.3 per cent. Further, for every 1.0 per cent increase in the Australian dollar, outbound tourism demand will increase by 0.5 per cent.
- Airfares and air capacity are drivers of outbound tourism. On average, for every 1.0 per cent increase in domestic airfares, outbound tourism demand will increase by 0.6 per cent.

Table 1: Inbound tourism elasticities

Indicator	Domestic	Outbound
Income ^a	-0.53	1.02
Own-price:		
Accommodation	-0.33	n.a.
Cross-price:		
Australian dollar ^b	0.07	0.52
Air capacity ^c	-0.24	0.57
Consumer confidence ^d	0.49	0.14

Source: TRA unpublished data

Notes: a Household discretionary income was used as a proxy.

b The price of outbound tourism is considered a cross-price relative to domestic tourism.

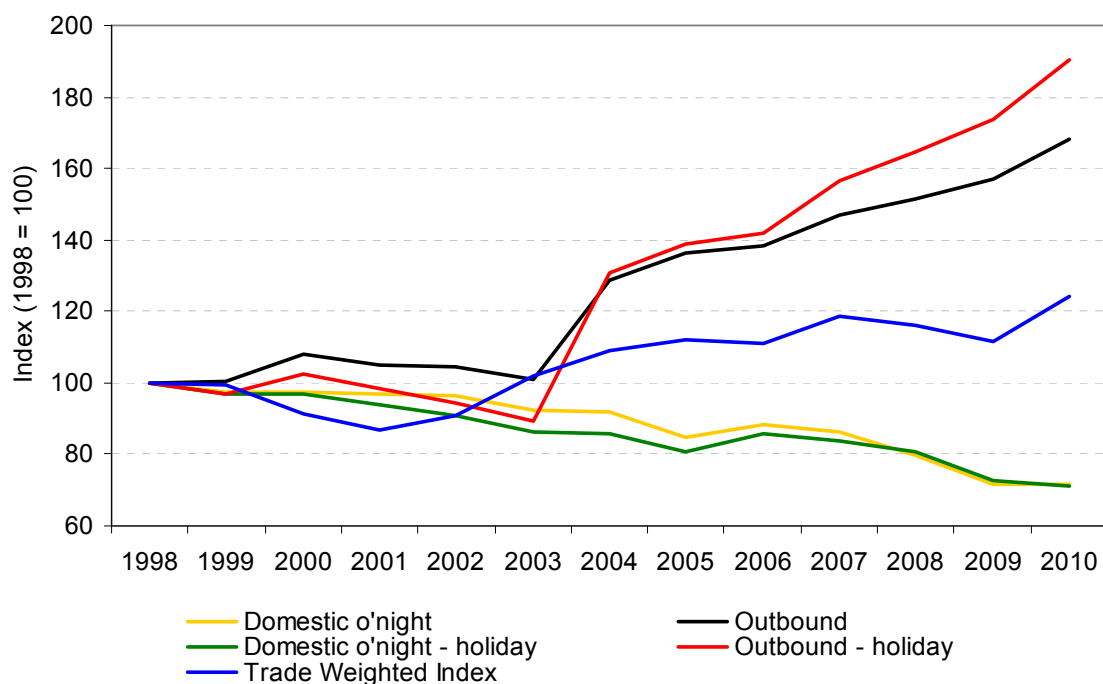
c Air capacity was used as a proxy for airfares for outbound tourism – it is assumed that with an increase in capacity, airfares are likely to fall.

d Expenditure on household durables to represent consumer confidence.

Introduction

The number of Australians travelling overseas has increased significantly in recent years, in particular *holiday* travel, while domestic travel has declined. Over the period 1998 to 2010, domestic overnight trips have declined by 8.7 per cent or 6.4 million trips (representing an average annual rate of 0.8 per cent). Over the same period, outbound tourism has more than doubled, increasing by 4.0 million trips (an average annual rate of 7.0 per cent). Assessing outbound travel by purpose, the *holiday* purpose has been the fastest growing sector, increasing at an annual average rate of 8.5 per cent (see **Figure 1**).

