

Monday, 29 September 2014

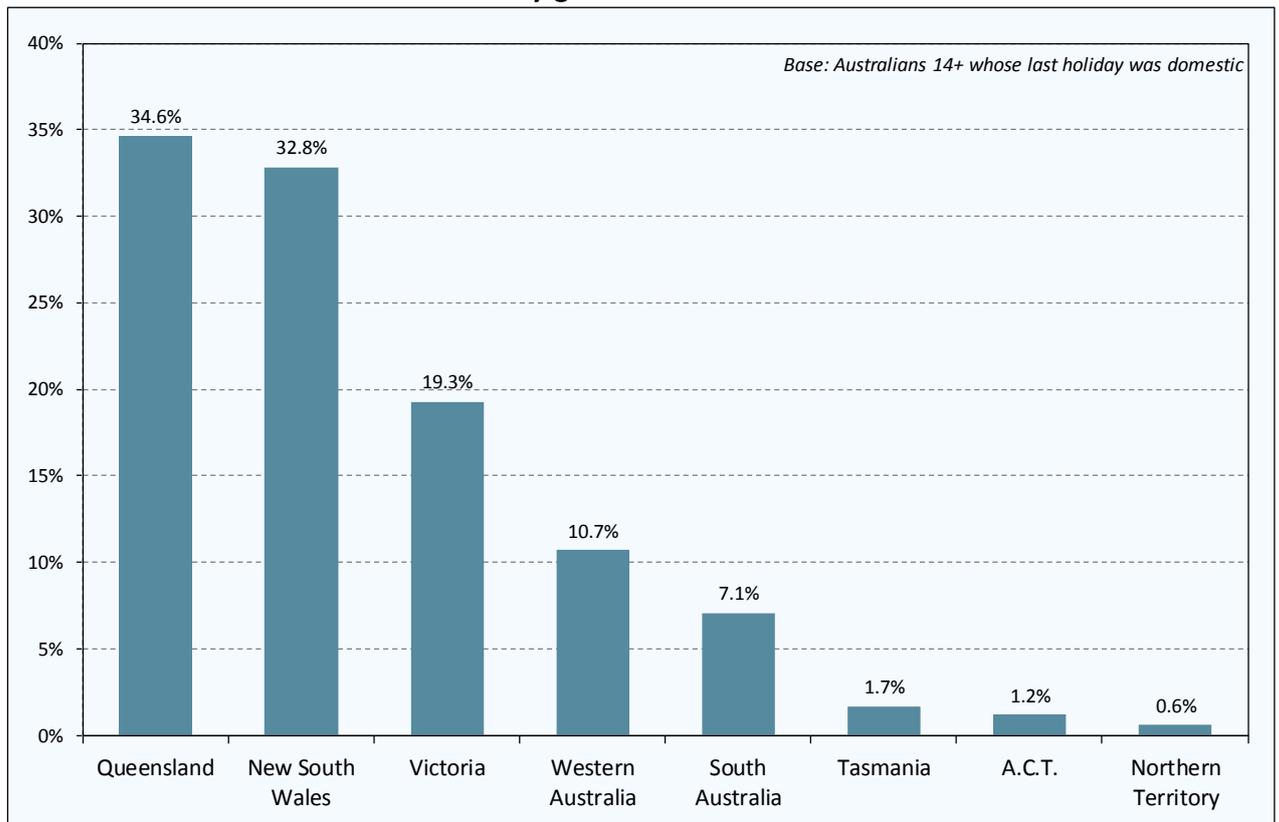
## Which state is most popular for a beach holiday?

Australia's beaches are famous the world over, and with so many to choose from, one could quite easily dedicate a lifetime's worth of annual leave to exploring them all. So do Aussies take advantage of their fabulous coastline when it comes time to take a holiday? The latest findings from Roy Morgan Research show that some do, but not as many as you might expect...

In the year to July 2014, 11,567,000 Australians 14+ took at least one domestic holiday — with 1,671,000 (or 8.7% of the population) reporting that their last domestic trip included time spent at the beach. Queensland is the most popular state for this kind of getaway, accounting for 34.6% of all beach holiday-goers.

New South Wales is the second-most popular state for a beach holiday (32.8%), followed by Victoria (19.3%). Despite having more coastline than any other state or territory, Western Australia attracted just 10.7% of people who took a beach holiday.

### Where Australia's domestic beach holiday-goers went



**Source:** Roy Morgan Single Source (Australia), August 2013 – July 2014 (n=8,401). NB: total does not equal 100% because respondents may have visited more than one state

The Gold Coast and the Sunshine Coast areas are Australia's top beach-holiday spots, followed by the NSW North and South Coasts.

**Angela Smith, Group Account Director, Roy Morgan Research, says:**

*“Considering our country’s vast coastline, it may come as a surprise that only 8.7% of the population travelled to the beach for their last domestic trip. However, when we consider that all but one of Australia’s capital cities are on the coast, and nearly 65% of Aussies live in a capital city, this figure makes more sense. You could almost say that life’s a beach for some of us!*

*“Determining which segments of the population are most likely to choose this type of holiday is made easier with Roy Morgan Research’s in-depth profiling tool, [Helix Personas](#).*

*“For example, people from the hard-working, family-oriented [Castle and Kids](#) persona are 52% more likely than the average Aussie to have taken a beach holiday for their last domestic trip. Typically hard-working and married, Castle and Kids tend to live in rural areas, and are anxious about their finances. The relative affordability of some coastal destinations would appeal to them — particularly if they could score a good package deal — as would the opportunity to spend quality time as a family.*

*“With these kinds of insights at their fingertips, destination marketers can ensure that they target their promotional campaigns to reach the most responsive audience.”*

**For comments or more information about Roy Morgan Research’s Travel and Tourism data please contact:****Angela Smith**

Group Account Director – Consumer Products

Office: +61 (2) 9021 9101

[Angela.Smith@roymorgan.com](mailto:Angela.Smith@roymorgan.com)

**Related research findings**

View our extensive range of [Tourism and Travel Profiles and Reports](#), including a [Beach Holiday-maker profile](#), [Destination visitor profiles](#) and [Holiday activities profiles](#).

Roy Morgan’s travel and tourism research also quantifies the dollar-value of the tourism industry’s diverse markets; and includes detailed information and insights into what activities people look for when travelling, who they travel with, where they get their information, whose advice they seek when planning a holiday and much more.

**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

**Roy Morgan Research Ltd.** A.B.N. 91 007 092 944 Quality System Certified to AS/NZS ISO 9001

401 Collins Street, Melbourne, Victoria, 3000 – GPO Box 2282U, Melbourne, Victoria, 3001, Australia

Tel: (03) 9629 6888 Fax: (03) 9629 1250 (03) 9224 5387 [melbourne@roymorgan.com](mailto:melbourne@roymorgan.com) [www.roymorgan.com](http://www.roymorgan.com)

FOR IMMEDIATE RELEASE

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2