

COVID-19

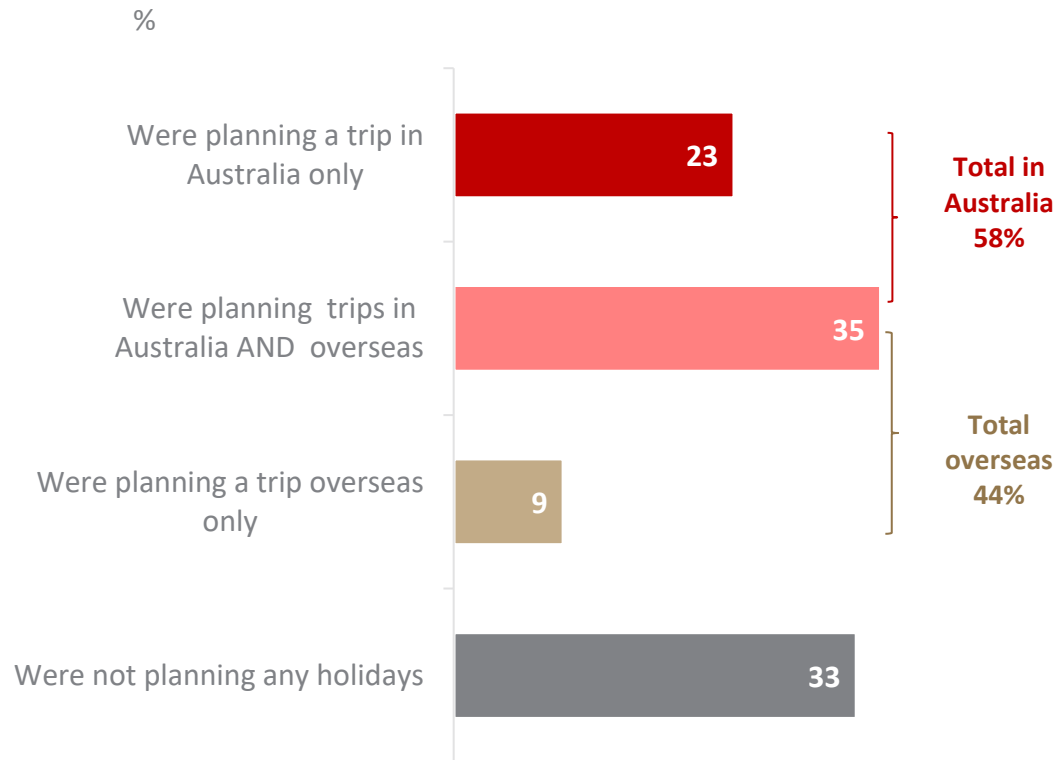
**Australians during Covid-19:
their holidays,
current travel
plans, and
domestic dream
destination**

2 June 2020



Two thirds of Australians had holidays/travel plans before the start of the Covid-19 situation

- Before the start of the Covid-19 situation, two in three adults aged 18+ (67%) were planning a trip/holiday in the next 12 months :
 - 23% were planning a trip in Australia only
 - 9% were planning a trip overseas only, and
 - 35% were planning both domestic and overseas trips