Figure 1: Outbound and domestic trip propensity – 1998 to 2010



Sources: Tourism Research Australia, *Travel by Australians – December 2010 Quarterly Results of the National Visitor Survey*; Australian Bureau of Statistics, *Overseas Arrivals and Departures, Australia* (ABS cat. no. 3401.0); Australian Bureau of Statistics, *Population by Age and Sex, Australian States and Territories* (ABS cat. no. 3201.0).

A higher Australian dollar is impacting on the Australian tourism sector by increasing the incentives for outbound travel by Australians, while decreasing the incentives for inbound travel by international visitors. Two other key determinants of increase in demand for international travel by Australians are:

- i) increased household income and/or consumption (including changes in consumption patterns as a result of a changing population); and
- ii) increased (overseas) market access and improved competition with both cheaper airfares, increased capacity, and technological advancements.

Scope limited to overnight holiday travel

While domestic day trips have increased around 10 per cent in recent years, the scope of this paper will be limited to overnight holiday travel, namely overnight domestic travel and outbound travel for the purpose of a *holiday*.

This approach has been taken due to travel for the purpose of *holiday* being most likely to experience substitution. For example, it is highly unlikely that a tourist travelling for the purpose of *business* will choose to change their meeting in Sydney to say, Bali. This is also assumed for the purpose of *visiting friends and relatives (VFR)*.

This report examines the level of substitution between domestic and outbound leisure travel by Australian travellers, and looks at the potential substitution of other forms of household consumption for domestic tourism expenditure by:

- i) assessing the change in demand from a range of markets to destinations;
- ii) estimating propensities to travel on a domestic or outbound holiday using a range of explanatory factors such as income and price;
- iii) applying industry responses (changes in air capacity) to determine substitution effects; and
- iv) employing a demographic framework assessing how changes in population may impact on demand for tourism.

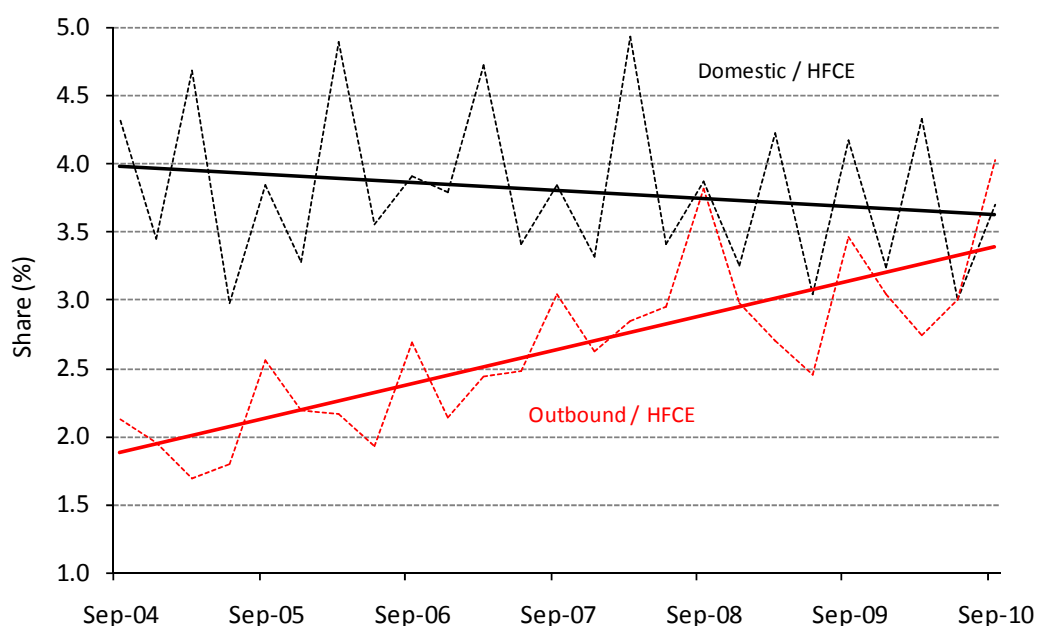
Tourism's share of household spending

Tourism competes for a share of a household's discretionary budget. Over the period 2004 to 2010, tourism's share of total holiday expenditure (overnight and outbound) has risen 1.1 percentage points, from 5.7 per cent¹ according to the Australian Bureau of Statistics *household final consumption expenditure (HFCE)* data.

