

Explore Travel *2025 & beyond*

For more information on this
research please contact Laura Allen
Laura.Allen@austcommunitymedia.com.au



explore

ACM CONNECT
NOW

Research Methodology

A study of Explore readers

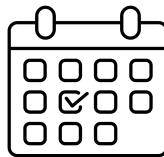
Sample



Explore readers were invited to take part in the study through the newsletter and editorial coverage

A total of **2,032** took part.

Fieldwork



The survey was open from 2 December 2024 to 8 January 2025.

Incentive



Completion to win 1 of 3 \$1,000 Explore Travel vouchers.

Explore readers have the **financial means to travel** without the pressures of family commitments

43

Average Age

52% aged 51-70

22%

Household income
over \$156k

84%

Couples and singles
without school aged
children in the
household

Explore readers are constantly travelling

As soon as they return from travel, they are already booking their next trip

74%

Have **been on a holiday** in the past 12 months

36%

Have **booked and paid** for their upcoming holiday

85% went on a holiday in the past year

8% have spent \$30k+



Driven by a **strong desire to travel** without budget constraints

46%

"I generally know where I want to go for a holiday, and I save up so I can afford the holiday I want"

19%

"I have a set budget in mind that I'm willing to spend on a holiday, and like to look around to see where I can go for my budget"

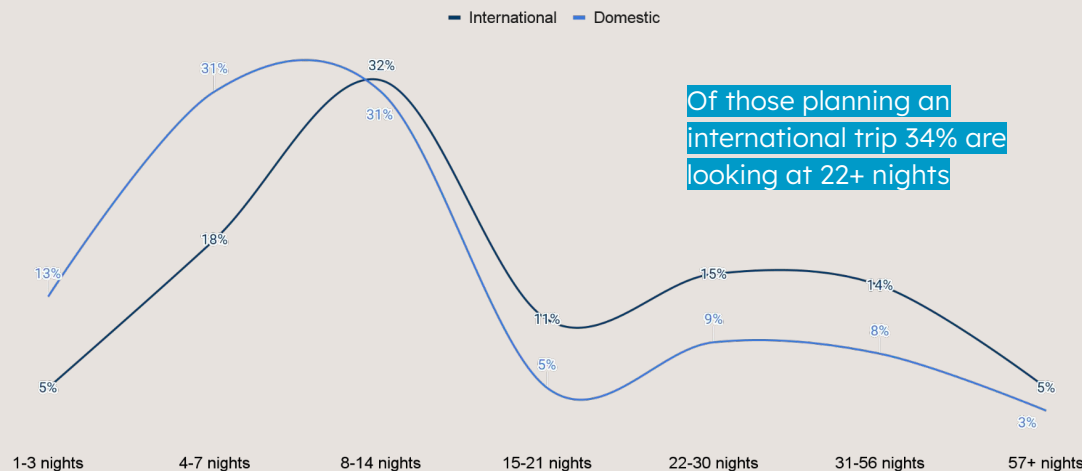
35%

"Neither of these sound like me, I just go with the flow if a good deal or opportunity arises"



More time to take longer holidays

23% of those planning holidays are looking to book for **22+ nights**



Of those planning an international trip 34% are looking at 22+ nights

Of those who have booked a 22+ night holiday, 29% have already spent over \$25k, before leaving.

21% are engaged with cruising

8% have just booked, or are planning their first cruise



Ocean Cruise

79%

Domestic

51%

International

49%



River Cruise

28%

Domestic

6%

International

94%



Expedition Cruise

12%

Domestic

32%

International

68%

Emotional needs play a significant role in decision making, as do more practical factors

Tap into a sense of 'newness' and consider highlighting a mixture of emotional and practical triggers

Emotive		Practical	
Activities and sightseeing	43%	Value for money	49%
Visiting somewhere new	39%	Accommodation options	34%
Unique and different experiences	31%	Dining and cuisine options	22%
Opportunities to immerse in cultures	25%	Personal safety and security	22%
Revisiting a favourite destination	18%	Food and water hygiene	14%
Being around other people like me	11%	All-inclusive dining	12%



Pressure to make the right decisions can feel overwhelming, presenting an opportunity to influence



Finding the right
type/s of
accommodation

20%



Deciding on what
to do and see

20%



Finding the right
type of flight/s

17%



Booking desired
activities

9%

More time and money is directed to holidays where the 'journey' is key to the experience



Cruise

21 nights
\$9,402
av budget



Group tour

21 nights
\$10,311
av budget



Rail journey

22 nights
\$10,688
av budget



History adventure

25 nights
\$10,248
av budget

Living regionally is no barrier to flying

Less than a 2 hour drive from a...

92% Domestic airport

68% International airport