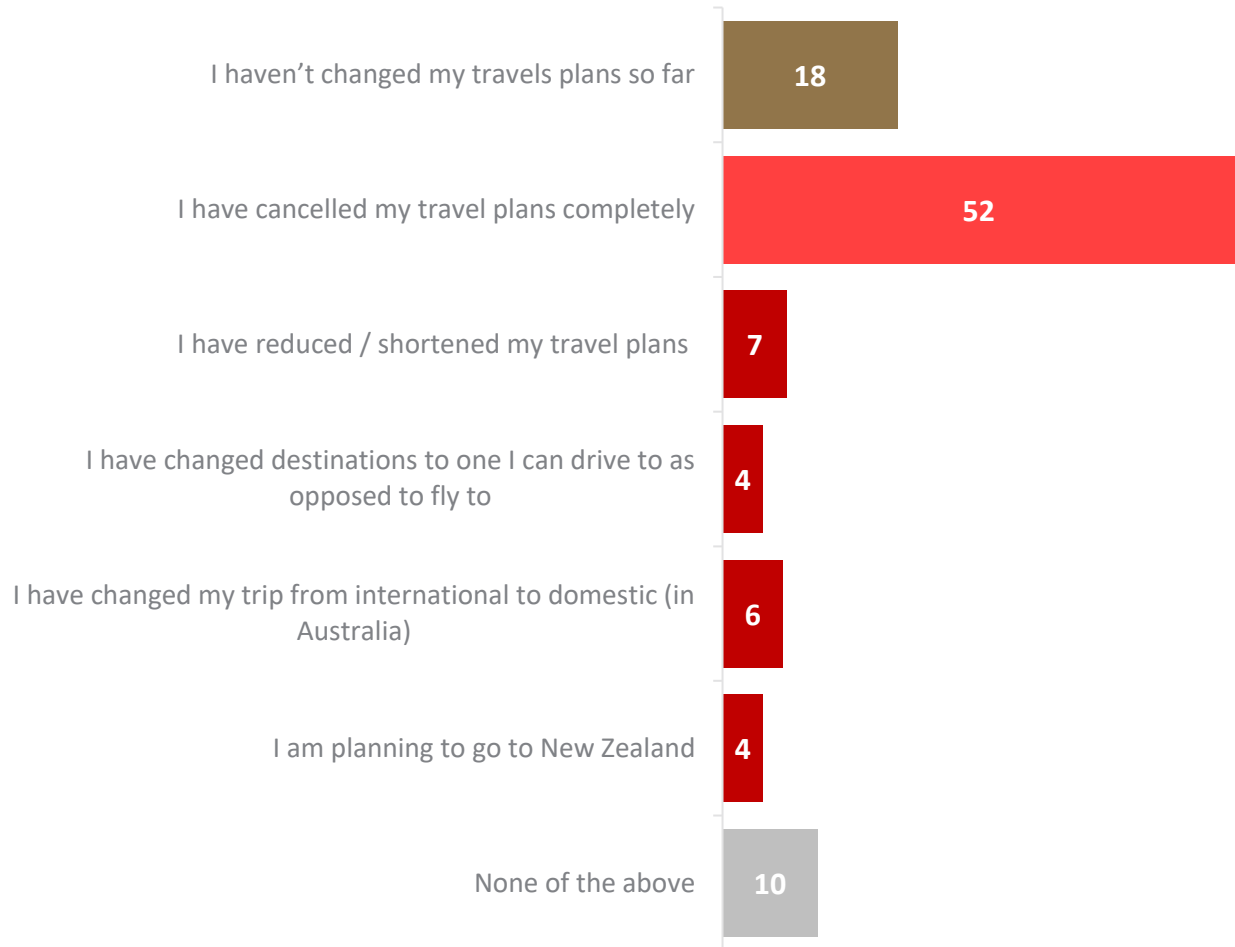


Methodology: Conducted nationally online over the period May 21-25, 2020, among a sample of 1229 people aged 18 years and over. Results were post-weighted to reflect the population distribution for age, education, sex and area

**** Question:** Before the start of the Covid-19 situation, were you and your household planning some holidays/travel in the next 12 months?

Half of those with travel plans have already cancelled their plans completely*

%



* Question: Thinking now about your travel plans for the next 12 months. Which statement best describes you and your household? Base People with travel plans (n= 840)

