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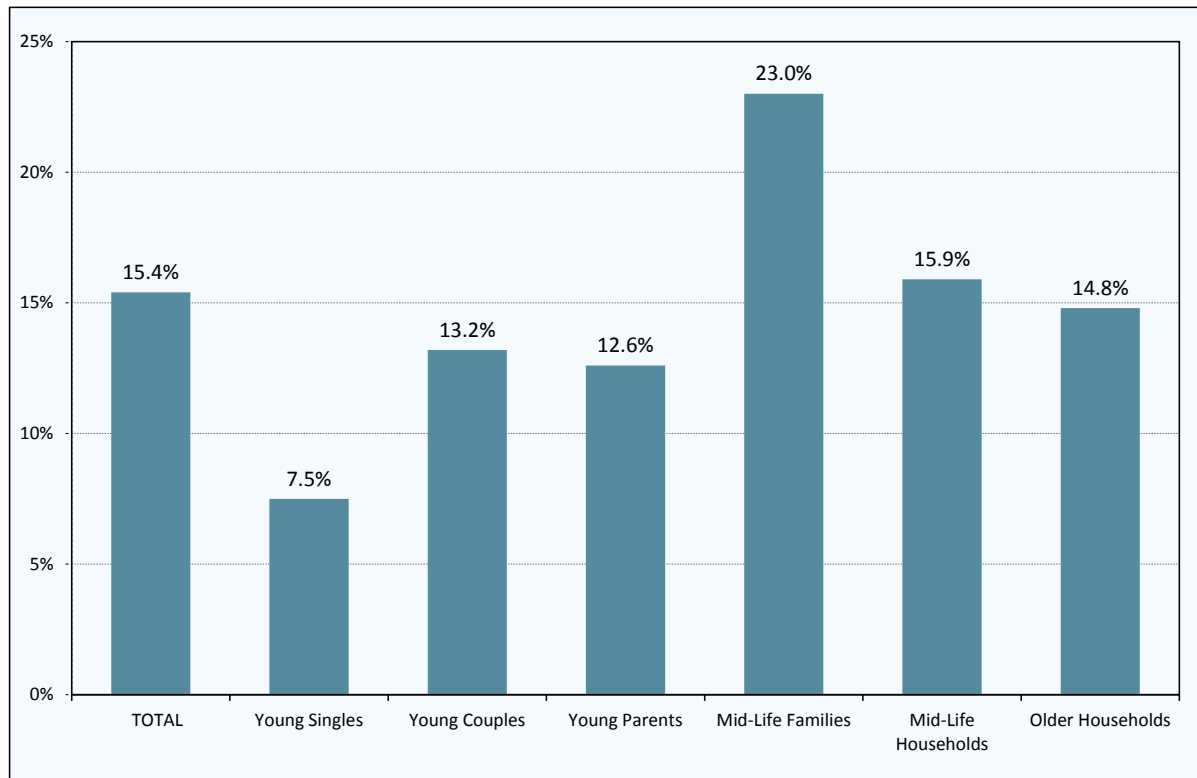
Thursday, 17 April 2014

The great Easter escape: Aussie families pack their bags in April

With the Easter break almost upon us and school holidays in full swing in most states, many Australian families will be making the most of the opportunity to take a well-earned break. Indeed, according to the March 2014 results from the Roy Morgan Holiday Tracking Survey, plenty of Aussies are taking their next trip this month.

As of March 2014, 71.1% of Australians 14+ (or 13.8 million people) were intending to go on holiday in the next 12 months. Meanwhile, 15.4% of the population (or 3 million people) are planning to take their next holiday this month, with similar proportions of April holiday-intenders in most states and territories, except for Queensland, where only 11.3% were planning an Easter break.

Easter-breakers: Aussies taking their next holiday this April



Source: Roy Morgan Single Source (Australia), March 2014 (n=1,457). **Base:** Australians 14+

Australia's April holiday-makers are most likely to be mid-life families with school-aged children — nearly a quarter (23%) of this group is planning an Easter escape — or people from childless mid-life households (15.9%).

In contrast, only 7.5% of young singles with travel plans in the next 12 months are intending to make Easter their next holiday — possibly deterred by inflated school holiday prices.

The vast majority (83%) of these travellers will be holidaying within Australia.

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

“Easter is a perennially popular time for family getaways: not only does it coincide with school holidays, but it falls at a time of year when the weather is still generally pleasant. This year, it’s especially well placed, leading into Anzac Day the following week. This high concentration of public holidays reduces the need to use up much annual leave!

“Being such a peak travel time, Easter represents a golden opportunity for destination marketers, tourism operators and travel agents. Knowing who is most — and least — likely to take an Easter break allows them to tailor their communications strategy accordingly. For example, while mid-life families are more likely than the average Australian to travel at Easter, people aged between 25 and 34 are 36% less likely to be planning their next holiday at this time, so it would be counterproductive to direct marketing campaigns at them.

“However, Easter isn’t just for families: people from older households also like to travel at this time of year, and shouldn’t be overlooked in the rush to capitalise on the family market.”

For comments or more information please contact:

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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%
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

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