An initial conclusion may be that other goods and services are being substituted by Australians for tourism services. However, TRA analysis demonstrated that *outbound holiday travel* expenditure is driving this increase or substitution. Over the period 2004 to 2010, domestic overnight holiday spending relative to HFCE declined 0.5 percentage points (from 4.3 percentage points to 3.7), while the outbound sector's share almost doubled, from 2.2 per cent to 4.0 percentage points (**Figure 2**).

¹ Australian Bureau of Statistics, Australian National Accounts: National Income, Expenditure and Product (ABS cat. no. 5206.0), 2011.

Figure 2: Tourism's share of household final consumption expenditure (HFCE)



Sources: Australian Bureau of Statistics, *Australian National Accounts: National Income, Expenditure and Product* (ABS cat. no. 5206.0); Tourism Research Australia, *Travel by Australians – December 2010 Quarterly Results of the National Visitor Survey*.

Changes in demand

Further demonstrating changes in consumption patterns, **Table 1** provides a snapshot of the significant increase in outbound demand relative to domestic over the period 2004 to 2010. Outbound trips and nights have increased by 94 per cent and 73 per cent respectively – at the same time, domestic trips and nights have decreased by 1.7 per cent and 6.6 per cent respectively.

Table 1: Change in domestic and outbound leisure travel, 2004–2010

	Domestic			Outbound		
	2004	2010	% change	2004	2010	% change
Trips (million)	30.1	29.6	-1.7%	1.8	3.5	+94.4%
Nights (million)	138.5	129.4	-6.6%	38.5	66.6	+73.0%
Expenditure (\$ billion)	20.7	25.2	+21.7%	9.7	23.1	+138%

Sources: Tourism Research Australia *Travel by Australians – December 2010 Quarterly Results of the National Visitor Survey*; and *International Visitors in Australia – December 2010 Quarterly Results of the International Visitor Survey*.

Note: The longest time series has been used for this analysis; outbound data is available from 2004 to 2010.

Alternative destinations

Taking the abovementioned analysis (**Table 1**) further, an assessment of short-haul, short holiday destinations was undertaken (for those residing in Sydney, Melbourne, Brisbane, or Perth and travelling on a holiday for between 7 and 14 days) using data from TRA's National Visitor Survey.²

Table 2: Selected outbound and domestic holiday destinations

Outbound destinations	Domestic destinations
<ul style="list-style-type: none">• New Zealand• Indonesia (Bali)• Thailand• Fiji	<ul style="list-style-type: none">• Gold Coast• Whitsundays• Tropical North Queensland

For these destinations, for the period year ending September 2005 and the year ending September 2010, travel almost doubled—from 315,000 to 618,000 trips—while the number of domestic holiday trips fell 114,000 (or 18.0 per cent). While this is not an equal transfer (of trips), it does indicate that a high level of substitution did occur – away from domestic travel towards outbound. For further information on outbound travel, see **Appendix B**.

Domestic versus outbound travel propensities

Domestic tourism exists within an environment of intense competition. On the domestic front, Australia is witnessing a cultural/lifestyle consumer shift away from domestic travel towards outbound. Favourable consumer conditions such as rising incomes, increased access to a range of destinations (especially 'shorter, cheaper, closer' destinations), and a stronger Australian dollar are placing significant pressure on Australia's competitiveness. **Figure 3** shows that these factors are contributing to a widening 'tourism trade deficit', from a peak surplus of \$3.6 billion in 1999–00 to a deficit of \$5.0 billion in 2009–10. Further, Australia's contribution in the global tourism market has almost doubled over the last 20 years in terms of global arrivals (**Figure 4**).

² Combined, these markets accounted for 7 in 10 departures and 1 in 2 holiday departures.