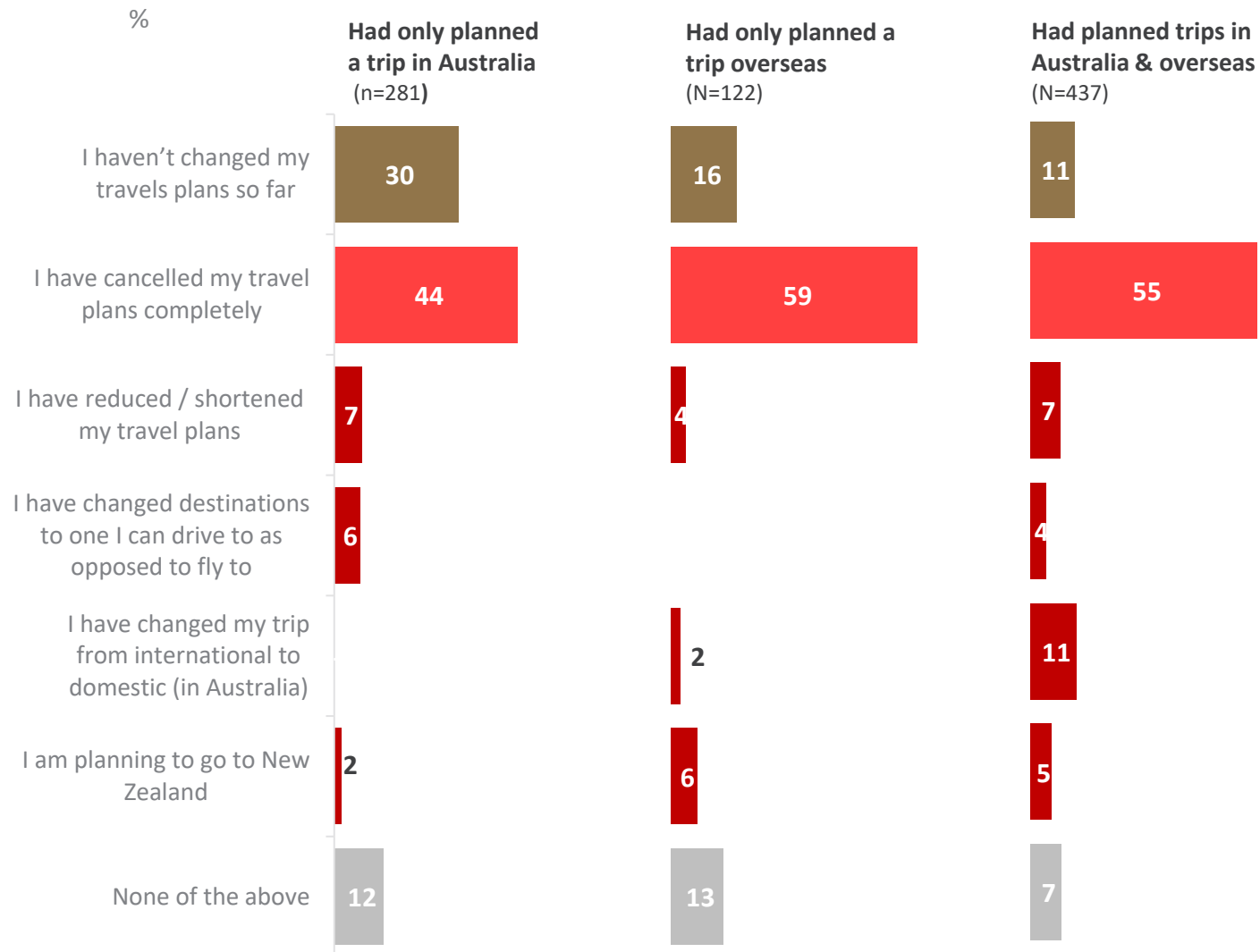
- 18% of those with travel plans haven't changed anything yet.

- This means that a large majority have already made changes to their travel plans, including half who have already cancelled their trip completely.

- Travelers will now probably fall into three categories:

1. **READY TO GO:** I'm out of here as soon as the restrictions are lifted.
2. **TRAVEL SAFE:** I'll travel again, but only when where it is considered "SAFE"
3. **NOT NOW:** Unlikely to travel until there is a vaccine (or a treatment)

