



Travel in Australia

September 2024

Table of Contents

[Travel in Australia](#)

EXECUTIVE SUMMARY

Travel in 2024
Airlines: Key trends
Hotels: Key trends
Booking: Key trends
What next for travel?

MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2019-2024
Table 2 - Surface Travel Modes Online Sales: Value 2019-2024
Table 3 - Forecast Surface Travel Modes Sales: Value 2024-2029
Table 4 - Forecast Surface Travel Modes Online Sales: Value 2024-2029
Table 5 - In-Destination Spending: Value 2019-2024
Table 6 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Tourism Flows in Australia](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inbound arrivals approach pre-pandemic levels
Domestic dynamics: Australia sees urban resurgence as rural interest cools

PROSPECTS AND OPPORTUNITIES

The price of travel: How inflation is dividing travel trends
Navigating recovery: Chinese tourists return and duty free's revival in Australia

CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2019-2024
Table 8 - Inbound Arrivals by Country: Number of Trips 2019-2024
Table 9 - Inbound City Arrivals 2019-2024
Table 10 - Inbound Tourism Spending: Value 2019-2024
Table 11 - Forecast Inbound Arrivals: Number of Trips 2024-2029
Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2024-2029
Table 13 - Forecast Inbound Tourism Spending: Value 2024-2029
Table 14 - Domestic Tourism by Destination: Number of Trips 2019-2024
Table 15 - Domestic Spending: Value 2019-2024
Table 16 - Forecast Domestic Tourism by Destination: Number of Trips 2024-2029
Table 17 - Forecast Domestic Spending: Value 2024-2029
Table 18 - Outbound Departures: Number of Trips 2019-2024
Table 19 - Outbound Departures by Destination: Number of Trips 2019-2024
Table 20 - Outbound Tourism Spending: Value 2019-2024
Table 21 - Forecast Outbound Departures: Number of Trips 2024-2029
Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2024-2029
Table 23 - Forecast Outbound Spending: Value 2024-2029

[Airlines in Australia](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

The ongoing recovery of Australian airlines

The economic challenges faced by Australia's small airlines

PROSPECTS AND OPPORTUNITIES

Points of engagement: Rethinking airline loyalty for a new generation in Australia

Focus on sustainability as airlines look to adopt zero emissions goal

CATEGORY DATA

Table 24 - Airlines Sales: Value 2019-2024

Table 25 - Airlines Online Sales: Value 2019-2024

Table 26 - Airlines: Passengers Carried 2019-2024

Table 27 - Airlines NBO Company Shares: % Value 2019-2023

Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2024

Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2024

Table 30 - Full Service Carriers Brands by Key Performance Indicators 2024

Table 31 - Forecast Airlines Sales: Value 2024-2029

Table 32 - Forecast Airlines Online Sales: Value 2024-2029

[Lodging \(Destination\) in Australia](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising room prices and occupancy rates in Australian lodging

Regulation and realignment: Navigating Australia's short-term rentals

PROSPECTS AND OPPORTUNITIES

Expansion and refinement in Australia's luxury hotel segment

Australia's commitment to accessible travel

CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2019-2024

Table 34 - Lodging (Destination) Online Sales: Value 2019-2024

Table 35 - Hotels Sales: Value 2019-2024

Table 36 - Hotels Online Sales: Value 2019-2024

Table 37 - Other Lodging Sales: Value 2019-2024

Table 38 - Other Lodging Online Sales: Value 2019-2024

Table 39 - Lodging (Destination) Outlets: Units 2019-2024

Table 40 - Lodging (Destination) Rooms: Number of Rooms 2019-2024

Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024

Table 42 - Hotels NBO Company Shares: % Value 2019-2023

Table 43 - Hotel Brands by Key Performance Indicators 2024

Table 44 - Forecast Lodging (Destination) Sales: Value 2024-2029

Table 45 - Forecast Lodging (Destination) Online Sales: Value 2024-2029

Table 46 - Forecast Hotels Sales: Value 2024-2029

Table 47 - Forecast Hotels Online Sales: Value 2024-2029

Table 48 - Forecast Other Lodging Sales: Value 2024-2029

Table 49 - Forecast Other Lodging Online Sales: Value 2024-2029

Table 50 - Forecast Lodging (Destination) Outlets: Units 2024-2029

[Booking in Australia](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Revenge travel and beyond: The evolving dynamics of bookings in Australia
The shift towards value-based travel strategies supports luxury segment

PROSPECTS AND OPPORTUNITIES

Navigating the future: AI and innovation propel Australia's online travel boom
The robust return of cruise tourism

CATEGORY DATA

Table 51 - Booking Sales: Value 2019-2024

Table 52 - Business Travel Sales: Value 2019-2024

Table 53 - Leisure Travel Sales: Value 2019-2024

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 - Forecast Booking Sales: Value 2024-2029

Table 56 - Forecast Business Travel Sales: Value 2024-2029

Table 57 - Forecast Leisure Travel Sales: Value 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-australia/report.