

Tuesday, 13 May 2014

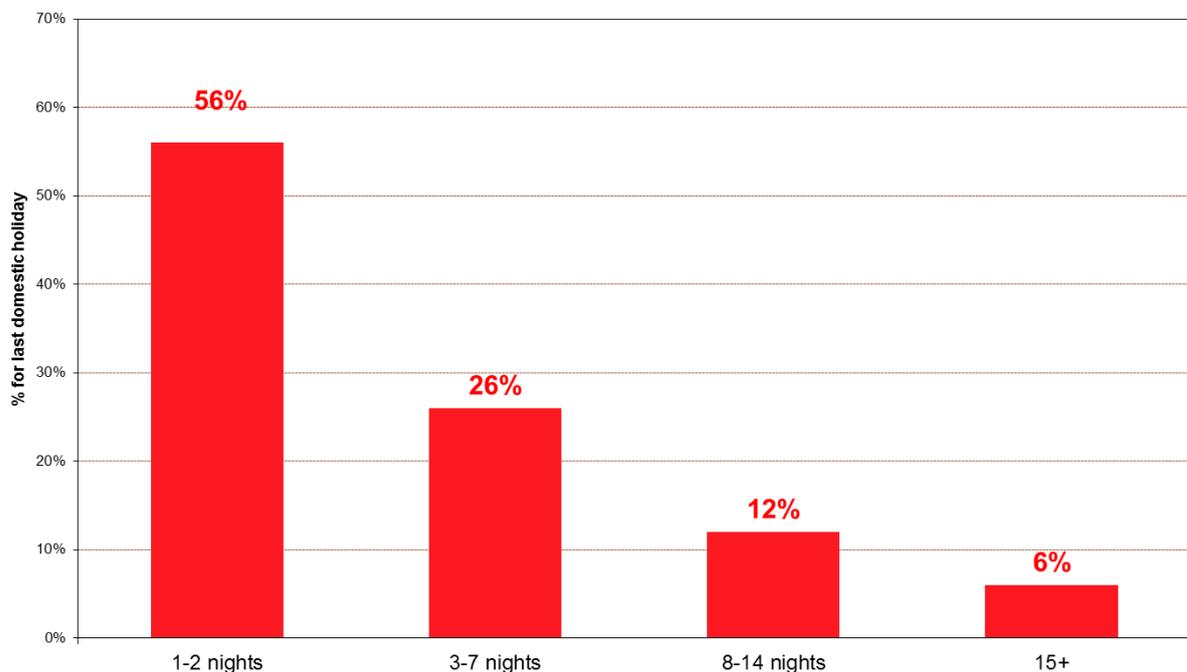
Domestic travellers keep getaways short and sweet

The majority of domestic holiday travellers only go away for one or two nights, the latest Roy Morgan Single Source Survey shows.

Of those Australians whose last holiday was domestic, 56% were on holidays for only 1-2 nights, with 26% away for 3-7 nights, 12% for 8-14 nights, and only 6% for 15 nights or more.

FOR IMMEDIATE RELEASE

Length of last domestic holiday



Source: Roy Morgan Single Source (Australia), April 2013 – March 2014, sample size n = 7,755 Australians 14+ whose most recent holiday in the last 12 months was domestic.

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

“Many Australians who are taking domestic holidays are only going for 1-2 nights, with most of these short holidays being within their own state (72%). This is good news for short break destinations close to the large population centres of Sydney and Melbourne—including Phillip Island, Mornington Peninsula, coastal NSW, Hunter Valley, and the Great Ocean Road.

“Those people who are taking a short break interstate are often flying to Melbourne, Sydney, Canberra, Brisbane or Adelaide to enjoy a city experience or to catch up with friends and relatives.

“Roy Morgan’s ground-breaking new profiling tool, [Helix Personas](#), can assist marketers to understand and effectively communicate to people wanting a short break. Successful Bureaucrats are more likely than other Australians to take a short domestic holiday. Australians in this persona are cultured and ambitious, and although they have adopted

elements of the traditional family life such as a mortgage, career, family, and investments, they refuse to be bound by them. Successful Bureaucrats would like to take a short break in Melbourne, Sydney, Sunshine Coast, Gold Coast, coastal NSW, Great Ocean Road, and the Blue Mountains.”

For comments or more information please contact:

Jane Ianniello, International Director of Tourism, Travel & Leisure

Telephone: +61 (7) 3318 7000

Mobile: +61 423 024 412

Jane.Ianniello@roymorgan.com

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