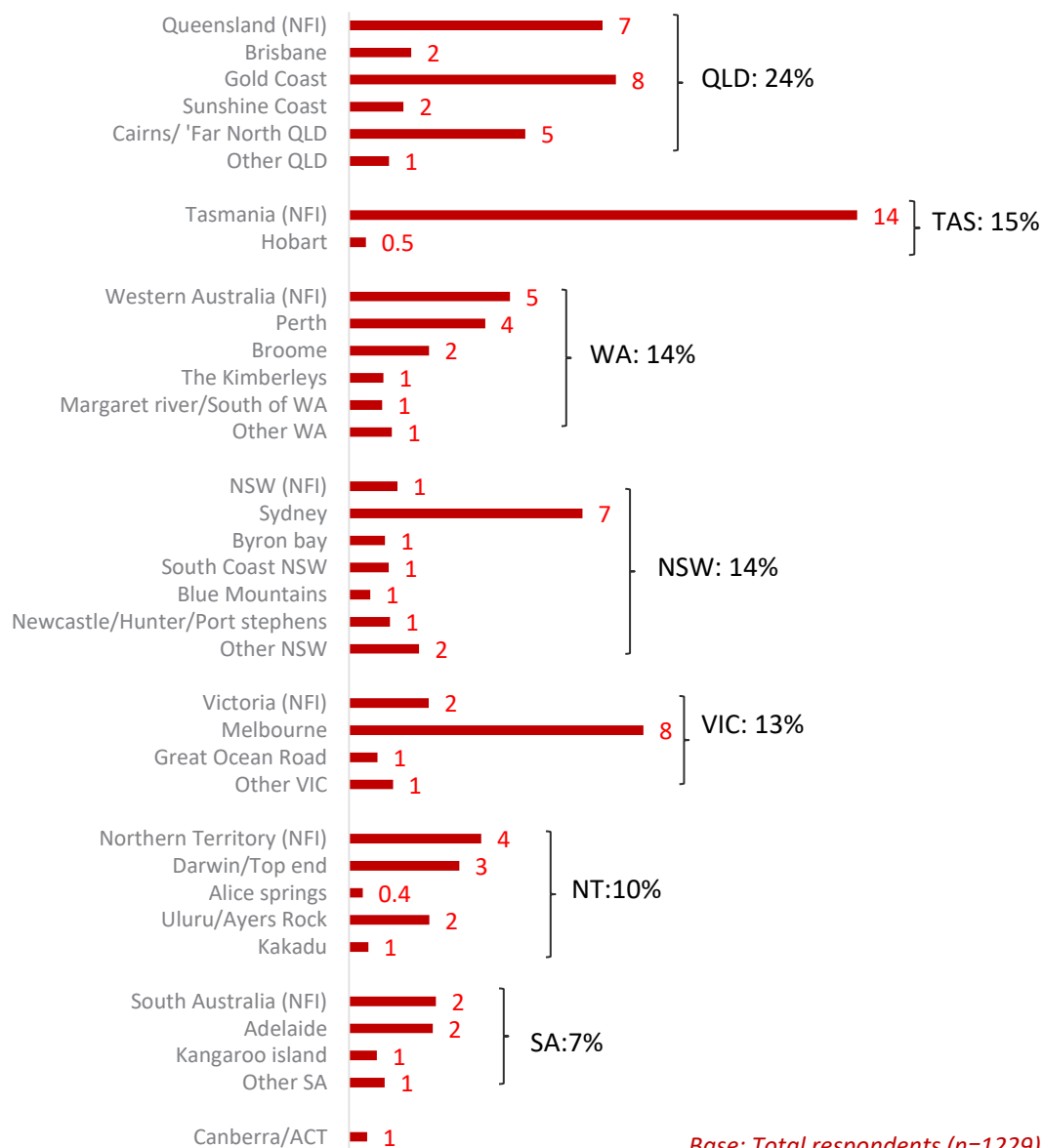
Two thirds of those who only had planned a domestic holiday/trip, have already cancelled or made some changes to their travel plans



* Question: Thinking now about your travel plans for the next 12 months. Which statement best describes you and your household?

- Unsurprisingly, those who had planned an overseas holiday are more likely to have changed their travel plans.
- Instead of changing their destination to domestic, overseas travelers – especially the under 35's - have preferred to cancel their trip completely and they might re-assess their options later in the year.
- Nonetheless, 44% of those who were only planning holidays in Australia - especially families with children - have also cancelled their travel plans, and this could be a direct result of...
 - the financial concerns and issues that some households are experiencing because of the Covid-19 situation;
 - the interstate travel restrictions that currently also limit travelers' options.

