

Domesticate 2018

Kantar Australia's annual syndicated study into the Australian travel market: their mind-set, attitudes to travel and outlook for the Australian travel industry.



We gotta get out of this place...

Media-Driven Climate of Fear

Australians in 2018 are more worried than ever – of global conflict, random crime in cities, on top of the stress of working long hours to pay the bills and mortgage. Social Media also plays a role in applying pressure to keep up appearances and maintain high living standards.

Holidays are not a luxury, but a necessity

City-dwellers use the term 'escape' when talking about holidays. Short breaks alleviate stress levels and far more so when they are taken away from city centres.

Getting away from crowds is more important than ever before

While the key motivators for domestic holidays include 'to relax' and 'to try something new', **'getting away from crowds' has become more important** for both intrastate and interstate travellers in 2018.

Within your home state



Outside your home state

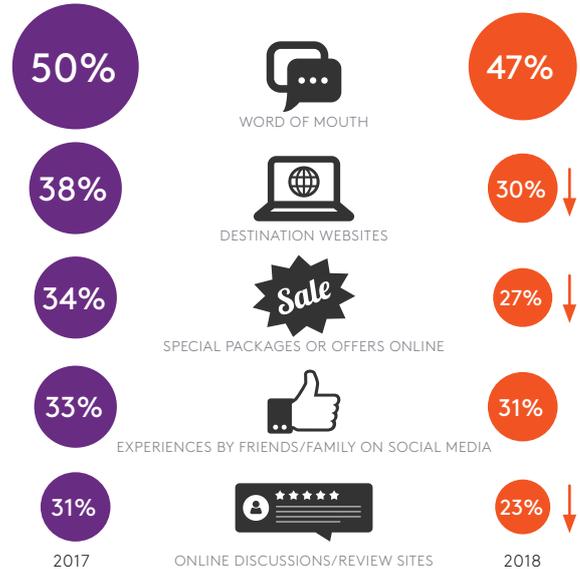


The influence of communication channels has fallen

Lower impact across most channels

People's reliance on destination websites, online packages and online discussion/review sites for travel information and inspiration has dropped in the past year. The only channel staying steady is word of mouth – in person or via social media.

INFLUENCE OF TOP 5 COMMUNICATION CHANNELS ON DECISIONS ABOUT HOLIDAYS



Mistrust is everywhere

54% of Australians think most of the information on social media is unreliable – compared to 27% on average across the APAC region. Similarly, 49% of Australians think that brand content on social media is not relevant to them – compared to 26% across APAC.

Escape to the country

Regional destinations are key draw-cards for what Australians are seeking from their holidays, but some improvements can be made in how the offer is presented and communicated to prospective visitors:

- Improving knowledge of Australia's heritage and indigenous experience is vital to drive interest
- While regional destinations shouldn't try to compete with metropolitan nightlife, offering authentic night-time experiences that showcase the destination beyond daylight hours is essential
- There is no such thing as a 'typical' regional holiday; visitors are driven mainly by what they can do there

