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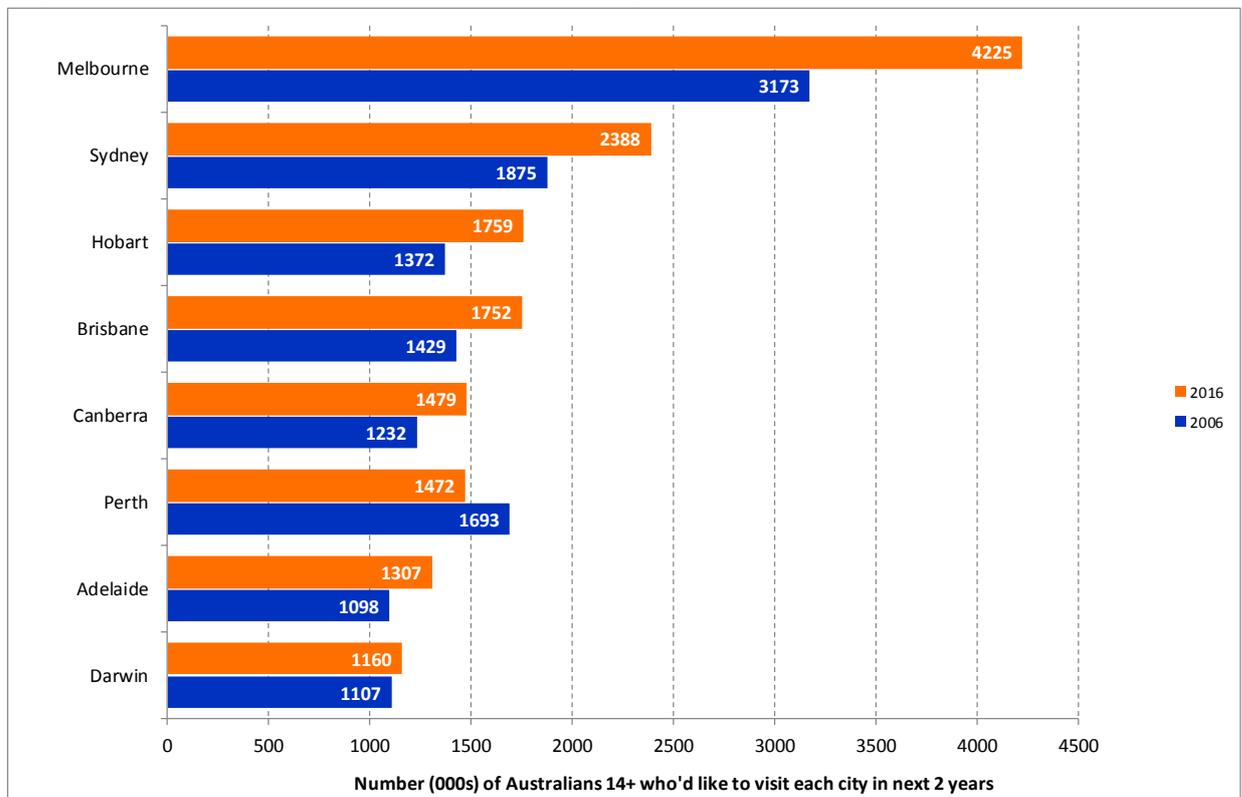
Which capital city has the most holiday appeal for Aussies?

In 2006, just over 13.2 million Australians aged 14+ reported that they'd like to spend a holiday within Australia in the next two years. Fast forward to 2016, and that figure now sits at almost 14.8 million, the latest findings from the Roy Morgan Research Holiday Tracking Survey reveal. What's more, the last 10 years have seen some noteworthy shifts among the domestic destinations people say they'd like to visit. Capital cities are a striking example.

Perennial favourites Melbourne and Sydney are even more popular with aspiring domestic holiday-goers than they were a decade ago. In 2006, Melbourne was the most desirable capital city by far, on the wish list of 3.2 million Australians. The Victorian capital is still in top spot, now with just over 4.2 million people saying they'd like to visit in the next two years—an increase of 33% over the last decade.

Sydney's rise wasn't quite as steep, from 1.9 million people to 2.4 million, but this was enough to keep it in second place. Perth seems to have lost its shine for prospective domestic holiday-goers, slipping from 1.7 million would-be visitors to 1.5 million in the last 10 years, and has since been overtaken by Brisbane (1.8 million, up from 1.4 million) and Hobart (also 1.8 million, up from 1.4 million).