Their dream domestic destination

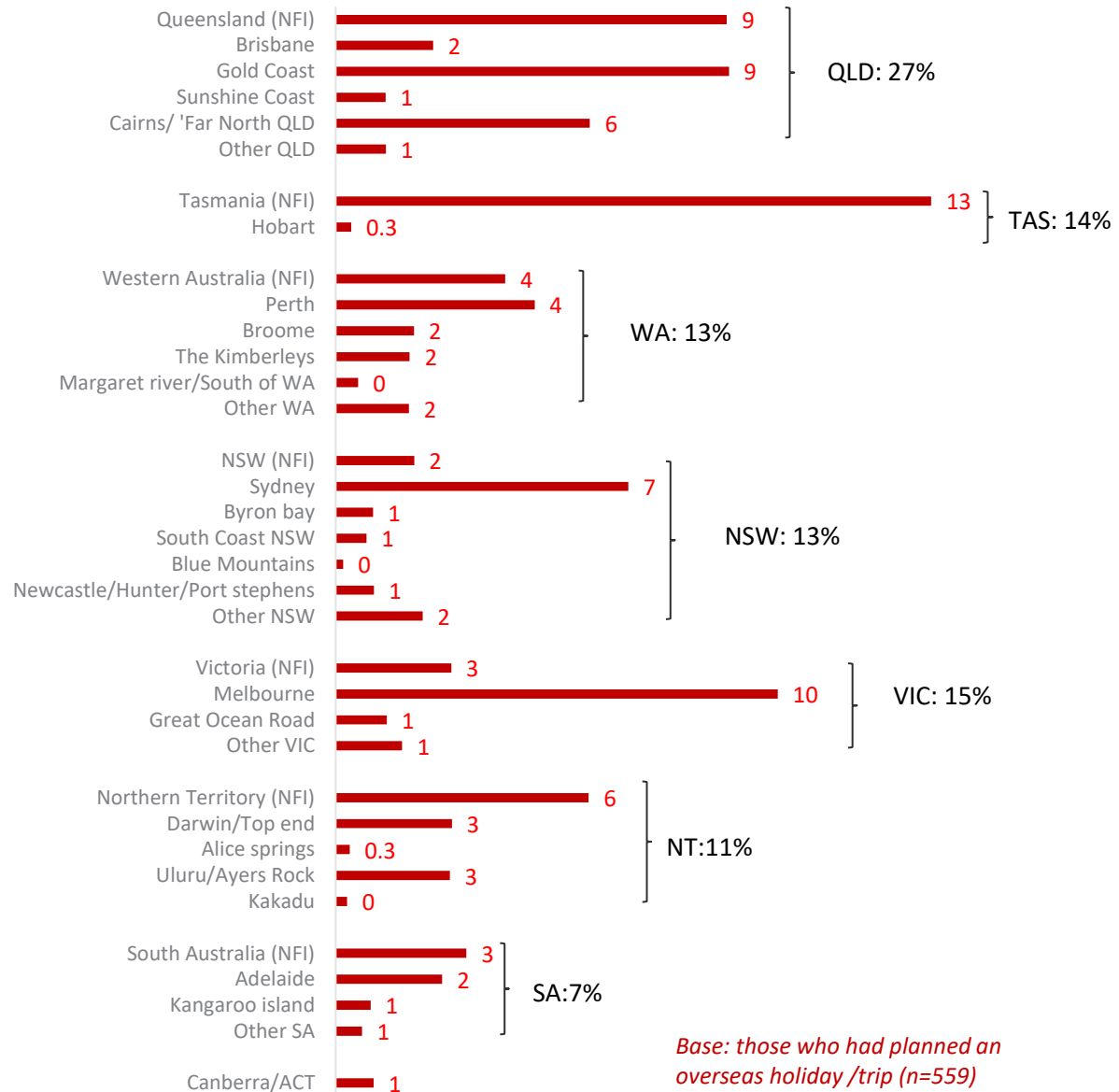


Base: Total respondents (n=1229)

* Question: If you could afford a holiday in Australia, which location in Australia would you like to visit most? (unprompted)

Australians who had planned an overseas holiday /trip before Covid-19 and their dream domestic destination

- Because of COVID-19 and while the international borders remain closed, it might be time for Australians who were planning an overseas trip to consider the island we live on.
- Like for all Australians, QLD is their preferred state (27%), but Tasmania, WA, NSW and Victoria all receive about 15% of votes each.