Figure 3: Tourism balance of trade

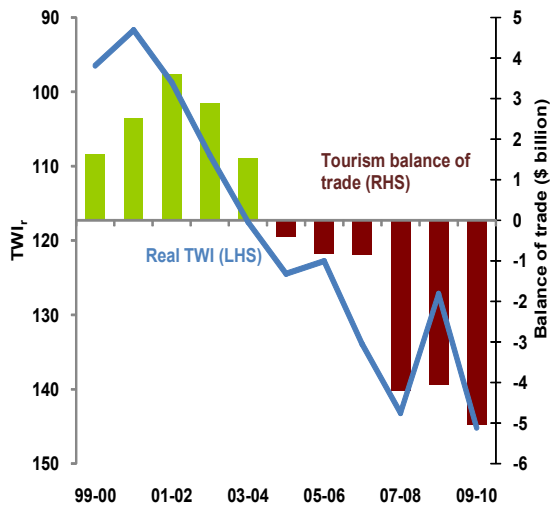
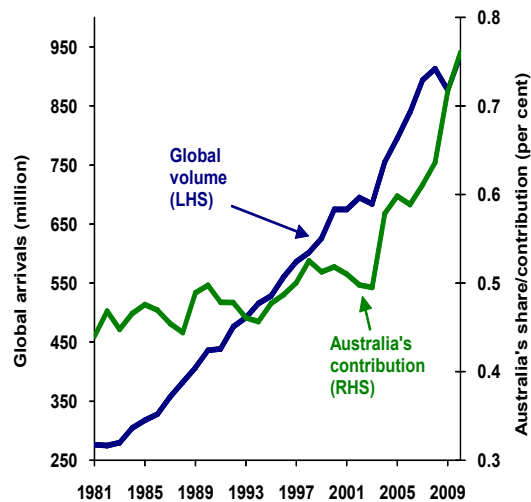


Figure 4: Global tourism



Sources: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (ABS cat no 3401.0); and United Nations World Tourism Organization, *UNWTO World Tourism Barometer*.

Modelling by TRA, industry, and the academic sector has demonstrated that tourism is influenced by a range of factors, notably income and price.³ Australia has experienced average annual income growth of 3.0 per cent over the past decade. At the same time, the relative price of outbound travel has declined through an appreciating Australian dollar (against many destinations) and changes in aviation business models, resulting in increased supply through lower cost air capacity.

Domestic tourism travel decisions

Over the period 1998 to 2010, an Australian’s propensity to travel domestically for *leisure* purposes has declined on average by 26 per cent, from 2.9 trips per person to 2.1 trips. To understand this decline, TRA has employed external and internal factors affecting the consumer. These include variables such as income (in the form of household discretionary income), own-price (in the form of

³ This is also confirmed in the Tourism Research Australia paper, *Factors affecting the inbound tourism sector – the impact and implications of the Australian dollar*, June 2011. For this analysis, TRA has employed an econometric framework initially developed to estimate the ‘substitution’ of domestic tourism for outbound tourism. While separate from the forecasting framework used by TRA to produce domestic and outbound forecasts for the TFC, the approach is largely consistent with that approach (as it uses a range of factors such as income, consumer confidence, own-price, cross-price, and air capacity). Where it differs is that it uses population propensities to explain changes in leisure tourism demand.

accommodation rates), and consumer confidence (in the form of household durables expenditure). Other factors such as outbound air capacity and cross-prices (using the *Trade Weighted Index* as proxy) were included. TRA's analysis of travel propensity showed that:

for every one per cent increase in...

- **household discretionary income**, domestic leisure tourism demand is likely to decrease by 0.53 per cent
- **accommodation rates**, domestic leisure tourism demand is likely to decrease by 0.33 per cent
- **household durables expenditure**, domestic leisure tourism demand is likely to increase by 0.49 per cent⁴
- **outbound air capacity**, domestic leisure tourism demand is likely to decrease by 0.24 per cent
- **the Trade Weighted Index**, domestic leisure tourism demand increased by 0.07 per cent. This is contrary to what was expected, namely as the Australian dollar appreciates, outbound becomes more competitive and therefore, demand for domestic tourism should decline.

