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## MEDIA RELEASE

# ANOTHER TOURISM SPEND RECORD – DOMESTIC OVERNIGHT TOURISM WORTH OVER \$53 BILLION!

New research shows that domestic overnight tourism spend reached a new high of \$53.3 billion (up 4% during the year ending June 2014). Tourism Research Australia's *National Visitor Survey* released today, also reports on other significant changes:

- Visiting friends and relatives (VFR) drove the record growth in spend up 7% to \$12.1 billion and contributed almost half the increase in total domestic overnight spend. Also a new high, VFR trips increased to 28.1 million (up 8%), which surpasses the previous record of 27.6 million set in 2004.
- In line with a rise in business trading conditions, business travel also increased with trips up 5% and spend up 6% to \$12.3 billion.

"This is a great result for the Australian domestic tourism industry. On the back of record tourism exports of over \$30 billion, we now have total overnight tourism spend at a new high of over \$83 billion", said Tourism Research Australia's Mr Tim Quinn.

"However, we need to be mindful of lost opportunities. While the domestic tourism sector is the industry's bread and butter, responsible for three-quarters of tourism's \$42 billion contribution to the economy, Australians' preference for overseas holidays continues" said Mr Quinn.

Domestic holiday trips rose 2%, nights fell 2%, while spend remained steady at \$27 billion. Almost all of the increase in domestic overnight holidays occurred in the 45 years and over age group. Overseas holiday travel, however, rose 8%.

"While growth in overseas holidays remains solid, assisted by a stubborn Australian dollar, this is expected to moderate with some switching of demand toward domestic holiday travel" said Mr Quinn.

"With \$50 billion in the tourism investment pipeline the Australian tourism industry has much to look forward to as it is likely growth in overnight tourism spend will continue toward the goal of \$140 billion" said Mr Quinn.

The National Visitor Survey is available at [www.tra.gov.au](http://www.tra.gov.au).

### Media notes:

- When reporting TRA data, Tourism Research Australia (or TRA) must be attributed as the source.
- Media contact: [tourism.research@tra.gov.au](mailto:tourism.research@tra.gov.au) or (02) 6272 6968

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