

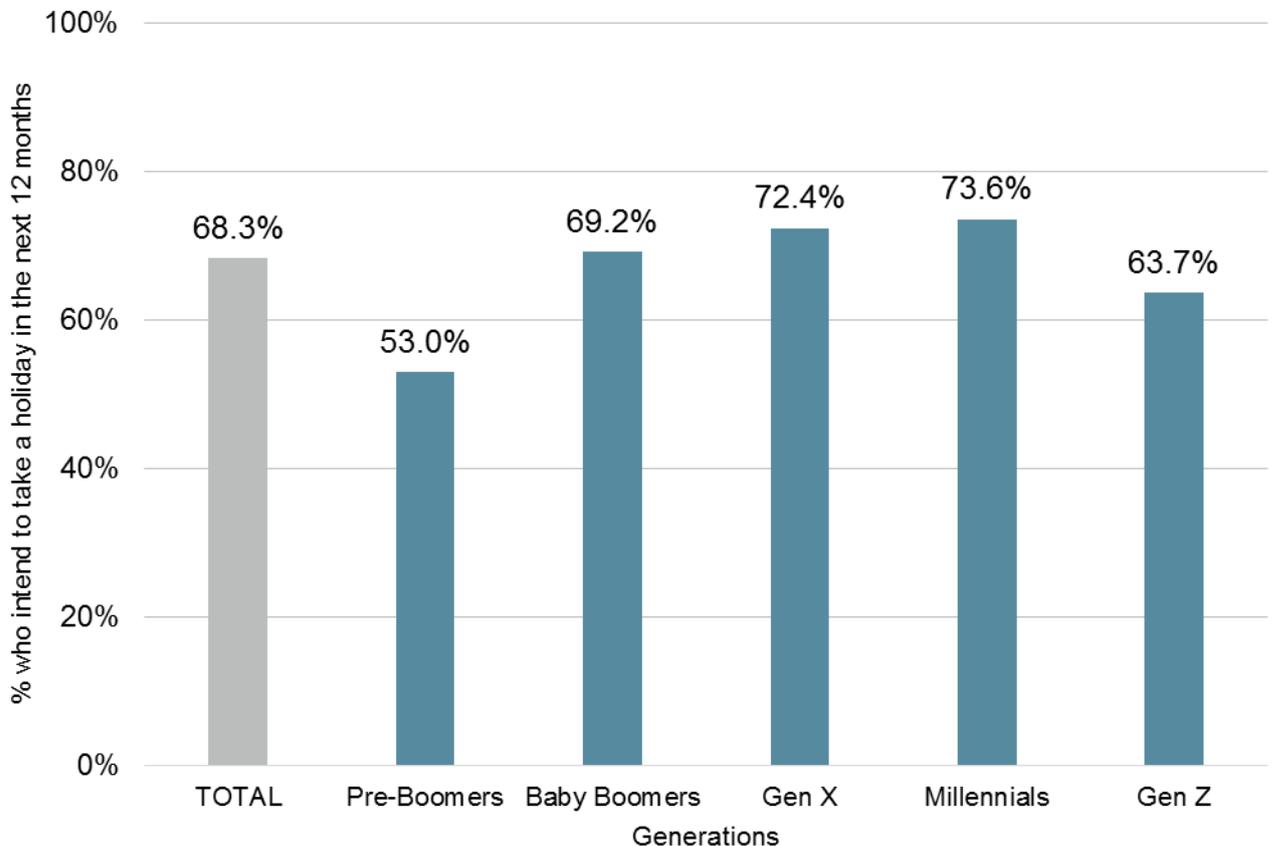
Friday, 25 May 2018

Millennials plan to travel more than other Australians

Nearly 14 million (68.3%) Australians aged 14+ are intending to take a holiday in the next 12 months, down 0.7 ppts from the same period last year. Although the majority of Australians intend to have at least one holiday in the coming year, there are some clear generational differences. Millennials lead Gen X and Z, Baby and Pre-Boomers for holiday travel intention.

These are the latest figures from the Roy Morgan Leading Indicator Holiday Travel Intention.

Holiday Travel Intention – next 12 months



Source: Roy Morgan Holiday Tracking Survey (Australia) April 2017 – March 2018, n = 9,627.

Base: Australians 14+. Pre-Boomers (Pre 1946); Baby Boomers (1946-1960); Gen X (1961 - 1975); Millennials (1976 - 1990); Gen Z (1990 - 2004).

