

Thursday, 25 January 2018

Aussie tourists say 'No worries' about President Trump

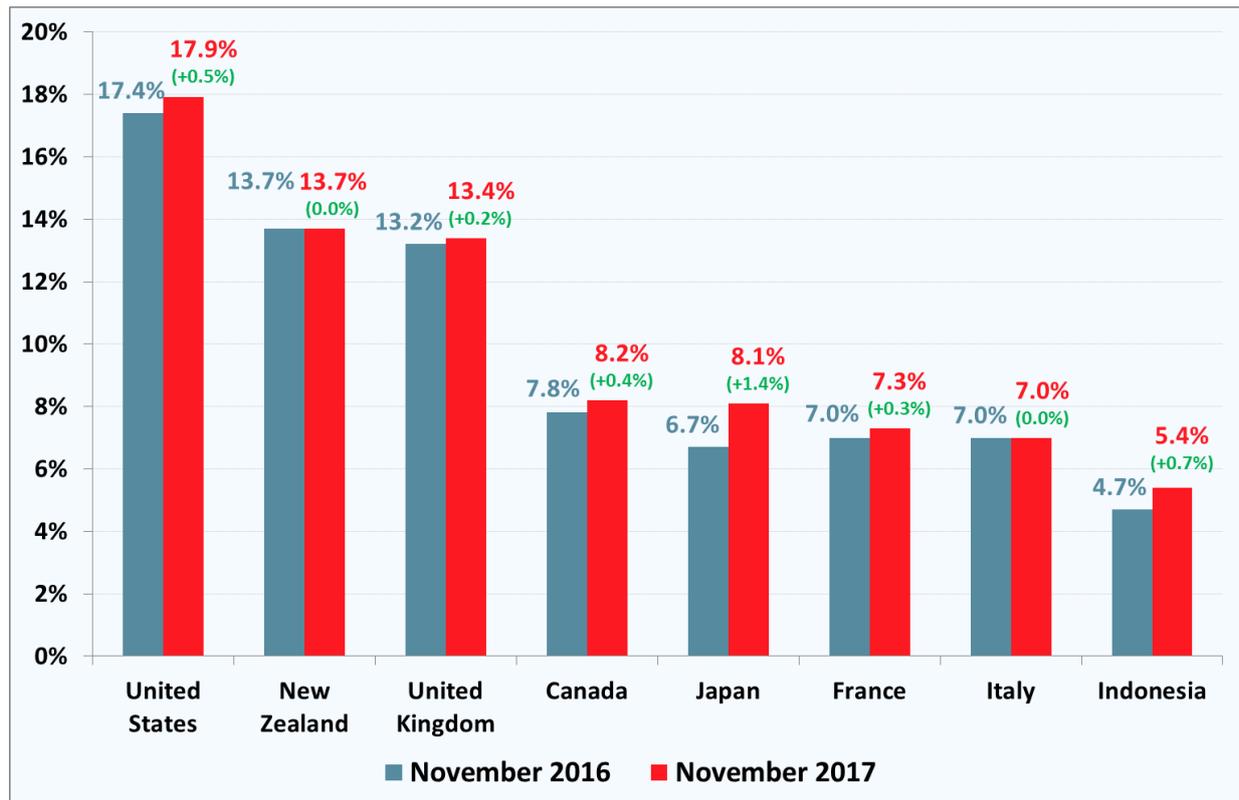
The US is now clearly the preferred overseas holiday destination for Australians with 17.9% of Australians in the year to November 2017 indicating they would like to holiday in the US for at least one night in the next two years – up 0.5% on a year ago.

Interviewing for the latest overseas holiday intention results was conducted entirely after the election of Donald Trump in November 2016 and it shows the controversial US President has not had a negative impact on holiday intentions to the US as [some had feared](#).

Other leading overseas holiday destinations included closest neighbour New Zealand mentioned by 13.7% of Australians, unchanged from a year ago, and vanquished Ashes foe the United Kingdom mentioned by 13.4% of Australians up 0.2% from a year ago.

The leading Asian destination was again Japan mentioned by 8.1% of Australians and showing the most impressive growth over the past year up by 1.4% and now ahead of traditional European holiday destinations France (7.3%) and Italy (7.0%).

Most popular destinations among Aussies planning an overseas holiday



Source: Roy Morgan Single Source Australia, December 2015 – November 2016, n = 14,348 & December 2016 – November 2017, n = 15,145. Base: Australians 14+.

FOR IMMEDIATE RELEASE

Michele Levine, CEO, Roy Morgan, says Australians plan on travelling to the US in the next two years at a greater rate since US President Donald Trump was elected:

“Concerns that the election of Donald Trump as US President would negatively impact travel to the United States appear unfounded from an Australian perspective with 17.9% of Australians in the year to November 2017 saying they would like to holiday in the US in the next two years, up 0.5% from a year ago prior to the 2016 US Presidential Election.

“The increasing desire to holiday in the United States is part of a broader trend with significantly more Australians than a year ago indicating they would like to take an overseas holiday in the next two years: 48.5% cf. 46.8% - an increase of 1.7%.

“Other countries have benefited from Australians’ love of travel with the intention to holiday in the next two years increasing in many other leading holiday destinations including the United Kingdom – now 13.4%, up 0.2% from a year ago, Canada – now 8.2%, up 0.4% and Japan which has experienced the biggest year-over-year growth up 1.4% to 8.1%.

“For a deeper understanding of Australians who intend to take holidays in the future Roy Morgan offers a suite of products via Roy Morgan Single Source and the powerful psychographic segmentation tool provided by [Roy Morgan Helix Personas](#) which allows businesses to drill down into the data to find out exactly what drives consumers to make the decisions they do and where these potential customers are located.”

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

Roy Morgan - 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

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 75 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.

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
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2