

Monday, 7 April 2014

Going Boeing, gone: more Australians ditch the car and catch a plane on domestic holidays

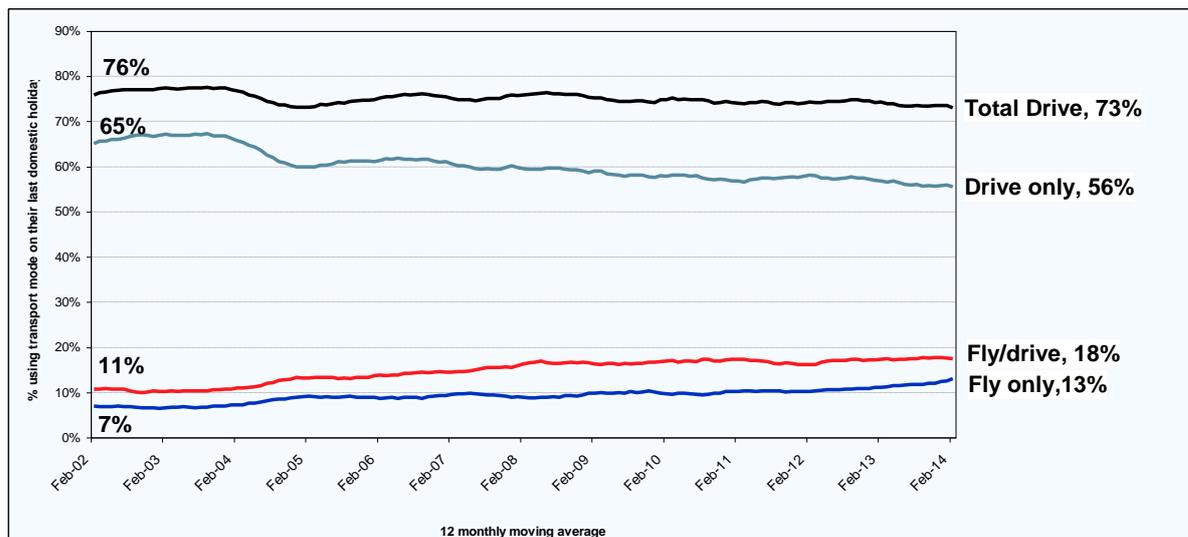
Despite all the talk of airlines in financial trouble, just flying is the preferred domestic holiday transport mode for more Australians than ever, the latest Roy Morgan Holiday Tracking Survey shows.

Although the majority of Australians still drive to local holiday destinations, more of us are choosing to forget driving altogether and just fly: 13% of domestic travellers in the year to February 2014, up from 7% in 2002.

Another 18% flew and drove, for a total 31% of domestic travellers catching a plane on their domestic trip—up from 18% 12 years ago.

56% of Australians only drive to their destination, down from 65% in February 2002.

Transport used for last domestic holiday*



Source: Roy Morgan Single Source (Australia), March 2001 – February 2014, average annual sample n = 12,967.

* Respondents can choose more than one transport mode

Jane Ianniello, International Director of Tourism, Travel & Leisure, Roy Morgan Research, says:

“An increasing number of Australians are taking advantage of cheaper airfares and flying to their domestic holiday destination. Many of those who fly to a domestic holiday destination hire a car or 4WD to get around and see the sights.

“Roy Morgan Research’s ground-breaking new profiling tool, [Helix Personas](#), can assist airlines and hire car companies to refine their search for their target market.

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“For instance Young and Platinum are more likely than other personas to fly to their domestic holiday destination (71% versus 31% of total holiday travellers 14+). Young and Platinum are well educated inner city professionals and typically renters. Ambitious and very well paid, they work hard and clearly want to maximise the time spent at destinations after a quick flight.”

For comments or more information please contact:

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Related Research

[Click here](#) to learn more about [Helix Personas](#), Roy Morgan's new classification system for Australia's multi-dimensional communities.

Visit the [Roy Morgan Online Store](#) to access an extensive range of [Travel and Tourism Reports](#), including our [Holiday Trends Report](#), our [Holiday Destination Visitor Profiles](#) and our [Holiday Destination Preference Profiles](#). The profiles provide an overview of the target group including information on their demographics, attitudes, activities and media usage.

[Click here](#) to view our range of profiles of holidaymakers by [Holiday Activities](#) – e.g. Beach Holiday, Backpacker Holiday, Casino Holiday, Disco/Nightlife, Hunter/Fisher Holiday, and many 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.

In Australia, Roy Morgan Research is considered to be the authoritative source of information on financial behaviour, readership, voting intentions and consumer confidence. Roy Morgan Research is a specialist in recontact customised surveys which provide invaluable and effective qualitative and quantitative information regarding customers and target markets.

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.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
20,000	±0.7	±0.6	±0.4	±0.3