While largely providing the correct signage, these results show that domestic leisure tourism is non-responsive (that is, inelastic), on average, to changes in the abovementioned variables; external factors such as household discretionary income and consumer confidence (household durables) are dominant (0.53 per cent and 0.49 per cent, respectively). The magnitude of factors that are, to some degree, determined internally, such as accommodation rates and air capacity (0.33 per cent and 0.24 per cent, respectively) were around half that of income and consumer confidence.⁵

These results show that as incomes rise, an Australian's demand for international leisure travel is likely to increase, while demand for domestic leisure travel is likely to decrease. Further, domestic tourism is also inversely related to the movement of international air capacity. This is to be expected given increased air capacity from a number of low cost carriers targeting leisure tourism has triggered strong price competition and further contributed to domestic tourism's downward trend.

⁴ Expenditure on household durables was employed to represent consumer confidence

⁵ However, these industries are exposed to range of input costs, including increasing costs for utilities (such as gas, electricity, water), labour (wages, training), rent, and insurance.

Domestic tourism spending decisions

Using a similar approach to estimating domestic tourism volumes, TRA's analysis of tourism spending propensity showed that:

for every one per cent increase in...

- **household discretionary income**, leisure tourism expenditure is likely to increase by 0.51 per cent
- **accommodation rates**, leisure tourism expenditure is likely to decrease by 0.46 per cent
- **domestic airfares**, leisure tourism expenditure is likely to decrease by 0.12 per cent
- **household durables expenditure**, leisure tourism expenditure is likely to increase by 0.26 per cent.

Similar to the results for domestic trip propensities, these results show that tourism expenditure is non-responsive. Of note, household discretionary income—an external factor—is only marginally greater in magnitude (0.51 per cent) when compared to the accommodation rates (0.46 per cent), a factor which is largely determined by the tourism industry.

Outbound leisure tourism travel decisions

The outbound leisure tourism sector has grown significantly in recent years, up 78 per cent since 2004 in volume terms, and 42 per cent in terms of imports. Remaining consistent with the approach to model domestic tourism trips and expenditure propensities, a range of factors which may impact on an Australians' propensity to travel outbound have been examined using external explanatory factors such as the Australian dollar, income, and confidence. Internal factors such as accommodation prices and airfares (and driven to some degree by decisions within the tourism industry), have also been examined.

These variables provide an understanding of income (in the form of household discretionary income), own-price (in the form of accommodation rates and airfares), and consumer confidence (in the form of household durables expenditure). It is assumed that as a rule and on average:

- i) as income rises, outbound travel will rise;
- ii) as prices rise (i.e. the Australian dollar depreciates), outbound travel should decrease; and
- iii) as consumer confidence rises, spending should increase.

TRA's analysis of outbound travel propensity showed that:

for every one per cent increase in...

- **domestic tourism demand**, outbound tourism demand decreases by 0.20 per cent
- **household discretionary income**, leisure tourism demand increases by 1.02 per cent
- **air capacity**, leisure outbound tourism demand increases by 0.57 per cent
- **the Australian dollar**, outbound leisure tourism demand increases by 0.52 per cent
- **household durables expenditure**, outbound leisure tourism demand increases by 0.14 per cent.

All factors are inelastic, except for household discretionary income—a factor external to the tourism industry (whose elasticity is considered at the upper bound of being a 'normal good'). The next closest factor is air capacity (0.57 per cent) when compared to the accommodation rates (0.46 per cent), a factor largely determined by the tourism industry.

Air capacity

The previous sections have assessed Australians' consumption of outbound tourism at the expense of other goods and services including domestic tourism. The catalyst for much of this growth has been increased options for Australians travelling overseas, namely increased access to low cost or full service aviation and emerging markets.

These findings are supported by the results from TRA's *National Visitor Survey* which showed that of the 10.8 per cent of Australians who indicated that they decided to travel overseas in 2010 rather than domestically:

- i) 40 per cent of travellers indicated an overseas trip was cheaper, or no more expensive, than a domestic trip;
- ii) 9.7 per cent indicated that part of their decision to travel overseas was because they believed overseas is more interesting, exciting, or different; and
- iii) 9.3 per cent indicated that a domestic trip did not offer the activities or cultural experiences that they wanted.

The composition of Australia's outbound aviation industry has changed dramatically in a few short years. Compared to network (or 'full service') carriers, low cost (or 'no-frills') carriers capitalise on structural cost efficiencies,

leveraging on advantages in the marketplace such as lower labour costs, use of secondary airports, higher load factors, and faster terminal turnaround schedules. These differences usually result in lower airfares.