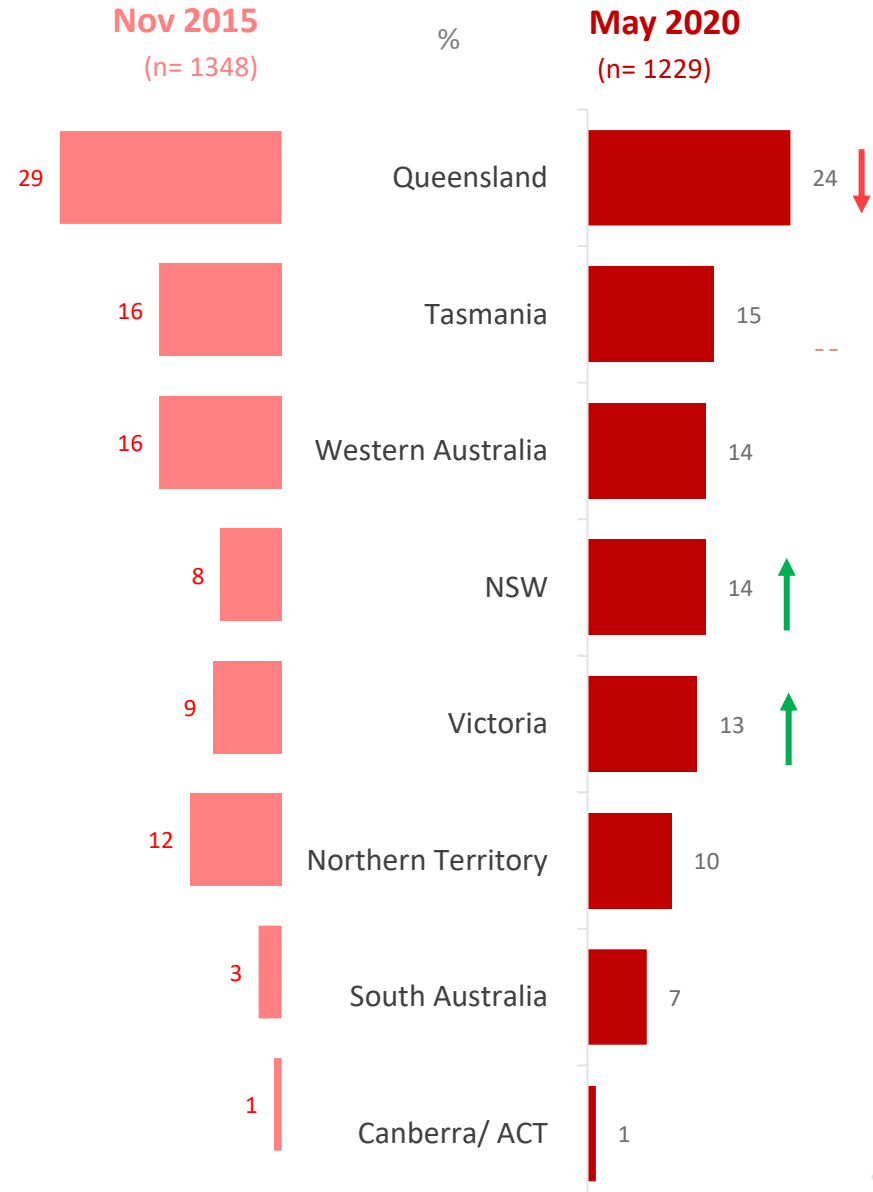


Base: those who had planned an overseas holiday /trip (n=559)

Domestic dream destination by State (2020 vs 2015)

■ That same question was asked 5 years ago. Since 2015, the ranking of states as dream domestic destinations has not changed much:

- The Sunshine State - Queensland - remains the most preferred state, however, Queensland has lost some ground to NSW and Victoria.
- Tasmania and WA attractiveness scores remain unchanged in 2020 as they are preferred by 3 in 10 Australians



* Question: If you could afford a holiday in Australia, which location in Australia would you like to visit most? (unprompted)