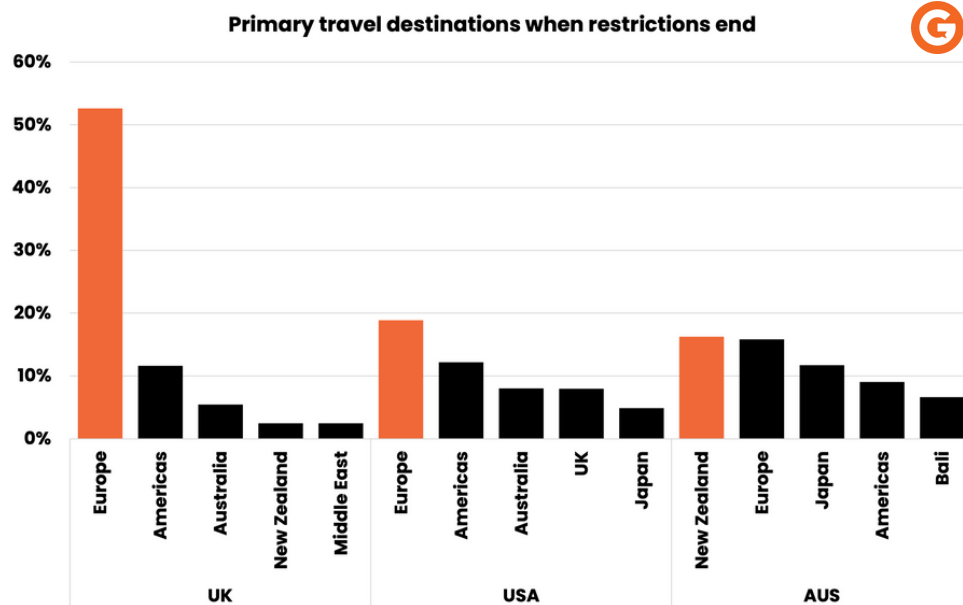


WHERE DO WE WANT TO TRAVEL?

As Australia re-opens to international travellers we asked Aussies, Americans and Brits what their primary travel destination would be once international travel resumes.

Europe the #1 travel destination preference

Europe is the #1 destination for Brits, Americans and Aussies, with New Zealand equally appealing for Australians.

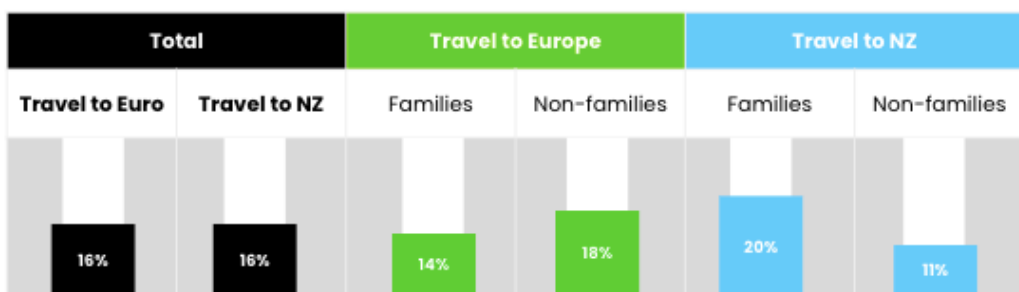


Source: Catalyst Program, Aus, Feb 2022. (n=1,211), Catalyst program, UK, Feb 2022. (n=1,203), Catalyst program, USA, Feb 2022. (n=2,001)

Aussie families prefer to holiday closer to home

Those with children are more likely to choose NZ (20%) than Europe (14%). Parents are more likely to choose New Zealand (20%) than non-parents (11%), however the split is reversed for those intending to travel to Europe, with 14% of intended travellers being parents and 18% non-parents.

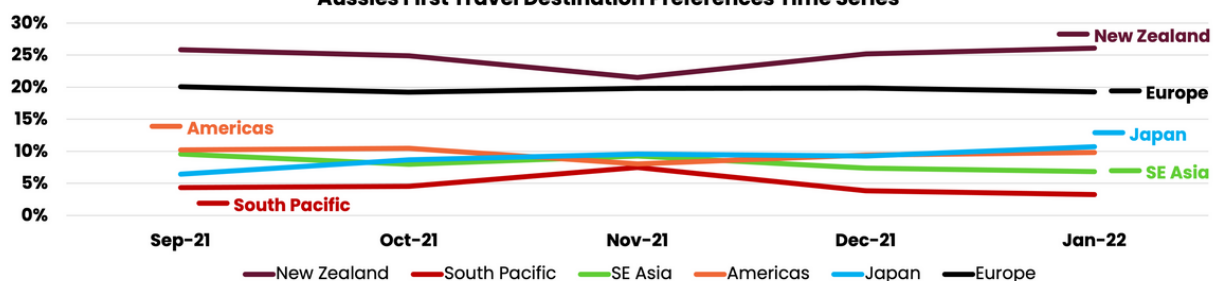
Australians willingness to travel to Europe and NZ



Source: Catalyst program, February 2022. (n=1,211)



Aussies First Travel Destination Preferences Time Series



Source: Catalyst program, Aus. Sep 21: n=1,244, Oct 21: n=1,222, Nov 21: n=1,222, Dec 21: n=1,227, Jan 22: n=1,206

Metro Aussies significantly more likely to travel to Europe than regional Aussies

Those living in regional areas are also more likely to choose NZ (24%) than Europe (14%), echoing the appetite for close to home travel from families.



FIND OUT THE ISSUES THAT MATTER MOST TO YOUR CONSUMERS

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