Australia's domestic tourism market has experienced the benefits from low cost carriers (with 'best discount airfares' declining by 21 per cent since 2004). However, since the introduction of low cost carriers such as Pacific Blue, JetStar and JetStar International, and AirAsia X, the Australian outbound sector has experienced significant growth, much of which has been driven by holiday travel to 'shorter, cheaper, closer' destinations.

Low cost air capacity leads to lower prices and drives increased (outbound) tourism demand. To understand the effect that additional capacity has had on outbound holiday travel, models were estimated for travel to three of Australia's largest short-haul (outbound) holiday destinations – New Zealand, Indonesia, and Fiji:⁶

- Fiji provided the strongest response – a 1.0 per cent increase in capacity is likely to result in a 1.2 per cent increase in resident departures;
- Indonesia provided a linear response – a 1.0 per cent increase in capacity is likely to result in a 1.0 per cent increase in resident departures; and
- New Zealand, while positive, was less than 1.0 per cent – a 1.0 per cent increase in capacity would result in a 0.9 per cent increase in resident departures.

While these results do not report a definitive price effect result, they support the hypothesis that increasing capacity will lead to increased outbound travel. And when considering the results in the previous sections, an increase in outbound tourism will be at the expense of domestic tourism. Of note, the lower result for New Zealand (being less responsive than Fiji and Indonesia) may be indicative of Australia's economic and cultural linkages with New Zealand, with the influence of say, *business* and *VFR* having downward impact on that market's response to changes in low cost air capacity supply.

⁶ Reliable results were not obtained for Thailand.

Demographic effects

In addition to the standard economic influences (such as income, price, and industry supply), factors such as age, lifecycle, gender, employment, and place (state/territory) of residence also influence holiday travel demand. When modelled, clear differences in various groups were revealed:⁷

- those with no dependents are 34 per cent more likely to take an overseas holiday than those with dependents;
- those residing in New South Wales, Victoria, or Queensland are 7.6 per cent more likely to take an overseas holiday than those who reside in other states and territories; and
- households whose income is greater than the national median income are 31 per cent more likely to take an overseas holiday compared to those households' whose income falls below the median.

These results are not surprising: those with independence, relative ease of access to a service, and who earn more will likely consume more of that service (outbound leisure tourism in this instance).

Conclusion and implications

Both internal and external factors have stifled domestic tourism demand in recent years. These include changing travel behaviours, competition from other goods and services, and an increased range of destinations supported by a range of transportation options. Tourism's share of household discretionary expenditure is increasing. However, a significant proportion of this expenditure is in the form of outbound tourism, and according to official industry forecasts, this trend is likely to continue.⁸

Using Australian Bureau of Statistics population forecasts applied to Tourism Forecasting Committee forecasts for 2011 to 2020, outbound trip propensities are expected to increase from 0.3 trips per person to 0.4, while domestic trip propensities are forecast to decrease from 3.7 trips per person to 3.4 trips (or down 7.8 per cent).⁹

⁷ For modelling purposes and to confirm the results of the previous models, income and domestic leisure trips were included.

⁸ Tourism Forecasting Committee, *Forecast 2011 Issue 1*, Tourism Research Australia, Canberra

⁹ Australian Bureau of Statistics Population Projections, Australia, 2004 to 2101 (ABS Cat No 3222.0), 2011

This paper has identified that outbound tourism is easily substituted for domestic tourism. Such factors driving this issue include:

- Australians' incomes are relatively high and consumption growth is expected to remain moderate over the medium term. Given outbound tourism is a normal good, we can expect that Australians' demand for outbound travel will increase. Further, as incomes grow, households are more likely to travel overseas rather than domestically;
- robust domestic economic conditions may lead to domestic tourism remaining at a significant price disadvantage relative to outbound tourism. A higher Australian dollar improves an Australian's purchasing power when travelling overseas;
- increased low cost air capacity, servicing an increasing range of destinations, is allowing improved competition on many routes, resulting in downward pressure on airfares, while at the same time providing increased destination choice; and
- Australia's population is getting older and average household sizes are decreasing. An older household may not have the same constraints as one which has young children or a mortgage, and uses such independence to take longer holidays (the average length of stay for an overseas holiday is 19.8 days while for domestic, the average is 4.3 days).