Capital cities Aussies would like to visit on holiday: 2006 vs 2016



Source: Roy Morgan Single Source (Australia), Jan-Dec 2006 (n=18,567) and Jan-Dec 2016 (n=10,047). **Base:** Australians 14+

Almost 1.5 million Australians say they'd like to visit Canberra in the next two years (up from 1.2 million in 2006), while Adelaide is in the sights of an additional 200,000 potential visitors.

Age-specific vs ageless appeal

The country's three largest capital cities have seen their popularity as potential holiday destinations rise among all age groups, with the 50-64 year-old bracket showing especially strong growth for Melbourne and Sydney, and Brisbane's desirability surging among 25-34 year-olds in particular.

Hobart and Adelaide also made marked gains among the 25-34 year-old group, while Perth, Darwin and especially Canberra attracted considerable extra interest from older Aussies (65+) compared with 10 years ago.

Capital city preference by age group: 2006 vs 2016

CAPITAL CITY	14-24 years		25-34 years		35-49 years		50-64 years		65+ years	
	2006	2016	2006	2016	2006	2016	2006	2016	2006	2016
MELBOURNE	772,000	873,000	672,000	908,000	883,000	1148,000	639,000	913,000	208,000	382,000
SYDNEY	408,000	508,000	385,000	481,000	556,000	667,000	376,000	495,000	150,000	238,000
PERTH	305,000	212,000	327,000	329,000	491,000	399,000	420,000	348,000	150,000	184,000
BRISBANE	390,000	409,000	284,000	406,000	368,000	432,000	271,000	303,000	117,000	201,000
HOBART	221,000	273,000	254,000	370,000	424,000	535,000	339,000	368,000	134,000	213,000
CANBERRA	191,000	229,000	188,000	215,000	389,000	375,000	322,000	362,000	142,000	299,000
DARWIN	162,000	180,000	186,000	204,000	295,000	270,000	333,000	296,000	131,000	210,000
ADELAIDE	215,000	191,000	200,000	289,000	287,000	344,000	269,000	306,000	128,000	178,000

Source: Roy Morgan Single Source (Aust), Jan-Dec 2006 (n=18,567) and Jan-Dec 2016 (n=10,047). **Base:** Australians 14+ (figures in red indicate decrease)

Viewed from this perspective, it becomes evident that Perth's decline in popularity as somewhere Aussies would like to visit in the next two years is due to dramatic loss of interest among the 14-24 year-old, 35-49 year-old and 50-64 year-old age brackets.

Norman Morris, Industry Communications Director, Roy Morgan Research, says:

"A lot can happen in 10 years: Prime Ministers can come and go, technology can evolve in inconceivable ways, and holiday destinations can fall in and out of favour. So it's no surprise to learn that there have been some shifts in Australians' interest in visiting different capital cities.

"For example, where Perth was once Australia's third-most desired capital-city destination, it has given way to Brisbane, Hobart and Canberra over the last 10 years. This raises the question: why is WA's capital losing its appeal? Certainly, over the last 10 years, Hobart's cachet has been boosted by MONA, while Brisbane's burgeoning foodie culture could be capturing the imagination of a different kind of traveller than in previous years. But Perth's star seems to have dimmed in the aftermath of the mining downturn—with other famed WA destinations such as Broome and Margaret River also losing popularity in the last decade.

“In contrast, Melbourne’s continued ascendance is testament to the city’s cross-generational appeal. With its blockbuster sporting events and art exhibitions; sensational shopping, dining and nightlife; and countless day-trip possibilities, Melbourne does indeed have something for everyone.

“Of course, destination preference among would-be holiday-goers is just one measure that tourism operators and destination marketers should be monitoring. To better understand how a destination’s popularity is tracking, it is helpful to also monitor its performance in terms of actual holiday intention (as opposed to preference) and visitation, as well as their awareness of current marketing campaigns.

“The Roy Morgan Holiday Tracking Survey contains all this data and so much more, allowing tourism bodies to ensure their marketing strategies are keeping up with changing consumer preferences and attitudes, and that they’re equipped to leverage destination preference into actual visitation.”

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

Roy Morgan Research -- Enquiries

Office: +61 (3) 9224 5309

askroymorgan@roymorgan.com

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Roy Morgan’s travel and tourism research 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 Indonesia, 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.

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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