Millennials lead for short holidays

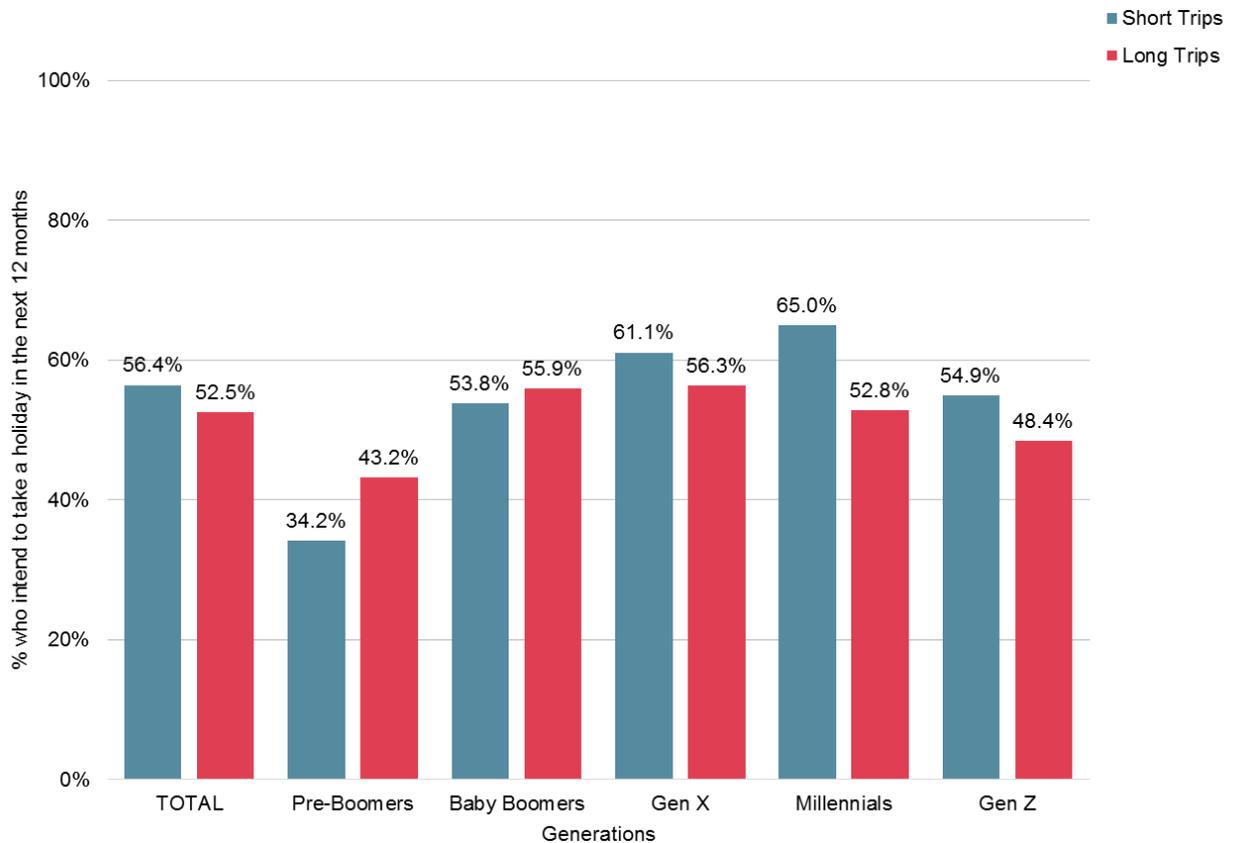
When interviewing Australians aged 14+ for the Roy Morgan Holiday Tracking survey, respondents are asked 'Where would you like to spend future short trips (Holidays of 1 or 2 nights) in the next two years?' as well as when they are likely to travel, places they will stay, and for how many nights in total.

Millennials are the most likely Generation to take a short holiday. 65% of Millennials are intending to take a short holiday in the next 12 months. This is well above the average Australian at 56.4%. Gen X was the only other generation to be more likely to intend to take a short trip in the next 12 months (61.1%).

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For long trip intention, Gen X and Baby Boomers lead for intention to take a long trip in the next 12 months (of 3 nights or more). While Millennials are just over the average for intention, they aren't travelling as much as Gen X and Baby Boomers who make up a large portion of long trip intenders.

Holiday Travel Intention: Short vs Long Trips – next 12 months



Source: Roy Morgan Holiday Tracking Survey (Australia) April 2017 – March 2018, n = 9,627.

Base: Australians 14+. Pre-Boomers (Pre 1946); Baby Boomers (1946-1960); Gen X (1961 - 1975); Millennials (1976 - 1990); Gen Z (1990 - 2004).

Michele Levine, CEO, Roy Morgan, says:

“Looking forward to your holidays is one of life’s great joys (and motivators). While Baby Boomers and Gen X can likely afford to take longer holidays with kids grown up and out of the house and gearing toward retirement, the more career focused Millennials are living life fast and looking for that quick getaway.

‘With over 90% of Australians intending to make their next short holiday a domestic one, tourism bodies will need to ensure that they can cater to Millennials who will make up a large portion of these domestic travellers.

“The [Holiday Travel Intention Report](#) provides information on overall next holiday or leisure trip intention in the next 12 months as well as whether the next holiday/leisure trip in the next 12 months will be overseas or domestic. Information on next short holiday intention and next long holiday intention is also provided.

“Holiday intention is a lead indicator that can assist domestic and offshore destination marketers understand and plan for the future. This forward vision is in contrast to most tourism statistics that give a ‘rear-view mirror’ on the past.”

To learn more about Roy Morgan’s tourism and travel data, call (+61) (3) 9224 5309 or email askroymorgan@roymorgan.com.

Please click on this link to the [Roy Morgan Online Store](#).

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 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.

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
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