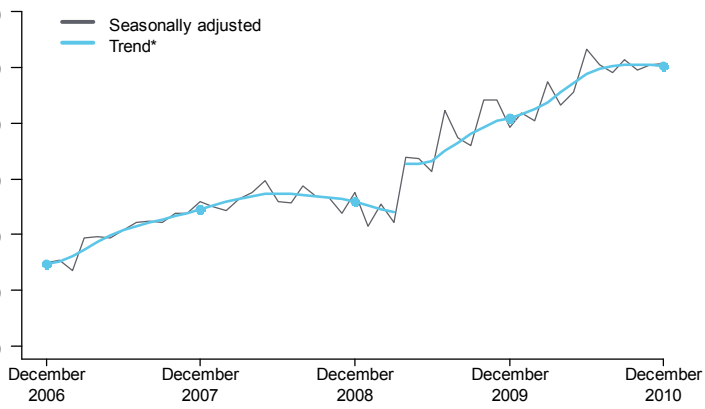
In conclusion, a higher Australian dollar is one of a number of factors contributing to the deterioration in the competitiveness of the Australian tourism industry and thus Australia's tourism trade balance. Slower economic growth (due to the Global Financial Crisis) in many of our traditional inbound markets, and increases in air capacity and corresponding heavy discounts in airfares to many leisure destinations are also contributing.

Appendix A

Australian short-term resident departures

Source: Australian Bureau of Statistics *Overseas Arrivals and Departures* (ABS cat no 3401.0)

Figure 5: Departures (total)



*Trend break applied by the ABS in April 2009

Figure 6: Departures by main destination, December 2010 on December 2009

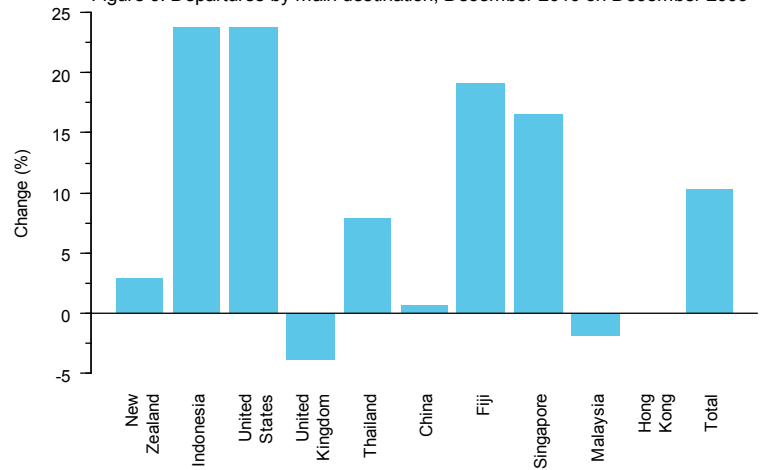


Figure 7: Departures by main destination, 2010 on 2009

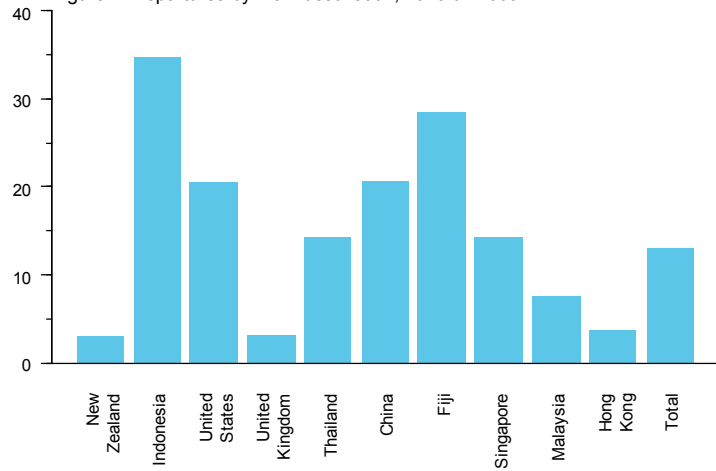
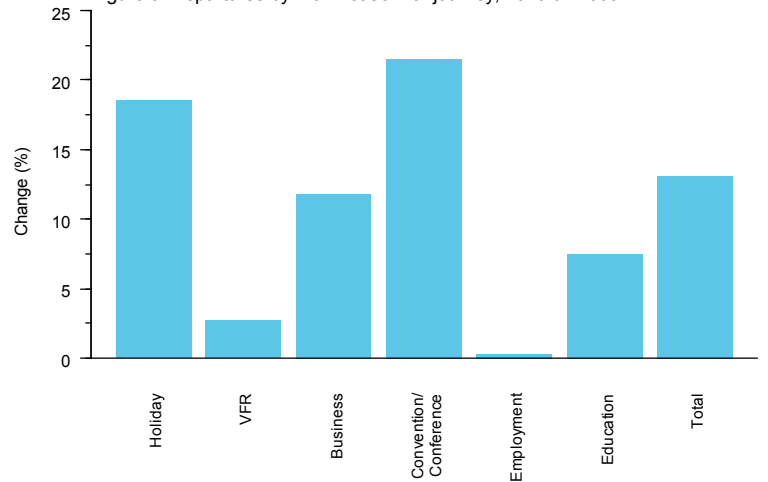


Figure 8: Departures by main reason for journey, 2010 on 2009



Appendix B

Outbound Travellers from Australia – 2004 and 2010

<i>Holiday travellers from Australia...</i>	2004	2010	change
	%	%	% pts
travelled to:			
Oceania and Antarctica	27.6	21.0	-6.6
<i>Fiji</i>	6.5	6.4	-0.1
North-West Europe	11.9	9.3	-2.6
Southern and Eastern Europe	5.9	5.2	-0.7
North Africa, Sub-Saharan Africa and the Middle East	3.4	3.8	+0.4
South-East Asia	29.7	36.4	+6.7
<i>Indonesia</i>	13.1	16.2	+3.1
North-East Asia	7.5	8.6	+1.1
Southern and Central Asia	2.3	2.2	-0.1
Americas	11.7	13.4	+1.7
were aged ^a :			
15 to 24 years	13.9	14.4	+0.5
25 to 54 years	54.4	51.0	-3.4
55 years and over	20.9	23.5	+2.6
departed from New South Wales	45.6	38.8	-6.8
	YE Sept 2005^b	YE Sept 2010^b	
spent 8 to 14 nights away	37.3	38.7	+1.4
spent 22 or more nights away	27.8	25.2	-2.6
were from:			
New South Wales	39.4	33.5	-5.9
Victoria	25.0	23.7	-1.3
Queensland	14.8	16.9	+2.1
Western Australia	12.1	16.4	+4.3
South Australia	4.8	5.4	+0.6
Australian Capital Territory	1.9	1.4	-0.5
Tasmania	1.2	1.2	-
Northern Territory	0.9	1.4	+0.5
were part of a couple	66.6	70.6	+4.0
were working full-time	52.2	50.0	-2.2
spent money on:			
shopping / gifts / souvenirs	64.9	67.2	+2.3
takeaways and restaurant meals	60.2	63.7	+3.5

Sources: Australian Bureau of Statistics, *Overseas Arrivals and Departures* (ABS cat. no. 3401.0); Tourism Research Australia, *Travel by Australians – December 2010 Quarterly Results of the National Visitor Survey*.

a. Age groups chosen to roughly represent lifecycle stages – 15–24 years tend to not have dependents, 25–54 years tend to be paying off a mortgage and supporting dependents, and 55 years and over tend to have less financial commitments than the younger age groups.

b. Persons aged 15 years and over.

Tourism Research Australia
Department of Resources,
Energy and Tourism
GPO Box 1564
Canberra ACT 2601
ABN: 46 252 861 927

Contact us at www.ret.gov.au/tra



Australian Government
**Department of Resources,
Energy and Tourism**
Tourism Research Australia



TRA TOURISM
RESEARCH
AUSTRALIA